

**City of Blue Island
Marketing Kit
Request for Proposal**

January 12, 2011

Background

The City of Blue Island is a Preserve America Community. As such, we were able to obtain funding from Preserve America to help define and market Blue Island based on our historic cultural diversity.

A brand identity was created for Blue Island that reflects our assets and enhances our appeal to both visitors and residents. This was accomplished by gathering information acquired through research and community outreach. The outcome was a new logo, tagline and logo use guidelines (see attached). Stationery and business cards were printed using the new logo. The logo was also provided to department heads to incorporate into City ads, newsletters and notices. A target audience list was developed and an outline of assets to promote was created.

The next phase is to develop a Marketing Kit with contents that have the flexibility to be easily customized for different audience sectors and a variety of marketing needs.

MARKETING KIT OVERVIEW

TARGET AUDIENCE

Internal:

- Businesses (owners and employees)
- City of Blue Island governing body and City employees
- City-wide organizations, including:
 - Library
 - Park District
 - Chambers of Commerce
 - Historical Society
 - Churches
 - Schools
 - Salvation Army
 - Fraternal Organizations
- Residents

External:

- Area tourism bureaus
- Enthusiasts of specialty categories, including:
 - Antiques and antique cars
 - Architecture
 - History
 - Home & garden
 - Railroad
- The Media
- Neighboring Municipalities and Chicago neighborhoods
- Regional stakeholders including:
 - METRA
 - IDOT
 - CMAP
 - Townships
 - Friends of the Chicago River
 - Friends of the Calumet-Sag Channel
 - CNT
 - Cook County

MARKETING KIT CONTENT

The Blue Island Marketing Kit content must have the flexibility to be customized based on the audience targeted. Most of the topics can be covered briefly with direction to our Blue Island website for more details. Some may require more detailed information based on the content and target. For example, the piece/segment developed to target visitors and tourists will be available at our local hospital so the visitor has no access to a computer.

Categories that must be covered are:

Blue Island General Information

- Demographics
- Diverse Community (economic/ethnic/housing stock, etc.)
- Location
- Transportation
- Preserve America Community
- Famous Blue Islanders/movies & TV shows filmed
- History
- Form of Government
- Convenient, friendly, safe, walkable community
- Close to jobs
- Affordable
- Family Friendly (Schools/parks/golf course/overview)
- Calumet-Sag Trail development
- Rowing Regattas

Residential Information (current & potential) with more detailed information about Blue Island

- Friendly, safe, walkable, bikeable community
- Close to jobs (highways/rail transportation-# train stations)
- Parks and recreation (golf course/Calumet-Sag Trail/dog park/Rowing)
- Housing stock (affordable/types available)
- Schools
- Hospital/Medical Centers
- Places of Worship
- An addendum sheet (s) for current/new residents w/information on utilities/ordinances/recycling/etc.

Business Information (targeting current and potential)

- Development opportunities
- Resources
- Cal-Sag Enterprize Zone
- Incentives
- Business Owner's How To Kit (opening a business process)
- Resident Workforce
- Transportation
- Centerpoint (SBCD)
- Moraine Valley Workforce Development
- Networking
- Blue Island Chamber of Commerce
- Chicago Southland Convention and Visitors Bureau
- Blue Island Plan Executive Summary

Visitors and Tourism Information

- Great Shopping and Dining
- Rich
- Conveniently accessible
- Parks and recreation (golf course)
- Nearby Lodging

Media Information

- Press Release Template
- Blue Island in the News
- City Government
- Contact information

Scope of Work

The City of Blue Island will provide the necessary factual information and photos which can be obtained from our City website, pamphlets, resident guides, reports, etc. Information provided will require moderate-to-heavy editing to conform to an overall style and message.

Final approved product must be provided in both PDF high resolution format, CMYK; and low resolution format for web, RGB. All pieces in the Marketing Kit must include Preserve America identification, which the City will supply. We welcome format suggestions that fall outside the realm of the project described, but submitted proposals must adhere to the budget, with format ideas outside the realm of the project provided as separate line items. Project must adhere to Preserve America grant guidelines.

Budget

The total budget allotted for this project is \$13,000.00

Invoicing: 1/3 upon selection of a proposal
1/3 at mid-project
1/3 upon completion of the project

Proposal Submittal

Your proposal must be submitted no later than 5:00pm on Thursday, January 20, 2011. Submit proposals to the attention of Mary Poulsen, Community Relations Director, City of Blue Island,

Submit via mail to City Hall, 13051 S. Greenwood Avenue, Blue Island, IL 60406.

Or drop off at the Clerk's Office at City Hall (hours are M-F, 7:30am-4:00pm)

Or via e-mail at mpoulsen@cityofblueisland.org

Should you have any questions, you may contact Mary Poulsen at (708) 396-7035 or via e-mail at mpoulsen@cityofblueisland.org

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