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**THE VILLAGE OF TINLEY PARK**

**Cook County, Illinois**

**Will County, Illinois**

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**RESOLUTION**

**NO. 2021-R-108**

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**A RESOLUTION AUTHORIZING A CONTRACT BETWEEN THE VILLAGE OF TINLEY  
PARK AND POINT B COMMUNICATIONS FOR MARKETING CAMPAIGN  
DEVELOPMENT**

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**MICHAEL W. GLOTZ, PRESIDENT  
KRISTIN A. THIRION, VILLAGE CLERK**

**WILLIAM P. BRADY  
WILLIAM A. BRENNAN  
DIANE M. GALANTE  
DENNIS P. MAHONEY  
MICHAEL G. MUELLER  
COLLEEN M. SULLIVAN  
Board of Trustees**

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**RESOLUTION NO. 2021-R-108**

**AUTHORIZING A CONTRACT BETWEEN THE VILLAGE OF TINLEY PARK AND POINT B COMMUNICATIONS FOR MARKETING CAMPAIGN DEVELOPMENT**

**WHEREAS**, the Village of Tinley Park, Cook and Will Counties, Illinois, is a Home Rule Unit pursuant to the Illinois Constitution of 1970; and

**WHEREAS**, the Corporate Authorities of the Village of Tinley Park, Cook and Will Counties, Illinois, have considered approving a contract with Point B Communications, a true and correct copy of such contract being attached hereto and made a part hereof as **EXHIBIT 1**; and

**WHEREAS**, the Corporate Authorities of the Village of Tinley Park, Cook and Will Counties, Illinois, have determined that it is in the best interests of said Village of Tinley Park that said contract be entered into by the Village of Tinley Park;

**NOW, THEREFORE, Be It Resolved** by the President and Board of Trustees of the Village of Tinley Park, Cook and Will Counties, Illinois, as follows:

**Section 1:** The Preambles hereto are hereby made a part of, and operative provisions of, this Resolution as fully as if completely repeated at length herein.

**Section 2:** That this President and Board of Trustees of the Village of Tinley Park hereby find that it is in the best interests of the Village of Tinley Park and its residents that the aforesaid "contract" be entered into and executed by said Village of Tinley Park, with said Contract Extension to be substantially in the form attached hereto and made a part hereof as **EXHIBIT 1**, subject to review and revision as to form by the Village Attorney.

**Section 3:** That the President and Clerk of the Village of Tinley Park, Cook and Will Counties, Illinois are hereby authorized to execute for and on behalf of said Village of Tinley Park the aforesaid Contract.

**Section 4:** That this Resolution shall take effect from and after its adoption and approval.

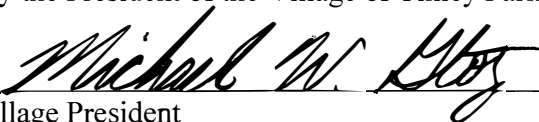
**ADOPTED** this 16<sup>th</sup> day of November, 2021, by the Corporate Authorities of the Village of Tinley Park on a roll call vote as follows:

**AYES:** Brady, Brennan, Galante, Mahoney, Mueller, Sullivan

**NAYS:** None

**ABSENT:** None

**APPROVED** this 16<sup>th</sup> day of November, 2021, by the President of the Village of Tinley Park.

  
Village President

ATTEST:

  
Village Clerk

**EXHIBIT 1**

**CONTRACT BETWEEN THE VILLAGE OF  
TINLEY PARK AND POINT B  
COMMUNICATIONS FOR MARKETING  
CAMPAIGN DEVELOPMENT**



THE VILLAGE OF  
TINLEY PARK

proposal for campaign  
development





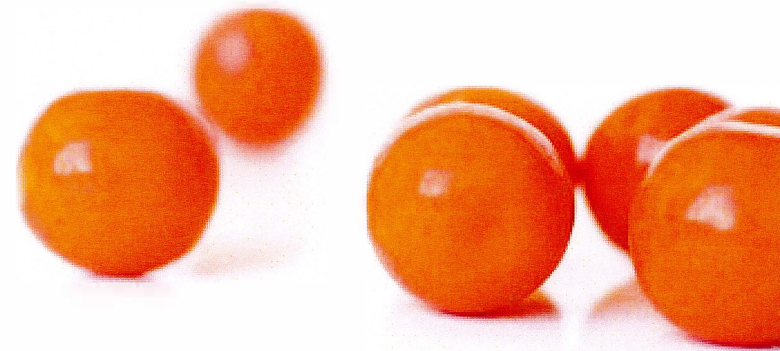
## thank you

Point B Communications is thrilled to be considered for the marketing needs of The Village of Tinley Park for the development of a new campaign that will increase visitor traffic.

We trust you will find our experience, capabilities and passion to be ideally suited for the work at hand. More importantly, we are thrilled at the prospect of working with you.

From all of us at Point B,

Thank you.



# a bit about us

## at a glance

- Established 1975
- Approximately 40 staff members
- Reside in Chicago's West Loop neighborhood
- Seasoned professionals from most major disciplines
- Holistic but brand focused
- We characterize ourselves as "Brand & Digital"

## we move people

- At Point B, our DNA is infused with 45+ years of success in travel, destination, hospitality and restaurant marketing. We've moved people to places and to purchase in record numbers to diverse geographies, attractions, products and experiences.

## we are nimble

- We work in highly transactional environments - at the speed of retail! We pride ourselves on being able to react quickly yet strategically to changing client needs and market conditions.

## we are driven by data

- We use data to drive our decisions. Every one. From the top of the funnel to the bottom, we collect and evaluate information which allows us to make intelligent strategic and creative recommendations. And with world class, realtime reporting, we make sure our clients stay as informed as we are.

## point b is...

- Point B is involved. We are active participants and board members with many business and community organizations.
- Point B is resilient. We've survived great recessions, terrorist attacks and fundamental changes to our industry to emerge a stronger and more nimble agency.
- Point B is strong. We are cutting edge marketers but conservative business operators. To that end, we operate debt free and always have something put aside for a rainy day.
- Point B is loyal. We care about the people we work with and we believe they care about us. To that end, both our client and employee retention rates far outlast industry averages.
- Point B is organized. If it's broke, we want to find a way to fix it and keep it fixed. We believe in process in everything we do.

# where we shine

Here are just a few of things we do. And the truth is, we love doing them. The fact that people pay us to do them makes it even better.



Strategic Planning



Collateral & Direct Mail



Brand Development & Articulation



Media Planning, Negotiation, Buying & Optimization



Campaign Development



Print Management Services



Interactive Design & Development



Experiential



Video Production



Interactive Media



New Media Management & Optimization



Public Relations/Social Media

# scope of services

## objective

The Village seeks to replace the cooperative marketing efforts of the past with a VTP focused marketing investment that will increase visitor traffic to the Village of Tinley Park.

## campaign development

The campaign should expand upon the existing "Life Amplified" brand language and should reach both group and leisure segments.

### campaign concept development

In this process, all agency staff involved with the account (writers, art directors, account staff, agency principals) attend a series of "cost of entry" meetings in which they are required to present a minimum number of concepts. In each meeting, concepts are reviewed, critiqued and eliminated. At the end of each meeting, direction is given for the generation of new concepts. Eventually, this process will result in the distillation of several ideas into a handful of rough concepts suitable for client review, critique and collaboration. Ultimately, client and agency will collaboratively narrow the field to 3 rough concepts to move into the concept refinement stage.

### campaign concept refinement

This stage is intended to further bring the ideas to life. For each concept, detailed and intimate write-ups are created to form the foundational story of the concept. This phase of the exploration inspires the aesthetic developments such as: textures, typography and coloring which will be readily extendable to all markets and mediums.

### concept finalization

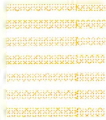
Client will review concepts and select a final option. Point B will make two rounds of refinements to the chosen concept.

## campaign creative development

Point B will work with the Tinley Park marketing team to develop the branded assets needed to execute an approved media plan. This includes the development of digital assets needed for any/all programmatic and paid social campaigns.







# financial proposal

## summary of recommendations

To achieve campaign objectives, we recommend the following:

agency fee	estimated cost
Campaign Development (Group and Leisure)	\$28,000
<b>TOTAL</b>	<b>\$28,000</b>

## hourly rates

Point B will utilize the following hourly rates as outlined by discipline.

discipline	rate
Account Direction	\$170
Account Management	\$140
Account Coordination	\$105
Administrative Support	\$95
Creative Direction	\$210
Art Direction	\$155
Art Production	\$110
Copy Writing	\$150
Interactive Development	\$170
Production Management	\$150
Senior Strategy	\$255
Media Planning	\$170
Media Buying	\$125

# terms & conditions

## payment terms

Point B Communications terms on all invoices are net thirty (30) days from receipt of invoice. Interest charges of 1.5% per month will be applied to all invoices that are not paid within thirty (30) days of the invoice date. Point B Communications services will be suspended if invoices lag more than 60 days.

## out-of-pocket expenses

Out-of-pocket expenses such as but not limited to postage, mail house services, illustration, photography, CD/DVD duplication, shipping, color and digital outputs, messenger service, supplies and materials, presentation boards and travel expenses will be billed as they are incurred. Client will be notified and asked to approve all project expenses in excess of \$100. Client will be notified of any outside services that require partial or full payment in advance such as photography, postage, research projects or others as required by vendor prior to the initiation of the project.

## printing & reproduction

Point B Communications has extensive knowledge and capabilities related to offset printing, digital printing, paper, bindery and finishing services, silk screening, photographic reproduction and other forms of printing and finishing services and can frequently deliver high-quality reproduction services at very competitive prices. To that end, Point B would like to be considered at par with any other Client print vendor. If Client chooses a print vendor other than Point B Communications, Point B Communications will deliver all files and specifications to chosen vendor in print ready format. If Point B Communications is requested to manage a third party print vendor, including oversight of quality, delivery or accounting matters, Point B Communications will charge a standard 15% margin.

## media billing

For all media purchases, Point B will endeavor to effect media placements at the lowest available published or negotiated rate. With the exception of programmatic digital media and PPC, media will be purchased for a management fee of 15% of gross cost. All programmatic digital media will be priced on a cost per thousand (CPM) basis as stated on specific plans. Paid search will be purchased for a management fee of 20% of gross cost. All media will be invoiced in the month preceding publication, insertion or air date. Point B will check and verify insertions, displays, broadcast, or other means used, to such degree as is usually performed by agencies.

## indemnification

Client shall also be responsible for the accuracy, completeness and propriety of information concerning its organization, products, services and industry that Client furnishes to Point B Communications. Accordingly, Client shall indemnify and hold Point B Communications harmless from any and all losses, damages, liabilities, claims, demands, suits and expenses (including reasonable attorney's fees) which Point B Communications may incur as a result of any claim, suit or proceeding made or brought against Point B Communications based upon or arising out of any advertising created, placed, prepared or produced by or other services performed by Point B Communications for Client and which Client approved before publication, any alleged defect in Client products or services; and/or allegations that the manufacture, sale, distribution, advertising or use of any of Client products or services violate or infringes upon the copyright, trademark, patent or other rights of any third party. Point B Communications and its suppliers shall comply with all federal, state and local laws and regulations.

# terms & conditions

## indemnification (cont.)

Point B Communications shall indemnify and hold Client harmless from any and all losses, damages, liabilities, claims, demands, suits and expenses (including reasonable attorney's fees) which Client may incur, through no fault of Client as a result of any claim, suit or proceeding made or brought against Client based upon or arising out of any advertising created, placed, prepared or produced by, or other services performed by Point B Communications or its suppliers for Client including, but not limited to, allegations and claims of false or deceptive advertising, defamation, libel or slander, rights of publicity and other patent, trademark or copyright infringement, and unfair competition except as set forth in paragraph above. Point B Communications shall not be responsible for missed deadlines or closing dates caused by Client delay in approving the advertising proposal. Client duty to indemnify Point B Communications under this provision attaches to all materials made pursuant to this Agreement and will not terminate with termination of this Agreement.

Point B Communications will obtain copyrights or trademarks on Client advertising placed by Point B Communications only when requested to do so in writing by Client. The cost to obtain this will be pre-paid by Client.

Point B Communications will be solely liable for the payment of all invoices including media invoices if the Point B Communications has been paid for those invoices by Client Prior to payment to Point B Communications, Client shall be solely liable for the payment of all invoices including media invoices.

## cancellation

Client shall have the right, at any time, to modify, reject, cancel or stop any and all plans, schedules or work-in-progress. For whatever reason, any work cancelled by Client while in progress shall be compensated for on the basis of work completed and expenses incurred at the time of cancellation. This includes all commitments made by the Point B Communications on Client's behalf.

## ownership

Client and Point B Communications agree that all ideas, plans, designs, layouts, copy, and final artwork which are unique to Client as well as any and all pertinent production material which are produced pursuant to the terms of this Agreement, after payment has been made by Client, shall be the property of the Client. It is understood that work commissioned by Point B Communications from third party vendors such as photographers and illustrators is subject to different ownership and usage rights. Point B Communications will make every attempt to secure for Client ownership in any third party work.

In no event will Point B Communications use protected material created and paid for by Client whether accepted or rejected, for the benefit of another. However, Point B Communications may use materials created to promote itself. Client may incur additional fees from Point B Communications for transfer of ownership materials to another party.

# proposal acceptance

## confidentiality

Point B Communications agrees to use its best efforts to retain in confidence information which has been identified or treated as secret or confidential during the period of the Agreement and thereafter until approved for release by Client or until information becomes part of the public domain.

## state of governing authority

This agreement shall be construed in accordance with and governed by the laws of the State of Illinois.

## proposal acceptance

The signatures below indicate acceptance of this brand development proposal and authorize the commencement of work.

*Michael W. Gley* 11-15-2021  
Representing The Village of Tinley Park Date

*Jim Demetel* 11/15/21  
Representing Point B Communications Date



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Representing The Village of Tinley Park Date

\_\_\_\_\_  
Representing Point B Communications Date

# why point b communications

Sure, a big agency will have ample resources to address your needs, but will likely come with a hefty price tag and similarly bloated process. And while many smaller shops can react more quickly, they are often singularly focused by industry or discipline, hampering their ability to provide truly holistic solutions.

Some might call us boutique. We prefer to think of ourselves as a nimble, strategic task force. We pride ourselves on being able to react quickly yet strategically to changing client needs and market conditions. And because your task force is made up of experts from each important discipline, you'll be certain to get well rounded, thoroughly vetted solutions.

We are:

- Large enough team to have professionals in all required disciplines
- Small enough to be responsive, nimble and affordable

We have:

- A process which allows your message to be custom crafted to your exact needs
- The flexibility to handle immediate needs while still keeping the bigger brand picture in mind



# thank you

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**For a list of references or any questions regarding this proposal please contact:**

**Hamish McDonald**, Vice President Client Service

312.335.6185

[hmcDonald@pointbcommunications.com](mailto:hmcDonald@pointbcommunications.com)

600 W Fulton, Suite 710

Chicago, IL 60661

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

STATE OF ILLINOIS        )  
COUNTY OF COOK         )     SS  
COUNTY OF WILL         )

CERTIFICATE

I, KRISTIN A. THIRION, Village Clerk of the Village of Tinley Park, Counties of Cook and Will and State of Illinois, DO HEREBY CERTIFY that the foregoing is a true and correct copy of Resolution No. 2021-R-108, “A RESOLUTION AUTHORIZING A CONTRACT BETWEEN THE VILLAGE OF TINLEY PARK AND POINT B COMMUNICATIONS FOR MARKETING CAMPAIGN DEVELOPMENT,” which was adopted by the President and Board of Trustees of the Village of Tinley Park on November 16, 2021.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the corporate seal of the Village of Tinley Park this 16<sup>th</sup> day of November, 2021.

  
KRISTIN A. THIRION, VILLAGE CLERK