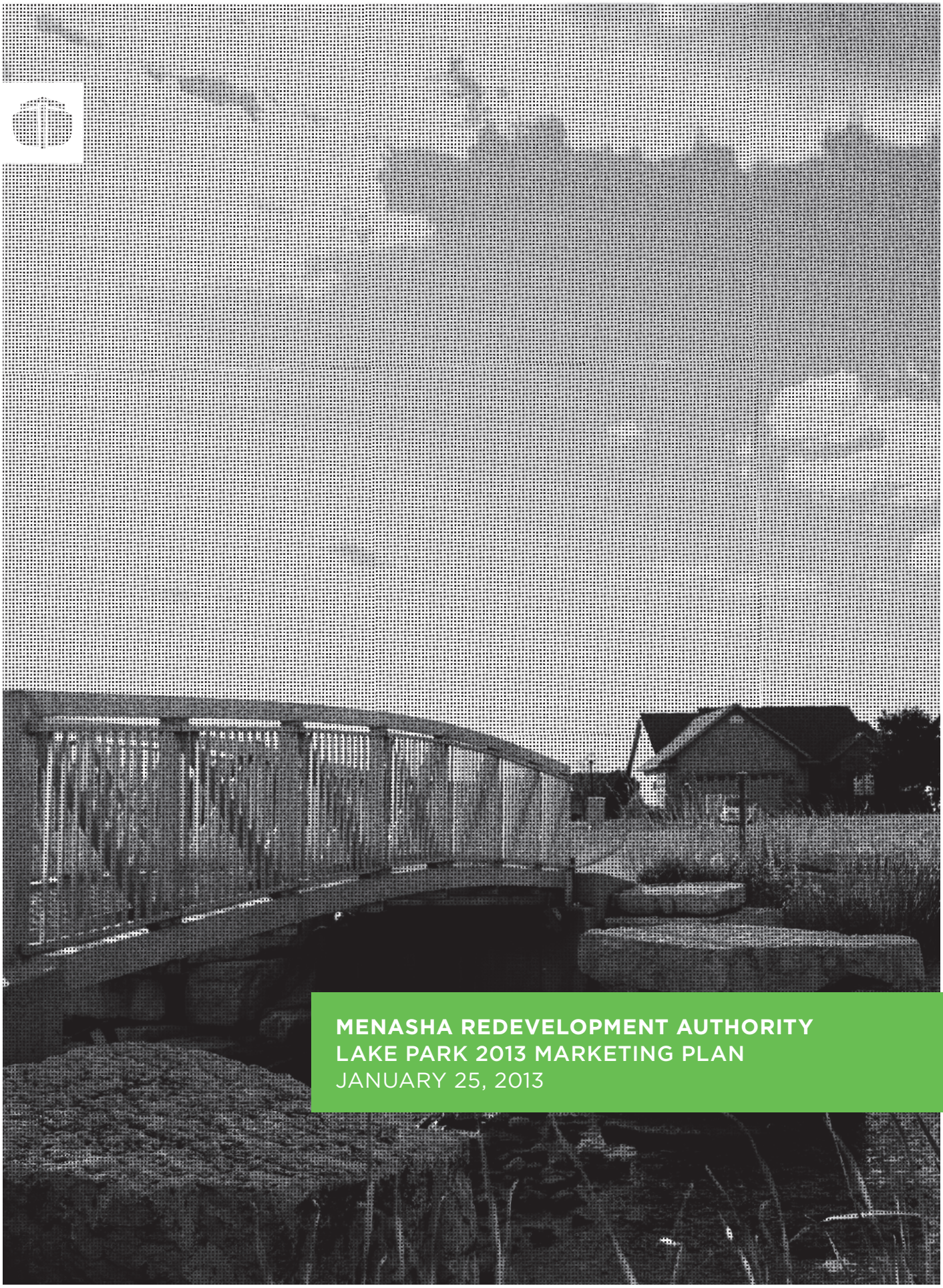

MENASHA REDEVELOPMENT AUTHORITY
LAKE PARK 2013 MARKETING PLAN
JANUARY 25, 2013

BACKGROUND

The Menasha Redevelopment Authority contracted Ark Media Group to aid in increasing sales of an under-developed plot of residential and commercial properties on the east side of the city, in collaboration with Coldwell Banker The Real Estate Group and Grubb & Ellis | Pfefferle.

At the onset of our first phase, Ark's direct responsibility was to solidify a vision that benefits our single client, the Menasha RDA, whose goal is to sell lots, both residentially and commercially—anywhere at Lake Park—then brand that vision and give it life. The indirect responsibility was to set the stage to sell lots specifically in Lake Park Villas and Lake Park Square, through the cooperation of Coldwell Banker and Grubb & Ellis | Pfefferle, respectively, who have contracted with the RDA on this initiative.

Having completed the vision and branding, the "indirect responsibility" referenced above became the direct goal for a second phase. Phase two of Ark Media Group's involvement with the Menasha RDA was to create the main vehicle for communicating the Community of Lake Park message. This took the form of a website and basic sales materials for the residential and commercial realtors. Finishing touches are being done in preparation for a launch to coincide with a third phase—a marketing and advertising plan to reach potential residents and businesses.

That brings us to today. The Menasha RDA has requested a proposal for a marketing and advertising plan for spring 2013. The goal of this plan, in general terms, is to generate awareness among the target audience and compel them to take action by visiting the Community of Lake Park website. The specific goal is to persuade home-seekers to consider Lake Park Villas for their next home; and persuade commercial prospects to consider Lake Park Square as a location for their business.

The following document outlines our recommendations for a targeted marketing campaign to promote the Community of Lake Park in spring of 2013, with specific emphasis on Lake Park Villas and Lake Park Square.

Marketing Efforts

PROJECTS ALREADY COMPLETE
LAUNCHING THIS QUARTER

WEBSITE

The Community of Lake Park website, which serves as the hub for all things Lake Park, will go live in February. Because all the information, sales copy and contact info has its home on the Lake Park website, this is where the advertising will drive potential home-buyers.

The website also contains the photography of the Lake Park community completed in fall 2012.

REALTOR SELL SHEETS

At the time of the website launch, we will also provide the completed sell sheets for Lake Park Villas and Lake Park Square to both the residential and commercial realtors. These sheets, as requested by the realtors, will serve as their primary print piece, through which to convey the information pertinent to both developments. The sell sheets will also drive prospects to the website if they seek further information.

OUR RECOMMENDATIONS
RADIO

The Lake Park Villas audience is comprised of adults ages 55 and older, who are retired or nearing retirement, professionals, higher income, and active. This demographic tends to still be a heavy consumer of traditional media. Because of the preferences of this audience, radio is an effective medium through which to advertise to them—specifically news, talk radio, sports, and business or financial news.

For this reason, we will place radio advertisements with each of the three major broadcasters in this region:

- Midwest — WTAQ (AM/FM news and talk simulcast, based out of Green Bay)
- Woodward — WHBY (AM news radio, based out of Appleton)
- Cumulus — likely WOSH (AM news and talk, based out of Oshkosh)

TYPES

Advertising will consist of format and duration variations of the following two primary types: segment sponsorship (e.g., News, Wall Street Journal Report), and in-program advertising.

PLACEMENT

A mixture of ad placements and segment sponsorships staggered across these stations will maximize your investment and keep the Lake Park message on the air for the majority of the spring.

All radio advertising will drive listeners to the Community of Lake Park website to learn further information about purchasing a lot at Lake Park Villas.

Planning	Early February
Production	Late February
Placement	Late February to May
Cost	$4,500 - $6,000

OUR RECOMMENDATIONS
ONLINE

Our target demographic spends considerable time in a typical week reading news and articles from online sources. The largest specialized, local news organizations are the Appleton Post-Crescent, and the major television network affiliates located in Green Bay.

We propose utilizing advertising space offered by these local news organizations on their websites:

- Appleton Post-Crescent (www.postcrescent.com)
- ABC (www.wbay.com)
- CBS (www.wearegreenbay.com)
- FOX (www.fox11online.com)
- NBC (www.nbc26.com)

TYPES

Advertising will consist of size and duration variations of the following two primary types: static banner ads and video pre-roll.

PLACEMENT

Each of the aforementioned news organizations offer different pricing structures for placement, in addition to different page position and targeting options.

Your placement will be built with the news organizations to maximize the number of relevant impressions at each outlet, for the budget. This may include strategies such as targeting a specific demographic, advertising on specific content areas with high visibility or relevance to the target audience (e.g., “Business”, Menasha-centered news articles)

DEFINITION

“impression”

A measure of the number of times an ad is displayed (e.g., if an ad is displayed one time, it had one impression).

Planning	Early February
Production	Late February
Placement	March, April, July, August
Cost	$4,500 - $6,000

OUR RECOMMENDATIONS
OUTDOOR

We recommend establishing an identifiable, physical messaging presence at the Community of Lake Park itself, using the revised brand assets. Conversations with Greg and Kara, in addition to RDA data indicate that a high percentage of awareness about the development proper originates from drive-by traffic.

Placing new, large-format, highly-visible outdoor signage visible from 10/114 and/or Lake Park Road with clear messaging will inform passersby of the Lake Park Villas and Lake Park Square developments, and help regain the attention of both commuters and potential homebuyers alike.

We will work with Greg and Kara to determine the exact size and position(s) of signage to maximize impact within the allocated budget.

Planning	February
Production	TBD
Placement	Spring
Cost	$1,500

OUR RECOMMENDATIONS
COMMUNITY PHOTOGRAPHY

In support of the deliverables for phase two and in anticipation of future marketing needs (and capitalizing on favorable weather), Ark Media Group conducted photo shoots on-site at the Community of Lake Park in fall of 2012.

Because the photography is intended to be used for the website and all future advertising happening in Phase 3 and beyond, it was agreed at the time of the shoots that the cost for this photography would be applied to our proposal for this marketing and advertising phase.

Planning	August 2012
Production	N/A
Placement	February (as part of website)
Cost	$1,500

ADDITIONAL INITIATIVES
ON-SITE EVENT SUPPORT

Lake Park Villas is a unique community with unique benefits to its residents. Throughout our work with Lake Park, we have had the opportunity to meet many of the residents—and they continue to be among the strongest advocates for the Lake Park "lifestyle". In an effort to use this pool of "evangelists", we recommend that the RDA coordinate with the Homeowner's Association and Coldwell to host a well-planned, on-site event to draw potential residents to see and experience the development (and its residents) in person—a "taste of" Lake Park Villas for prospective residents.

The timing of this event could coincide with other community activities such as the Valley Home Builders Association Parade of Homes and Condos (August 17, 18; 22-25) while prospective residents are already "out and about".

We can help promote this event through a branded direct mail invitation (or similar), using prospect names and addresses from a purchased demographic report and/or provided by the real estate partner.

Planning	TBD
Production	TBD
Placement	August
Cost	$1,000

ADDITIONAL INITIATIVES
OTHER

We believe there may be unique opportunities for the RDA to forge relationships with area businesses for advertising purposes. For instance, if approached, the successful Menasha-based business Aspen Coffee and Tea may be willing to offer unique advertising options to the city it may not consider offering to other businesses (e.g., exclusive advertising on to-go cup sleeves).

Further, there may also be opportunities for a tie-in with Lake Park Square business development on a larger scale. The RDA could elect to explore incentives or marketing trades with prospective Lake Park Square businesses in exchange for property development. Aspen Coffee and Tea is again a good example. It's a good fit for Lake Park Square from the perspective of vision and branding—and with locations throughout the Valley, could expand the reach and impact of Lake Park's message if arranged in conjunction with the aforementioned advertising possibility.

Making it Happen

SUMMARY

This document outlines all costs associated with the creation of this marketing plan, research, development of strategy, identification of and coordination with appropriate media partners, in addition to the production and placement of specific marketing deliverables outlined.

This plan has been designed to maximize your marketing production and placement budget for 2013. The ranges exist due to the inherent variability in negotiation of media-placement costs.

However, during the negotiation of placement, we will adjust each recommendation within the ranges described, but not to exceed the total amount defined below.

Planning:	$6,500
Radio:	$4,500 - $6,000
Online:	$4,500 - $6,000
Outdoor:	$1,500
Community Photography:	$1,500
On-Site Event Support:	$1,000
Subtotal:	$19,500 - $22,500
Not To Exceed:	**$20,000**

NEXT STEP

The next step is a down payment and signed copy of this proposal—which states that you support the strategy, direction and timetables presented in this document.

If you have any questions about the items addressed in this document, please contact John Behrens, Lead Creative Producer at jbehrens@arkmediagrp.com or (920) 727-4008.

If you're ready to proceed, give us your John Hancock and we'll get started right away!

Once we receive the above, we'll begin work immediately.

Ark Media Group
1487 Kenwood Drive, Menasha, WI 54952

(920) 727-4008 | www.arkmediagrp.com

Estimates are valid for thirty (30) days from the date of this document. All timetable and budget estimations are contingent upon internal and external factors including but not limited to hardware availability, scheduling, timely provision of any necessary assets and changes in project scope. All estimates are subject to change, and unless otherwise specified, do not include travel, photography, videography, copywriting, printing, post-production, hosting, support plans, or domain purchase, transfer or renewal.

Original research, conclusions, determinations and ideas presented in this and future proposals are considered intellectual property of Ark Media Group, LLC until approved ownership transfer. 130125-1245

AMENDMENT 1: EXTEND SCOPE *for* 2013 MARKETING *and* ADVERTISING PLAN

This document shall serve as an amendment to the existing Standard Agreement for Creative Services between Ark Media Group and the Redevelopment Authority of the City of Menasha dated June 29, 2012, the purpose of which is to extend the Scope of Services to Include the 2013 Marketing and Advertising Plan for Lake Park in an amount not to exceed $20,000.

By their execution below, the parties hereto have agreed to this Agreement effective as of the last date of signature below, and each signatory represents that it has the full authority to enter into this Agreement and to bind her/his respective party to all of the terms and conditions herein.

AGENCY:

Ark Media Group LLC
1487 Kenwood Drive, Menasha, WI 54952

Signed: Bradley T DePasse

Position: President

Date: 1/30/2013

CLIENT:

Menasha Redevelopment Authority
140 Main Street, Menasha, WI 54952

Signed: _____

Position: _____

Date: _____

130130-1456