



The very bright future of Tinley Park  
continues right here, right now

**ROGER BROOKS**  
International



# Branding overview





Why are we doing this?







To reduce the leakage of local resident incomes  
being spent elsewhere.





To create a sense of community:  
A central gathering spot - a more vibrant downtown.





Recruit and support businesses that reinforce the brand (retail, hospitality & entertainment).






Bring the community (neighborhoods) together  
through the branding effort.





Create a brand that can help us grow  
while creating a unified marketing effort  
(one loud voice).



A pile of crumpled US dollar bills, including a prominent \$20 bill on the left and a \$100 bill in the center, scattered on a black background. The bills are wrinkled and folded, suggesting they have been handled or discarded.

There are two types of brands:

- 1) The “feel good” generic community brand
- 2) The economic development brand



The whole idea is to import  
more than you export.



The ten things you need to know & do







Branding is the art of differentiation:  
what sets Tinley Park apart from everyone else.





A brand is a perception -  
and a promise that you will deliver on that perception.

## HOW PERCEPTIONS CREATE A BRAND:

1. Visual cues (Coming off of I-80 or I-57).
2. The people and attitudes.
3. Word of mouth.
4. Publicity/Social media (in the news)





Logos and slogans are not brands.

Brand identities  
make up **2%** of a brand  
but get  
**98%** of the political attention locally.





Reebok









*Coca-Cola*





You never use focus groups.



A brand evokes emotion:  
It's a feeling someone has about Tinley Park.





All successful brands are built on product,  
not marketing.



You never “roll out” a brand.  
It’s earned over time.





You cannot do branding by public consent.

You will **never** get everyone to agree until  
you water it down to **something generic**.



You cannot let local politics kill  
your branding efforts

A by-product of brands “for the people” is the committee that compromises and kills a potential brand home run.

This is why you never see statues of committees in public parks; you see brave leaders!



# THE 7 PHASES OF A PUBLIC PROJECT

1. Enthusiasm
2. Planning
3. Disillusionment
4. Fear & panic
5. Search for the guilty
6. Punishment of the innocent
7. Praise and honors for the non-participants



You build your brand on feasibility  
not just local sentiment.





You build your brand through public relations.  
Advertising is used to maintain your  
ownership position.


There are only three killers  
of any branding effort

A thick, curved orange line that starts under the word 'killers' and ends under the word 'effort', arching downwards.

1. Local politics
2. Lack of champions
3. Lack of money (private & public)



# The 13 steps to a successful branding effort

A thick, curved orange line that starts on the left, dips down, and then curves back up to the right, resembling a stylized underline or a decorative flourish.



Brand Development Team (BDT)  
& outside facilitator



# The brand team

- **Jackie Bobbitt** - Tinley Park Chamber of Commerce
- **Greg Carter** - Tinley Park Park District
- **Julie Dekker** - Vogt Visual Arts Center, Main Street Commission
- **Beth Fahey** - Creative Cakes, Main Street Commission
- **Daniel Fitzgerald** - Tinley Park Convention Center
- **Donna Framke** - Tinley Park Marketing Director
- **Nick Halikias** - Odyssey Country Club
- **Stephanie Kisler** - Village Planning Dept.
- **Dave Niemeyer** - Village Manager
- **Courtney Rourke** - Hollywood Casino Amphitheater
- **Kevin Suggs** - Village Trustee
- **Paula Wallrich** - Tinley Park Community Development
- **Brian Younker** - Village Trustee & local business owner



Education & outreach:  
“This is your chance to weigh in on  
Tinley Park’s future”

# 780 people weighed in!



Plus interviewed more than 60 people  
and conversations with many other stakeholders.

Reviewed many of the village's plans & studies.

More than 100 local citizens attended the assessment and  
branding workshop.



# Who took part



- Within the village limits: 92%
- Under 45: 34%
- Age 46+: 66%
- Women: 66%

# Where do you take friends & family?



- Downtown Tinley Park
- Chicago
- Orland Park
- Frankfort

# Where do you go to hang out?



- Area restaurants
- Orland Park: movies, shopping
- Frankfort's downtown
- Chicago



# What you said



- **Assets:** Downtown | Schools | The Train/crossroads access
- **Challenges:** Downtown | Taxes | Business development | Crime | Mental health site
- **What needs to be done:** More shopping, restaurants, things to do, particularly after work and on weekends.

# What you said



- **Branding focus:** Craft beers | Oak Park Ave | Culinary | Sports  
Farm & country | Festivals and events | Green living | Entertainment  
Music | Healthy living | Kids & family
- **Feelings to portray:** Safe | Clean | Family-friendly | Close-knit  
Small town charm | Belonging | Fun



Identify the markets:  
Who are we hoping to attract?



**Radius 1: OAK PARK AVE AT HICKORY ST, TINLEY PARK, IL 60477, aggregate**

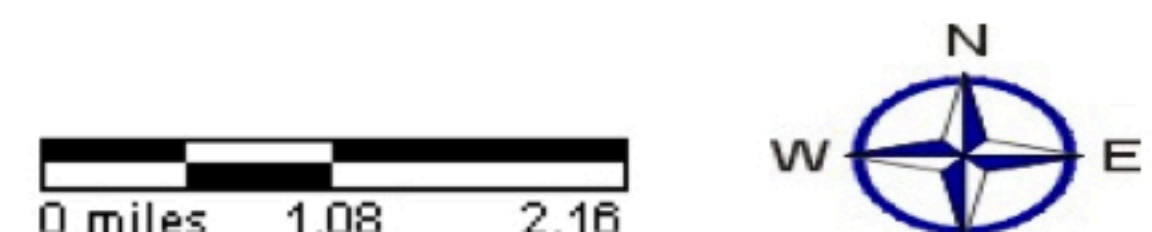
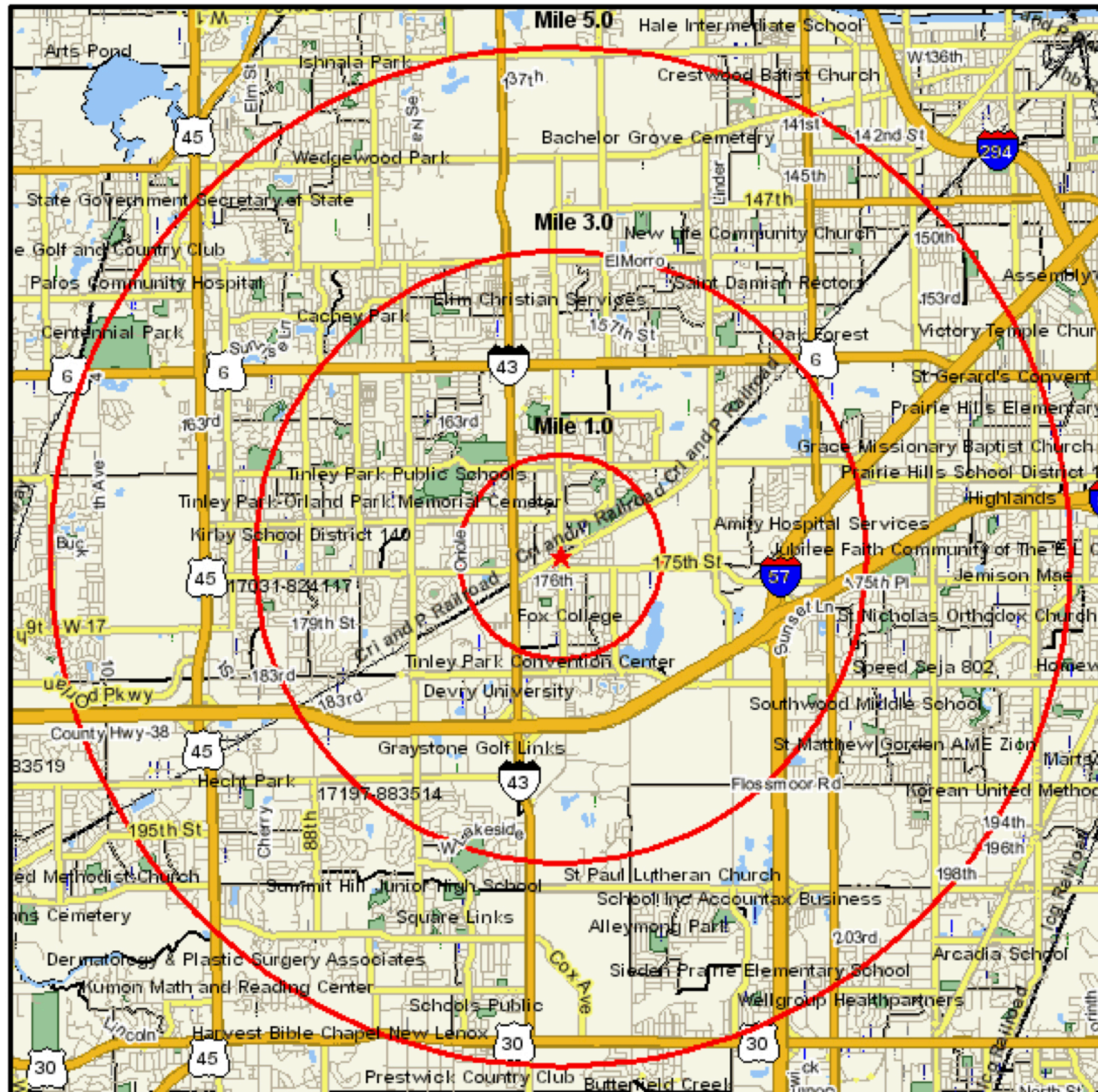
**Radius 2: OAK PARK AVE AT HICKORY ST, TINLEY PARK, IL 60477, aggregate**

**Radius 3: OAK PARK AVE AT HICKORY ST, TINLEY PARK, IL 60477, aggregate**

Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	<i>Radius 1</i>	%	<i>Radius 2</i>	%	<i>Radius 3</i>	%
<b>Population</b>						
2010 Census	12,591		80,074		200,828	
2000 Census	12,917		77,653		188,442	
Growth 2000 - 2010	-2.53%		3.12%		6.57%	
<b>Households</b>						
2010 Census	5,141		30,628		73,522	
2000 Census	5,144		28,076		66,030	
Growth 2000 - 2010	-0.07%		9.09%		11.35%	
<b>2010 Population by Single-Classification Race</b>						
White Alone	11,286	89.64	67,969	84.88	142,115	70.76
Black or African American Alone	409	3.25	5,425	6.77	43,071	21.45
American Indian and Alaska Native Alone	26	0.21	118	0.15	336	0.17
Asian Alone	292	2.32	3,008	3.76	6,102	3.04
Native Hawaiian and Other Pacific Islander Alone	3	0.02	12	0.01	47	0.02
Some Other Race Alone	406	3.22	2,197	2.74	5,580	2.78
Two or More Races	168	1.33	1,344	1.68	3,577	1.78



OAK PARK AVE AT HICKORY ST  
TINLEY PARK, IL 60477  
Coord: 41.575038, -87.784348  
Radius - See Appendix for Details





# The markets we're trying to attract

(in order of importance)

## Geographic:

- The 58,000 residents of Tinley Park.
- The 22,000 additional residents that live within a 3-miles of downtown.
- The 120,000 additional residents within 5 miles of downtown.
- Chicago Southland communities (61 other cities, towns, villages)
- The 82 million travelers on I-80 | 91 million on I-57 each year\*



# The markets we're trying to attract

(in order of importance)

## Demographic:

- Millennial & Generation X (and their families - good schools)
- Music industry businesses, artists, retailers, suppliers
- Chicago-based workers (commuters) - relocate businesses to Tinley Park

## Community | Lifestyle:

- Music-inspired living and atmosphere
- Artists: music and performing arts
- Safe, amenity-rich living in an upscale suburban setting



Compile what we heard  
& begin the filtering process

*“Always do what you’re afraid to do.”*

- Ralph Waldo Emerson


A decorative orange arc, resembling a stylized smile or a bridge, is positioned below the text.



# The final brand direction candidates:

- **Chicago Southland's gathering spot**  
A programmed plaza | sidewalk dining | music | entertainment
- **Sports capital**  
Ball fields | Indoor sports facilities | Team sports
- **Kids & family**  
White Water Canyon | Park district facilities | schools
- **Food mecca**  
Restaurants | Micro-brews | Education | Bakeries | locally sourced
- **Music capital**  
Amphitheatre | Street music | Clubs & restaurants | School music programs | Plaza concerts

The final direction - and most feasible -  
was actually, pretty easy.

A thick, curved orange line that starts on the left, curves upwards and then downwards to the right, resembling a wide, shallow arc or a stylized underline.





Hollywood Casino Amphitheatre



25 major shows a year







ILLINOIS SUPERSTATE



Tinley Park High School



# The brand focus

## **MUSIC:**

Tinley Park High School band  
SuperState Concert Band Festival:

**2015 Class AA state champions**





# The brand focus

## **MUSIC:**

Central Middle School:

**Out of 850 middle schools  
Central won the 2014 SuperState Concert Band  
Championship**





ILLINOIS SUPERSTATE





# The brand focus



## **MUSIC:**

Excellent school music programs - Andrew High School

Visual Arts Center (gazebo jams)

Durbin's | Ed & Joe's | Bailey's | Tribes

Hollstein's | Siam Marina | Cuzin's | Intimo

Music in the Plaza (summer)

Concerts in the Park (summer)

Rocktober Fest | Caribbean Block Party | 350 Fest

Tinley Park Library Sunday Afternoon concert series





Tinley Park Community Band





Create the Brand Leadership Team (BLT)



*“Never doubt that a small group of thoughtful,  
committed people can change the world.  
Indeed, it is the only thing that ever has.”*

- Margaret Mead

A decorative orange arc is positioned below the attribution text, spanning a significant portion of the width of the slide.



*“When odds are one in a million, be that one.”*

- Anonymous

A decorative orange arc is positioned below the text, spanning a significant portion of the width of the slide.



1

They must be 100% enthusiastically behind the brand.

2

They must be doers not directors. Willing to give time.

3

They need to be willing to take some hits along the way.

4

They will be the “Brand Cops”

5

More than half should have a vested interest in the brand.

6

They are the “voice of the brand” - good speakers.



- 7 Not politically divisive in the community.
- 8 Act as the steering committee for brand-related projects.
- 9 PUSH the agenda forward and never take NO for an answer.
- 10 At least half should be under 40 years old (or in that range).



*“Nothing great was ever achieved without enthusiasm.”*

- Ralph Waldo Emerson

A decorative orange arc, resembling a stylized smile or a bridge, is positioned below the text.



# Motto of a true champion

“Life should not be a journey to the grave with the intention of arriving safely in a pretty and well-preserved body, but rather to skid in broadside in a cloud of smoke, thoroughly used up, totally worn out, and loudly proclaiming  
“Wow! What a ride!”







If this is you...



Let us know!





Caldwell, Idaho





Old Strathcona, Edmonton, Alberta





Develop the Product BrandBank



# Product Development Plan for Tinley Park:

- Wayfinding system (priority #1)
- A year-round programmed public plaza
- Pedestrian and bike-oriented downtown assets
- Recruitment of additional shops, restaurants, music-oriented retailers: record store | guitar shop | recording studio, etc.
- Downtown wifi and music
- Street performers | Indoor venues
- Musical interactive public art
- Shuttle access to the amphitheater and convention center
- Re-orchestrating some of the business mix.



















# Hydraulophone









A year-round programmed plaza

A thin, curved orange line that starts below the first few letters of the text, arches upwards, and ends below the last few letters, creating a decorative underline.



Main Street Square



Rapid City, South Dakota





Thanks  
R.C.  
CIVITAN  
CLUB

RR

CYCLE FITNESS











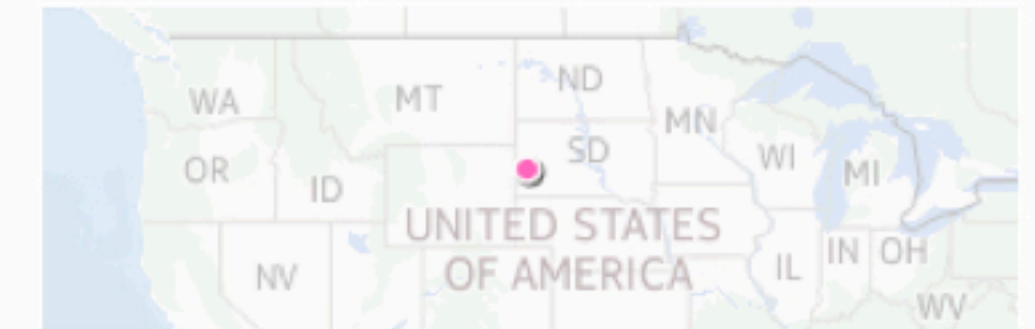






By [JoelInSouthernCA](#)  
Joe Wolf + Add Contact

This photo was taken on June 4, 2012 in Old Town, South Dakota, US.



154 views

This photo belongs to

[JoelInSouthernCA's photostream](#) (15,547)




This photo also appears in

- ▶ [Planetizen](#) (group)
- ▶ [South Dakota](#) (group)

License

 Some rights reserved

Privacy

 This photo is visible to everyone

## Movie Night: Main Street Square, Rapid City SD

I grew up in Rapid City, and it was never as cool as it is now.

[mainstreetsquarerc.com/](http://mainstreetsquarerc.com/)





Harmony  
*Square*

The logo features the word "Harmony" in a white, rounded, sans-serif font. Below it, the word "Square" is written in a gold-colored, cursive script. Both words are positioned over a set of five horizontal white lines that resemble a musical staff. To the left of the text, there are two gold-colored musical notes: a quarter note and an eighth note, both with stems pointing upwards. The entire design is set against a solid black background.





**Indian Creek Plaza**  
Caldwell, Idaho





# Ovation Plaza

Whyte Avenue, Edmonton, Alberta



# YOGA on the PLAZA

A free, beginner-friendly community yoga class!





















5



# **Fact #1**

Downtowns = visitor spending



The #1 activity of visitors:  
Shopping, dining & entertainment in a  
pedestrian-friendly, intimate setting.

This is where 80% of all non-lodging spending  
takes place.







## **Fact #2**

Downtowns are critical to your success



The heart and soul of any community - besides its people - is its downtown.

If you don't hang out in your downtown,  
neither will visitors.







## **Fact #3**

Downtowns are back!



And in a big way.



# The future of downtowns



It's where we go after work and on weekends.



Here's why

























BLUE STONE V.P.  
Specials  
GREEK  
VEGETABLE  
PANINI:  
Spinach & Feta  
ON  
Pita Bread,  
served w/ Salad



# What comes first?



People downtown on a consistent basis:  
At least 250 days a year.



# Important



This brand is for ALL of Tinley Park  
NOT just downtown.



# Bellevue, Washington's Snowflake Lane















Write the brand promise:  
Your Brand Story



A brand is a promise and an expectation.  
You need to “deliver on that promise.”



# The trick



You have to either be different or better.



Brand promise



Music is in the DNA of everything we  
do.





Create the look & feel of the brand



*“Simplicity is the ultimate sophistication.”*

- Leonardo DaVinci

A thick, curved orange line that starts on the left, curves upwards and then downwards to the right, resembling a stylized arc or a decorative flourish.



# Key marketing themes



Where the cadence of life is music

Tinley Park: Music to my ears

Tinley Park: The perfect pitch

The harmony that brings all people together is music

“Where words fail, music speaks.” - Hans Christian  
Andersen



# Tinley Park & music



- Music and life in perfect harmony
- The beat never stops
- Where the music never stops
- Safe and sound
- Stay tuned
- The fusion of life and music
- Music is the medicine of the mind
- Always in tune
- Beyond measure
- Jazzed up
- Just the right tempo
- Feel the Vibe
- Sing Your Song
- Tempo




These are concepts meant to show the  
feeling we hope to portray.

A Brand Style Guide will be created.



# Print marketing





Providing your  
life's soundtrack.

Perhaps there's nothing on earth that carries the emotional power of music. And in every stage of life music is at the core: from infant lullabies, birthday celebrations, that first school dance, to walking down the aisle - music sets the rhythm of life.

It's your soundtrack - after all, there is no dance without music.

Just 30-minutes south of Chicago you'll find a place where music is at the core of everything they do. At stunning Harmony Square downtown, in nearly a dozen clubs and eateries, at one of Illinois' biggest amphitheaters, and at award-winning local schools with world-class music programs.

Whatever your musical tastes are, you'll find it here, year round.

And where is this place?

Beautiful Tinley Park.

Isn't it time you amplified your life?

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**Tinley Park**  
ILLINOIS  
*Life Amplified*



# The cadence of life is music

Music is one of life's greatest joys. It begins with mom singing lullabies to her unborn child, and the last serenade as we're laid to rest. Where words fail, music speaks. It's the cadence of life and harmony that brings all people together.

From outstanding school music programs to seasoned performers, Tinley Park promotes and fosters the power of music to change lives.

Isn't it time to change the tempo of your life? Tinley Park will be music to your ears.





A photograph of two young girls playing violins. The girl in the foreground is a Black girl with her hair in a bun, wearing a black and white patterned dress. The girl in the background is a white girl with long dark hair, wearing a purple dress. They are both focused on their instruments. A graphic of musical notes is overlaid at the bottom of the image.

Our  
playgrounds  
are a little  
different.

The universal language that inspires the best in all of us, regardless of age, race, gender, or disability is the incredible power of music. It's a playground that welcomes all and those who play are celebrated.

The people of Tinley Park, just 30-minutes south of Chicago, understand the lasting power of music have made it a key priority in nearly everything they do.

Here you'll find award-winning musical programs in the local schools, music on stages as small as street corners to the big stage at the Hollywood Casino Amphitheater, and at a dozen clubs and eateries.

And nearly every day you'll find music, water and light shows at Harmony Square in downtown Tinley Park.

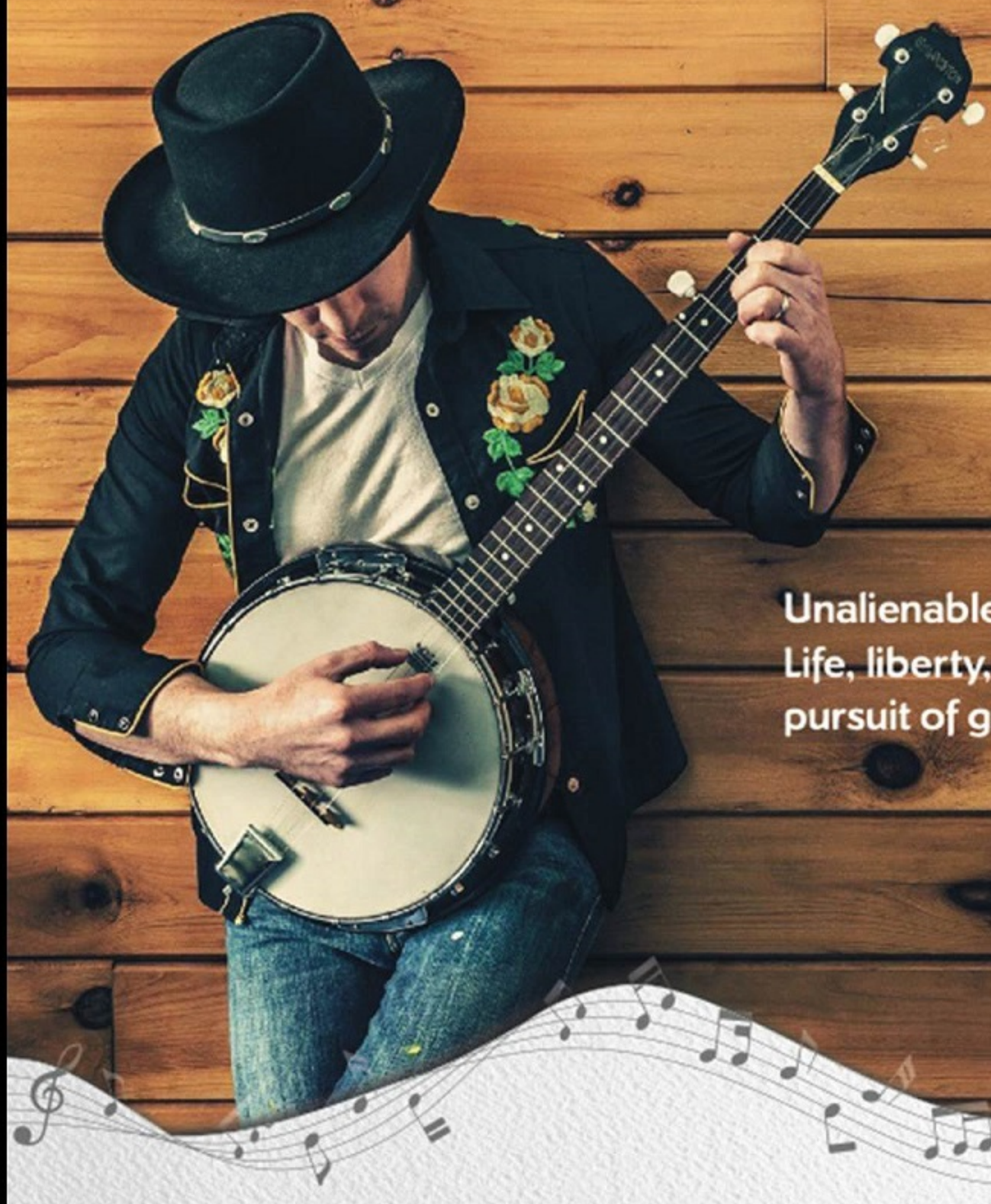
Yes, we have the traditional playgrounds, but the best playground of all is the stage that changes lives and brings us together. You'll find that tempo in Tinley Park. Come join us and amplify your life in a new kind of playground.

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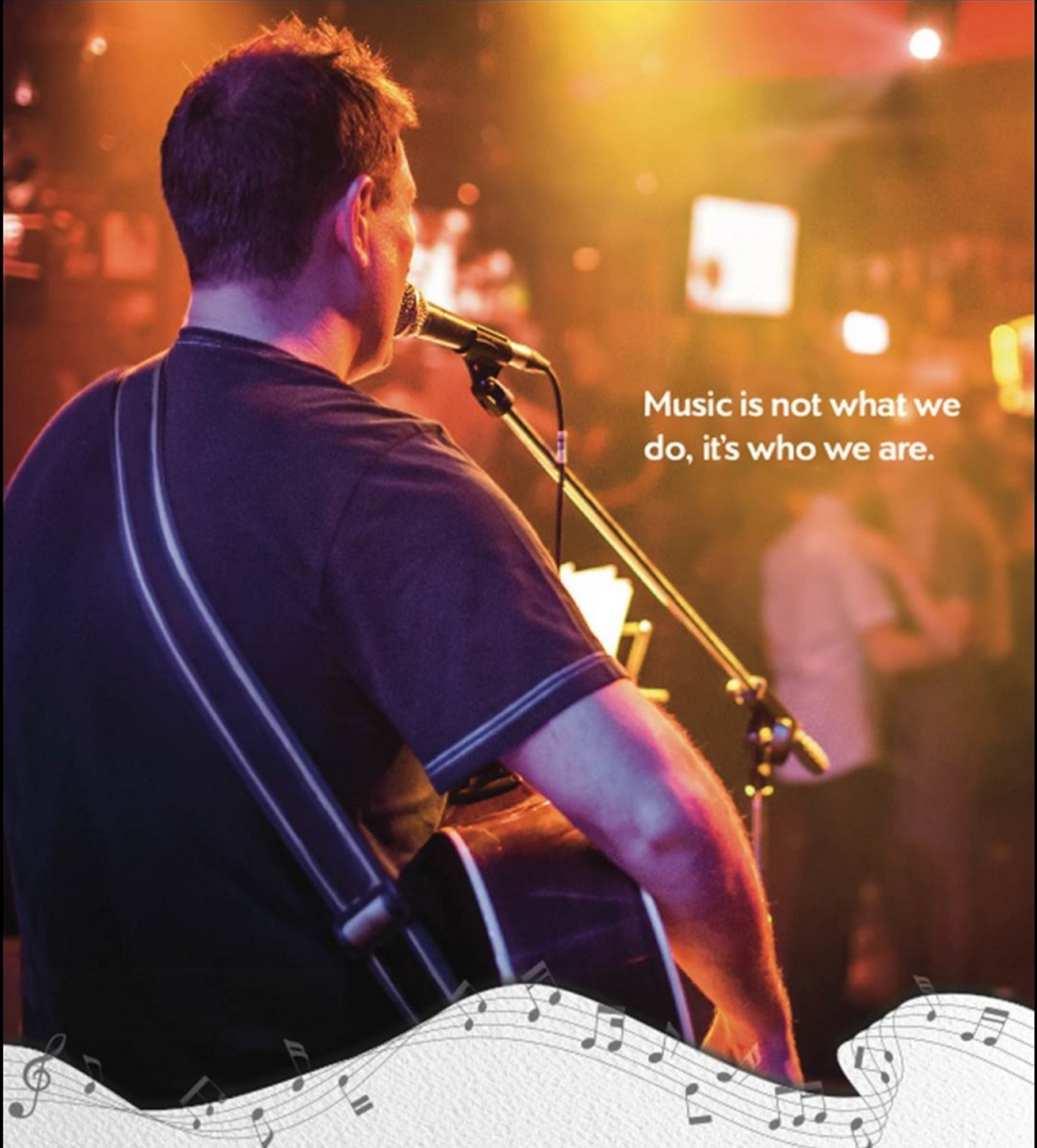
**Unalienable Rights:**  
Life, liberty, and the  
pursuit of great music.

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Music is not what we  
do, it's who we are.

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**Tinley Park**  
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The perfect  
ingredients  
for love



- An all-smiles atmosphere.
- A stunning ice rink.
- Incredible music.
- The perfect moment.

And where will you find these ingredients?  
At the stunning Harmony Square in beautiful

**Tinley Park**  
ILLINOIS

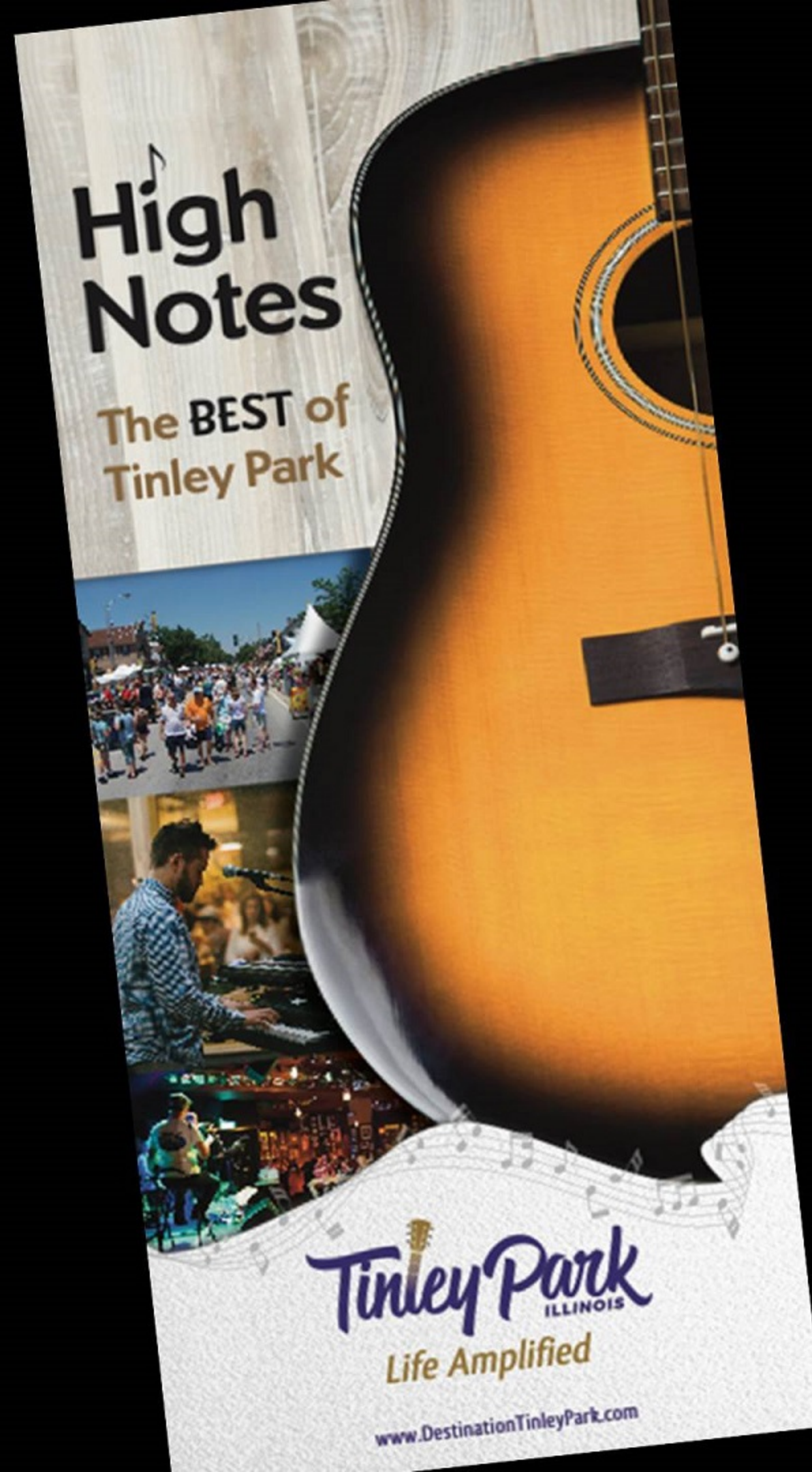


# The Very Best of Tinley Park



Promoting your top  
restaurants, retail  
shops & activities

Especially those  
with a musical  
component.





Attracting investment, jobs



Music is not what we do,  
it's who we are.



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**Tinley Park**  
ILLINOIS  
*Life Amplified*

Guitar store  
Music store  
Recording studio  
Additional music venues  
Chicago School of Music  
High-end audio retailer  
Sound & light manufacturers  
Concert equipment  
Record store (vinyl)





## PERFORMING ARTS PERFORMING ARTS CENTER, LAKE FOREST ACADEMY

OSA designed and installed extensive audio & video systems for Lake Forest Academy. The audio system features a Martin Audio MLA system to deliver clean and clear sound throughout the theater. Eight channels of Shure ULX-D wireless were used to satisfy the variety of different events that are held in the theater. Using the latest in networking technology, the system runs on a digital Dante networking backbone to distribute audio to the various sources throughout the theater.



## 2016 XBOX E3 BRIEFING THE GALEN CENTER AT THE UNIVERSITY OF SOUTH ALABAMA

View the 2016 XBOX E3 event online:  
<http://www.xbox.com/en-US/e3/Live-event/>

OSA has supported the XBOX E3 Media Briefing since 2011. The briefing is televised live from the Galen Center, and OSA provides surround sound for the broadcast feed. OSA's engineers mix the surround sound elements, performances, playback and microphones.



## 2016 APPLE SPECIAL EVENT THE BILL GRAHAM CIVIC AUDITORIUM, SAN FRANCISCO, CA

View the September 2016 Apple Special event online:  
<http://www.apple.com/apple-events/september-2016/>

OSA provided both video and audio support for Apple's Special Event. With a large screen as the set, OSA supplied four stacks of Christie Boxer projectors with 30,000 ANSI lumens.



# The biggest iOS release ever







# Community Profile 2017

Your resource for services and activities

[www.DestinationTinleyPark.com](http://www.DestinationTinleyPark.com)

  
**Tinley Park**  
ILLINOIS  
*Life Amplified*





## Opportunities 2017

Your resource for business opportunities

[www.DestinationTinleyPark.com](http://www.DestinationTinleyPark.com)

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Develop the Action Plan



Branding	What we want to be known
Development	for
& Marketing	What we have to do to “own”
Action Plan	it
	<del>How to tell the world</del>
	The to-do list



# Strategic Plans vs. Action Plans



Strategies, goals, objectives: no more than three pages.



# An Action Plan is a “to do list.”

- A description of the recommendation
- Who's charged with implementation
- Approximate cost to implement
- Where the money could come from
- When it would be implemented
- The rationale for doing it



#### THE PRIMARY GOALS OF THIS EFFORT

1. To become an outstanding destination for both local residents and visitors.
2. To create small business opportunities and to strengthen existing businesses.
3. To create lasting opportunities for Alpena's youth: jobs, business, and recreation. Alpena is with its youth.
4. To make Alpena the destination of choice for those looking for a place to visit, whether visiting the National Marine Sanctuary, and to spread these ideas by competing with Traverse City and other popular destinations. Small numbers who stay longer and want a place away from home.

#### THE TEN THINGS YOU NEED TO KNOW ABOUT BRANDING

1. Branding is the art of setting yourself apart from everyone else. It's not what you are, but what you want to be anywhere and says nothing about you.
2. A brand is a perception – what people think when they hear, see, or feel. It's not what you deliver on that perception (good or bad.) In the case of Alpena, it's the perception of the community beyond just a factory-centric location.
3. Logos and slogans are not brands. They are just marketing tools. They can't reinforce your ownership position. After all, brands are about perception.
4. Never use focus groups for brand development unless you want to hear what everyone, anywhere. Alpena's Brand Development Committee and supporting organizations whose primary purpose was to develop and support a brand perception and promise being developed and marketed.
5. A great brand evokes emotion. It's a feeling someone has about a place. Physical attributes such as historic buildings/downtown or parks are not brands.
6. All successful brands are built on product, not marketing. We can have mobile apps, signs, and posters, but if the product doesn't change, the increase in sales will be temporary.
7. You never "roll out" a brand. It's earned – good or bad. The goal is to have a strong foundation on which it can build its brand, meaning it's earned immediately.
8. You cannot do branding by public consent. Yes, we did ask for input, but in the end, the idea that is most feasible is the one that has been a grassroots effort.
9. You build your brand on feasibility, not just local sentiment. The foundation already in the district.
10. Branding is built through public relations. Advertising is used to support the brand.

#### 27. Recommendation: CREATE A MONTHLY E-NEWSLETTER

Who takes the lead: BLT Marketing Committee

Approximate cost: None (unless you contract this out to expert writers and designers)

Possible funding idea: None required

Rationale and/or details:

Nothing creates top of mind awareness like constant reminders. And that's what a monthly e-newsletter. BUT it can't be a sales pitch. It should be short, to the point, and tricks on how to live a "sanctuary" lifestyle. One month might include a story about the sanctuary. Or the creation of a garden sanctuary. Or health and wellness tips. Ideas around the arts, healthy living, and the environment.

Provide things to do, not just stuff to read. Make it engaging. Tell everyone about the sanctuary. Get subscribers from all over the country? You can if you make the e-newsletter about the sanctuary. Visit Alpena for its refuge from the stress of everyday life.

You might include four or five times a year stories of the shipwrecks and historic buildings. Show before and after pictures. Make the stories gripping – and of course, the ships.

Use Constant Contact as a great, inexpensive, database to work from. Each month, send out a newsletter.

- A great tip, trick or idea that you can do yourself. Perhaps a recipe or a tip for living a happier, healthier life.
- A great small-business opportunity
- Incredible events coming up in the next 60 days
- The latest video that evokes emotion and makes us want to visit Alpena

#### 28. Recommendation: REDEVELOP WEBSITES TO REINFORCE AND SUPPORT THE BRAND

Who takes the lead: Each partnering organization working with the BLT Marketing Committee

Approximate cost: To be determined – sometimes just a refresh will be all that's needed. "start over" proposition.

Possible funding idea: TBD

Rationale and/or details:

The web is critically important. In fact, this is how your individual budgets should be spent.

- 45% should be spent on online marketing: website, pay per click, web optimization, hosting costs, social media.
- 20% on public relations – telling the world who you are. You build your brand used to maintain your ownership position.
- 20% on advertising to drive people to your website.
- 10% on collateral materials: printed brochures and marketing materials and download from your website.

By this point a year has gone by since this plan was first developed and it's time to make Sanctuary Square a reality. This is where you issue a Request for Qualifications for the firm to start developing the actual architectural, engineering, and landscape architectural plans for the plaza. There are firms that specialize in these types of projects, so send the RFQ to those firms. They will partner with the water feature experts and others they already work with the specialize in various aspects of the plan: going from a water feature to a skating rink in the winter, providing power and sound system to year round events, adding night lighting, etc

This is a critically important recommendation. Regardless of the brand, Sanctuary Square, in itself, will make Alpena the destination of choice as a place to live, raise a family, start or expand a business, and as the place to visit.

It's, by far, the most expensive project in this plan, but where there's a will there's a way. Just call the folks in Rapid City, South Dakota and they can attest to the challenges, and the outstanding outcome of their Main Street Square.

#### SEPTEMBER 2013

#### 44. Recommendation: SANCTUARY SQUARE MANAGEMENT PLAN – programming staff

Who takes the lead: City of Alpena, Downtown Alpena

Approximate cost: \$15,000

Possible funding idea: Part of the plaza development cost

Rationale and/or details:

Plazas must be managed and programmed. Building a space is simply not enough. The idea is to have it host events perhaps 200 days of the year. And for the other 165 days, it's a central gathering spot with ice skating in winter, water feature during the summer months.

Main Street Square in downtown Rapid City, South Dakota is managed by a staff of three full-time people: one charged with recruiting and booking events into the square. Another handles the logistics tied to the activities. And the third handles the marketing and outreach. Of course there's also facilities management (maintaining the square) which is often done by the city's parks department, public works and by contractors.

You might be able to spend the \$15,000 and head to Rapid City and spend a few days with them developing the plan. Give them perhaps \$5,000 for their assistance and the rest can cover the travel and related costs.

The other option is to simply hire the services of someone like the DDI team to put together an annual operating budget and management plan.

#### 45. Recommendation: BEGIN PROGRAMMING OF THE MARKET

Who takes the lead: The Market team (to be determined in the business plan)

Approximate cost: Part of the management contract

Possible funding idea: To be determined

Rationale and/or details:

Markets, like the plaza, must be programmed. By September of 2013 you should have the business plan in place and that's the time you start promoting it to vendors, artisans, growers, and to conference and trade show organizers around the state. Many events are planned a year in advance and so you start marketing now for use of the market in 2015. The goal is

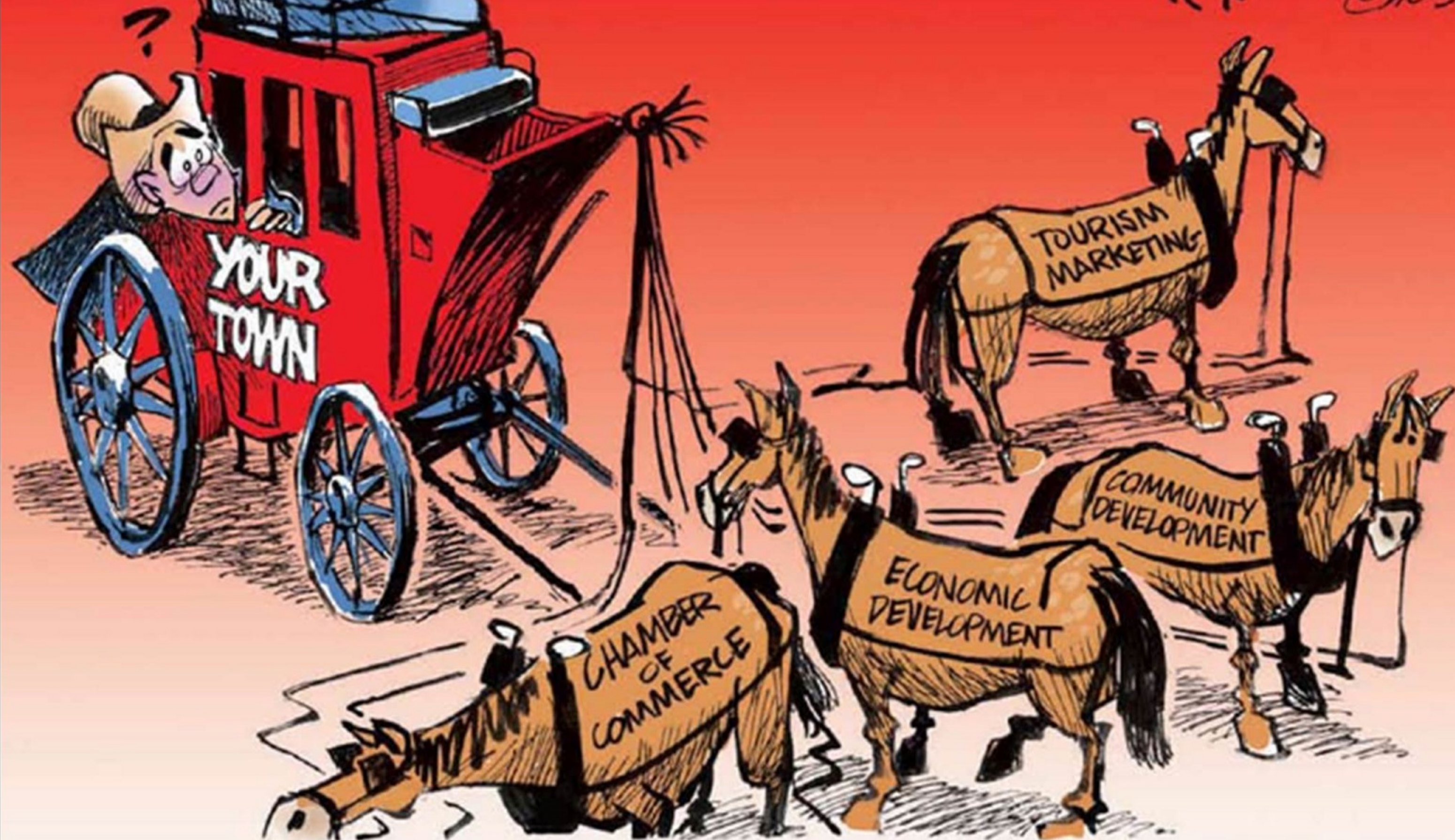


To win, you need your key players  
on the same page,  
pulling in the same direction.



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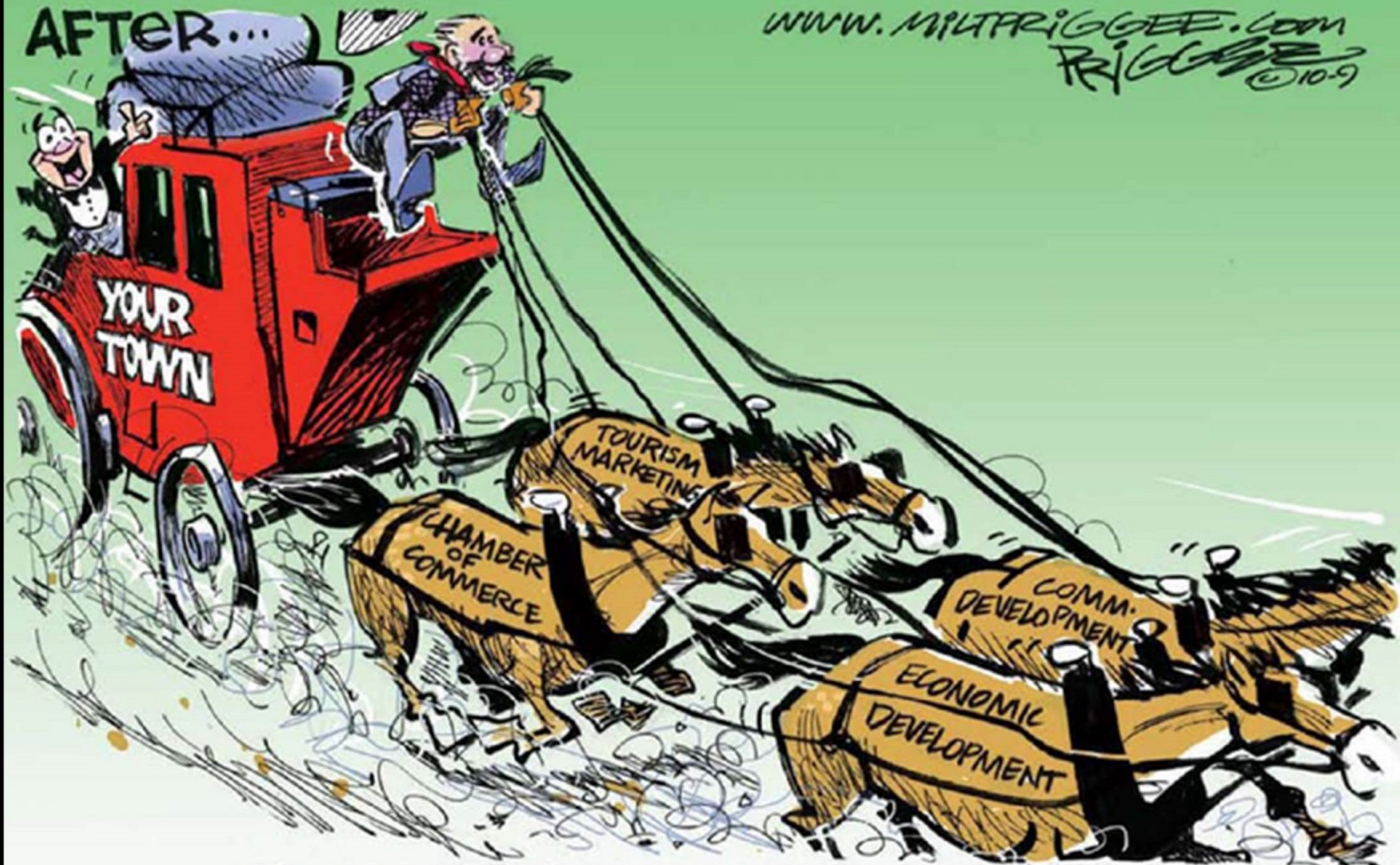


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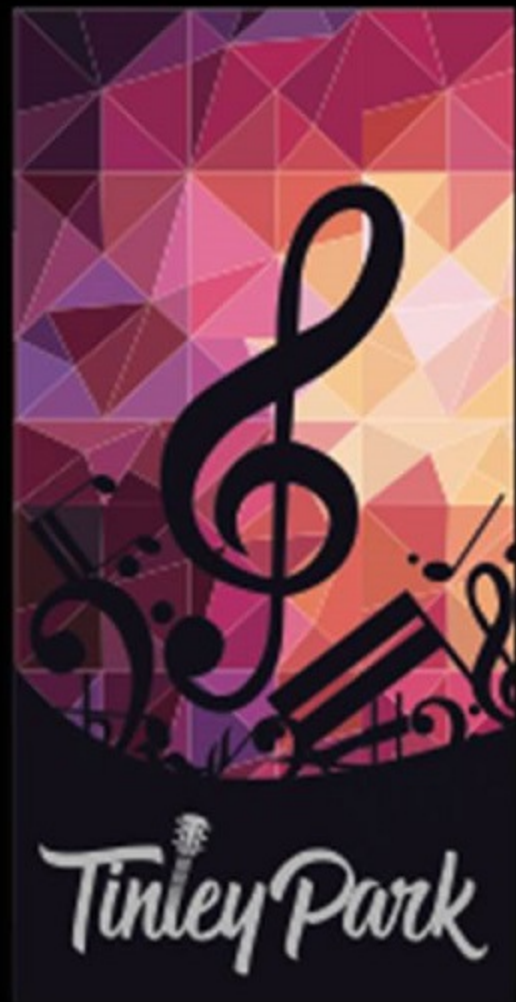
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# Music events & celebrations



Radio broadcasts of Tinley Park music events

Battle of the High School Bands

Tinley Park Blues Festival | Tinley's Got Talent | Drum circles

Jam sessions | Karaoke nights | Songwriters retreats/festivals

Ukulele gatherings | Dance nights on the square

Piped in music throughout downtown, convention center

Musicians at every convention | Themed nights (decades)

Live band karaoke | Album cover gallery

Music studio session







BLDG.  
2 WALL ST

Mayfield

CASE  
AL



















Keep the energy high and  
don't fold to the naysayers.

Make it fun!



*“Forget about all the reasons why  
something may not work.*

*You only need to find one good reason why it will.”*

- Dr. Robert Anthony





Don't fold to the CAVERs  
Citizens Against Virtually Everything



*“A diamond is merely a lump of coal that  
did well under pressure.”*

- Unknown

A decorative orange arc is positioned below the text "- Unknown".





Tell the world!



Brand awareness posters





**Unalienable Rights:**  
Life, liberty, and the pursuit of great music.

  
*Life Amplified*

[www.DestinationTinleyPark.com](http://www.DestinationTinleyPark.com)



A wide-angle photograph of a massive crowd at a night concert. The stage is brightly lit with warm orange and yellow lights, and a large screen displays a performer. The crowd, seen from behind, fills the stadium seating, creating a sea of light from their phones or clothing. The background shows the stadium's architecture and some distant lights.

**Life Amplified!**

[www.DestinationTinleyPark.com](http://www.DestinationTinleyPark.com)

*Tinley Park*  
ILLINOIS




The love of music never grows old.



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**Tinley Park**  
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Music is not  
what we do,  
it's who  
we are.

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*Tinley Park*

- ↑ Hollywood Casino Amphitheatre
- ↑ Downtown Visitor Information
- ↑ Harmony Square
- ↑ Metra Station
- ↑ Convention Center



## *Tinley Park*

- ↑ Hollywood Casino Amphitheatre
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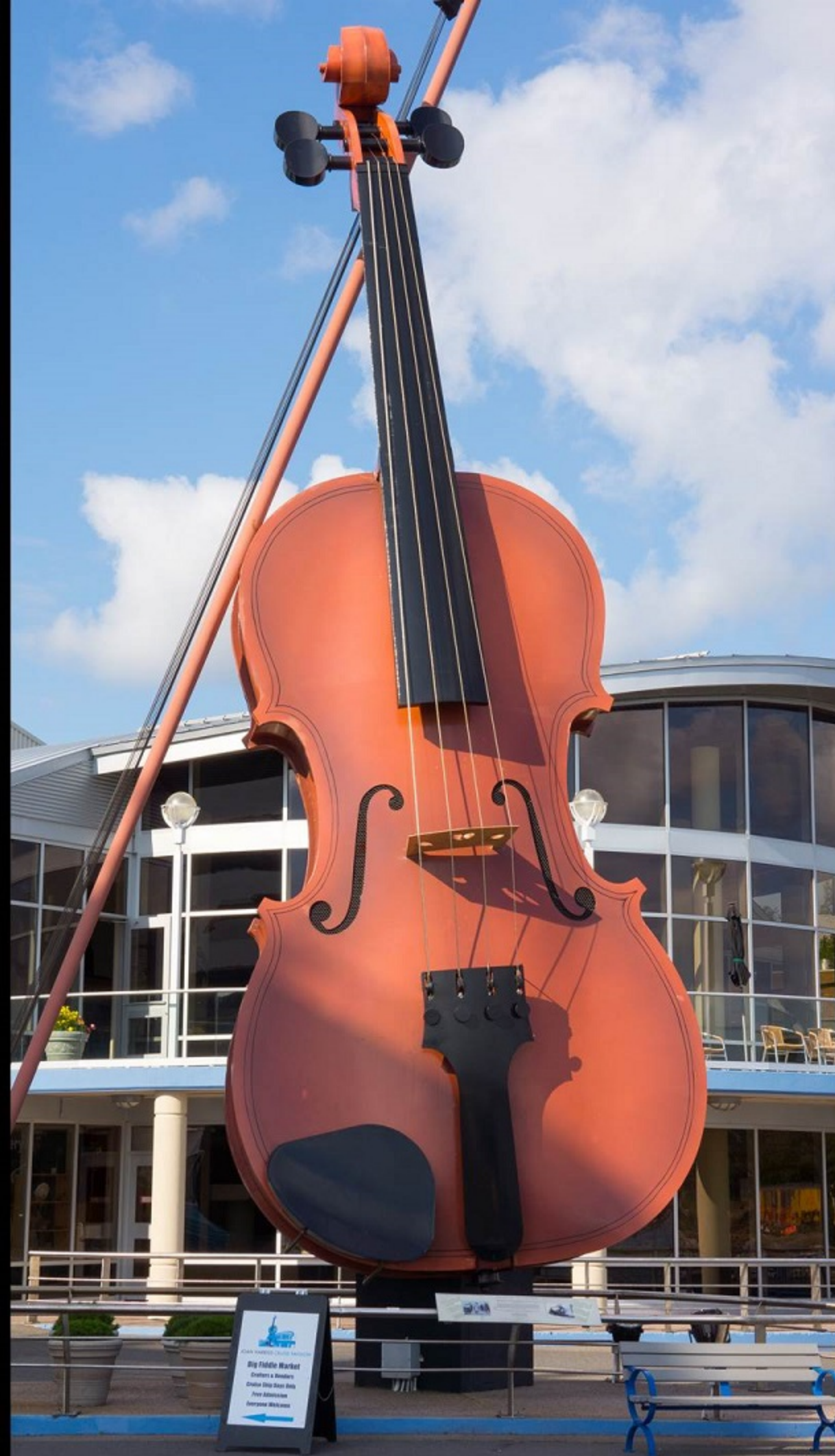
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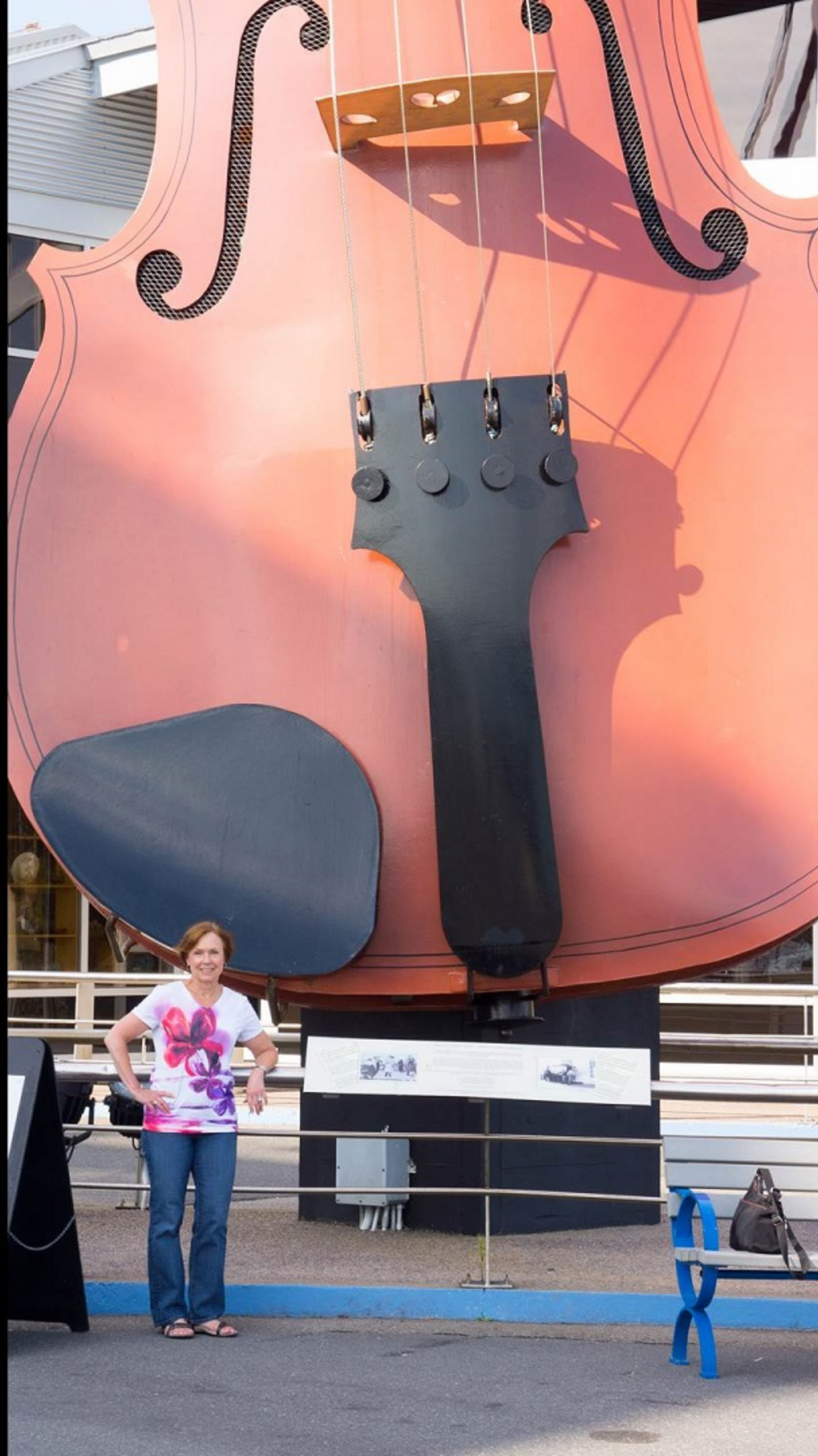
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Great Ship Deck Views  
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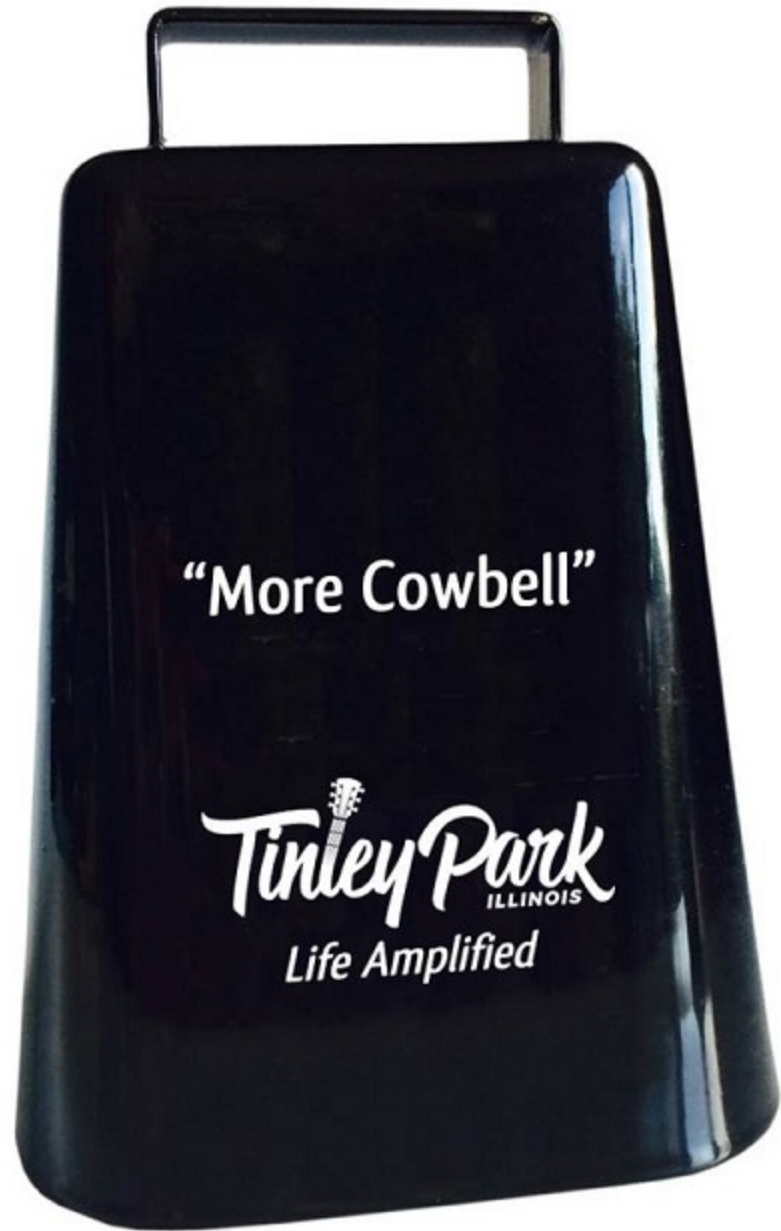






















Park  Tinley Park 

Life Amplified

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Revisit the plan every month  
and NEVER, EVER give up!



This is a plan



that sits on your desk, NOT on a  
shelf













SOUTH ENTRANCE









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Here's to the VERY bright musical  
future of Tinley Park!



Thanks for letting us be a part of your journey!

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