



Tinley Park
ILLINOIS

Branding, Development
& Marketing Action Plan

February 2017



PREFACE

This Branding, Development and Marketing Action Plan was developed through a collaborative process between Roger Brooks International, Inc. (RBI) and the residents and stakeholders of Tinley Park, Illinois. We would like to thank the Tinley Park volunteers who devoted many hours to the process of making this plan a reality by participating on the Brand Development Team, as well as the many business and property owners, residents, and others who contributed their time and valuable input of ideas, resources, and feedback.

The recommendations made in this Plan are based on the information provided to the Roger Brooks International team by many caring and concerned citizens, research, best practices in other locations, and the findings of previous plans and studies, as well as our experience and expertise in the field.

The results from implementation of this Branding Plan are dependent upon many factors, including the time, effort, funding availability, and cooperation of those involved in its implementation.

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- 30. Begin discussions on making the Convention Center a stand-alone tourism marketing organization

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- 37. Develop a new "Community Profile & Opportunities" brochure
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- 42. Add benches and downtown beautification in Tinley Park
- 43. Set reasonable liability insurance requirements for plaza events operators
- 44. Brand your social media campaigns
- 45. Purchase one or two mobile visitor information centers to promote the downtown
- 46. Develop free, robust Wi-Fi access at the plaza and along Oak Park Avenue
- 47. Add more street trees where they don't exist downtown
- 48. Allow, encourage and budget for street artisans, musicians and buskers
- 49. Implement a "shared worker" program downtown
- 50. Create a hospitality-training program
- 51. Install decorative street crossings where pedestrians connect to the major destinations within Tinley Park
- 52. Apply the brand graphics to city vehicles
- 53. Develop a detailed Public Relations, Marketing, Advertising plan and budget.
- 54. Work to get on Chicago's TV Weather News as a permanent destination
- 55. Begin planning and funding for the development of a new 500 to 1,200 seat indoor music venue or performing arts center to be built downtown

THE VISION: THE MUSIC CAPITAL OF ILLINOIS

Music has the power to change lives. It also has the power to bring people together—regardless of age, race or gender—to mourn, rejoice, celebrate, or to learn. Music has been at the center of human expression since the earliest times and is the one form of communication that won't come and go as a fad. Its universal and its ageless. Any city, town or village that has music as a core value is one that is perceived as culturally rich and engaging. It is seen as a premier place to live, raise a family, retire, visit, and do business.

While Chicago, and other urban centers, are steeped in the music industry, few smaller communities are known for their local music scene. However, the Hollywood Casino Amphitheatre's extensive marketing reach has put Tinley Park "on the map" as one of the top venues for big-name entertainment in the greater Chicago area, as well as in the neighboring states of Wisconsin, Iowa and Indiana.

Additionally, Tinley Park schools (both junior and high schools) continue to win regional and national awards for their music programs, which puts the Village on the map as THE place in the region to raise a family, particularly when their kids have a desire to focus on music.

Beyond the schools and the amphitheatre, Tinley Park clubs and restaurants are also well known for hosting live music throughout the year. The Village produces "Music in the Plaza," the popular "Caribbean Block Party," which focuses on food and music from the Caribbean, and the Vogt Visual Arts Center hosts "Gazebo Jams" each week during the summer months. Add to the list musicals at the Tinley Park Performing Arts Center, and you'll find there is a rock-solid foundation for a Tinley Park music branding focus.

In performing regional brand research, other communities host live music events and have good music programs, but none in the Midwest have put music front and center as their core focus—or brand. With Tinley Park's solid foundation in music, and with the implementation of the recommendations in this Action Plan, the Village will "own" the music brand in Illinois and throughout the Midwest. There's a great deal of work to be done, but by just bringing the clubs, restaurants, Village-sponsored events, non-profit music events, Parks District music programs, the amphitheatre, and the schools together, a powerful brand is created today. The message is clear that Tinley Park's music scene is fantastic, getting more diverse, and growing.

The goal of any branding program is to increase the local tax-base, so that the Village, in this case, has additional revenues to improve its citizens' quality of life. It's a means to an end. An increased tax base comes from new residents moving to Tinley Park, from a vibrant downtown that can help keep spending local, from new industry coming to Tinley Park, and from visitors (including those from neighboring communities). These all help offset locally earned money being spent in Orland Park, Chicago and other areas.

To attract residents, businesses, investment and tourism, the community must stand for something. In Chicago Southland alone, there are more than sixty communities, and there's another sixty in the greater Chicago metropolitan area. Nearly all of them would like to attract new residents, businesses and tourism. Competition is tough, particularly when all of them can be found in a matter of seconds via the Internet.

To win you must stand out from the crowd. You need to be known for something specific that sets you apart. In Illinois there are more than 1,200 cities and towns all vying for attention. But very few are known for something that creates "top of mind awareness."

This program, and the recommendations in this plan, when implemented, will make Tinley Park one of the Midwest's premier destinations for anyone with a love of music, to live, raise a family, start or relocate a business, and to visit.

BRAND PROMISE:
Music is in the DNA of everything we do

It's in our parks, our schools, our restaurants, our clubs, our retail shops, our arts venues, on the streets, and on stage in the upcoming town square plaza.

As it is with any brand, the key is to own it, take it farther than just marketing messages, to whole-heartedly embrace it. Encourage music-focused businesses, enthusiasts, and musicians to call Tinley Park home, and then promote it like crazy so it becomes a way of life. The best brands are far more than skin deep. To really "own" it, music must be in the DNA of everything you do. For every event, planning committees should be asking, "How do we add music to this?" New retail shops should add music to their inventory: whether it's piped-in music, selling of music-related goods and services, or just décor that plays tribute to music. Restaurants with live music, or even just classic albums and posters as wall art, will be playing up the brand. Public art should be geared to music. Even decorative crosswalks can incorporate a musical theme. Have live music at every event or meeting at the convention center—a guitarist or pianist in the public areas. Imagine a harpist every morning at the Metra stations, and perhaps a guitarist when residents arrive back home each evening. What a great way to start and end a day, while cementing ownership of the brand.

One of the best benefits of having a brand focus is that it will attract enthusiasts, business interests, and tourism: musicians, recording studios, music-focused retail shops, restaurants with live music, families where the kids are focused on music, music education programs, etc. This is the rule of "clustering," such as high tech in Silicon Valley, wineries in Napa Valley, country musicians gravitating to Nashville, kid-friendly attractions in Orlando and Anaheim, Amish businesses in Lancaster, Pennsylvania. The list goes on.

Tinley Park, in this case, is where visitors and locals alike will find "Life Amplified." A place where "music is in the DNA of everything we do."

On the following pages, view and read the messaging concepts meant to showcase the brand direction. Remember, before those can be used, there is still a lot of work to be done. All successful brands are built on product, not just marketing. At the end of the day, marketing will get us to Tinley Park just once. It's the product that brings us back, gets us to invest in the Village, and will get residents to choose Tinley Park over dozens of other bedroom communities throughout the greater Chicago area.

The easy part will be packaging the music already taking place throughout the Village—produced in restaurants and bars, the schools, the amphitheatre, local non-profits, and the Village public areas. Packaging these and putting them front and center on your websites, brochures, and other marketing efforts will—in short order—give you a solid foundation to work from.

As the Tinley Park "branding team" began listing all of the music available in the Village, the entire team was amazed at the quality and quantity of music already being locally produced. Its an impressive list that, to this point, had not been brought together or even compiled.

Make sure music is at the core of every Village event, like the Boo Bash, Holiday Market, Irish Parade, Friday Frolics, and the Farmers Market to further "ownership" of the brands.

Communities throughout the state are now working on finding their niche. Rockford is gearing its efforts towards sports, and they are spending millions of dollars on product development. Ottawa has been working on developing its gardening, or botanic arts focus. The community that is first at claiming its brand owns it. Napa Valley isn't the only wine area in California, but they were the first, and they still own the "wine capital" brand.

For Tinley Park, leveraging, supporting, and financing top-notch school music programs will be extremely important in attracting and retaining the best educators AND students who have a strong desire to excel in music. This is product development.

Imagine crosswalks designed as piano keys, as another product development initiative that proves ownership of the brand.

Then add musical instruments in public spaces. Pianos, wind instruments and percussion. Denver's 16th Street Plaza is home to more than a dozen upright pianos, which are covered during rainy days, and are even played during the winter months.

Add a hydraulophone to the downtown plaza.

Even wind chimes can add music and life to downtown Tinley Park.

The big initiative, and core to the brand, will be "Harmony Square", a 60,000 square foot downtown plaza, ringed with restaurants and retail shops, with a 20 foot x 50 foot covered stage that can accommodate every type of music and entertainment, with a professional sound and lighting system, and programmed with activity 300 days a year.

Imagine a 7,500 square foot splash pad timed to lights and music, and during the winter months a 10,000 square foot lighted ice rink with music and "Ice Capades" style shows.

Harmony Square would be home to food trucks, vendors, street musicians and artisans, public market events that would shift by time of year and holidays. It will engender a true sense of community, always be free, and will create a central gathering spot for the 50,000+ local residents AND their visitors.

As is the case with most bedroom communities, residents are engaged with their local schools and with their neighborhoods, but not necessarily with the community. When asked where Tinley Park residents take their visitors (friends and family) and where they go to hang out, a majority said they do their shopping in Orland Park, and their visitors are escorted to Frankfort or Navy Pier. Instead of heading to Naperville's Centennial Park for ice skating, wouldn't it be great if the people of Orland Park, Frankfort and other communities gravitated to Tinley Park?

The implementation of this plan will provide for the development of an outstanding downtown that will be the envy of the Chicago area and become THE central gathering place, regardless of age, race, economic status, where every form of music and every form of ethnicity will be celebrated.

Perhaps best of all, this plan will be a terrific hymnal that every local organization, Village department, and business can use,



Piano keys crosswalks make the brand visible and fun.



Public access pianos make the brand experiential.



A hydraulophone would be branded interactive art.

so that everyone is singing the same song, from the same sheet. THAT will put Tinley Park on the map as THE destination of choice in the greater Chicago area, and eventually throughout the Midwest for all things music. After all, you are far more effective as one loud voice than a number of separate, small, barely perceptible individual voices.

This is an exciting chapter for Tinley Park. It won't be easy, but it will define the community for generations. That new legacy starts right here, right now.

Enjoy!

TINLEY PARK

Having an Action Plan puts Tinley Park at a clear advantage over the hundreds of other cities and towns in Illinois that don't have much, if any, idea where they are going or what they want to be known for. Clarity and consensus of purpose frees up citizens and local stakeholders, allowing them to move forward, take action, and achieve dozens of small successes that will revitalize the community and make it a Midwest showcase.

The days of being "all things to all people" are over. To be successful—in business or as a community—you must differentiate yourself from everyone else. After all, there are 1,299 incorporated municipal governments in Illinois, and every single one is instantly accessible via the web. To win, you must find that one "unique selling proposition" that really sets you apart from everyone else and then build on that as a foundation. This is the art of branding.

In this new reality of shrinking federal and state funding for communities, each city must think and act like a business: find new ways to import more cash than is exported when locally earned money is spent elsewhere. Communities have been forced to create a unique identity to be successful. Find your niche, create new business opportunities within that niche, and then promote it like crazy.

Identified by the Tinley Park residents who participated in the branding on-line poll, Tinley Park is faced with several challenges:

1. High taxes, particularly in the Cook County portion of the Village, deter new investment, particularly for small businesses.
2. A lack of critical mass of retail and restaurants, especially in the downtown along Oak Park Avenue.
3. The presence of crime, mostly petty crime.
4. A limited visitor season due to weather and a lack of things to do during the winter months.
5. Public and private infrastructure in need of repair or removal.
6. The question of what to do with the former mental health property and its unknown clean up challenges.

On the positive side, Tinley Park has some great assets it can build on:

1. A walkable, Oak Park Avenue downtown with a small town feel
2. Great schools
3. Excellent commuter train service to/from downtown Chicago
4. Easy access to/from interstate highways
5. Local events, art and entertainment resources
6. The Tinley Park Convention Center

Tinley Park residents feel that their Village is, for the most part, safe, clean, with small town charm, and is a great place to raise a family. But, many similar communities surround it. Non-residents find Tinley Park somewhat indistinguishable from its neighbors.

Over a five-month period, the Tinley Park Brand Development Team (BDT) spearheaded the area's branding efforts. This culminated in a weeklong "Brand Camp" the week of October 3rd, 2016 when the Brand Development Team solidified the direction, key marketing messages, and supporting product that will make Tinley Park an even more desirable place to live, raise a family and start a business. The citizen participation in this project came from a wide variety of businesses and non-profits, demonstrating the interest and commitment of the community at large for a branding initiative.

THE PRIMARY GOALS OF THIS EFFORT

The Brand Development Team set forth the following goals for the Tinley Park branding effort:

1. To reduce the leakage of local resident incomes being spent elsewhere
2. To create a sense of community: Become a central gathering spot—a more vibrant downtown
3. To recruit and support businesses that reinforce the brand (retail, hospitality & entertainment)
4. To bring the neighborhoods together through the branding effort
5. To create a brand that can help Tinley Park grow while creating a unified marketing effort (one loud voice)

These goals are about jobs, improved real estate values, a wider distribution of taxation and bringing the community additional prosperity.

Branding is a means to an end—to accomplish the goals listed above. These are core to the entire effort and will shape the future of Tinley Park for generations, making it THE destination of choice for investment, opening or expanding a business, raising a family, and becoming one of the Midwest's best visitor destinations.

THE TEN THINGS YOU NEED TO REMEMBER ABOUT BRANDING

1. DIFFERENTIATION – Finding your Unique Selling Proposition

Branding is the art of setting yourself apart from everyone else. What sets Tinley Park apart from Orland Park, Frankfort, or the other 1,298 cities in Illinois? Being a place that has “something for everyone” can be found anywhere and says nothing about who you are or even what you aspire to become.

2. IT’S A PERCEPTION – A FEELING

A brand is a perception—that is, what people think of Tinley Park when they hear the name mentioned. It is also a promise that the city will deliver on the perception. In Tinley Park’s case we know that part of this effort is “repositioning” or “rebranding” the community, bringing quality of life to the forefront with a focus on music, an amazing revitalized downtown, and the creation of public assembly spaces and family friendly activities.

3. LOGOS AND SLOGANS ARE NOT BRANDS

Logos and slogans are not brands. They are just marketing messages and graphic images used to support and reinforce your ownership position. After all, brands are about owning your niche in the marketplace.

4. YOU NEVER USE FOCUS GROUPS

You never use focus groups for brand development unless you want a watered down generic brand that can fit just about anyone, anywhere. Tinley Park’s Brand Development Team and subsequent Brand Leadership Team are not focus groups, but a group of local businesses and organizations whose primary purpose is to develop this plan, reinforce and support the perception and the promise being developed and marketed.

5. A BRAND EVOKES EMOTION

A great brand evokes emotion in a positive way. It’s a feeling someone has about you. This is why you must focus on activities more than physical attributes such as historic buildings, parks, and other public facilities.

6. SUCCESSFUL BRANDS ARE BUILT ON PRODUCT

All successful brands are built on product, not marketing. You can develop new advertising, graphics, websites, mobile apps, signs, and posters, but if the product doesn’t change or improve, what have you accomplished? Any increase in sales will not be sustainable.

7. YOU NEVER “ROLL OUT” A BRAND

It’s earned – good or bad. Building the product and activities that will draw residents and visitors to downtown Tinley Park will take time, patience and persistence. It’s important to not oversell what you have to offer, at any stage of the branding process.

8. TOP-DOWN BRANDING DOESN’T WORK

You cannot do branding by government decree. Yes, we did ask officials and local area residents to weigh in on the brand direction, but in the end, the idea found to be most feasible is the brand direction developed and detailed in this plan. This has been a grassroots effort with lots of local input.

9. BRANDS MUST BE FEASIBLE

You build the brand on feasibility, not just local sentiment. Typically, the most feasible brand direction is built on a foundation already there. In the case of Tinley Park, that foundation is the educated and talented residents, the proximity to the Chicago market, and the entertainment infrastructure that can be revitalized and monetized.

10. PUBLIC RELATIONS

Brands are built on public relations – advertising is used to maintain your ownership position. A brand is a feeling we have of you – and feelings are communicated by word of mouth, press coverage, articles and, these days, social media.

THE BRANDING PROCESS

The process used to develop the Tinley Park, Illinois brand has been tested over a number of years and has, to date, met with a 100% success rate. The process is as follows:

1. Creation of the Brand Development Team (BDT)

Tinley Park stakeholders were selected from a wide array of organizations and businesses to become the Brand Development Team for this branding project. An outside facilitator, Roger Brooks International (RBI), was brought in to guide the community through the process. Included on the BDT were the following people:

- Jackie Bobbitt—Tinley Park Chamber of Commerce
- Greg Carter—Tinley Park Village 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 Department
- Dave Niemeyer—Village Manager
- Courtney Rourke—Hollywood Casino Amphitheatre
- Kevin Suggs—Village Trustee
- Paula Wallrich—Tinley Park Community Development
- Brian Younker—Village Trustee & local business owner

Roger Brooks International was retained to facilitate the process, led by Roger Brooks, Jordan Pogue, John Kelsh and Creative Director, Greg Forsell. Competitive analysis, research and feasibility work was a team effort between the Tinley Park Brand Development Team and the Roger Brooks Team.

2. Education and outreach

In April of 2015, RBI conducted an Opportunity Assessment of Tinley Park, and the findings were presented in a two-hour workshop. The assessment provided an unbiased overview of Tinley Park—“how it is seen by a visitor.” It included a review of local marketing efforts, signage, attractions, critical mass, retail mix, ease of getting around, customer service, visitor amenities such as parking and public restrooms, overall appeal, and the community’s ability to attract visitors.

In 2016, Tinley Park engaged RBI to facilitate the development of a branding initiative for the Village. In July, 2016, RBI developed an online questionnaire soliciting thoughts and opinions from residents in and outside of Tinley Park. Using the questionnaire over a month-long period, 777 people weighed in on nine questions including what they thought Tinley Park should be known for—its brand. They also provided feedback on what they saw as major challenges and best assets. They answered other questions including what they perceived was missing from the Tinley Park mix that would get them to spend more time (and money) in the community. The responses were far ranging and very helpful to RBI. The different origins of

respondents allowed us to see the perspectives of locals, and of those living in nearby communities. Ninety-one percent of respondents lived within Tinley Park. Another 5% lived within 5 miles of the Village. Six percent were between the ages of 21 and 30, while 27% were between the ages of 31 and 45, and 40% between the ages of 46 and 60. Sixty-six percent were women, which was helpful, as women make most of the decisions about consumer spending and where to live.

The research poll results were given to the Brand Development Team. Some of the top comments were as follows:

1. Places we hang out: area restaurants, Orland Park movies and shopping, Frankfort's downtown, and Chicago.
2. Greatest assets: downtown, schools, the commuter train and crossroads access.
3. Biggest need: more shopping, restaurants, and things to do—particularly after work and on weekends.
4. Challenges: downtown, taxes, business development, crime, and the former mental health site.
5. Potential Branding Directions: Craft beers, Oak Park Avenue, Culinary, Sports, Farm & Country, Festivals & Events, Green Living, Entertainment, Music, Healthy Living, Kids & Family.
6. Feelings to portray: Safe, clean, family-friendly, close-knit, small town charm, belonging, and fun.

On August 30 and 31, 2016, 50 Tinley Park residents were interviewed during five group interview sessions held in Tinley Park, representing many local organizations and points of view. They had an opportunity to weigh in on Tinley Park's future and share detailed information and opinions with Roger Brooks International.

3. Identification of the markets

It's important to know whom Tinley Park hopes to attract as a result of the branding process in terms of target market location, demographics and lifestyle. Working with the Brand Development Team and using socio-economic research, the markets were identified as follows:

Geographic:

- The 58,000 residents of Tinley Park Village
- The 22,000 additional residents that live within a 3-mile radius of downtown
- The additional 120,000 residents within a 5-mile radius
- Chicago Southland communities (61 nearby cities, towns, and villages)
- The 82 million travelers on I-80, and 91 million on I-57 each year

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

4. Narrowing the brand concept alternatives through research and outreach

The Brand Development Team spent several days reading through the local poll responses and applying resident brand ideas to the “Feasibility Testing” process. Here are the ten questions the BDT asked for each idea that came from local and area residents:

1. Is this something the markets we are hoping to attract can't get or do closer to home?
2. Is this something the community can buy into? We're not asking for permission but want something they can take ownership of—“We're excited about it.”
3. How much will it cost and when will we see a return on our investment? This applies to both public and private investment.
4. Can the private sector buy into it? Are there viable investment opportunities? After all, this is about tax base.
5. Does it have “legs”? Can we start with a small niche and add “extensions” to the brand? For example, if we wanted to be a sports capital, can we start by being the soccer capital, then add softball, then disc golf...?
6. Can we make it obvious and pervasive throughout the community?
7. Do we have those who will tirelessly champion the cause?
8. How wide an audience will it attract? We want a niche, but not one that's so small the economic gain is minimal.
9. Will it extend our visitor seasons? This is why hanging a brand on a three-day festival is rarely sustainable. What about the other 362 days of the year?
10. Is it experiential? Based on activities? BMWs tag line is “The Ultimate Driving Machine.” Its based on the experience—not the physical attributes of the car.

The Brand Development Team was able to narrow down the ideas to a few leading 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-breweries | Education | Bakeries | Locally sourced
- Music capital
Amphitheatre | Street music | Clubs & restaurants | School music programs | Plaza concerts

Discussion among the Brand Development Team members led to the selection of Music as the Tinley Park brand direction. The Village assets and programs clearly supported this choice:

- Hollywood Casino Amphitheatre's 25 major shows per year
- The award winning Tinley Park High School music program (2015 Class AA SuperState Concert Band Festival state champions)
- Central Middle Schools 2014 state championship
- Excellent school music programs including Andrew High School

- Music in the Plaza, Concerts in the Park and the Library Sunday afternoon concert series
- Music in local restaurants and bars: Durbins, Ed & Joe's, Bailey's, Tribes, Hollsteins, Siam Marina, Cuzins and Intimo, for example
- Rocktober Fest, the Caribbean Block Party, Visual Arts Center jams, and 350 Fest

During Brand Camp the team saw the need to combine the music concept with the development of a downtown plaza that would attract residents, visitors and potential residents alike. The plaza would be programmed with activities and events, making it a dynamic “third place” in the heart of downtown Tinley Park—an attractive and vibrant gathering space to host many musical activities and events. This incorporates many of the branding ideas, and best of all, monetizes the music and downtown experience through private sector retail shopping, dining, and entertainment.

The idea is to make Tinley Park an enriching social experience in an amazing downtown: An intimate gathering place alive with music, food, and multi-cultural entertainment more than 250 days a year—for EVERY resident of Tinley Park as well as visitors.

5. Creation of the Brand Leadership Team

Now that the Brand direction is determined, the BDT is in the process of creating the Brand Leadership Team, which is described in the first Action Plan recommendation. The Brand Leadership Team’s primary job is to energize the community into implementing the Branding, Product Development and Marketing Action Plan. These will be the pioneers and champions who will make it all happen. They will never take no for an answer and will move mountains to make a difference for Tinley Park.

6. Development of product that supports the brand

This plan presents the list of product development initiatives to give the brand a solid foundation: what needs to be developed, improved, added to, or changed to reinforce the brand direction. Brands are built on product, not just marketing. In fact, product sells itself. The recommendations in this plan include both product development initiatives and marketing initiatives. All are INVESTMENTS, not just expenses. Every recommendation was included ONLY if it would help achieve the goals of reducing expenditure leakage (locally earned money spent elsewhere), increasing area resident spending, and making Tinley Park a vibrant place to start a business, raise a family, and become a year-round destination for local families, friends and visitors.

7. Write the brand promise

Once the BDT knew what the brand would be, and defined the product that will reinforce and support it—leading to ownership of the brand—the brand promise was created. This is the guiding principle for everything the community and its partnering organizations will focus on for the next three to five years.

8. Create the look and feel of the brand

This is where the logo, tag lines, concept print ads, pole banners, posters, and other graphic elements come into play. They must portray the feeling that supports the brand promise. Successful brands evoke emotion—they are what people think of Tinley Park when residents mention where they are from.

9. Develop the Action Plan

During the second week of October, 2016, during the Brand Camp, the Brand Development Team donated many hours of their time to meet as a group to come up with the major initiatives that will drive the brand forward. The time helped to create a brand that will last for generations.

The recommendations outlined in this plan came as a result of Brand Camp week along with follow-up research.

This is NOT a Strategic Plan outlining general goals, strategies and objectives. It is a “to do list” that details specific assignments, by organization, approximate costs where and when available, laid out in a chronological order of when they would be implemented. It’s important to point out that an Action Plan is like a jigsaw puzzle—there are many pieces, and you cannot reshape them, toss some aside or alter them without ending up with a worthless puzzle or plan. Branding, product development and marketing recommendations are all intermingled in this plan, making it easy to simply work your way, by organization, down the list.

10. Make something happen

As you read through the recommendations you’ll see that this is an aggressive plan. It requires digging deep to make some very specific things happen over the next two to three years. The work has already begun but won’t end for perhaps a decade. In fact, you can never rest on your laurels, so the brand (including this plan) must always progress and grow. Once you cement ownership of your brand, other communities will try to emulate the success—they will be gunning for you.

Once the city and its partners have implemented most, if not all, of the recommendations in this plan, they will come back together and develop the next list—always with the same goals and the same brand promise as a guiding light. Product development is an ongoing process—not a one-time thing.

11. Keep the energy high

This is why true champions must lead the effort. Their unbounded enthusiasm will push the agenda forward. There are ONLY three killers of any branding effort:

1. Local politics—which are typically worse with membership organizations than with elected officials
2. Lack of champions—who push the agenda forward
3. Lack of money (both private and public)

The bottom line: If you have true champions, they will ALWAYS get through the politics and they will find the money. ALWAYS.

12. Tell the world

2017 is the “getting ready year,” which includes securing funding for several projects, working as the Brand Leadership Team to help Tinley Park organizations implement the plan, and gradually reworking all marketing materials from business cards to websites, etc.

One word of caution: As you start to implement the new brand graphics and key marketing messages, make sure you will be able to “deliver on the promise” they represent. A brand is a promise, and if you don’t live up to that promise the branding effort will fall flat. In the case of Tinley Park, Illinois, to become a truly vibrant and active downtown destination where there is “always something going on,” it will be mandatory to live that mantra—meaning the recommended plaza and pavilion should be full of music, life and activity at least 250 days a year. And that still leaves 115 days of inactivity to work on.

13. Revisit the plan every month

This Action Plan is a “to do list”. Not a plan you read once and then set on a shelf. Start working down the list. Write notes in the margins; check off items that have been accomplished; put peer pressure on your partnering organizations: “How are you doing with your list?”

Once a year, go through the plan and update it. Plans like this are fluid, and some things may need to be rearranged or may alter the timeline, so its very important to update the plan once a year. Likewise, as you implement items in the plan, each year you'll add several new initiatives to the plan to keep the brand moving forward and to keep it growing.

14. Never, ever give up

Stay determined in creating the Tinley Park brand and you will succeed. As Calvin Coolidge stated: "Nothing in this world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent."

Persistence sets the stage for never taking no for an answer. Where there's a will, there's a way. It will be impossible to make everyone happy, so just keep pushing forward.

Dr. Robert Anthony once said,
"Forget all the reasons why something may not work. You only need to find one reason why it will."

Let the fun begin!

BRAND CHARACTER / BRAND VOICE

The brand character and voice articulates the feeling of the brand. This should translate into the execution of all marketing elements. Communication, advertising, marketing tools, product development and even customer service programs should be consistent with the brand's character and voice.

The Brand Promise:

What is the Tinley Park brand promise?
"Music is in the DNA of everything we do."

The Brand Promise, stated above, is the simple statement and guiding principle that should be placed on every wall in every business and Tinley Park municipal department, on the front page of the city's comprehensive plan, and in the offices of every partnering organization. It is your guiding principle for everything you do as a community. Every initiative, marketing effort, event, and development project should help reinforce the "ownership" of the Tinley Park brand.

This is a big promise, and key to its success will be the offerings, activities and businesses that back it up.

The re-imagined business mix downtown will, hopefully, over the next few years include the following shops, some of which are already there waiting for additional company:

- At least 20 restaurants: Mexican, Steakhouse, Asian, Fusion, Bistro, Micro-brewery, Wine bar, Italian (casual), a Deli or two with retail goods
- Five coffee shops
- 2 + Micro-breweries
- Bakery and bread shop (fresh baked goods from locally sourced ingredients)
- Butcher shop

- Ice cream shop
- Movie theater
- Creative upper-level office space
- At least one book store
- Six art galleries
- Visitor information (with locally produced items showcased in its retail store)
- Music store
- Guitar store
- Recording Studio
- Outdoor Music venues
- Brand of the Chicago School of Music
- High-end audio retailer
- Sound & light manufacturers
- Concert equipment distributor
- Vinyl record store
- Jewelry store
- Wine retailer or wine co-op store
- Clothing stores (casual, retro and upscale)
- Downtown lodging (boutique style hotel)
- Condo | apartment development on upper floors

In addition to making the downtown more appealing to consumers, the plan will improve the connectivity from the Hollywood Casino Amphitheatre and the Convention Center to downtown. These important visitor destinations need to have improved access to the downtown through well-signed pedestrian walkways as well as public transportation that is consistent and convenient.

What comes first? Getting people downtown on a consistent basis. If you can bring 300, 400, even 500 people downtown at least 250 days of the year, particularly after work and on weekends, retailers will follow. People want downtowns more than ever before. In fact, the days of suburban malls are coming to a close. No suburban mall has been developed in North America for 23 years and counting.

Now is the perfect time to bring Tinley Park's downtown back to life, and to do that, the biggest, most expensive addition is the development of an open-air Plaza.

Key to downtown Tinley Park's success, the plaza must be "programmed" space, or it will fail to bring people downtown on a consistent basis. With a public plaza, Tinley Park will, without a doubt, have the most stunningly beautiful and active downtown in the region. This project will create over an acre of public-use space, drawing between 300 to 600 people downtown nearly 300 days of the year, and THAT will attract retailers and private investment back into downtown.

- The entire plaza should be 60,000 square feet, or 1.377 acres.
- The ice rink, which is the oval area, should be 10,000 square feet and 18 inches below grade.
- Within that oval is a 7,500 square foot splash pad.
- The covered stage should be a minimum of 20 feet by 50 feet in the northeast corner facing southwest with the oval small ends NE to SW in front.
- The other portions of the plaza should be hard surfaced, not lawn or artificial turf.
- Electrical outlets should be positioned on the surface (not the oval) for mobile food carts, temporary booths, Christmas trees, etc.
- Trees should be around the edges and up-lit, set in raised circles with stone sitting places for their “planter” perimeters.
- There can be sail-type canvas awning stretched over some of the plaza.
- Incorporate land all the way to the street curb. Do not make separate sidewalks.
- Avoid excessive architectural decorations. Let the private sector do this with their storefront facades. The Plaza is about programming events for people.
- Include an outdoor sound system.
- Include a booth for film and lighting directed toward the stage.
- It is vitally important that private sector restaurants and boutique retail be zero-lot lined facing around the plaza at least on three sides. The plaza will otherwise fail.

Include Monday Night Movies on the Plaza, which will draw crowds of perhaps two or three thousand residents over 12 to 16 summer weeks, and add in concerts, shows, exhibitions, vendors, street musicians, and a host of other activities. Every one of the 80,000 residents that live within three miles of downtown will be spending time in Tinley Park—instead of always heading to Frankfort, Orland Park or Chicago.

Tinley Park’s best days are ahead, but it won’t be an easy road. To implement every single recommendation in this plan will cost perhaps \$10 million including the plaza, downtown improvements, wayfinding, marketing and staffing.

However, this cost is an investment, not an expense. Implementation of this plan will most likely double or triple the tax base valuation of downtown properties, as downtown becomes an attraction in its own right. It will spur redevelopment, particularly around the plaza site.

Compare the alternatives. A new 1,200 seat performing arts center typically costs \$30 to \$40 million. You can build stadiums, sports complexes, a \$25 million aquatic center, and while these are all terrific assets, there is absolutely NOTHING the city and its citizens can do for less money that will see as great a return on that investment, than the \$10 million it will cost to implement every single recommendation in this plan.

Some of these funds may come from philanthropy, some from grants, some from various other sources, but, in the end, the Village will have to do some of the “heavy lifting.” The recommendations in this plan have been proven to work, and, once again, every single one is an investment not just an expense.

It will take a community-wide effort, but it can be accomplished in three to four years, and will make Tinley Park an amazing showcase community. The Village will see its tax base increase dramatically, resulting in many other great things for the citizens of Tinley Park.

But perhaps best of all, implementation of this Plan will integrate the entire community by creating a downtown that is vibrant, active, inclusive, and will become the Village's "Third Place"—the place to go after work and on weekends.

So, put on your running shoes and make this happen! And never take no for an answer. Make sure you do it right—no cutting corners and diminishing the success of this plan and program.

Tinley Park's Brand Credibility, Reasons to Believe:

Brand Credibility is the tangible evidence that will be developed and communicated over the next several years for Tinley Park's positioning. It is the reason why people will believe Tinley Park offers the best opportunity to realize success in raising a family and starting a business. It makes the claimed benefits compelling.

- Wayfinding System
- A year-round programmed public plaza
- Pedestrian and bike-oriented downtown assets
- Recruitment of additional shops, restaurants, and music-oriented retailers: record store, guitar shop, recording studio, etc.
- Downtown Wi-Fi and music
- Street performers and indoor venues
- Musical interactive public art
- Shuttle access to the amphitheater and convention center
- Re-orchestrating some of the business mix

Key Marketing Messages:

Primary messages should consistently support the Brand Promise that music is in the DNA of everything Tinley Park does. This idea should be repeated in press releases, advertising copy, website copy, photography, etc. Secondary messages support other strengths and can be used for more sector-specific marketing and promotion.

Primary:

- Where the cadence of life is music
- Tinley Park: Music to my ears
- The harmony that brings all people together is music
- Award winning schools with world-class music programs
- Whatever your musical tastes are, you'll find it here, year-round
- Nearly every day you'll find music, water and light shows at Harmony Square in downtown Tinley Park

Secondary:

- Tinley Park: Just the right tempo (for new residents)
- Tinley Park: Amplify your life (for investment)
- Tinley Park: The perfect pitch (for visitors)

Bridge Brand Messaging—to be used during development of branded products in the downtown:

- Tinley Park: building harmony
- Tinley Park coming alive

THE LOOK AND FEEL OF THE BRAND

The Tinley Park Logo:

The Tinley Park, Illinois logo and type reflect the musical focus of the city. The village's name itself is central to the graphic logo so that the destination will become more familiar with every use. "Illinois" is added to indicate its location to consumers everywhere.



At the end of this plan you will see the initial concepts used to convey the brand to your major markets. You'll notice common elements and color palettes that would always be used to create continuity of the visual brand expression with everything you do.

The Tinley Park Tagline:

The Tinley Park tagline "Life Amplified" is part of the brand promise as well as a call to residents, potential residents, investors and visitors to turn up the volume on their passion, whether it be in music, the arts, business, family or personal goals.

Life Amplified

Marketing Materials

The recommendations in this plan include creation of a number of marketing materials used to communicate with Tinley Park's target markets. It is important that the assets or experiences included in these promotional pieces actually exist and are fully functional BEFORE they are promoted:

- "The Very Best of Tinley Park" rack brochure
- Tinley Park, Illinois Community Profile
- Tinley Park top development "Opportunities" brochure
- An upgraded stand-alone Downtown Tinley Park website
- A new "Guide to Event Production in Tinley Park" brochure used for recruiting outside events into Tinley Park
- Brand Awareness posters to be printed, framed and distributed throughout the city
- A branding of the monthly e-newsletter





Recommendations



Recommendations

YEAR 2017

1. Form the Tinley Park Brand Leadership Team (BLT)

Timeline: January 2017

Who takes the lead: Brand Development Committee, Marketing Department

Approximate cost: Staff time

Possible funding idea: Staff time

Rationale and/or details: This is the first and most important recommendation of the entire effort. Without strong champions, this effort cannot succeed. After working with more than a thousand communities around the world, the only time an effort like this has failed is when strong champions weren't in place to push it forward. The Brand Leadership Team must be composed of doers—not simply directors.

The BLT should be comprised of those individuals committed to championing the brand and making it happen. This means that even in the face of some adversity, they will push the agenda forward, they will not take “no” for an answer, and they will continue to sell the brand hoping to attract additional champions to the cause.

The members of this team will also be the “voice of the brand,” working in a hands-on capacity as advocates for the brand vision, being instrumental in fulfilling all of the recommendations set forth in the Action Plan.

The BLT should include key movers and shakers from the community: business and/or property owners, downtown or business association members, Village Board of Trustees and staff, tourism and economic development representatives, chamber of commerce representatives, and others who are good communicators and committed to the brand vision.

Keep the BLT to 12 or fewer people. The bigger the committee the less likely you are to get things accomplished. This is about making something happen. Typically you'll find 12 great champions, but after a month or two the real champions stand out after the initial enthusiasm has waned. You can end up with between five and seven true champions, and they will work to bring others onboard—acting as pied pipers for the brand.

Local organizations and Village officials should read through the Action Plan and then decide whether or not they feel passionate about the objectives and projects detailed therein. Characteristics of a good BLT member include:

- A willingness to invest time (and in some cases, money).
- An ability to take a few hits along the way: They need to have thick skin. Not everyone will agree with the brand direction. You simply cannot be all things to all people, and you can't let local politics kill the branding effort.
- Good speaking abilities: The BLT will be asked to sell the brand direction to various groups, boards and state/regional organizations. They should be good public speakers and be 100% behind the brand.
- Enthusiasm: Ralph Waldo Emerson once said, “Nothing great was ever achieved without enthusiasm.” This must be the motto of the Leadership Team members. Enthusiasm is contagious!
- A willing doer, not someone who just wants to direct: Each member will be expected to dedicate two to four hours a month to this cause, attending meetings, speaking to various groups, coming up with great ideas and pushing the effort forward.

- The Team will also be the brand police when it comes to key marketing messages, use of the brand identity and tag lines. They are also charged with making sure the brand stays narrow—to resist “brand creep,” as there will be a desire to keep broadening it until it becomes more and more generic, and thereby less and less effective.

In addition, individuals with something to gain from the implementation of the plan also make good BLT members. They’ll work all the harder to see it succeed. This entire effort will rest on the shoulders of the BLT. Without champions, the branding and product development process cannot succeed and nothing will come of this plan.

Who can benefit from the brand and should be strong champions?

- Downtown property owners
- Downtown businesses: particularly retailers, restaurant and entertainment venues
- Event producers, caterers, audio/visual companies, marketing firms, event management firms and individuals
- Hoteliers and tourism industry operators

The first order of business is to set up some ground rules. This is a group dedicated to working with the organizations that can make things happen. You might consider this a booster club but with some heavy hitters and the ear of key organizations.

Ground rules might include:

- Define the number and frequency of meetings. Some meet every other week for the first six months as assignments are fleshed out and implemented, then they reduce the schedule to one meeting a month—and additional meetings as needed for consultant selection or other special to-do items.
- Assignments:
 - Have one person take minutes and act as the BLT secretary.
 - One would organize and remind members of meeting times and dates.
 - Another would be charged with setting up the speaking engagement calendar: Developing a list of organizations, contacting them with times during the year they’d like to see what’s happening. This person would hand out assignments to fellow members—such as which event they would individually speak at.
 - A BLT member would be charged with the PowerPoint and graphics so that everyone is using the same resources. A unified message is very important.
 - One would work with the city or other funding organizations to set up times to review proposals, Requests for Qualifications, and to set up meetings for interviews or the selection process.
 - The BLT Brand Cop would be the lead in gathering marketing pieces created by partnering organizations and materials generated using the Brand Style Guide, and then presenting them to the BLT for approval.
- If a member misses more than two meetings in a six-month period, they are removed from the team. This effort, particularly in the first year, requires a commitment to be a doer—including attending meetings and playing an active role in the effort.
- Generally, BLT members would serve for two years, and then among themselves would invite new members to come in as needed. So the entire BLT is not changed over at the two-year mark; there will be some natural attrition. What you don’t want is the BLT to think their job is finished at the two-year mark. This could result in the disbanding of the BLT. So the two-year rule is simply a guideline. Some champions would stay for the long haul, and as long as the enthusiasm doesn’t wane, bring them on!

A brand cannot be built without investment, and the initiatives in the plan require both public and private investment. Therefore, this team must be willing to take a stand and be the voice of reason.

The key is to have a small enough team so that things can actually get done, since this is about implementation. There may need to be additional people on the team—its good to allow some flexibility.

If it is possible to develop a larger BLT without politics and personal agendas interfering with progress, then the more people on the ground, the more effective the effort will be.

With a strong implementation program, once the brand starts moving, it will take on a life of its own. Generally, the idea is to have the BLT work itself out of a job after five to seven years. Once again, this is not a steadfast rule, but at some point perhaps an organization will take on the role of brand cop and another take on product development, etc.

The life of a BLT typically ranges between five and twenty years. As the brand takes hold, meetings can be less frequent. In some cases, the BLT becomes a registered non-profit agency with some funding mechanisms to take on specific projects tied to the brand development effort, particularly tasks that the municipal government does not want to take on.

It is important to point out that branding is never done. You cannot rest on your laurels. If you are the best, people will be gunning for you. Just think about Napa Valley. How many wine regions in California alone are looking to topple Napa as the wine capital? Likewise, Disney doesn't remain static, but adds new attractions and events all the time. Winners can never rest, so this is not something you start and then walk away from. There will always be a need for champions of change.

Finally, there are only three killers of any branding product:

1. Local politics
2. Lack of champions
3. Lack of money, both public and private

If you have great champions, they will get through the local politics and find the money and/or the development interests to make it all happen. No brand can succeed without tireless champions who pioneer the effort. This is the BLT's mission.

Once again, this is the most important decision in the entire Action Plan. Read the plan, adopt it and then become Champions for Change—active pioneers in bringing it to life. If you ever want to create a lasting legacy, this is the perfect vehicle.

The importance of the BLT with committed brand champions cannot be overstated. We surveyed 400 well-branded towns in North America, and in 397 of those communities, development of the brand was a grass roots effort. Rarely will a top-down effort yield success. Why? Elected officials are voted into office to be all things to all people, yet brands are about being known for something specific. The days of "we have something for everyone" are over. In this age of specialization, you must jettison the generic. A generic branding effort yields a watered down, mediocre, ineffective brand.

These individuals will do the work to see that the product is developed that will bring the brand to life, fulfilling the brand promise. The concerted effort by these people will be the force of the entire branding effort, keeping the brand image in focus, keeping the plan on track and overseeing the successful development of the brand.

Make sure that more than half represent the private sector. As noted earlier, top-down branding doesn't work. The best branding efforts in North America were grassroots efforts and include Nashville's country music brand, Napa Valley and wine, Orlando and Disney World, Branson, Missouri and music theater, Hershey, Pennsylvania and chocolate, even Frankenmuth and its Bavarian brand.

For more about organizing for Brand initiatives, view Roger's video entitled "Getting Everyone on the Same Page, Pulling in the Same Direction."

2. Assign Brand Leadership Team assignments

Timeline: January, 2017

Who takes the lead: Brand Leadership Team

Approximate cost: Staff time

Possible funding idea: Staff time

Rationale and/or details: Set a regular schedule for the Brand Leadership Team (BLT) to meet. Here are the topics to cover in the first meeting:

Set up two committees:

1. The Marketing Team would advise on all brand-related marketing from brochures, website makeovers, and approvals of all things brand related when it comes to graphics—including wayfinding signage design.
2. The Product Development Team would be charged with pushing the development of the downtown plaza forward, as well as working to recruit an upscale downtown boutique hotel and various retailers and businesses as outlined throughout the plan. They would tackle wayfinding locations and content and other product development initiatives.

The BLT members should establish a speaking circuit tour. Implementation of speaking engagements requires time and effort but will be the very best thing the BLT can do to familiarize the residents about the Village identity, to change the perceptions of Tinley Park and make downtown a vibrant and active destination for its residents and visitors. The brand initiative message needs to get out to the general public.

Make a list of local organizations that hold monthly, quarterly or annual meetings including (but not limited to) school boards, Chamber of Commerce, Village Board, the county, economic development, tourism, hospital boards, Kiwanis, Rotary, other auxiliary organizations, cultural and ethnic groups, downtown businesses—every local organization in the city, county and even at the state level.

Here's a starter list:

- Local school boards
- Hospital board
- Chamber of Commerce (boards and general membership meetings)
- Auxiliary organizations including Kiwanis, Lions Club, Rotary, and others
- Village officials and staff
- County Commissioners
- Community Development (local and county-wide)
- Secondary educational institutions
- Downtown businesses
- Arts and music groups
- Regional and State tourism officials and representatives
- Your local legislators
- Local clubs and organizations (The best way to recruit new events is to ask local club members to encourage their groups to host events in downtown Tinley Park.)

Finally, create a yearlong calendar, pick your four or five or six BEST speakers on the BLT, and then schedule them to speak at the various events. They should have a least 4 speaking engagements every month. Remember, “Nothing great was ever achieved without enthusiasm.”

Assign Brand Leadership Team members to contact each organization. Set up a time for the BLT members to give a presentation to each of these organizations over the next six to eight months.

We left you with the PowerPoint/Keynote presentation as well as the recording of Roger’s presentation that can be redeveloped to fit the time limit and the speaker’s style.

The idea of this is to sell as many people as possible on the brand direction. You want to hear their ideas on how to make it happen and new ways to make the brand even stronger and more successful. For example, if people belong to a local music ensemble, would they consider having that organization host a music event in Tinley Park once the plaza has been developed?

The goal is to garner support, new ideas, and to get the community excited about the brand, and work towards changing the minds of the naysayers through the positive action that will develop through each step of the action plan.

From the presentation provided in Apple Keynote and PowerPoint formats, each BLT member charged with promoting the brand should take that one-hour presentation, modify it, and make it their own. In most cases you’ll only have 20 minutes to speak. Here’s what we’d suggest take place during that presentation:

- Two minutes to let the audience know that branding is more than logos and slogans. Its the essence of who you are and what you want to be known for.
- Three minutes to explain why branding is important: We have every city and town in Illinois at our fingertips via the web, so what sets Tinley Park apart from the others? Why should someone live, establish a business, or visit the Village? What sets you apart and makes you the destination of choice? And make sure you mention money: This is about importing new cash, and keeping locally earned cash in Tinley Park. This is about tax base and community development.
- Two minutes about the process: More than 700 locals weighed in and the brand direction was founded on feasibility, not just local sentiment.
- Ten minutes selling them on the product that backs up the brand:
 - Development of an amazing downtown through establishment of the year-round public plaza—a showcase for the entire state
 - Downtown redevelopment with an orchestrated business mix
 - The music and performing arts that Tinley Park will be known for
- And then just three minutes showing them the look and feel of the brand. Do NOT concentrate on logos, but show them the concept ads, pole banners, wayfinding signage, so they can see what the brand looks like.

You should also, on the last slide, place a URL where the audience can sign up for your free monthly e-newsletter that will showcase upcoming events in downtown Tinley Park. This is an easy way to create top of mind awareness and to start building your database.

Once again, the big focus is to educate people to understand why you’re doing this (and why its important) and to ALWAYS be working to bring in more champions. The more people who buy into the brand, the stronger and more ingrained it becomes as the heart and soul of the community.

The result is to end up with a 2017 calendar that is filled with speaking engagement opportunities to promote the brand

direction. The most successful branded communities are more than skin deep; the brand is the soul of who they are, and that means a dedicated public outreach effort is necessary to achieve ultimate success.

Finally, assign one person to follow-up with members of the BLT to make sure they are contacting their assigned organizations, that presentation times are set and that other members of the BLT are aware and can show up to offer additional support. Maintain a list of organizations that have been shown the brand direction.

Please remember that this brand is more than just the plaza. It also includes further downtown development.

Down the road, develop a list of statewide conferences where you can share your branding experience with large audiences, telling them what you've done to revitalize downtown Tinley Park and selling them on why they MUST pay a visit to the town. Once they visit, chances are they'll be back to see your progress. While this takes time, its free and will spread the word throughout the state.

3. Contract for the creation of a Brand Style Guide

Timeline: February, 2017

Who takes the lead: BLT Marketing Team

Approximate cost: \$15,000

Possible funding idea: Hotel tax and Amusement tax funds

Rationale and/or details: Before people start redeveloping brochures, websites, new letterhead and business cards, the top priority is to create a community-wide Style Guide or Brand Standards and Practices Manual.

The Style Guide is the bible every organization will use to create continuity with your brand direction. There is enthusiasm in Tinley Park to use the new graphics immediately, but you can't let it get out of control, so the Style Guide is a top priority.

Right now you have a general look and feel of the brand, but its time to get down to specifics and particulars. That's what a Brand Style Guide does.

The Brand Style Guide, or standards and practices manual, will contain graphic design standards for logo and slogan use, guidelines for website development, guidelines for the production of printed sales and marketing materials, as well as the proper use of key marketing, advertising and promotion messages.

The BLT will be responsible for overseeing proper use of the graphic identity. This Style Guide will provide the official guidance for how to use the community's graphic identity.

Here is the Guide's sample Table of Contents:

- Brand Overview
- The Brand Identity
 - Clear space and sizes



Sample Style Guide pages - Vulcan, AB

- Proper uses
- Improper uses
- Sub logos
- Tag lines
- Brand fonts and colors
- Business cabinet
- Printed materials
- Signage and pole banners
- Electronic media
- Usage guidelines and sample usage agreement

Examples of approved logo and brand use should be provided in the guide. This includes dimensions and minimum sizes, as well as fonts and colors. Logo colors must be identified as specific Pantone colors and/or as percentages of the four process colors: cyan, magenta, yellow and black (CMYK). Guidelines for reproducing the logo in black and white and in one color need to be included.

Wrong usage of the logo (in structure, color or fonts) needs to be spelled out. Combining the logo with other logos or branding elements should never be permitted.

Web design concepts should be illustrated showing use of the logo, color palette, and structure. RGB and HTML colors should be listed. Examples of PowerPoint presentations with the logo should be incorporated.

Continuity and consistency are critical when developing a strong branding program that creates top of mind awareness of the brand. The logo and brand design should give the community an easily recognizable identity—a symbol and message that represents the community and the experiences it has to offer. Whenever the logo is used, it should bring to mind images of enjoying the community.

Repetition helps reinforce the viewer’s perception, but consistency is the only way to ensure logo and brand recognition. That is why the Brand Style Guide is a highly detailed document, providing specific instructions on how to use the graphics—font sizes, colors, guidelines for reproduction, guidelines for web design, PowerPoint presentations, and advertisements. Examples of logo use should be provided for the Village, the Convention Center and local non-profit organizations that will utilize the logo, as well as for signage and wayfinding.

All organizations that market the community need to do so with consistency in the look and feel of their marketing. The Style Guide helps get everyone on the same page and pulling in the same direction. The BLT should work with all marketing organizations that promote the community on proper use of the logo and other graphic elements to create a unified, consistent look and feel.

You can have it produced locally by a qualified graphic design firm, or by someone like Roger Brooks International’s Creative Director, Greg Forsell. It includes:

- Final identities for the Village, the downtown plaza and your partnering organizations with variations in full color, two-color and black and white, and in various formats
- The proper use and spacing (along with identified improper uses) of your brand identities
- The look of your business papers (letterhead, envelope, business cards, labels, your e-mail signatures)

- The color schemes, patterns, font styles for headlines, body text, and other elements of your websites and printed materials, and print advertising
- Guidelines for photography styles and other imagery
- Tag lines and key marketing messages
- Guidelines for brochure covers
- Website home page and interior page guidelines
- Outdoor (billboard) marketing guidelines
- Print advertising (full page, half page, and 1/3 page guidelines)

It may include other elements as well, but this is the Guide every partnering organization would use for all of their marketing efforts. Continuity is absolutely key to a successful branding program.

If you take this out to bid, we advise you issue a Request for Qualifications, not an RFP. Find the very best, then negotiate a deal, scope of work and timeline with them. If you'd like an example of a Style Guide, let us know and we'll send you a PDF for you to review

4. Secure domain names, register your brand logo & tagline, and trademark your identities

Timing: February, 2017

Who takes the lead: Village of Tinley Park, Marketing Department

Approximate cost: \$2,500

Possible funding idea: Hotel tax or Amusement tax funds

Rationale and/or details: Domain Names: With any branding project one of the first priorities is to secure the domain names that will help promote the brand. The Brand Committee already has ideas for several that were created during the Brand Camp week.

We recommend the Brand Leadership Team brainstorm other ideas for domain names that should be reserved. All of these would point to the front page of the updated and brand-based website, one of the recommendations included in this plan. Securing domain names costs between \$5 and \$7 a year and hosting each may be in the \$5 a month range, so its not a big expense. Keep in mind that the domain name should help sell the experience—its actually part of the marketing effort.

Trademarking/Registration: We recommend that you register your logo and tagline, and other Tinley Park brand identities—Destination Tinley Park, the Plaza name and any annual branded festival names you create. A trademark or “TM” is used when people have sent in an application to have something registered with the Trademark Office. It basically says, Hands off—we’re applying for ownership. A registered trademark “R” means it is registered with the federal government and the applicant owns it.

A registered US Trademark Attorney can accomplish this for about \$2,500 or so depending on what all you are registering. If you wish, we can recommend an attorney.

5. Find Start Up funding for this branding effort's first six to eight months

Timeline: March 2017

Who Takes the Lead: BLT, Village Trustees, Planning & Finance Departments

Approximate cost: \$175,000

Possible funding source: Village general funds, grants, hotel and amusement taxes

Rationale and/or details: This plan calls for an increase in personnel and duties of the Village Marketing Department, and several contracted planning efforts. This recommendation asks the Village to provide initial funding to jump start the recommendations made in this plan. The initial costs include the following:

- Creation of a Tinley Park Brand Style Guide, \$15,000
- Increased staffing of the Marketing Department, \$72,500
- Development of a Business, Programming and Marketing Action Plan for the new downtown plaza, \$85,000
- Brand identity registrations, \$2,500

The Village's marketing effort is going to require annual operational funding at an expanded budget level as the marketing activities come online. Consideration should be given to the start up of a Tourism Business Improvement District (TBID) to provide partial funding in the longer term. Keep in mind that the plaza WILL generate revenue from rentals, sponsors, sales, etc. The goal eventually is to have the Village and TBID subsidize it to about \$50,000 each a year with the remaining \$200,000+ coming from event generated revenues.

So why should the Village do this? The goal is to triple or even quadruple the tax base in downtown Tinley Park: property taxes, retail sales, new jobs, and reduction of leakage of locally earned money being spent in other nearby destinations. This investment will also make Tinley Park a more desirable place to live, raise a family, start and/or expand a business, and will attract new larger-scale job-generation businesses, including industry.

Without a full-time staff dedicated to implementing this plan, it will be relegated to a shelf to be implemented by either volunteers or other Village and organizational staff members who already have full agendas. Adding this to "the to do list" will doom it to failure.

All of the recommendations in this Action Plan that require funding can be accomplished for around \$7 million dollars. All of these expenditures are a necessary part of creating the branded destination to make Tinley Park a more desirable place to live and raise a family, to start a new business and to make existing retail thrive and grow. All the recommendations in this plan are necessary; they all work together like the pieces of a puzzle, to create the best possible image of Tinley Park.

Not all of the needed funding will have to be raised right away, or locally, but several million will be needed from some form of local financing mechanism applied to the local community. Raising funds locally will demonstrate to other providers—federal and state agencies, non-profit foundations, the County, and private investors—that the local population believes in the brand development, and is committed to making it happen. In addition to the BLT and the City advocating for local financing, the Village will need to work with grant writers in pursuing other funding sources.

There are a number of ways to generate the needed funding:

- Tax Incremental Financing districts (TIF) for planning and construction
- A Tourism Business Improvement District (TBID) for marketing and operations
- Community Development Block Grant program (CDBG)
- Reassignment of some hotel tax funds provided to the Chicago Southland CVB

- Reassignment of amusement tax funds
- Private sector investment

In summary, the funds required for ALL the recommendations are as follows:

- Tinley Park Style Guide - \$15,000
- Brand registrations and trademarks = \$2,500
- Business, Programming & Marketing Action Plan for the Plaza - \$85,000
- "Very Best of Tinley Park" rack brochure - \$17,500
- Sponsorship of TripAdvisor's Tinley Park page - \$5,000
- Design of a city-wide Wayfinding System - \$80,000
- Wayfinding fabrication and installation - \$250,000 to \$350,000
- Downtown Master Development Plan - \$90,000
- Brand awareness posters - \$6,000
- Formation of a TBID - \$65,000 in formula development fees
- Plaza Construction - \$4.5 to 5.0 million extra for a tarp covered plaza.
- Downtown benches and beautification - \$40,000 over four years
- Marketing copywriting and graphic design - \$30,000
- Downtown pole banners - \$7,500
- Branded video and still photography - \$30,000
- Community Profile and Opportunities brochures - \$15,000
- Action plan annual review workshop - \$15,000
- Startup plaza staff salaries - \$100,000
- Mobile visitor information centers - \$10,000
- Downtown public Wi-Fi - \$75,000
- Street trees - \$15,000 annually
- Decorative crosswalks - \$20,000 annually
- Hospitality training - \$10,000
- Public relations contract - \$50,000 annually
- Marketing, advertising and PR annual budget - \$150,000 (not including PR)

6. Clarify the organizational roles for implementing the Brand Action Plan

Timeline: March 2017

Who takes the lead: Brand Leadership Team, Village of Tinley Park Board and Mayor

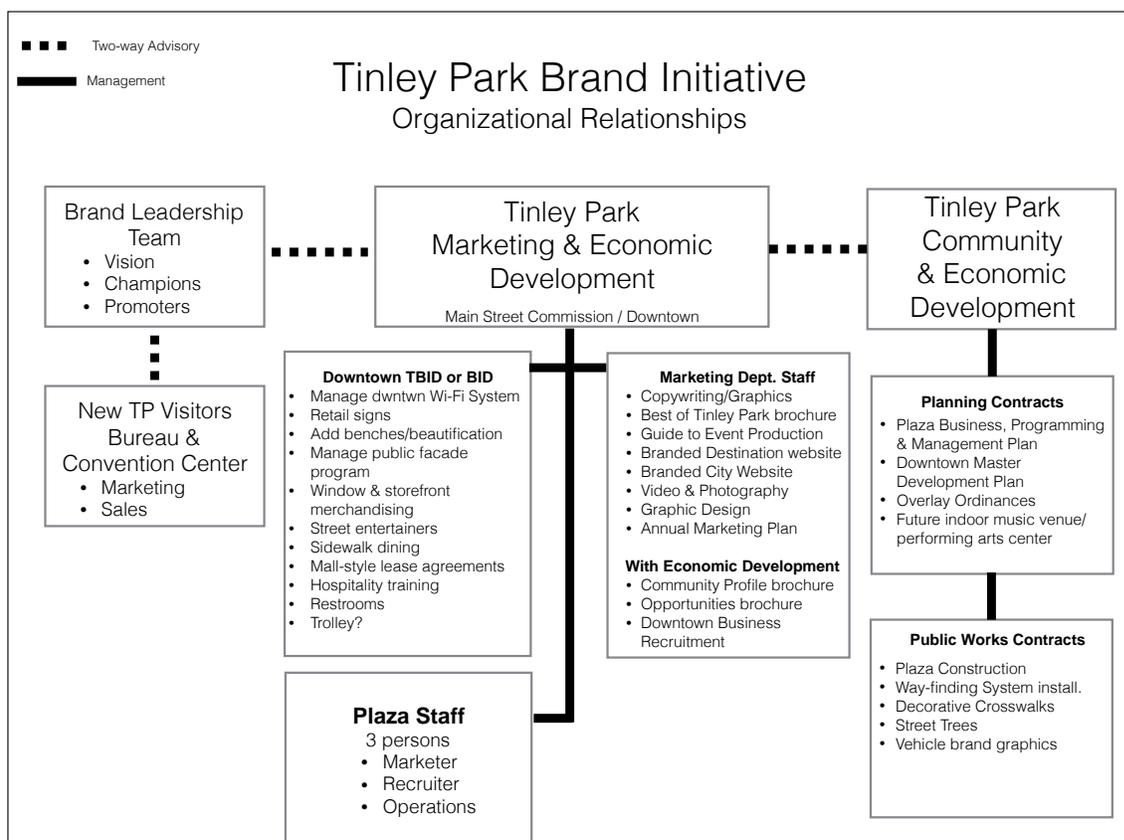
Approximate cost: Individual cost components listed elsewhere

Possible funding idea: None needed

Rationale and/or details: Successful execution of the Action Plan recommendations will require a public/private partnership. The Brand Leadership Team, comprised of Brand Champions, provides the energy and advocacy to push the Plan initiatives, help generate grant funds, keep the effort on track and monitor use of the brand identity, but the Village will guide or implement many of these recommendations and will be the conduit for the raising of funds. Having a clear organizational structure for implementation of these many tasks will be important.

Execution of the tasks in this Action Plan includes planning functions, marketing functions and operational functions. Many of the tasks will require contracted professional planners as well as new Village staff with experience in their appointed tasks. We envision that the Village Marketing Department will become more robust, and take on some of the tasks, while a newly formed Tourism Business Improvement District (TBID) for the downtown will take on other tasks. The Marketing Department and the TBID will become the recipients of funds in order to take on improvements in the Tinley Park Oak Park Avenue downtown area, and accomplish many of the marketing tasks for the brand. Once the plaza is built, it will require an additional three staff positions to market the plaza events, to recruit event providers, and to operate the logistics of the plaza with its ice rink, water features and event and stage equipment.

The Tinley Park Community Development Department provides the home for entering into contracts for planning and construction of the plaza, administering legal documents, and generating ordinances for the Board of Trustees to pass, that support an orderly development of the downtown retail.



The Tinley Park downtown property owners and proprietors will be asked to form a tourism business improvement district that will generate funds for specific improvements to the downtown and to contribute to the marketing of the plaza and downtown. Their Action Plan tasks include installation of retail signs, a downtown Wi-Fi system, benches and beautification, hospitality training and perhaps management of a façade program for downtown storefronts.

Some destination cities contract with a non-profit group to market the destination and its assets, create and project verbal and visual communications directed toward target audiences. Their reason for having a non-profit organization do this is to have it managed by a board of downtown and citywide stakeholders who have a vested interest in how the money is spent, and also bring their retail experience to the project. Tinley Park can have the plaza employees in the Marketing Department or have the TBID or another non-profit hire them; depending on how direct they want them to report. A staff of three will recruit events into the plaza, receive and account for revenue from vendor and event organizer fees and expenses, market the Plaza events, and operate the day to day functionality, including retail leases, setup and take down of booths, tables, chairs, stages, lighting, and other amenities associated with events and other operational functions.

Not all of the hiring has to take place immediately. Staff should be added incrementally as needed. The first thing is to hire a full-time Marketing Manager (with skills in the assigned tasks, NOT just an events coordinator). Plaza staff should be hired at least six months prior to completion of the plaza so they can begin recruitment of events and marketing.

7. Secure property options for siting the downtown plaza

Timeline: April, 2017

Who Takes the Lead: Village of Tinley Park

Approximate cost: Land swap

Possible funding source: City owned real estate

Rationale and/or details: This is one of the first and most important tasks for the Tinley Park municipality to undertake. The location for the proposed plaza will make all the difference in how the entire branding effort succeeds in providing a central venue for the music brand, re-animating the downtown, creating additional retail sales and jobs, providing opportunities for investors and entrepreneurs and increasing property values in the downtown.

The plaza should be able to be faced by surrounding restaurants and retail on the ground level, with retail, restaurants, offices and living or living/work spaces on above ground floors. There should be adequate off street parking within one to three blocks from the site. RBI's experience shows that the plaza needs to be in the heart of the retail and dining section of the downtown, where there is the highest possible proximity to shopping, entertainment and dining—the most participated in leisure activities in the world.

8. Calendar a list of Tinley Park's music-related events on your websites

Timeline: April, 2017, Ongoing

Who takes the lead: BLT, Marketing Department

Approximate cost: Staff time

Possible funding idea: Staff time

Rationale and/or details: Develop a list of music-related events that are being held in Tinley Park over the course of the year and put them on a calendar on the Village, convention center, chamber of commerce and downtown websites. Include private sector as well as public events, including competitions, awards, and recognitions. Make it separate from other event calendars. Add it to your community Facebook and other social media sites, as well. Add new events such as dance events, western music and gear, cheerleading competitions, jazz alley, dueling pianos, ukulele competitions, piano keys dancing, organ grinders, Music Decade themed weekends, battle of the marching bands, downtown music crawl, live band, karaoke, etc.

9. Contract for the development of a Business, Programming and Management Action Plan for the new Plaza

Timeline: April 2017

Who takes the lead: Community Development Department, Marketing Department, BLT

Approximate cost: \$85,000

Possible funding idea: TIF District funds (planning of infrastructure)

Rationale and/or details: The downtown plaza is the cornerstone project and will be the anchor tenant for the revitalization of downtown Tinley Park, creating a central year-round venue for music branded events and a primary destination for Tinley Park residents as well as residents of the surrounding region.

The purpose of the plaza is to consistently bring people downtown a minimum of 250 days a year and up to 365 days a year. When this happens, more merchants will relocate downtown and property owners will invest there because they will be able to increase their rental/lease rates. Merchants will be willing to pay more because there will be hundreds of customers outside their doors three hundred days of the year.

The plaza should include an ice rink for the winter, a splash pad for the summer, sound system, lighting system, Wi-Fi, planned private retail surrounding the plaza, a stage and utilities in support of events on the plaza.

First, bring the downtown plaza vision to life including site plan concepts, three or four color renderings and some numbers: type of retail, square footages, business mix, details on the plaza, hotel size and type, parking, etc. It would also include an 11 inch x 25 inch trifold brochure that would be used to attract development interests. Then go after the developers you want to work with. Do not let this out as an RFP—go recruit the ones you want. Then they can help look for the potential sites.

Once the site perimeter is set, then specific site design will offer location-specific recommendations for the plaza, buildings opening onto the plaza, additional restaurants with sidewalk dining, dining on the plaza, destination retail, restrooms, etc.

There is NO project the Village can invest in that will have a greater return on investment than a programmed plaza with summer and winter features that make it a year-round destination. It is a means to an end, and will:

- Reduce the leakage of locally earned money to neighboring communities.
- Increase property values downtown.
- Provide a central gathering place for ALL residents of Tinley Park.
- Help existing businesses downtown become more successful.
- Help re-orchestrate the business mix downtown to that of destination retail, dining and entertainment, which will attract more people.
- Create a unique identity that distinguishes Tinley Park from its neighboring towns.
- Make downtown Tinley Park a showcase downtown in the Midwest, and beyond.
- Encourage outside investment and reinvestment in downtown, attracting additional dining establishments, additional culture and arts and destination retail shops.

But prior to the plaza development, a Business, Programming and Management Plan must be developed. This will answer the following questions:

- Who will own the plaza? (Most likely the Village.)
- Who will manage it? Staffing? Job descriptions?

- How will it be managed—who will do what, and what are the roles of the various local organizations and the Village in its management?
- What will be the requirements of the operating entity (a Village department or a non-profit agency set up specifically for that purpose)?
- How will the plaza generate revenue?
- Will subsidies be necessary and how much? How often?
- What kind of start-up costs will be required and where will that funding come from?
- What specific kinds of activities will take place on the plaza?
- How, exactly, will it be programmed 250 to 300 days a year?
- What about weather considerations?
- What specific infrastructure elements will be required to host these activities?
- Based on activities and infrastructure requirements, how much will it cost to build the plaza? This means that a detailed site plan will need to be developed—the next step after initial concept renderings. These will not be construction drawings, but will provide enough detail for estimating the cost.
- How will the development be funded?
- What needs to be done by the private sector, to “front” buildings onto the plaza?
- What should be the retail mix around the plaza?
- How does the plaza impact and benefit the other downtown streets?
- Could the plaza development be phased? If so, how?
- What are the timelines and funding milestones in its development?

In essence, the Business, Programming and Marketing Plan will provide the roadmap to:

- Programming: what specific activities will take place on the site at least 250 days, growing to 300+ days a year;
- Business: how and when the plaza will be developed, including revenue and funding; and,
- Management: who will manage it, how will they be funded, and what will their responsibilities be to the Village.

Of all the recommendations being made in this plan, this is one of the most important, because it actually monetizes and provides a return on investment for the millions of dollars the Village will invest in downtown.

To make this happen, consider issuing a Request for Qualifications for this work, or contracting directly with an entity that has this expertise. We recommend avoiding architectural firms at this stage and suggest using urban planning expertise with experience in creating public assembly spaces. Remember that programming, not design, is the key to a successful plaza.

Note: Many cities feel that they can do this work in-house, or they hire an architect or landscape architect. What they usually end up with is a visually stunning and expensive site that is not programmed or does not work logistically, or is a dormant park. The contractor for this project needs to have experience in programmed public activity space development. This is all about activity on a daily schedule and the needs of the pedestrian crowd.

We recommend that the Mayor, Board of Trustees and Department heads watch the Roger Brooks’ two-part video presentation entitled “The Power of Public Plazas”.

Then put the construction drawings out to bid—unless there was a Design/Build contract issued with the architectural and

engineering of the plaza. This option should not be overlooked, as the architectural and engineering costs are often reduced since the firm will also get to actually build the project, which is where the bulk of the profit is made.

10. Contract for redesign and expansion of the vehicular and pedestrian wayfinding system

Timeline: April, 2017

Who takes the lead: Design: Brand Leadership Team and Marketing Department. Fabrication and installation: Tinley Park Department of Public Works.

Approximate cost: \$80,000 for design and fabrication specifications. \$250,000 to \$350,000 for fabrication and installation

Possible funding idea: Tax Incremental Financing

Rationale and/or details: The present wayfinding system is inadequate and needs improvements and expansion. People often ask why a wayfinding system is needed when many drivers use a GPS based guide. GPS is mostly used to find places that the driver already knows about. Wayfinding's purpose is to educate drivers as to what is available in the destination and where to find it.

Issue a Request for Qualifications for professional wayfinding expertise. Wayfinding is about environmental graphics and is substantially different than institutional wayfinding as you might find in a hospital, college campus or mall. This is part marketing, part branding, part traffic mitigation, and is as much a science as it is an art. Only hire professionals with expertise in developing systems like this.

A typical wayfinding system includes the following elements:

- Vehicular directional signage on freeways, highways, primary thoroughfares, and community surface streets. It must include attractions, amenities, and local services for visitors.
- Pedestrian wayfinding in the downtown core area, which includes panels showing districts and how walking connects them. (RBI can provide examples)
- Amenities wayfinding (public parking, restrooms, public Wi-Fi and visitor information)
- Redesign of typical street signs including "do not enter", "left turn only" and other traffic signs so that they fit the branded ambiance of Tinley Park.
- "More to Explore" signage (use Greenville, SC as an example). This will encourage visitors and shoppers to explore side streets and other areas than downtown.
- Where there is only two-hour parking, include "All day parking" and directional signage to that parking. Two-hour parking is a good way to kill a downtown.
- Marquee or "place identifiers" in front of public buildings, services and parks. (E.g. Aquatic Center, Amphitheatre, Convention Center, Train Stations, Performing Arts Center, water park, Odyssey Fun World, etc.)
- Village and downtown gateways, arches, or defining structures/markers.
- Visitor information kiosks, with weather resistant brochure distribution, in various locations throughout the Village.
- Making sure the wayfinding system uses the international symbols for parking, restrooms and ATM locations.
- Seasonal pole banners. (Spring, Summer, Fall and Holidays)

When you issue the RFQ, respondents will not be able to provide a cost since they won't know the community, nor will they know what you have for a budget. You want to find the best and then pay your top three candidates about \$1,500 each to cover their travel costs for a trip to Tinley Park to take a tour and have them visit with the Village Departments of Marketing,

of Public Works as well as the Mayor and the BLT. Have them describe their methodology, show you their work as it is installed elsewhere and then send you a price—or have them tell you what they can do for the amount of money you assign to this project.

Once they've visited, they will be able to provide you with a detailed scope of work, methodology and timeline. Then select the one whose methodology, timeline and cost works best for the Village.

Once you've made your selection, you want to make sure the final product includes bid-ready construction drawings, approximate fabrication and installation costs, and have the system designed to a pre-determined fabrication/installation budget. You can have a community gateway fabricated for a million dollars, or a complete wayfinding system installed for \$250,000. Start with a predetermined budget and have the system designed to that budget—including possible fabrication and installation phasing over a number of years.

It should take about 90 days to design the system.

If the proposing firms offer to manage the bid, fabrication and installation process, seriously consider having them do this. Sign fabricators speak their own language when it comes to materials, color mixtures and specifications. Some will try to cut corners, and you may end up with a sign that looks very different from the graphic artist's design. Having someone who speaks their language and knows the ropes can keep the fabrication on track and within budget, while maintaining the quality.

View Roger's video entitled "The Art of Wayfinding" in the RBI Video Library and "The 20 Ingredients of an Outstanding Downtown (Part 2)" for more information.



11. Make the music brand visible at the Tinley Park Convention Center, the Hollywood Casino Amphitheater, other Tinley Park hotels and attractions

Timeline: May 2017, Ongoing

Who takes the lead: Convention Center management, Hollywood Casino Amphitheatre management

Approximate cost: up to \$10,000 in fees (for Convention Center)

Possible funding idea: Convention Center or Chicago Southland CVB funds

Rationale and/or details: The Convention Center is one of the primary places in Tinley Park where visitors are first introduced to the Village. The Village branded music theme should be visible at the Convention Center. Work to have live music in the common areas before the start of every convention or large meeting where most of the attendees are from out of town.

Include signs at the Convention Center that say "Welcome to Music City, Illinois."

Research and recruit music-related conferences, conventions and trade shows. Observe how Nashville attracts music events and emulate them.

The Amphitheatre is the other primary site where visitors are first introduced to Tinley Park. When introducing the artists, introduce Tinley Park as “Music City, Illinois.” Each time, 15,000 to 25,000 people will hear that Tinley Park is about music.

12. Begin the transition to the new brand identity (logo and tagline)

Timeline: May, 2017

Who takes the lead: The BLT, Marketing Department

Approximate cost: None (items are simply replaced as normally needed)

Possible funding idea: None required

Rationale and/or details: The 2017 calendar year is the “getting ready” year, meaning that this is the year dedicated to product development initiatives, programming of the plaza, working toward 250+ activity-days downtown, creating new marketing materials, and gradually introducing the new brand identity, wayfinding signage and pole banners. This transition does not need to be expensive.

When a Village Trustee or staff person, for example, needs new business cards printed, they would be printed with the new look and feel of the brand. Over time, letterheads, utility billings, envelopes, business cards and even vehicle graphics would change to the new branding. The transition might take 12 to 18 months, and that’s just fine. People will come downtown, and people will invest in downtown because its a popular gathering place, not because there’s a new logo on printed materials or signage.

The transition should also apply to any marketing the Community Development Department, Convention Center, Chamber of Commerce and other supporting organizations do over the next couple of years. In fact, once the Brand Style Guide is adopted, copies should be distributed to your partnering organizations.

NOTE: EVERY use of the brand identity, tagline and marketing messages must be approved by the BLT before printing so that they comply with the rules outlined in the Brand Style Guide. One of the primary functions of the BLT is to police the brand-mark (logo) and the messaging, just as is done by any major brand. As brochures, pole banners, wayfinding signage, print ads, billboard displays, trade show booths, business papers, newsletters, etc. are developed, the BLT must approve each. This is imperative to assure the strength of the brand.

Every website, from local schools, the library, Village, downtown, Community Development and Chamber of Commerce should reflect the Tinley Park brand identity graphics. This does not mean that every website has to be cookie-cutter to every other website, but there should be common graphic elements, common themes in terms of text, and links to each other. The Brand Style Guide is the reference for making this happen. The BLT Marketing Committee should encourage other local websites to include elements of the brand in their marketing efforts, even to the point of creating sample versions for them to consider that fit the family of logos for the destination.

While private businesses cannot use the Tinley Park brand logo in their marketing efforts (unless it is a cooperative marketing project), they should be encouraged to play up the brand. The brand identity can ONLY be used for public sector marketing. Joe’s hardware cannot use the logo or the tagline in their marketing efforts. However, if Joe wants to promote “Life Amplified” there’s no problem since it reinforces the brand. This use should actually be encouraged; however, the BLT marketing committee should approve it.

The bottom line: You will be far more effective as one unified voice than a bunch of independent individual voices. That’s the power of branding. The more you have to offer, collectively, the further people will travel, the longer they will stay and the more often they’ll come back. This applies to your marketing as well as to the business mix in downtown Tinley Park.

Business card,
envelope &
letterhead concepts



16250 S. Oak Park Ave.
Tinley Park, IL 60477
www.TinleyPark.org



13. Install downtown pole banners

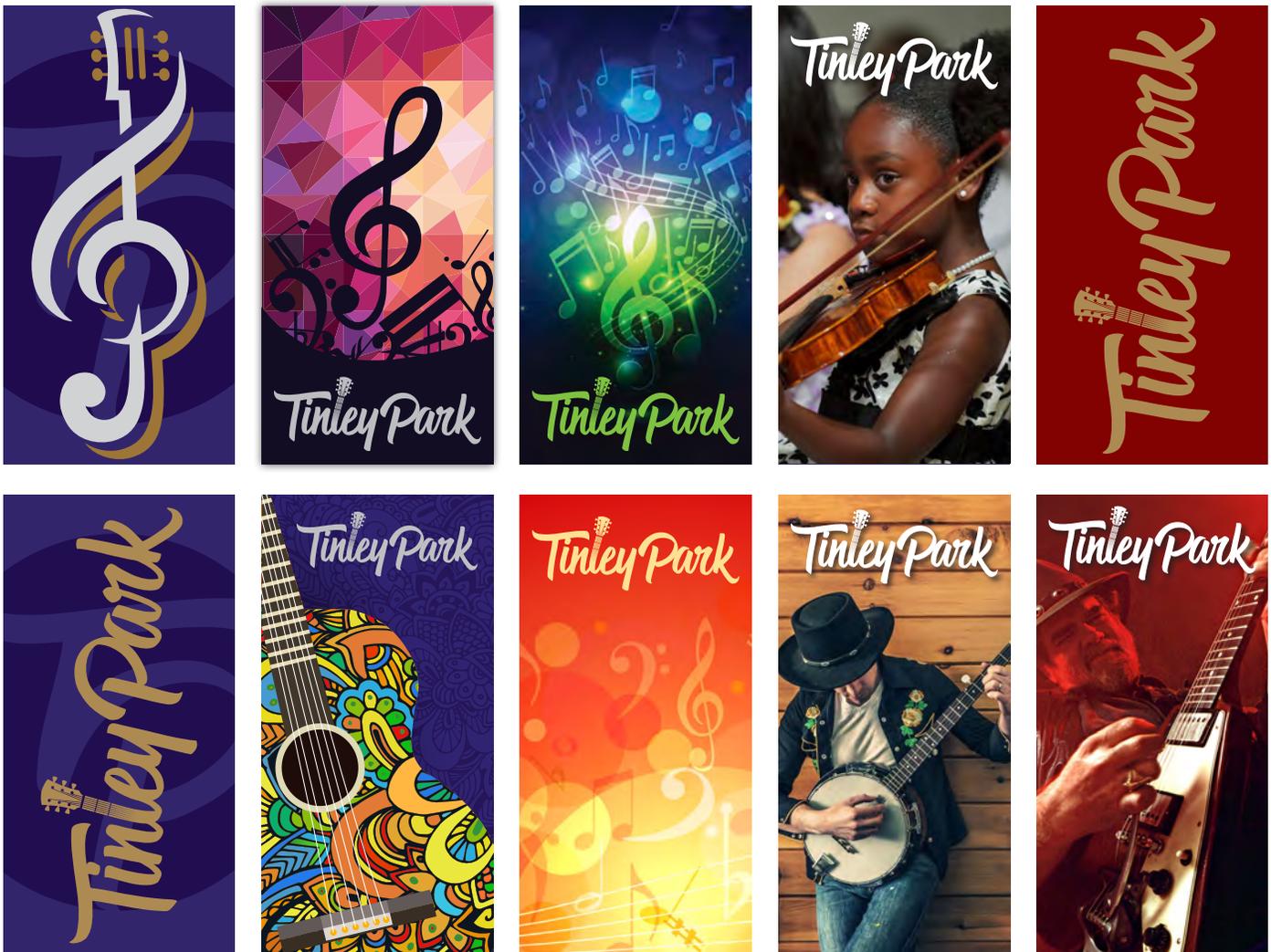
Timeline: May, 2017

Who takes the lead: Marketing Department, Public Works Department

Approximate cost: \$8,000

Possible funding idea: Hotel tax revenues, amusement tax revenues

Rationale and/or details: Pole banners should be placed throughout downtown, starting with Oak Park Avenue. Be sure to add them around the train stations, convention center, amphitheater, and along the train tracks. The pole banners should all showcase the plaza, the music brand, shopping and dining. Pole banners should always portray a feeling—the joy of music, not physical structures like buildings, trains, bridges, etc. They should convey a welcoming, fun, engaging and celebratory atmosphere. We have designed some concepts that you can use as a basis.



Pole banner design concepts

Use three or four colors to make the downtown and Village feel vibrant and attractive. You can have one style for downtown, and other styles for other areas in the Village. But, over time, they should be everywhere.

Some cities offer local businesses a chance to sponsor a number of pole banners. In this case, you add to the bottom a hanging banner with the sponsor name—it is usually six inches tall and the width of the banner. This is a good way to expand the program while promoting local businesses. Use text only for the sponsor part of the banner.



Sponsors addition to the pole banners

Down the road, the downtown pole banners can change by season, but to start, have two designs: one for the Tinley Park Legacy Districts, and one for the major thoroughfares. The pole banners should go up when the plaza is under construction, but not before. Remember that these reflect a new or emerging downtown so change needs to be obvious.

14. Design, print and distribute “The Very Best of Tinley Park” rack brochure

Timeline: May 2017

Who takes the lead: BLT, service organization

Approximate cost: \$17,000—split 50/50 with featured businesses

Possible funding idea: Marketing budget

Rationale and/or details: Always promote your anchor tenants. These are businesses and activities that people would drive 45 minutes to an hour, or more, to visit specifically. You cannot let politics, or membership get in the way of promoting your “Very Best Of” attractions, so this is a job for the BLT to manage, not the Chamber or another membership organization. The reasons for creating this brochure are many:

- The most asked question at any hotel, B&B or visitor information center is “where’s a good place to eat?” and visitors don’t want to be handed a list. By promoting your best restaurants, retail shops and activities, you ensure a good experience, which is often instantly noted on Facebook, in Twitter posts and in on-line reviews such as Yelp and TripAdvisor. If friends or family were visiting you, where would you take them to eat?

- Success breeds success. No successful mall was ever developed until the anchor tenants were committed. And most people go to the malls, not because there's a Hallmark store, GNC Nutrition outlet, or a dozen cell phone dealers, but for the anchor tenants. Chances are good they'll stop at Hallmark or a number of other smaller shops while they're at the mall. The anchor tenants attract the shoppers to the mall, and all the other shops benefit as well. Would you go to Orlando if Disney World weren't there? If you said no, you just insulted 171 other attractions. But they all know that Disney is the anchor tenant and does the heavy lifting in terms of promotion, and they all benefit from Disney being there. Additionally, Disney is glad Universal Studio, Wild Kingdom and the other attractions are there because, collectively, they make Orlando worth a trip from just about anywhere on earth.
- By promoting your very best restaurants, retail shops and activities, you encourage the others to improve so they can be included in future "Very Best Of" guides, which should be reexamined and produced new each year. Note the criteria below, and encourage those not selected to work on those criteria so they too can be promoted in the guide.
- One of your recruitment objectives is to have five or six retail, dining and activity anchor tenants in Tinley Park. Just like malls, few downtowns become successful destinations without those anchor tenants. You need to encourage existing businesses to raise the bar, or recruit them, and then make sure you help market them, specifically, creating an incentive for them to invest in Tinley Park, and specifically downtown.

The "Very Best Of" guide is a folded 4-inch x 9-inch rack brochure that can include up to 20 businesses and activities, and is typically made up of 24 4-inch panels (12 panels per side). It should include perhaps 12 to 20 businesses and activities, plus front and back cover, a panel explaining how these were chosen, and a panel that talks about Tinley Park, its location, and what the Village is all about (your brand promise).

Here are the criteria you might use to determine who should be invited as a participant:

- They must be open at least six days a week. The day they can be closed is Monday.
- They must be open until at least 8:00 pm all six nights. As an FYI, 70% of all consumer retail spending now takes place after 6:00 pm. This is why all successful malls are typically open until 9:00 or 10:00 pm seven days a week.
- They must have good curb appeal. They must be inviting.
- They must be highly regarded by someone other than themselves. This means that they must have 80%+ positive reviews on TripAdvisor, Yelp, Urban Spoon and/or have been written up in regional publications such Midwest Living, Chicago Magazine, or similar magazines.
- They must be organic to the Tinley Park area. This means you can't include franchises and businesses that can be found in just about every town. Why drive to Tinley Park if I can enjoy the same shop or restaurant right near my home?
- They do not all need to be located in downtown Tinley Park. While we hope they can be recruited to downtown Tinley Park, its not a requirement to be included in the guide.

These business folks are each invited to purchase a panel in the guide, making this a public-private marketing partnership. Typically each business or activity would pay in the range of \$400 for a panel. The remainder of the costs will have to come from a source that does not generate legal or political problems for the Village. Many activities, such as recreational or historical attractions and parks have little or no marketing budgets, and if they qualify, their panel may have to be subsidized.

Its very important NOT to include businesses just to sell more panels. You should have a good balance between restaurants, retail shops and activities: Perhaps six of each. But if you only have four restaurants that are truly outstanding (remember you MUST deliver on the promise of it being worth an hour's drive) only promote four. The same goes with retail shops and activities.

We recommend printing at least 15,000 copies and distributing them as follows:

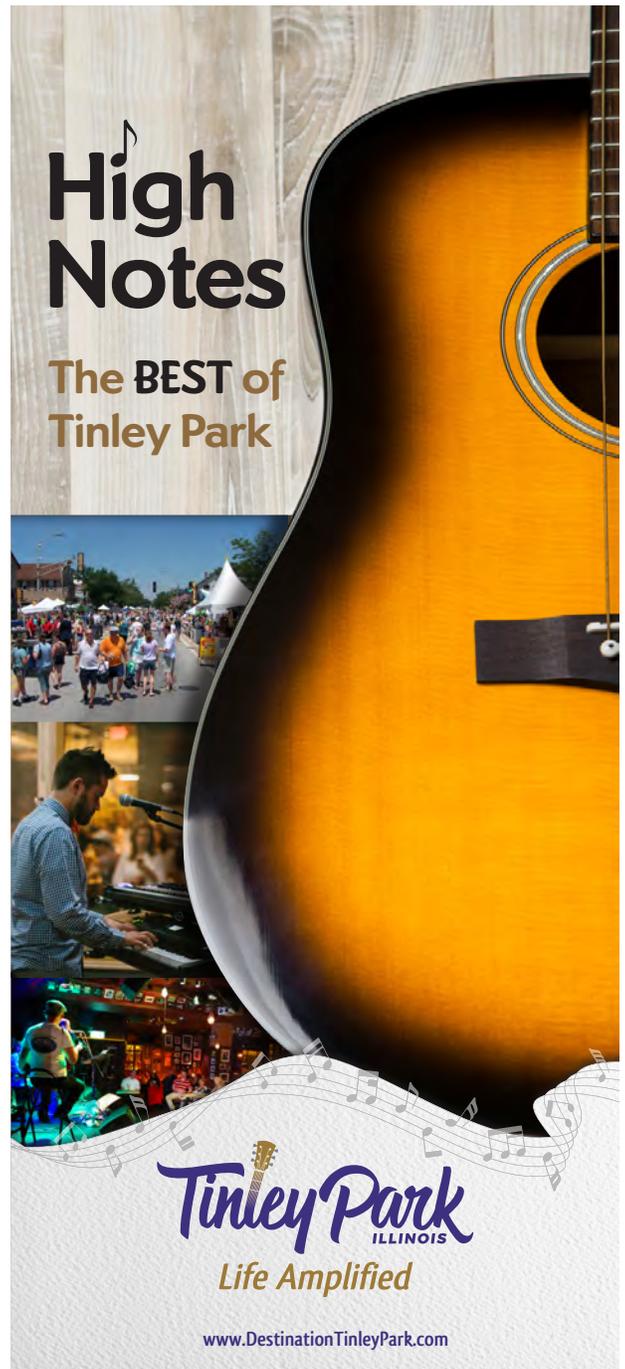
- Every hotel and motel should put the “The Very Best of Tinley Park” guide in every room or have them available at the front desk. Guests, of course, are encouraged to keep the copy they pick up. An alternative would be to hand one to each guest upon check-in.
- Put them in your visitor information center or mobile VIC booth, Community Development office and at visitor information kiosks designed and installed as part of your wayfinding system. You should have kiosks at the plaza, the train stations and at park kiosks. All should include brochure distribution where the “The Very Best of Tinley Park” guide is included.
- One should be sent to every household in the greater Tinley Park area, in a #10 envelope (yes, snail mail) with a small card that reads, “The number one reason people travel is to visit friends and family. We hope that you will hang onto this brochure so that when you host visitors, you will show them the very best of what Tinley Park has to offer. After all, every dining room table should be a concierge desk.”
- At other state visitor information centers at highway info centers within an hour’s drive of Tinley Park.
- At city hall, the county courthouse, the convention center, the local library and at other public assembly spaces.

This one brochure is a good way to entice regional visitors to stop in Tinley Park, a great way to get commuters to explore downtown, and a good way to educate locals about what you’ve got and where its located.

For each featured business, include a photo (interiors sell the experience better than exterior shots), their logo, address, phone number, website address and a description of why they are so good and are a “must visit” and “worth the drive” destination. Be specific about some feature, dish or experience that makes it special, each would get a full panel. You might consider adding a link next to the logo or at the bottom of each panel where a person could easily pull up their website or menu.

The guide should also be available on the Tinley Park website for viewing and for download.

The guide should be reproduced every year. Finally, the reason no lodging facilities are included is so that hotels and motels will hand the brochure to visitors without fear of promoting their competitors.



15. Get your best spokesperson on film

Timeline: June, 2017—ongoing

Who takes the lead: BLT members, Marketing Department

Approximate cost: \$3,500

Possible funding idea: hotel tax funds, amusement tax funds

Rationale and/or details: Find the most enthusiastic, fun-loving, engaging and humorous person you have and put them on film. They don't have to be professional broadcasters or television personalities, but they DO need to be totally sold on Tinley Park and be ultra-enthusiastic about spending time in the city.

You don't need to hire a professional film crew, but you do need some production and editing skills to fine-tune the video segments. You should add three short videos every month to the website. These might include an hour of filming, which will be edited down to one, two or three minute videos, each selling the following:

- Business opportunities in Tinley Park
- The “up and coming” energy for downtown with a focus on the new plaza, a new revitalized mix of businesses with sidewalk dining, and a town alive with activities at least 250 days a year
- The music brand and music-related events of the Tinley Park

If you don't have someone like this available, consider these two guys, who both do an excellent job:

- Eric Hastings of Hastings Travel. Check out some of his videos at www.youtube.com/user/HastingsTravel. Look through some of the videos and make note of which ones made you want to go visit. Eric travels extensively and can be hired to help get your first several videos on your website and on YouTube.
- Brad Rowen is an Idaho native who has worked in the travel industry for a long time and was the featured host of Idaho Tourism's “Adventures in Living” program. You can find information about Brad at <https://www.youtube.com/watch?v=BKZbnX0S6yw>

By watching Brad or Eric you can get an idea of the type of fun and humor you are looking for. No elevator music videos! Your videos should be very fun, engaging, fast paced, and exciting.

16. Brand your monthly e-newsletter

Timeline: July 2017—ongoing

Who takes the lead: Marketing Department

Approximate cost: If the Marketing Department can do this in-house, great. There is off the shelf software that can be used for e-newsletters, including sign-up databases. The website should have a widget or way to format an e-newsletter.

Possible funding idea: None required if using inside staff

Rationale and/or details: Rethink your current newsletter. Nothing creates top of mind awareness like constant reminders. And the most unobtrusive reminder can be in the form of a monthly e-newsletter. BUT it can't be a sales pitch. It should be short, to the point, and offer upcoming events and tips and tricks on how to experience the creativity, festivity and recreation of Tinley Park. It should showcase “Coming up this month...” and tips, tricks, ideas that will help residents—and visitors—live more creative and fuller lives.

Whenever possible tell stories: A great music experience. Learning how to play an instrument. Spending time downtown at the plaza and restaurants. Feature new businesses, concentrating on the owner's story. Make it fun, engaging, and use lots of photography or one-minute videos.

Provide things to do, not just stuff to read. Tell everyone you know to subscribe. Wouldn't it be great to get subscribers from all over the country? You can if you make the e-newsletter shine in terms of content and reasons to visit.

In each newsletter include five or six articles, but all you're going to include is the headline and the first sentence or two plus a link to see the rest of the article on your website—much like reading a list of e-mails. This way someone can quickly scan down the list, and if something catches their eye, they can click on the link, taking them to the website and the rest of the story. If they don't see anything interesting, they can just delete the e-mail, BUT it still created top of mind awareness—reminding the reader that Tinley Park is a great place to spend their time.

Subscribe to other tourism-based e-newsletters to see how they look and sound. Follow your own intuition. Asheville, North Carolina is a good example.

Use Constant Contact as a great, inexpensive database to work from. Each month consider the following:

- A great tip, trick or idea that you can do yourself. Celebrate food with a recipe, a great book to read, tips and tricks for living a happier, healthier life.
- A great small-business opportunity in Tinley Park.
- Incredible events coming up in the next 60 days.
- The latest video that evokes emotion and makes us want to visit downtown Tinley Park now—a call to action.

Make it super easy to subscribe by having a sign-up space on your home page. The folks at Constant Contact (should you use them for your e-mail database) have personnel in various areas around the country that will, free of charge, help you set up and utilize their database, which is very inexpensive and increasingly powerful. Once you get your downtown Wi-Fi set up, make it easy for visitors to join the e-newsletter from their smartphone.

17. Add Tinley Park businesses to GPS services, web-based applications

Timeline: August, 2017 and ongoing

Who takes the lead: Marketing Department, or volunteers

Approximate cost: Staff time

Possible funding idea: Staff time

Rationale and/or details: Today's consumer relies heavily on web-based applications to find the location of retail goods and services. The appearance of Tinley Park businesses on these web-based applications and GPS services improves the likelihood that they will be found and navigated to, thereby increasing the awareness of Tinley Park as a consumer destination.

Tinley Park businesses should add or update their information on a variety of applications:

HERE: One of the most important location mapping resources is called HERE. It used to be called Navteq, but was bought by Nokia in 2011 and rebranded as HERE. You can register at mapcreator.here.com, and add roads and places onto a map. HERE reviews these and adds them to their system-wide maps. HERE partners with third-party companies to provide its location services for portable GPS devices made by Garmin, Lowrance and NDrive. Many in-dash navigation car systems upgrade their maps from this source. HERE also supports web-based applications like Yahoo! Maps, Bing Maps, Nokia Maps, and MapQuest, as well as XM Satellite Radio.

TomTom North America, previously known as TeleAtlas North America, provides data for TomTom and Apple Maps. Register at tomtom.com/mapshare/tools/ to submit a report at Map Share Reporter application. Their review team will check your reports and consider including them in future updates.

Google Maps: [google.com](https://www.google.com)—to add a missing business, got to maps, then to “add a missing place.”

Apple Maps: <https://mapsconnect.apple.com/> Use your Apple ID to access this site and add your business to their maps. While Apple currently uses Tom Tom maps, they are rumored to be creating their own map system for the future.

There is a government site at [GPS.gov/support/user/mapfix/devices-and-maps/](https://www.gps.gov/support/user/mapfix/devices-and-maps/) that will provide links to all the above sites and more for correcting business locations and information or adding missing ones.

Another marketing tool that businesses should take advantage of is being listed on TripAdvisor.com and Yelp.com. Either the business or a consumer can do this. For example, businesses may want to buy a listing or page on TripAdvisor. Another way is to have consumers complete reviews of businesses on these sites. Businesses should make sure they show up when consumers look for “dining in Tinley Park” or “antique shops in Tinley Park” for example. The Marketing Department or a downtown group should monitor the sites monthly and address any negative reviews with follow up action. When a merchant or lodging facility responds to a negative review in a positive, helpful, constructive way, it shows the readers that the merchant cares and is making things better. This can go a long way to alleviate the negative effects of a bad review. Some area businesses already have a presence on these sites. Review them, make sure they are up to date and accurate, and address any concerns expressed by viewers.

18. Design, print, frame and distribute brand awareness posters

Timeline: September, 2017

Who takes the lead: BLT, Marketing Department

Approximate cost: \$5,500

Possible funding idea: Marketing Department funds or project of the Chamber of Commerce or a local service organization

Rationale and/or details: This would be a series of posters that would be mounted, framed and displayed at local retailers, restaurants, hotels, city buildings, library, schools, colleges, and other public places, to promote the brand. Consider asking local artists to submit concepts and then hire one or more of them to execute the posters.

Create an initial series of three or four posters and make them 24” x 36” (movie poster size), print 50 of each, have them matted, mounted and framed. These will begin to inform the city residents about Tinley Park’s brand. These are a fantastic way to cement “ownership” of the brand. After all, brands are about ownership. Napa Valley owns the wine brand. Nashville owns the country music brand. Orlando owns the family vacation brand.

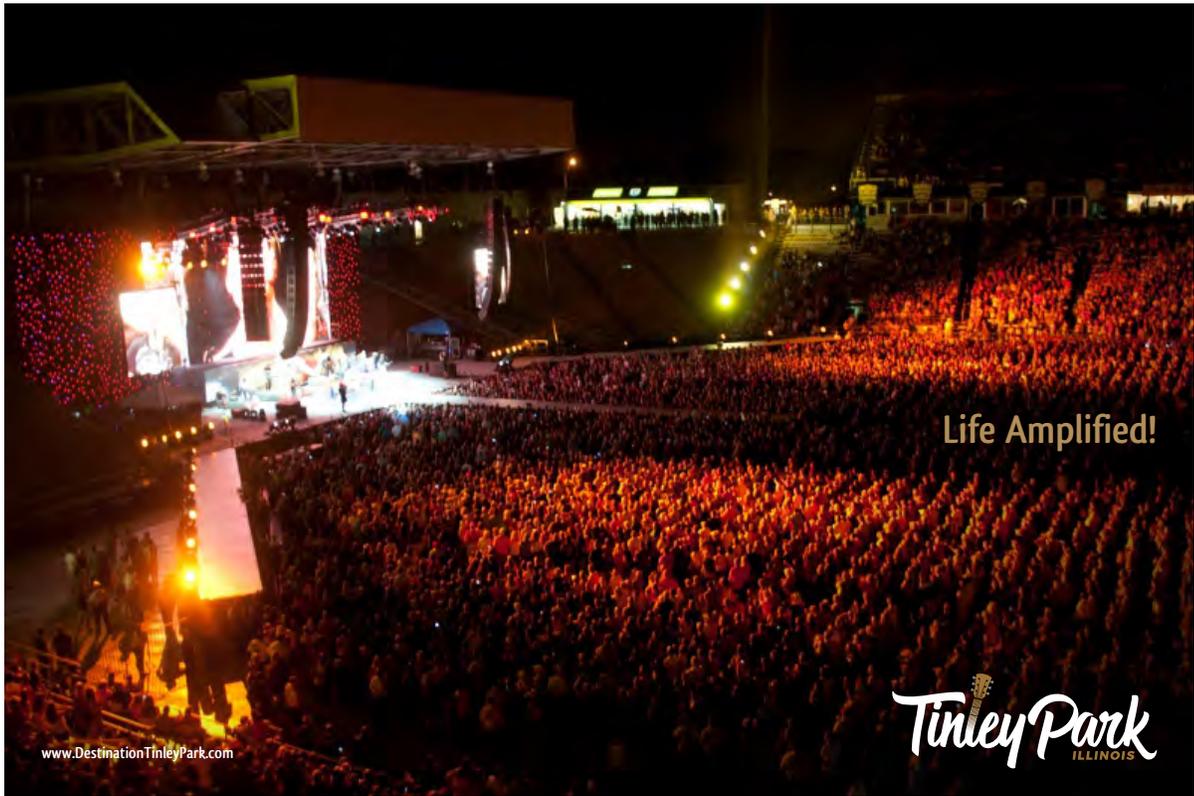
The focus of the posters:

- The plaza and its events
- Downtown dining, entertainment and shopping
- Music and local musicians

Once you have them framed, distribute and offer to hang the posters in city offices, the library, in every organizational office, hotel meeting rooms and lobby areas, at restaurants, at the schools, in local banks—everywhere you can. This will spread the word and create additional buy-in for the brand direction.

The posters should be “collectibles” with strong imagery, and each year a new poster would be developed and added to the collection. After a couple of years, people will purchase the posters to add them to their “Music in Tinley Park” collection.

The reason for actually taking the time and expense of framing, mounting and matting them is to make sure they do get hung in key locations. Handing someone a rolled up poster they can hang at their convenience will result in a lot of posters sitting in back rooms to be put up when or if they have time. Make it easy, and you’ll see it happen. This is a big part of your outreach efforts.



Branded poster design concepts



Make sure you offer to hang the posters for those willing to put them up! And put them up in series—with perhaps six inches between each frame. Places that should have the posters hung include:

- Library
- Convention Center
- Amphitheatre
- City Hall (and other city facilities)
- Local schools
- Corporate offices (major employers)
- County offices
- Restaurants
- Hotels
- Retail spaces (where there is wall space at or near entrances)
- Even in empty storefront windows to create interest
- Sports facilities and other public assembly spaces
- On visitor information kiosks

NOTE: Brands start within—with local knowledge and support. Its imperative that local residents and businesses know what Tinley Park is all about.

19. Create a YouTube channel and load it up

Timeline: September, 2017 Ongoing

Who takes the lead: Marketing Department

Approximate cost: Staff time and volunteers

Possible funding idea: None required

Rationale and/or details: Video is the future—and short ones at that. Thirty seconds to three minutes, tops. You want both professionally produced videos (also submitted to Brand USA for promotion), and user-generated videos of people telling their Tinley Park story.

YouTube is now the world's second most used search engine. Nothing sells like video. Starting as soon as the plaza is up and running, you want to create a YouTube channel and start populating it with user-submitted videos and a call to action "Look what's happening in Tinley Park!" and "Where are you headed this weekend?"

Have local high school students, or even nearby college students submit videos. Some may be silly, some quite fun, and perhaps some will be edgy, but its a good way to build the brand, create excitement, and solidify your ownership position of the place of spirited life.

Over time you'll add more professionally produced videos to mix in with the user-submitted videos. All should run from 20 seconds to no more than three minutes. The median running time should be one to two minutes. As you review them make sure they would make you want to go there if you lived in a different city. Link them to your new tourism website once developed.

Make sure many of the videos include music, such as street musicians, musical events on the plaza, etc.

20. Brand the Village websites and create new content

Timeline: September, 2017

Who takes the lead: Marketing Department, Convention Center

Approximate cost: \$30,000

Possible funding idea: Hotel tax revenues

Rationale and/or details: This recommendation is about the Village-related websites:

- TinleyPark.org—the Village municipal website
- DowntownTinley.com—about downtown Tinley Park
- TinleyParkConventionCenter.net—the convention center site
- VisitTinleyPark.com—convention oriented information

When it comes to tourism marketing, funding should be allocated as follows:

- 45% on digital marketing: website, social media, e-newsletter, apps, online advertising, pay per click, etc.
- 20% on advertising that will drive people to your website, which must be good enough to close the sale.
- 20% on public relations: getting articles and exposure showcasing the brand and your downtown revitalization efforts.
- 10% on printed materials (your Best Of and Opportunities guides).
- 5% on trade shows, billboards and other forms of advertising.

As you can see by this breakdown, the Internet should be the very top priority. Ninety percent of all Americans now have immediate access to the Internet via smart phones, tablets, and computers, and they have this access at home, at work, at school, and while on the road. Of this group, 94% use the web to decide where they will visit, what they might want to do this weekend, where to go eat, what to do tonight, where to live, and even where to establish a business.

All of the above websites should be graphically redesigned in order to have a branded look and feel. They don't need to be exactly the same, but should have a similar look.

We recommend that you construct the VisitTinleyPark.com URL as your main visitor website as it uses the popular dot-com suffix and the standard "visit" prefix many communities are using. Build it so that it will REALLY showcase the brand like no other. It needs to be world-class and professionally produced. It needs to be video- and photography-based, including lots of short video content and specifics.

It should NOT be a website based on lists of restaurants, retail shops, museums, parks or local things that will not entice visitors. The website needs to be experienced-based and rich with content. The front pages of the TinleyPark.org and TinleyParkConventionCenter.net should have a link button to this site in lieu of the "visitor" menu item on the current site. Remember, convention planners choose sites where there is something interesting for their attendees to do after 5 pm, not because there are meeting facilities there. The DowntownTinley.com site should also link to the VisitTinleyPark.com site.

In the calendar of events, keep in mind that music is the brand focus. Include all music venues: restaurants, clubs and bars that have music during the week as well as on weekends.

We are huge proponents of WordPress.org, although there are other good site builders as well—Weebly.com, Squarespace.com, and Wix.com.

Work with your graphic design firm to have common elements and a consistent look and feel among the municipal sites. They do not have to be cookie-cutter or use the same template, but they do need to have complementary and unified color schemes, fonts or graphic elements. Encourage other destination-related sites like the Amphitheatre, Odyssey, and the Chamber, to integrate brand colors and fonts into their websites.

Consider building a Master Splash page on each site that directs viewers to either the Visit, municipal, convention center or downtown websites so consumers have all their options regardless of which site they originally choose.

Here are a few rules for your new VisitTinleyPark.com website:

- A. Promote specifics not generalities. If you promote downtown or the plaza as the hub for some of the best entertainment in the area, you **MUST** tell me more:
- Where is the event? Where do I park, and is there a parking fee?
 - Is there an admission fee? If so, how much is it? Can I pre-purchase a ticket online?
 - Are there places to eat or picnic tables? Can I bring my own food and drinks?
 - Are there restrooms nearby?
 - What are the days and hours of operation of the event(s)?
 - What will I see? What makes this event extra-special?

The more details you provide the more likely you are to close the sale. Don't just send them to another site and pass off the responsibility to others. Include maps whenever possible and video snippets of prior events.

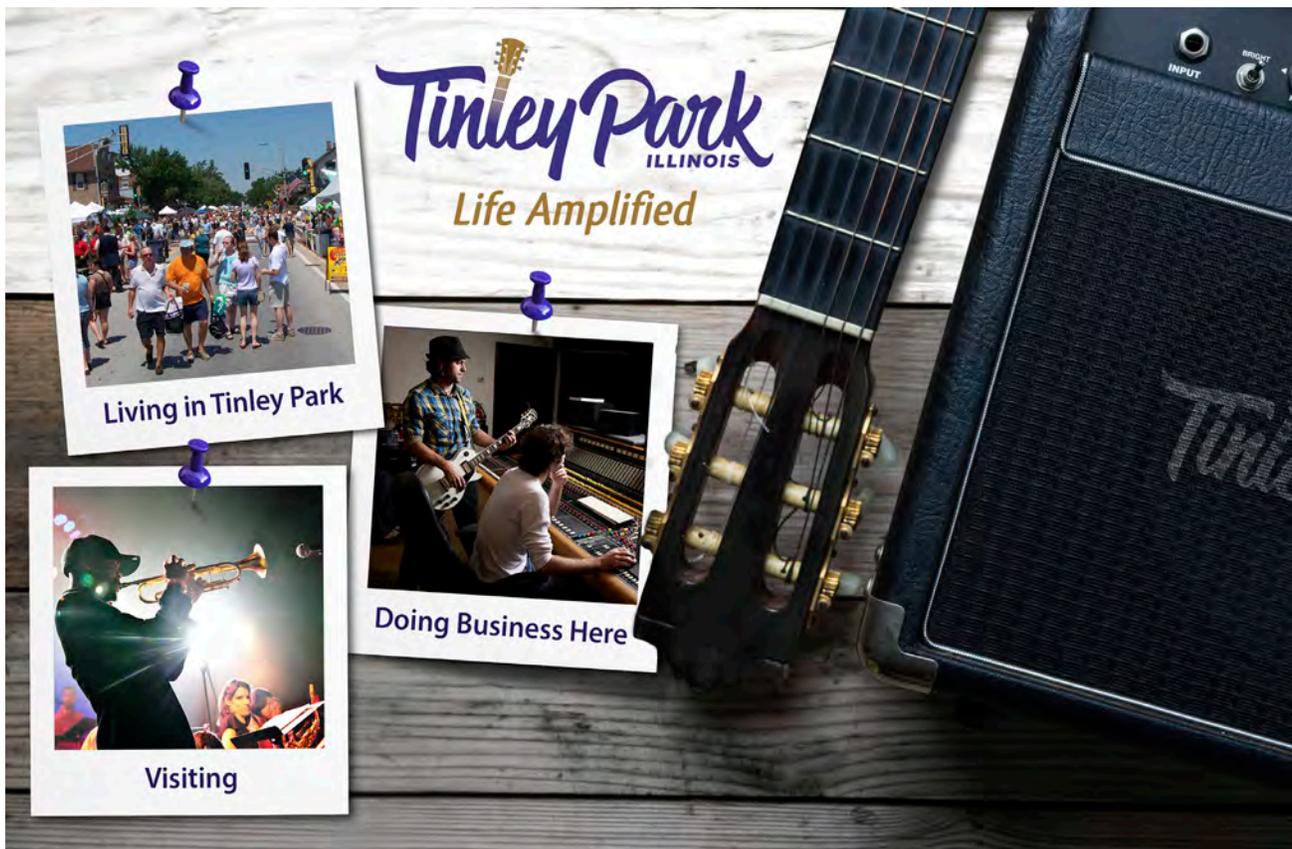
- Avoid lists. If you want to showcase restaurants, include their type of dining: Italian, Mexican, American, barbecue, etc. and make sure you include whether or not they have live music, a photo (interior please), logo, address, meals served, hours and days they are open, and a description of why they are so great, plus include a link to their menu and website.
- This is the age of itineraries. We urge you to watch the Roger Brooks video "The Power of Itineraries," which showcases dozens of examples and how to craft itineraries.
- People LOVE video content—particularly those that run from 30 seconds to no more than three minutes. Its better to have a number of shorter videos than one long one.
- People LOVE photography. Your site should be loaded with vibrant photography, and the photos should show people enjoying activities—not just places like parks, ball fields or downtown without a soul in the picture. We relate to people, not just places. Make sure you watch Roger's video "The Power of Photography to Increase Sales."
- Organize the site by subject. In fact, consider a "pick your season" format where they choose the season, and it takes them to a page that will tell them what to expect that time of year in terms of weather, accommodations and activities. Once on that page they can then "pick your passion," which will include the various activities available that time of year. The downtown plaza events will be showcased in every season including skating in the winter and the splash pad and movies in the summer.
- Make it simple and easy to navigate (user-friendly).
- Remember that you are selling experiences first, not downtown buildings. People are looking for reasons to believe that Tinley Park is the place to live and operate a business. Visitors are looking for things to do, not places to go.
- Hire professionals to design your navigation (site map) and your pages, and once you have the basics put together you can work with them to add additional content.

To help you through this process we recommend the Marketing Department staff, the BLT and the Main Street Commissioners

watch the following Roger Brooks videos. Each is about an hour long:

- "Community Marketing on a Minuscule Budget"
- "Seven Deadly Sins of Destination Marketing"
- "The Power of Itineraries"
- "Tourism for the 21st Century"

A good website to emulate is www.exploreasheville.com for Asheville, North Carolina. While they have a very large budget to work with, you can still model much of the Tinley Park site based on it.



21. Contract for the manufacturing and sale of branded logo gear

Timeline: September, 2017

Who takes the lead: Marketing Department

Approximate cost: Self-funded (but may require some seed funds). To be contracted

Possible funding idea: Private funding (business opportunity)

Rationale and/or details: To tell the world about Tinley Park's brand, develop logo gear that can be sold at local retail stores, in the mobile visitor information centers and at the plaza. Using the new brand identity and tagline, create collectibles and logo gear that can be sold:

- Polo shirts (have the brand identity stitched above the breast pocket location; don't make these billboard shirts with huge logos on them.)
- Baseball caps
- Coffee mugs and/or water bottles
- Car decals
- Logos on outdoor clothing and gear is a perfect fit since the goal is to make Tinley Park THE place to meet with family and friends. Make up a list of brand-specific goods that could include the Tinley Park trademark and would reinforce the brand.

Make sure they are colorful and something a visitor would want to wear and want to have. Think like a visitor—what you might buy and wear when you go to Wisconsin Dells or Jackson, Wyoming, for example.

Get together and think of clever and edgy slogans that would sell. Remember to sell the experience—not just the destination.

Keep the franchise agreements simple, add a 20% mark up to the cost of production and shipping for your take and set a maximum price that the vendor can sell the items. You don't want the items to be so expensive that no one buys them. The idea is to get them bought and worn, all over the country (and world).





22. Contract for a Downtown Master Development Plan

Timeline: October, 2017

Who takes the lead: Community Development Department

Approximate cost: Up to \$90,000 for contracted planning services

Possible funding idea: TIF funds

Rationale and/or details: The purpose of this planning effort is to review the Legacy Code in view of the plaza development, leverage the construction and operation of the downtown plaza, and improve vehicular and pedestrian connectivity between downtown and other tourism venues in Tinley Park: Oak Park Avenue, the Hollywood Casino Amphitheatre, the Convention Center, train stations, Odyssey Fun World, etc.

This plan will use the 2011 Legacy Code as its starting point, and will consider in-fill development and redevelopment of retail properties along Oak Park Avenue and especially sites that front the plaza. Of greatest importance are the Downtown Core, Downtown Flex and Downtown General Character Districts of the Legacy Plan.

In order to monetize the activities at the plaza you need a strong mix of destination retail shops (shoes, clothing, art, kitchen supply, wine boutique with tasting room, home accents, music store, bike shop and others), a possible small downtown movie theater, upper story residential, a downtown boutique hotel, musician and artisan live/work space and perhaps a micro-brewery or two.

A Downtown Conceptual Master Plan brochure will be a primary marketing piece in recruiting the right business mix or store proprietors. While individual store locations are not set in stone, the Town's plan will become a guide showcasing what downtown Tinley Park will look and feel like in five to ten years and beyond.

We recommend that the following plan elements be considered:

- Development relative to the location of the plaza.
- Streetscape design (wide sidewalks, where street trees and maybe a major water feature should go, pocket parks, vendor spaces).
- An orchestrated business mix, including redevelopment options for any existing properties—showcasing recommended locations and square footages for each shop. While new developments wish to maximize their lease revenues, often this results in attracting only national branded stores, which diminishes the effectiveness of downtown Tinley Park as a unique brand and special “third place”. Why would anyone travel the distance to shop national brand stores when the same can be had closer to home? Efforts should be made (including an ordinance allowing only 50% national branded stores in the downtown core) to attract and retain one of a kind, preferably locally-owned stores.
- Include a business and funding source plan for the downtown and plaza.
- Address parking, beautification, business mix, signage, sidewalk cafes, spots for street musicians and entertainment, public parking and public access.
- Visitor information kiosks and public restroom facilities.
- Speakers throughout the plaza and downtown to provide piped-in music.
- Upper story development options (upper story professional office and residential development). Both would sell at a premium, based on other town experiences.
- Street configuration (or re-configuration).
- Pedestrian wayfinding signage additions and improvements.

- Architectural renderings showing preferred primary colors and building materials.
- Add and update zoning ordinances for retail blade signs, sidewalk dining, restriction on plastic banners, cyclone fencing, A-boards, façade-side beautification, allowable ground floor uses, hours and days of retail operation and restrictions on the percentage of chains and franchises.

23. Purchase or subscribe to CRM software

Timeline: October, 2017

Who takes the lead: Plaza Event Recruiter and Coordinator

Approximate cost: \$2,500

Possible funding idea: Plaza funding from Marketing Department, TBID, other

Rationale and/or details: This will be the database you will use to catalog and later invite event organizers into downtown Tinley Park.

We recommend your Event Recruiter use a CRM (Customer Relations Management) resource such as SalesForce, an inexpensive web-based program where you can enter hundreds of local and regional non-profits, clubs, and associations that hold events into a database, track them, create follow-up programs, and keep track of all correspondence between these organizations and the staff. In fact, the entire Marketing Department, Convention Center as well as Plaza Staff should have easy access to the SalesForce program. Using a service like this can keep all of the correspondence, contracts, conversations, and follow-up in a single, unified place.

The \$2,500 expense noted above is if you decide to contract with an outside vendor to help set up and train staff on how to use SalesForce or another CRM product. The monthly charge runs from \$25 for the basic program to \$300 a month for the most features and support. The most popular option is the \$150 per month version.

The logistics involved in hosting 250 event days, PLUS another 100 event days for local events, make coordinating the efforts of the entire team extremely important from sales, to contracts, to logistics, to follow-up. In many instances you will have multiple events happening at the same. There may be an event at the high school while another sports tournament may be happening at one of the parks. We want ALL of these people to descend on downtown at the end of the day, and that can require some major logistical hurdles like parking, staging, and making sure all have a good time.

24. Work with downtown property owners on lease agreements—open days & hours with an evening focus

Timeline: October 2017 and ongoing

Who takes the lead: Marketing Department

Approximate cost: Staff time

Possible funding idea: Staff time

Rationale and/or details: Several of the recommendations in this plan have to do with fashioning the look and feel of Oak Park Avenue and the Legacy District. Downtown should present an entirely different feeling than commercial areas along Harlem and other main thoroughfares. The future of downtown revolves around off-street parking, a pedestrian-friendly intimate setting and a number of elements that are or should be set as standards in your zoning overlay:

- The size and use of retail blade signs (perpendicular retail signage)
- The restricted use of plastic and vinyl banners

- The restricted use of sandwich or A-boards
- Allowable extension of window displays to exterior spaces in front of retail stores
- Façade-side beautification, including benches, pots, planters
- Allowable ground floor uses (retail, restaurants, restricted professional services)
- Allowable upper floor uses (lodging, professional offices, residential)
- Restrictions on chains and franchises (to keep the shopping authentic to Tinley Park)
- Decorative crosswalks for branding purposes
- Off-street parking and wayfinding navigation to off-street parking
- Façade improvements

These topics are discussed in other recommendations. This recommendation focuses on operating hours of retail and restaurant proprietors who own or lease from landlords.

Downtown property owners and merchants must understand the “Mall Mentality.” Together, they are what will make the new downtown the heart of Tinley Park’s pedestrian setting. Just like a mall, they must have consistent hours and operating days. This needs to be part of the lease agreements between the tenants and property owners.

If a retailer signs a lease in a successful mall, the lease will say they will open at a certain time (usually 10:00 am) and if they are not open by 10:05 they are fined \$1,000 for every five minutes they open late. And the same is true with closing times (typically 9:00 pm, seven days a week). Property owners need to do the same thing in downtown Tinley Park. As a result, their tenants will, over time, see big increases in sales, and downtown will become a major destination.

We are moving to the European Standard—we are eating and shopping later in the evenings. In fact, seventy percent of all consumer bricks and mortar spending now takes place after 6:00 pm. That’s right—seventy percent.

This fact is why downtowns have been dying across America, and people began gravitating to the malls. Virtually every successful mall in North America opens at 10:00 am and closes at either 9:00 or 10:00 pm—seven days a week. Downtowns need to follow suit, but it starts with the property owners.

The future of downtowns is to become the place people head after work and on weekends. This doesn’t mean downtowns should be closed during daytime business hours, because there’s still that other 30%, plus your downtown breakfast, coffee break and lunch crowd, which is important.

Successful downtowns are all about dining, entertainment, performing arts, and specialty shopping: the bakery, butcher shop, and home accents or clothing. Downtowns are back, in a big way, but the bulk of what makes them work is what’s open at the end of the day.

We urge your merchants and property owners to watch the Roger Brooks three-part video series “The 20 Ingredients of an Outstanding Downtown” where Roger showcases why this is important. Over several years Roger and his team surveyed more than 400 successful downtowns and downtown districts and developed the twenty most common ingredients that led to their success. One of those is evening hour shopping and dining.

The biggest pushback to staying open after 6:00 pm is the small single-employee merchant who needs to head home to fix dinner and have family time. A “Shared Worker” program is a way to help sole proprietors and other small retail businesses stay open into the evening hours at an affordable cost, and without sacrificing personal time off.

The bottom line: Work with your property owners and new businesses being recruited into downtown so that the lease agreements say they will be open six or seven days a week (if six days a week is the rule, then Monday should be the day they

are closed) and until 8:00 or 9:00 pm every day except perhaps Sunday, when shops might close at 6:00. Sunday evenings are typically the slowest retail hours.

We recommend that the Village contract with urban planning expertise to help develop some of these new (or revised) zoning ordinances.

25. Evaluate passing an ordinance limiting the number of chain stores in the downtown

Timeline: November, 2017

Who takes the lead: Community Development Department, Village Board of Trustees (ordinance)

Approximate cost: Staff time

Possible funding idea: Staff time

Rationale and/or details: A large part of branding is being distinctive and different from competitor destinations. Why would someone travel to Tinley Park if they can get the same thing closer to home? Tinley Park's downtown retail mix needs to focus on unique retail and dining offerings. Chain stores weaken the unique character of a downtown destination, eroding community character. Encourage local ownership, and restrict the number of chain stores in the downtown district.

Think of Tinley Park's downtown as a mall. This is the way lifestyle retail centers also operate; to succeed they must have like businesses grouped together. This is referred to as "clustering," and this is why gas stations and fast food restaurants are "clustered" on all four corners of busy intersections. This is why malls have food courts. And this is what makes dining districts work. Think Branson, Missouri and 49 music theaters—this town of just 6,500 residents hosts 7.5 million visitors a year. Think of Napa Valley and its 200+ wineries.

When you visit a successful mall or lifestyle retail center, you will never find laundromats, architectural offices, tax preparation services, county or town offices, or other non-retail businesses there. Mall owners know they must orchestrate the business mix. The highest and best use of any commercial properties bordering a central plaza, or on water, or with view corridors, is always going to be a restaurant, or retail with second story offices for residential, or services like insurance, attorneys, etc.

This doesn't mean you can't have an architect's office, tax preparation services, town or county offices in the downtown, BUT you must have the necessary critical mass of like-businesses grouped together, so you become THE place for local residents and visitors to spend time.

To see a good example of a destination downtown just visit McKinney, Texas, which has a great mix of businesses. In Tinley Park you need to help orchestrate the effort so you don't end up with a hodge-podge assortment of businesses that create "retail chaos" and a place that closes at 5:00 pm. This is why cities throughout North America are starting to implement zoning ordinances, because so many individual property owners, each with their own agenda, do not work together to create an outstanding destination, which only happens with an orchestrated business mix.

In downtown McKinney you'll see real estate signs that say "Available for a restaurant"—a specific type of business in a specific building.

Tinley Park needs to follow suit. However, it's important that the Village and the property owners or developers work together. If the Village imposes allowable uses for street level shops, then it's important that the Village be there to help that property owner recruit a business that fits the retail mix—and that is part of this plan.

As Jane Jacobs writes in her book "The Death and Life of Great American Cities," what constitutes community is not any one particular thing, but rather the many small interactions that occur in our everyday lives. "It grows," she writes, "out of people stopping by the bar for a beer, getting advice from the grocer and giving advice to the newsstand man, comparing opinions with other customers at the bakery and nodding hello to the two boys drinking pop on the stoop . . . hearing about a job from the hardware man and borrowing a dollar from the druggist . . ."

“Most of it is ostensibly utterly trivial, but the sum is not trivial at all. The sum of such casual, public contact at the local level . . . most of it fortuitous, most of it associated with errands . . . is a feeling for the public identity of people, a web of public respect and trust, and a resource in time of personal or neighborhood need.”

The Village of Port Jefferson on Long Island bans formula restaurants on its waterfront and historic district, and Nantucket, Mass., for several years has banned new formula stores in much of its business district. Similar restrictions can be found in Ogunquit, Me., Fairfield, Conn., and San Juan Bautista, Calif., the Spanish mission town where Alfred Hitchcock filmed parts of “Vertigo.”

These kinds of ordinances, restricting type of use are not uncommon. Here are some examples.

Manhattan, NY http://www.nyc.gov/html/dcp/html/zone/zh_special_purp_mn.shtml

- Special 125th Street District. To ensure active and diverse retail uses, special regulations restrict the amount of ground floor street frontage that may be occupied by banks, office and residential lobbies, and other non-active uses. Also requires inclusion of arts and entertainment uses for developments over a certain size.
- Special Madison Avenue Preservation District. Retail continuity is ensured for the famed specialty shops by mandating that the ground floor of buildings on Madison Avenue must be occupied by selected uses.

San Francisco, CA <http://www.sf-planning.org/index.aspx?page=2839> uses formula retail controls to protect San Francisco’s vibrant small business sector and create a supportive environment for new small business innovations. This applies to retail establishments with multiple locations and a recognizable “look” or appearance.

Calistoga, CA prohibits formula restaurants and visitor accommodations, and requires that other types of formula businesses undergo review and apply for a special use permit from the Planning Commission. This is intended to preserve the unique and historic character of the downtown commercial district.

Bainbridge Island, WA limits large-store retail to three commercial zones, and limits auto-oriented development to two of three of these zones. This does not have an overall cap on retail square footage; however, it does have size limits in certain overlay districts and zones. Also, it limits the location and size of formula take-out food restaurants. Formula take-out food restaurants are permitted in only one zone and may not exceed 4,000 square feet, nor occupy more than 50% of any building.

Westwood Village, CA limits certain uses such as auto repair and pool halls and uses a density-related formula for fast food establishments; they are permitted provided the total along any public street does not exceed one for every 200-400 feet of lot frontage along that street. The Specific Plan has very detailed guidelines for permitted uses (see Section 5: Uses). <http://cityplanning.lacity.org/complan/specplan/pdf/wwdvil.pdf>

Arcata, CA limits the number of formula restaurants to nine at any one time.

Newport, RI and Davis, CA have regulations for various types of restaurants.

Berkeley, CA has a quota system limiting the number of food service establishments. Telegraph Avenue Commercial District Provisions are very detailed. Retail Sales section is below; entire table located at <http://codepublishing.com/CA/Berkeley/cgi/NewSmartCompile.pl?path=Berkeley23E/Berkeley23E56/Berkeley23E56090.html#23E.56.030>

For even more information about creating critical mass of retail in your downtown, please watch Roger’s video “Downtown Critical Mass” in the RBI Video Library.

26. Alter your Village ordinance to allow retail establishment blade signs

Timeline: November, 2017

Who takes the lead: Community Development Department, Board of Trustees (ordinance)

Approximate cost: Staff time

Possible funding idea: Staff time

Rationale and/or details: All retail businesses should incorporate blade signs because they are perpendicular to the sidewalks and streets, and therefore can easily be seen by drivers and pedestrians. Current Section IX sign regulations prohibit projecting signs, but they are allowed in the Legacy District.

They need to have some general regulations. We typically recommend that all blade signs be no wider than 42 inches, hang no lower than 7 feet above the sidewalk and be no taller than 9 feet from the sidewalk (meaning the signs can be as tall as 24 inches). They should not be backlit, but lights can be mounted on the façade to illuminate the sign. Signage designs would come before a design review committee for approval. Consult with the downtown.

You'll want to restrict the usage of plastic and vinyl banners, as they tend to make a downtown look cheap and second-hand and detract from the ambiance of older architecture. We typically recommend that vinyl banners only be used for promotions and special deals, only by permit, and only up to two weeks at a time, with a maximum of four times per year, with daily penalties for non-compliance. It is more effective to have a description of what the store sells in larger type than the name of the store.

Businesses should be encouraged to extend window displays to exterior spaces and use up to 24 inches of the façade-side sidewalk for this purpose, if the sidewalk width permits it. Remember that these are decorative window displays, not folding tables or clothes racks put outside. You would never have these in a display window, so they don't belong outside—except perhaps during a garage sale weekend. A design review committee of peers would police this by issuing friendly reminders of what works and what doesn't.



27. Pass an ordinance to allow sidewalk dining with alcohol served

Timeline: November, 2017

Who takes the lead: Village Manager's Department, Town Council (ordinance)

Approximate cost: Staff time

Possible funding idea: Staff time

Rationale and/or details: Sidewalk dining adds character to the assortment of any community's restaurants. Tinley Park can improve the visibility of its restaurants by allowing sidewalk dining and outside dining facing the plaza.

The Village should adopt an ordinance permitting restaurants to operate designated dining areas outside and adjacent to their establishments on public sidewalks. By their very nature, sidewalk cafes are highly visible, allowing customers and passers-by alike to enjoy a favorite urban pastime: people watching. Open-air (alfresco) dining is a familiar way to help create an animated downtown.

There are many cities that have outdoor dining ordinances that can provide examples of what to include. We recommend you watch Roger Brooks Library video "20 Ingredients of an Outstanding Downtown—Parts 1-3," and pay particular attention to the examples of sidewalk dining.

Don't make your ordinance so onerous by trying to anticipate every potential problem that it discourages restaurants from setting up outside dining. Just cover the basics, such as minimum space and clearance, sanitation, furniture and awnings, overhead structures, lighting, outdoor heaters and insurance indemnification for the town and low cost permits.



Outdoor dining attracts customers by adding character to a downtown.

28. Create a database of clubs and organizations

Timeline: November, 2017

Who takes the lead: Plaza Event Recruiter and Coordinator

Approximate cost: Primarily staff time

Possible funding idea: None needed

Rationale and/or details: Once you have CRM software, this database will be developed to include regional clubs and organizations that host periodic events, always open to the public. You want as many of these as possible in downtown Tinley Park. You are the host and responsible for getting the people downtown; the clubs and organizations do the marketing and production of the event.

Every event should include music—to one degree or another. Tinley Park’s focus revolves around music, so all your events need to include live or recorded music.

To find organizations to recruit, there are comprehensive guides available in print, and it’s possible they might now be in digital or database format:

- a. Associations USA. This is a directory of contact information for national associations, foundations, and other nonprofit organizations in the United States and Canada. It is published by Omnigraphics out of Detroit, although this publication seems to have stopped after 2006.
- b. AssociationExecs.com. A membership of over 77,000 decision-makers at 20,000+ national and state associations. The Silver or Gold online versions at \$75 and \$91 per month allow for discounted access to phone and mailing addresses.
- c. National Directory of Nonprofit Organizations (a two-volume directory) published by the GALE A Cengage Company. This is available electronically as well as in print. It includes “key contact, IRS status, and annual revenue information for more than 260,000 organizations.” You may only want one of the two volumes as both have information on the same lists. They are at Edition 30 but you may be able to find an older edition that is less expensive. Volume one is \$869.00 and volume two is \$586.00.

Many libraries have the books on hand, so one option is to provide a donation to the library and have them give you last year’s edition when the new edition comes out. You might donate \$250 dollars to the library, which would otherwise probably just recycle the old editions. If they do not purchase these guides, then simply spend the money to get these directories.

You are looking for clubs and organizations that hold periodic events, and you’ll be inviting them to Tinley Park. The National Directory of Nonprofit Organizations can be sorted geographically and you want to invite organizations that are located within the region. So go through the books and find the clubs and associations that have a presence in your geographic market area. Then enter the information for each that might be a possible event into your CRM software.

Clubs and organizations you hope to attract include:

- Artisan Craft Exhibits
- Arts & Crafts fairs
- Battle of the Bands (schools, marching bands, jazz clubs, etc.)
- Brew and wine festival
- Bridal fairs
- Chicago Jazz Festival (as well as other forms of music)
- Christmas forest
- Classic car shows
- Concerts

- Culinary education
- Farmers market
- Garden shows
- Gift shows
- Music Festivals (every type of instrument, including lessons)
- Photography expos
- Quilt guild shows
- Spa and yoga
- TEDX Events with a focus on music
- Wellness exposition

Not only are you trying to attract hobby clubs, but also non-profit organizations, such as the Susan G. Komen Foundation that creates awareness of breast cancer, and thousands of other cause-oriented organizations that host fund-raising events from 10k runs, to triathlons, to walks and all types of other events.

In almost every case they give you contact information, a phone number, address and what kind of organization they are. You want to do your marketing by phone and snail-mail. The reliance on e-mail is far too widespread, and so this should be a more personalized approach. This database is your bible in terms of reaching out to over a thousand organizations. Another good resource is to scan the event calendars of other communities, and see what organizations they are hosting that might be a good fit for Tinley Park.

As you develop the database your staff will need to make judgment calls: volunteer fire departments are often non-profits but the chance of them hosting an event in Tinley Park, instead of their home communities, is pretty slim. Only go after the ones that host larger events and are willing to drive 100 miles or more to host the event.

You will likely end up with about 2,000 contacts in your database—and that’s a LOT. Once you get a club, chances are you can book their event once, and if it is successful, and you are awesome hosts, you’ll get it for the same weekend, every year, for years. That’s the goal of this effort: Invite them once, treat them right, and have them come back year after year.

Many of these host annual conferences, exhibitions, trade shows and consumer events. Initially you are looking for consumer-oriented public events. As part of this effort, come up with ten or twenty unique event names that you can pass on to these organizations.

Especially concentrate on those within a two to three-hour drive, this is your primary target area. This database is the lifeblood of your marketing effort, so take the time to build it right, and then start calling on every club, association, and organization.

Another great way to build this database is to work with your state organizations. Chances are excellent that you have Harley and Gold Wing owners in the state. Talk to them about hosting an event at Tinley Park. The same could go with automobile clubs: Mustang, Subaru, Mercedes, BMW, Volkswagen and many others. Then there are your auxiliary organizations that host events: Kiwanis, Rotary, Lions, Elks, Eagles and others.

One final word: In the first two or three years of this effort, do NOT put obstacles in their way like big charges for portable toilets, staging, sound, lights, security, etc. You want to create incentives for them to host their events in Tinley Park. And ninety-nine percent of these organizations are going to be non-profit groups with very little budget. BUT they will do the marketing, the organizing, invite their members and others. THEN if its successful and they agree to come back time and again, at that point it might make sense to collect fees for local services they are using. But until then, what’s in it for Tinley Park? Think long term of the tax base that comes from a vibrant, busy, and ultra-successful downtown district, full hotels and new businesses, residents and industry coming into the area that they discovered as a result of an event they attended at the plaza.

29. Create a database of press contacts and large non-profits

Timeline: November 2017, Ongoing

Who takes the lead: Plaza Event Recruiter, Marketing Department, Convention Center

Approximate cost: Primarily staff time

Possible funding idea: None needed

Rationale and/or details: Separately, create a list of large non-profits and press in the greater Chicago area and encourage them to host fund-raising events in Tinley Park. This would include radio and television station sponsored events.

This recommendation goes beyond just the hobby-oriented organizations to health and national cause-related organizations. You also need to create a database of media contacts, including the top radio and television stations in the Chicago and Northern Illinois areas.

Every one of these organizations sponsors special events, fundraisers and cause-related events. They can be sponsors and/or partners with you. For instance, WBBM 2 might be approached about sponsoring a Santa Run—a fund-raiser for the local Children's Hospital. Television news and radio personalities will do live broadcasts from Tinley Park and help promote the event. In exchange, you should advertise some of your upcoming events on the station so they become one of your marketing partners.

Likewise, nearly every television news anchor has a cause that's near and dear to them. It might be fighting breast cancer, or leukemia, or have a focus on health or animals. Working with their causes, encouraging them to host the event in Tinley Park, will get the city additional publicity as these public figures promote the event and Tinley Park as part of newscasts. This is a terrific, no-cost way to promote downtown.

Every event should include music.

Having this database of media contacts will also be very useful in promoting public events and even announcing the brand. It should include:

- Television stations within a two-hour drive
- Radio stations
- Newsprint publications
- Regional glossy magazines (lifestyle publications like AAA, Chicago Magazine and others)
- Club and organizational newsletters. Even the Windy City BMW Car Club is looking for places to send its members. Create a great driving route to Tinley Park so they can caravan out and then have their cars all over and around the downtown plaza.
- National hobby club magazines where you can promote upcoming events that cater to their readers.

30. Begin discussions on making the Convention Center a stand-alone tourism marketing organization

Timeline: November, 2017

Who takes the lead: Village Board of Trustees, Convention Center

Approximate cost: Staff time

Possible funding idea: Tinley Park transient accommodations/hotel tax revenues

Rationale and/or details: With a new and distinctive destination identity, Tinley Park needs to manage its own economic and tourism destiny. Its time to reduce its relationship with the regional cooperative Chicago Southland CVB and directly manage its brand. Being grouped with sixty-one other cities and destinations south and southwest of Chicago is not going to put Tinley Park on the map. You are lost in the mix. Regional cooperatives are about being equal and fair. Tinley Park will never be able to rise above the tourism marketing fray until it manages its own marketing efforts. As the home of the convention center, Tinley Park will still be a central feature in meetings and conventions within the region, and should retain a relationship with Chicago Southland, but at a lower cost.

End the Tinley Park relationship with Chicago Southland, cancel the agency of record status with them, and save the Tinley Park hotel tax revenues you are now paying to them. Of the 62 municipalities 20 are providing hotel tax revenues to the CVB. Tinley Park is one of them. If the State Tourism Office will not permit Tinley Park to start its own convention and visitors bureau, you can still fund your tourism efforts through the Village Marketing Department. (The benefit of being a CVB is that the State offers matching funds to CVBs.)

In this age of digital communications, Tinley Park can reach all its important target markets. Over 90% of adults in the U.S. have immediate access to the Internet. Of that number, 94% use the Internet as their primary source for travel planning, and they use it as their second source, for inspiration as to where to travel.

Year 2018

31. Provide municipal assistance to downtown business recruitment

Timeline: January, 2018—ongoing

Who takes the lead: Community Development Department

Approximate cost: Staff time or contracted assistance

Possible funding idea: CDGB grants, general funds

Rationale and/or details: Carve out existing staff time or contract for professional commercial real estate expertise to attract specific businesses into downtown properties, and encourage redevelopment and new development around the plaza and along Oak Park Avenue. This includes moving some fantastic businesses from other parts of Tinley Park INTO the downtown core area.

As noted throughout these recommendations, all branding efforts are built on product, not just marketing. In order for downtown Tinley Park to become one of the Midwest's best destination downtowns, a solid business recruitment effort is needed.

Here is the business mix you want to have in downtown Tinley Park:

- 30 restaurants. That's right—30. (Not including fast food chains.) The more you have, the further people will come, the longer they will stay, and the more often they will come back. In cities across America with outstanding and successful downtowns and populations very similar, you will see 30 or more restaurants and food service providers (bakeries, ice cream shops, etc.) downtown.

- A first-class bakery downtown (breads, pastries, pies, cakes, cookies). This can be included as one of the restaurants should they serve lunches or even breakfast items.
- An upscale downtown boutique hotel.
- Musician/artisan live/work space.
- Upper story office space for small businesses.
- Class A professional office building: tenants may include technology businesses, small professional service businesses (accounting, tax, law firms, architects, engineers, etc.) with leased spaces of 500 square feet on up to perhaps 4,000 square feet.
- Two full-service day spas—not just a hair salon. Real spas.
- Full service bike shop: rentals, sales and repair.
- Four galleries with rotating exhibits, art shows, artisans in action events.
- A wine store with pairing and foodie events would be a major draw to downtown.
- Upper story residential development. People are moving into downtowns more than ever before, particularly around plazas and public assembly spaces.
- Specialty shops:
 - Music stores—musical instruments and sheet music for sale, instrument repair and tuning.
 - Antiques or Shabby Chic (not second hand stores, but one that concentrates on home furniture and decor).
 - Paint your own pottery shop.
 - Ice creamery (if not a retail shop, perhaps a summer vendor on the plaza).
 - Kids-focused retailers like specialty toy and puzzle shops.
 - Home accents and decorating store.
 - Quilt shop. Make sure quilting is the primary focus, more than just fabrics. This niche market draws a big audience that will travel quite a distance. The shop should also offer classes and beginner kits.
 - Butcher shop (these are coming back and are VERY popular). This could be combined with a gourmet foods and gifts shop. Think wine, cheese, meats and a mix of prepared and raw foods. This would be an amazing partner with your full-service bakery or wine shop.
 - Office supply and stationery/card store. Not a big box (Staples, Office Max) but one that has ultra-personal service.
 - A kitchen/culinary store.
 - A shoe store. Check out Brown's Shoes, a chain that is moving into rural and suburban downtown cores across the country with great success.

Effective recruitment requires not just outreach, but handholding from the sales pitch all the way to opening the doors. As noted previously, over his career, Roger Brooks recruited more than \$3 billion in new construction projects into rural communities and resorts. The total cost of advertising over his career: \$60. Successful recruitment is a one-on-one process. You find the business you want and then court them, working with them through the feasibility testing, financing, permitting, right up to the opening of their doors. And even then, you continue to work with them to help make them successful.

Start with a "Ten Most Wanted" list and then recruit right down that list. As one is recruited you add another to the list.

The initial efforts are geared to quality of life businesses—not factories and industry. If Tinley Park becomes one of the state's best places to live, then industry will follow. For the first time in U.S. history, quality of life is the leading relocation and new business development lure.

If you contract out for this effort, have a review at the end of each year and then renew if things are going as expected. The idea is to have this person work themselves out of a job. Consider contracting with someone with a commercial real estate background: perhaps a CCIM (Certified Commercial Investment Member) Realtor that is winding down a career, or looking for a way to supplement his or her income with a non-commission position.

Before you contract for this position we urge you to watch the Roger Brooks video "Recruiting Tourism Development Projects." While this video concentrates on tourism, the principles detailed in the video apply to downtown retail recruitment. This will be a terrific guide on how to find the right person and how to successfully recruit new businesses into downtown Tinley Park.

As part of this recruitment effort, it will be VERY important that landlords include in lease agreements operating hours and days. Seventy-percent of all retail shopping takes place after 6:00 pm. Downtown cannot succeed if most of the shops close at 5:00 or 6:00 pm and are closed on weekends, when most of the shopping takes place.

The plaza will be programmed with activities at least 250 days a year, and the majority of the activities will take place from 4:00 pm to 9:00 pm six nights a week (Sunday is an early close day).

32. Find the long-term funding for the plaza construction

Timeline: February, 2018

Who takes the lead: Village Mayor, Board of Trustees, Finance, Planning, and Private sector

Approximate cost: Staff time

Possible funding idea: None needed

Rationale and/or details: It is likely that most of the mechanisms for generating funding for the plaza design and construction already exist, and that funds need to be redirected, renamed or augmented. The Village has Tax Incremental Finance districts and capability and other tax resources.

Private sector investment will also be needed. The plaza will not function properly if it is not surrounded by the right critical mass of retail and dining. The BLT's outreach program and speaking engagements will help in providing potential investors with the vision and commitment of the Village to implement the brand and support those who wish to help build the products and facilities that create brand experiences. We have included recommendations for several collateral marketing materials that also support investor recruitment, such as the Community Profile and Opportunities brochures.

33. Contract for professional graphic design marketing and travel-writing expertise

Timeline: February, 2018

Who takes the lead: Marketing Department

Approximate cost: \$30,000

Possible funding idea: Hotel tax revenue

Rationale and/or details:

Graphic Design-

The look and feel of the brand is a critical element of its long-term success. Hire the very best and then negotiate the fees with them. They will be your partner in protecting the brand, and must have a clear understanding of what branding really is. They

must know how to evoke emotion and create top of mind awareness. The goal is to have everyone in your regional market asking, "I wonder what's happening this week in Tinley Park?"

They will be charged with working from the Brand Style Guide, designing marketing materials and templates for partnering organizations, posters, give-away items, billboards, radio, television, key marketing messages, website content, etc.

Continuity is also critical: You **MUST** have all of your partnership organizations using the logo and other identities as they are defined. Imagine the nightmare Coca-Cola would face if every Coca-Cola bottling plant designed its own Coke logo, bottle and can design, ads, trucks, etc. It wouldn't be one of the world's top brands. In fact, it wouldn't exist as a company.

You have one chance to do this right, so securing the best graphic design expertise you can find is essential. They do **NOT** need to be local, although if local talent is available and eager to be a part of the effort, then by all means keep the money local. You may see fit to hire someone outside the area the first year, so you end up with a toolbox full of initial design elements that can simply be refreshed locally.

Issue a Request for Qualifications and let them know they will be charged with a number of projects including:

- Brochures and printed marketing pieces
- Website page layout and design
- Logo gear and collectibles
- Billboards, and outdoor advertising
- Pole banners
- Ads (radio, print, television—down the road)
- Anything and everything that portrays the Tinley Park brand

Pick the top three firms (or people) after issuing the RFQ. Qualifications should include:

- Successful examples of promoting communities
- Experience promoting tourism, chambers of commerce and economic development organizations
- Depth with print advertising, design and production of promotional materials
- Style Guide creation experience
- Talent (the most critical element. Look at the work they've done: Does it make you want to go there? To buy the product they are promoting? If not, go to the next one.)
- Range of talent (a destination-focused brand looks a whole lot different than someone promoting a retail product, for example. Do they have range?)
- Social media expertise (setting up a YouTube channel, Facebook Fan Page, Twitter account, etc.)

Travel-writing:

Graphic design is only 50% of what your creative team will need to do for you. The other 50% is the messaging: the written text. You may be better served by getting a marketing agency that has expertise in written word, graphic design, digital marketing, especially managing social media blogs and public relations. The written word is **JUST AS IMPORTANT** as the visual graphics.

Interview your top three picks and select the one you think is the most talented, will be timely in submitting ideas and deliverables, is affordable, easy to work with and understands what branding really is. Many graphic designers and writers are defensive of their work, and you need someone (or a team) that will listen to you and do you proud.

They should be paid on a per-project basis and would bid each project with a not-to-exceed cost so that you can work within tight budget restraints. But DO spend the money to bring in professional graphic design and copywriting expertise. Its important in everything you do. They will be able to do projects for the BLT, the Marketing Department, the Convention Center, the Community Development Department, the Village, and other organizations, creating continuity.

At the end of each year (or every other year) you'll want to put the marketing out for review meaning you'd consider other companies. While you don't want to go through a host of marketing companies, you do want them to keep a sharp pencil in terms of costs! After all, they are likely to get other work from local businesses as a result of their branding efforts with you.

34. Contract for professional video and still photography

Timeline: March, 2018

Who takes the lead: Marketing Department

Approximate cost: \$30,000

Possible funding idea: Hotel tax revenue

Rationale and/or details: Before development of a new Tinley Park website, arrange for professional video and still photography. We are in the age of visual communications. You can work with a nearby university photo and video education department, or contract for professional photography and videography—but the key is having great content and high-definition resolution. Your photos need to be world class—like you'd expect to see in a National Geographic publication.

Videos, on the other hand, need to be more artsy and don't need to be overly polished. The idea is to sell great experiences that are totally different from what the visitor can get closer to home. They need to fit within the framework of the Brand Style Guide—the look and feel of your brand. Photos and videos should be festive, fun and engaging. The focus should be on people having a great time in Tinley Park. This is about experiencing the music and event driven atmosphere Tinley Park will offer. Everything you film and shoot should portray that feeling.

You may be able to reduce costs by assuring the photographer that the images will only be used by local non-profit organizations and/or the Village of Tinley Park to promote the downtown and the area, and by including the photographer's name next to every use (in credits on video content)—photo credits. You might also include a website address promoting the photographer. This way you create a reciprocal relationship.

Make sure your videographer also has studio skills. You'll want to create a number of 20-second to two-minute videos, every season of the year, promoting great experiences. This means videos may need to be edited and formatted for GIFs, use on YouTube, Facebook, Twitter, Instagram, your website, and other online sites.

Develop a knock-your-socks-off B-roll library of video and perhaps 100 signature photographs, keeping in mind:

- The photography and videography MUST fit within the Style Guide requirements and recommendations.
- Always focus on people having a great time. Especially at recreational play and scheduled events. Don't show just scenery—show the visitor in action. People—not objects. People see themselves where they see other people. Always sell experiences, not just places, not just objects. We want to see people, not pictures of empty parks. For example, instead of photo of a festival, use a photo of a couple dancing with a band in the background at a festival.
- Keep the photography tied to the core brand promoting the Tinley Park music scene.

Make sure you watch the Roger Brooks video in the All Access Library "The Use of Photography to Increase Sales." This will be a great primer for your efforts in securing and using world-class photography. A photograph really IS worth a thousand words.

35. Begin a discussion with downtown property owners for the formation of a Tourism Business Improvement District (TBID) to help fund plaza and downtown operations.

Timeline: June, 2018

Who Takes the Lead: Community Development Department, Board of Trustees

Approximate cost: \$65,000 for consulting fees

Possible Funding: Village general funds

Rationale and/or details: A number of recommendations in this Action Plan, particularly operational functions to be carried out by the Marketing Department would need hotel tax and amusement tax funds. TIF funds are restricted to capital investments. The downtown property owners who own retail space or offer services will be prime beneficiaries of the plaza and the programmed activities downtown. They can participate in funding some of the expenses by forming a Tourism Business Improvement District and assessing themselves. They would then have a participatory role and some say in how operations are carried out. The goal should be start the discussion and formula development in 2017 and begin collections in January, 2018.

Note that in the Tinley Park Brand Initiative organizational chart, the TBID takes on a number of product development projects that will require a staff person's time, or in some cases, cash funding or support of new or revised Village ordinances designed to orchestrate the right business environment to attract consumers.

At a minimum, the Character Districts Downtown Core, Downtown Flex and Downtown General should be included in the TBID.

TBID funds will assist with the following:

- Offset the cost of Tinley Park's plaza full-time staff, particularly until plaza operations begin to generate their own revenues
- Downtown marketing by the Marketing Department (website, posters, advertising, public relations, social media, and co-op advertising)
- Façade-side beautification efforts (benches, pots, planters, street art, guidelines for extending window displays to exterior spaces, retail blade signs)—investments that the private sector should make, rather than the Village
- Seasonal pole banners and decorations
- Working with property owners to attract the right tenant mix
- Working with property owners on defined operating hours and days in retail lease agreements
- Street entertainers
- Retail staff hospitality training
- Downtown restrooms
- Sidewalk dining

The Village should issue a Request for Qualifications to contract with a firm that specializes in the creation and development of BID districts. For example, Roger Brooks International has worked with Civitas, based in Sacramento, California and has found them to be among the very best in developing self-funded business districts.

The consultants will work with the Village and downtown property owners to determine the level of funding, how that funding would be assessed (often by type of business, number of employees, square footage, etc.), and how the funding will be spent.

As a starting point, we would recommend creating a budget of about \$200,000 a year in property assessments, of which a third would be used for store front capital improvements (streetscapes, benches, seasonal plantings, pole banners, decorations, etc.), a third for a regional marketing campaign, and a third to help offset staffing and programming of the plaza programmed events.

The assessments may be phased in over one, two or three years, allowing time for property owners to secure tenants and work on property improvements per the downtown development master plan.

36. Improve access to public restrooms in the Tinley Park downtown

Timeline: June, 2018

Who takes the lead: Public Works Department or Plaza design

Approximate cost: Location dependent

Possible funding idea: TIF, Village general funds

Rationale and/or details: One of the most fundamental visitor amenities is easy access to clean and convenient public restrooms. If consumers have to get in their car to go find a restroom they are not likely to return. Public restrooms are particularly important in pedestrian-oriented downtown areas, and they are essential during festivals and events.

We recommend that the Village keep restrooms open at least from 8 am to 10 pm daily, and develop new restrooms as part of the plaza project. The restrooms should be identified by standard signage. If freestanding, the restrooms should be developed in an architectural style that is complementary to the existing character of the community, include exterior lighting and landscaping. The closer the restrooms are to high activity areas, the less likely they will be subjected to vandalism and illegal uses.

For more information on public restrooms, view Roger's video entitled "The 20 Ingredients of an Outstanding Downtown (Part 2)".

37. Develop a new "Community Profile & Opportunities" brochure

Timeline: June, 2018

Who takes the lead: Main Street Commission/BLT and Community Development Department

Approximate cost: \$15,000

Possible funding idea: Hotel tax revenues, amusement tax revenues

Rationale and/or details: Before proceeding with this recommendation, make sure you have excellent professional photography and a good copywriter. Create a Community Profile and Opportunities brochure or make them separate brochures if you intend to update one more frequently than the other. The profile should be a simple, straightforward snapshot of Tinley Park that can be used by local real estate agents (commercial and residential), by the Chamber as part of relocation packets, by Community Development for business recruitment purposes, and by the Marketing Department and Plaza Staff to attract festivals and events. It should include demographic information, weather, some history and economic information. Provide copies to your major employers, hospitals, medical facilities, banks, etc.

Emphasize your points of differentiation with competing communities and use third party testimony as long as it is not older than five years. Economic development examples should focus on the outcome, not just be about assets. Use case studies whenever possible.



Economic Development brochures should reflect the Village brand.



Be sure to include approved or installed new features in downtown Tinley Park, such as the new plaza, downtown public Wi-Fi, new wayfinding signage, programmed event days, awards and designations—things that potential retailers, new businesses and future residents will be looking for. Mention the music brand. Let potential music related companies know that the community supports them.

Update the brochure every year and keep it available as multi-page, printable formatted downloads in PDF format on every official website. Consider printing 6,000 copies. Distribute perhaps 25 to every real estate office within a 100-mile radius, and distribute the rest as needed. They should be available in each partnering organization office and at Village Hall.

With the “Opportunities” piece, list the top seven retail opportunities for downtown Tinley Park. Consider the following:

- Additional restaurants—mid-scale, perhaps ethnic, but family-oriented and have music whenever possible
- Musician/artisan or office space
- Professional services building (Class A, small office lease spaces)
- Specialty retail shops
- Specialty food outlets
- Recording studio
- Record shop
- Guitar shop

Make sure you concentrate the marketing on WHY Tinley Park—not just what you have or where its located. WHY should I move or start a business in Tinley Park?

38. Bring Roger Brooks back for a review workshop

Timeline: August, 2018

Who takes the lead: Brand Leadership Team

Approximate cost: \$12,500 for a multi-day retreat, reconnaissance and speaking engagement

Possible funding idea: TBID, Marketing Department

Rationale and/or details: Plans such as this Action Plan are very fluid and they change. Over time enthusiasm tends to wane, and when this happens, consider bringing Roger Brooks back for a day or two to keep things moving forward, on track, and progressing. Sometimes people need a motivational visit to pump up the troops.

No matter what, you cannot let the enthusiasm wane. Especially in tough times and when you’ve narrowed your focus, which not everyone will agree with. If you find you need help, Roger Brooks, or an outside facilitator, can address challenges and new opportunities, ask questions, give advice, talk about funding options and marketing, facilitate differences in opinions, motivate the troops, and, while at it, update the plan. This presents a great opportunity to show what you’ve done to date and the changes you’ve made in your product development and marketing efforts.

This may be something you want to do each year, to keep up enthusiasm and to make any necessary course corrections.

39. Begin construction of the plaza

Timeline: April, 2018

Who takes the lead: Village of Tinley Park

Approximate cost: \$4.5—\$5 million (to be determined in the Plaza Business Plan, and in the actual construction drawing development—architectural and engineering). Consider adding a rigid tarp cover the plaza, given the wet weather in the winter, particularly over the ice rink. This could add as much as a million dollars to the cost of the plaza.

Possible funding idea: TIF funds, voter issued bonds, grants, general funds, redevelopment funding, and/or naming rights, fundraising, philanthropy, etc. Every option will have been explored and determined PRIOR to this point.

Rationale and/or details: Plan on starting construction in earnest in April, and have the ice rink portion of the plaza available to open in November. Some of the other aspects may not be finished, but work to get it functioning in seven months. The goal is to have the plaza open to the public by the end of October, 2018, so it opens with a lit ice rink in time for the holidays and holiday lighting. This will help jump-start downtown development during the fall, winter and early spring.

Without this project, downtown Tinley Park will not see success. You can bring in beautification, wayfinding, and redevelop upper stories into residential units, but until the Village has a programmed central gathering place, retailers will be reluctant to open a business downtown and local residents will continue to make the trek to Oak Park, Frankfort, and destinations other than Tinley Park.

40. Begin recruitment and staffing for the plaza

Timeline: September, 2018

Who takes the lead: Marketing Department

Approximate cost: Up to \$300,000 for three or four staff salaries and benefits

Possible funding idea: Hotel tax revenues, TBID revenues, general funds, and eventually plaza revenues. When up and running, \$200,000 should come from event revenues, sponsorships and the like. \$50,000 would come from the Marketing Department and the TBID each.

Rationale and/or details: The Marketing Department manager is, and will be, a central figure charged with implementing a large portion of this plan, with assistance from the Brand Leadership Team, Community Development Department, Public Works, Finance, Board of Trustees, downtown stakeholders, and volunteers. It will take a full time effort, with lots of volunteer help and participation from other organizations, to bring this plan to fruition.

The staffing includes three key positions for the plaza, and, down the road, a possible fourth person as an office manager:

- **Event Recruiter.** This person is charged with recruiting events, making sure downtown is hosting at least 250-300+ event days a year.
- **Event Coordinator.** This person will work with the Village's police, fire and public works departments, parks department, local businesses, and vendors to make sure everyone is pulling in the same direction.
- **Logistics Manager.** This person does set-up, take down (i.e. beer garden fencing, kids rides, skating rink, splash pad, etc.), and manages the physical maintenance and management of the plaza such as lighting, water features, landscape maintenance, as well as working with a number of sub-contractors and Village departments.

All of these positions will work throughout the downtown district, not JUST on the plaza. This is for ALL of downtown Tinley Park, so they have a huge job.

Down the road, a fourth person, an Office Manager, might be hired to help answer phones, work on social media, marketing, handle bookkeeping, sponsorship agreements and other administrative details.

Job descriptions would be detailed in the Plaza Business, Programming & Management Plan, but the following will provide an outline of each position.

EVENT RECRUITER

This person is 100% dedicated to inviting outside events into Tinley Park.

It would be impossible to develop 250 to 300 event days if every event were locally produced, therefore, about 90% of the Event Recruiter's time would be spent inviting outside organizations to host their public events in downtown Tinley Park. Every one of these events would bring their own vendors, their members (or "tribe" in social media terms), market the event, set it up and manage the event. They will fill hotel rooms and bring their own audiences, fans, members, and associates with them. It is the Event Recruiters job to bring in perhaps 100 events each year. And 90% of these events should be multi-day events of at least two days. For instance, hosting a major Harley Davidson event, the event set-up might take place on a Friday and the event lasts all day Saturday and runs until Sunday afternoon. The goal is to attract overnight visitors AND local and area residents to downtown Tinley Park.

The Recruitment Manager will also assist with events already booked at the high schools, parks, or at various sports facilities, working with event organizers to find ways to expand those events into downtown Tinley Park. For instance, should the Village host a baseball tournament, perhaps the awards banquet or ceremony could take place downtown—or at least complementary activities could be held that will pull these visitors into the heart of your spending district.

The Recruitment Manager will also find ways to increase music-oriented events to be held in the plaza and downtown, working with local school programs, clubs and organizations.

Hosting 100 outside events will create at least 200 event days each year. And then, of course, you'll have locally produced events, the splash pad days, ice skating season, street vendors and musicians, etc.

EVENT COORDINATOR

This person is the coordinator between the Village's departments, downtown TBID members, Marketing Department (the main marketing arm) and the event organizer. This person calendars the events as well. They coordinate between events held elsewhere in Tinley Park, tying those to downtown. Some services will need to be charged for:

- Police (if needed), security, maintenance
- Closing off streets or areas to vehicle traffic—making them temporarily pedestrian only
- Coordinating sound, lights, staging, seating, power access, vendor set-up areas, fencing for beer gardens, etc.
- Adding portable toilets, garbage barrels and other needs

This person would coordinate contracts, manage street vendors, food trucks, street musicians and artisans and assist both the Recruiter and the Logistics Manager. This person will make sure agreements are in place; coordinate third-party vendors (sound, lights, staging and other elements that may not be owned by the city but needed and billable to the event).

LOGISTICS MANAGER

This person would be the "On-site Logistics Manager" making sure each event goes off without a hitch. They would be responsible for the physical plaza assets, purchasing and maintaining tables, chairs, flooring, lighting, sound, staging and temporary booths, bathrooms, janitorial services, set-ups and take-downs.

The cost of the initial three people and related expenses would be in the \$300,000 a year range. This budget includes the cost of staffing, taxes, insurance and benefits, an office, computers, Internet access, office supplies, postage, insurance, sub-contracted assistance (accounting, bookkeeping, graphic design, etc.) and a host of other expenses associated with running an organization such as this.

YEAR 2019

41. Create a “Guide to Event Production in Tinley Park” brochure

Timeline: March, 2019

Who takes the lead: Plaza Event Recruiter, Marketing Department

Approximate cost: \$12,500

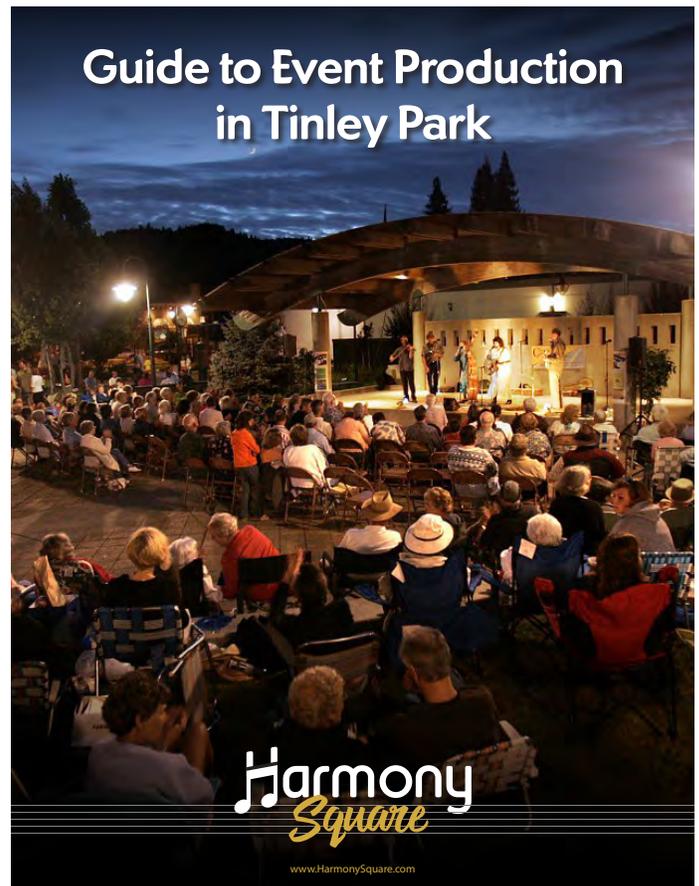
Possible funding idea: Plaza funding from Marketing Department, TBID, other

Rationale and/or details: One of the keys to creating a place where people want to live as well as where visitors want to hang out is generating activity and “animation” of a central “third place—a gathering place for the community. This is why the construction and operation of the plaza is so important. Another key is having created the venue, getting others to do most of the work in putting on events and activities that will draw both residents and visitors downtown where they can spend time with their friends, and importantly, spend money in the nearby restaurants, and retail shops. Since the goal is to create 250+ days of activities that will draw 300+ visitors each day, it would be impossible for the plaza staff to produce every event. Instead, invite outside producers to put their events on at the plaza in Tinley Park. This is the purpose of the brochure.

This would be a tri-fold piece (11 inches x 23.5 inches that folds to 8.5 inches x 11 inches) that would include:

- WHY they should host their events at Tinley Park (exciting downtown venue, low costs, and a proactive community that WANTS them there, supporting facilities, plenty of decent nearby accommodations, etc.) An entire page would be dedicated to marketing Tinley Park as THE event destination.
- Information about hosting events in Tinley Park, including contact information and local resources available to them: some city services like electrical, water, garbage; some private-industry services like catering or food services and transportation.
- Logistical information like sound systems, seating, lighting, security, fencing for beer gardens, staging, etc.
- A two-page spread would include the layout of the plaza and outdoor surrounding area, the city parks and what streets can be closed or how events can be physically configured.
- Costs for supporting services and event-related equipment (security, trash removal, cleanup, staging, power, sound, lighting, portable toilets, etc.) This could be an additional sheet to be included as an add-on so that prices and services can be changed as the brand evolves.

This marketing piece would be printed in full-color, include lots of photography of Tinley Park events, and be sent to potential event organizers, clubs and organizations after they have been contacted or approached by your Event Recruiter.



These Guidebooks help attract events that handle their own production.

42. Add benches and downtown beautification in Tinley Park

Timeline: May, 2019, ongoing

Who takes the lead: TBID, downtown proprietors

Approximate cost: \$10,000 per year

Possible funding idea: TBID revenues, or TIF funds for some of the capital expenditures

Rationale and/or details: Fact—Women account for 80% of all consumers spending. They are usually the shoppers, so if you provide benches and seating areas for kids and husbands/significant others, the shoppers will be free to spend more time downtown. Tinley Park should have benches in front of almost every business. Benches should be placed against the façade facing out and each should be flanked with a pot or planter. Benches should be inviting—do not buy concrete or vandal proof benches. Yes, they can be bolted down, but they should be something you would want to sit on.

Remember, the TBID and proprietors should be responsible for beautification next to their buildings, while the Village should take care of the curbside beautification.

Consider selling sponsored benches or incorporating this into your current bench program. In the top rail along the back you can have the name of a person, family or business engraved. Shy away from selling plaques or advertising on the benches. Engraving the name of the sponsor is tactful and attractive.

While some merchants do a good job with beautification, the large majority does little or nothing to pull customers in the door. Consider the following type of program:

- Collect perhaps \$5,000 from local businesses (\$200 x 25 businesses).
- Contact regional nurseries and wholesalers and see if they have an inventory of terracotta, glazed pots and planters. The minimum size should be 24 inches across the top opening. This way, once they are planted, they are too heavy to be stolen. The idea is to obtain, at a bulk rate, perhaps 100 pots and planters. They do not have to be all the same. In fact, you want a variety. You'll clean out their inventory in exchange for a great deal. Avoid aggregate and cement pots unless they are colorized.
- In April or May, bring all the pots downtown, close off a block or a side street, and put them all out. Also, have merchants select pots for their storefronts. When the project is done there should be a potted plant every three feet all along Oak Park Avenue.
- Have a local nursery deliver 15 yards (or whatever it will take to fill the pots) of potting soil (not just top soil), along with a yard of pea gravel or round stones. Also, get a couple of rolls of landscape fabric and have the soil dumped on the side street.
- Then bring in the high school, boy and girl scouts—every youth organization that is looking to raise money, and pay them to help disburse the pots, put in 2 inches of gravel at the bottom of each, put landscape fabric over the gravel, and then fill the pots with soil up to about 4 inches below the rim. The reason for having the youth take part in this project is that it includes them in the revitalization of downtown Tinley Park and creates a feeling of ownership. When kids feel ownership, the likelihood of vandalism decreases dramatically.
- The final phase is to collectively pool money to purchase evergreen (two thirds of your plantings), perennial color (10%) and annual color (20%). Have the students then plant them, working with the merchants. Remember that you don't want a cookie-cutter "everything looks the same" approach. You want it to be organic to the business, but still stunning.

Maintenance: You can ask the merchants to take care of the plants in front of their shops, but in our experience, only about half will actually maintain them. Instead, consider the following:

- See if you can get someone (the town, golf course, home owner, farmer) to donate a small John Deere or similar ATV or

small riding tractor. Then you can buy a 300-gallon tank trailer that can be filled with water and fertilizer. Consult a master gardener on the best fertilizer to use.

- Approach Kiwanis, Rotary and other local clubs and organizations to set up a watering schedule. These are volunteers that agree to go out each Monday, Wednesday, and Friday during the growing season (hopefully May through September) and once every two weeks the rest of the year (remember that most of the plants are evergreen, and when under awnings or roof overhangs, still need to be watered).
- This can actually be a fun project. The tank sprayer has a small electric motor and a long coiled hose to make watering the plants easy. Every town official and staff person might take one morning during the season, as would local organizational directors, schoolteachers, even students and student organizations. Kiwanis might have volunteers, and often retirees will be happy to join the watering schedule.
- Finally, bring in the local gardening club, or Master Gardeners who can help maintain the pots and will even volunteer to do decorative plantings and arrangements. Master Gardeners, to keep their titles, donate hours each year to community-based public gardening projects. This is an ideal opportunity for them.

Vandalism: It may happen. You will want to have perhaps 10 pots in storage so that when it happens, the pot is replaced the next day. Don't give up. After a pot is replaced several times, the vandals simply give up. Its a battle they can't win.

Once again, nothing promotes a welcoming feeling as much as beautification. And retail beautification can increase sales by nearly a third. Women are attracted to places that feel safe and welcoming, and this is what retail beautification portrays.



Three-fourths of first time retail sales come from good curb appeal.

There are three statistics to remember as you beautify downtown Tinley Park:

- a. Seventy-percent of first time sales at restaurants, retail shops, wineries, lodging facilities, and golf courses come from curb appeal. We all travel. Have you ever uttered these words: That looks like a good place to eat? We all do. We judge the book by the cover.
- b. Eighty-percent of consumer retail spending is by women.
- c. Seventy-percent of all retail consumers spending takes place after 6:00 pm. Are you open?

43. Set reasonable liability insurance requirements for plaza events operators

Timeline: May, 2019

Who takes the lead: Board of Trustees

Approximate cost: Staff time

Possible funding idea: None required

Rationale and/or details: Set reasonable liability insurance requirements for events operators. Don't make the requirements so onerous that events are unable to take place.

A key to successful destinations is the delivery of visitor experiences, and some of these will be participatory activities, not passive experiences. The more there is to do, the longer visitors will stay, and the more money they will spend. All this visitor activity increases the city's tax base. There is inherent liability risk in any economic endeavor that includes serving the public. Simply having people walking down the municipal sidewalk is a risk cities take every day. Benefits and risks are weighed in the balance all the time. In downtown Tinley Park, it's going to be a part of doing business. The visitor expects and wants to be engaged in some sort of physical activity like marching, dancing, craft demonstrations and other active pursuits. The Village needs to realistically evaluate and allow these kinds of commercial offerings, if it is to deliver on the brand. If the benefit of an increased tax base outweighs the potential litigation, or more likely, increased insurance costs, then they should pursue it.

That's the situation in any Disney Park, any Six Flags water park, any other theme park, tour operator, boat operator or downtown district. The heavier you try to protect the Village from every possible litigious situation, the more you hamper the possibility of success. Every roller coaster has some inherent dangers associated with it, but they are still built, and people drive for hundreds of miles to experience them. While this is an extreme example, what if someone fell and broke an ankle in Tinley Park while on ice skates, and they decided to sue the Village because there were too many people on the rink? Does this mean that Tinley Park should never have built the plaza?

One example is the Riverwalk in San Antonio, Texas. The river walk area, in the '60s, was a crime-ridden, run down area of San Antonio that was avoided. Today it is one of the country's best attractions. However, it is not ADA accessible (for the most part), there are no railings to keep people, pets and kids from falling into the water, the roots of hundreds of trees have made the walkways uneven and in some cases dangerous. But if they were to make the Riverwalk totally "safe" to meet the satisfaction of city attorneys, it would cost billions of dollars and would ruin the "organic" nature of this great attraction. You can bet the risk and occasional lawsuits are outweighed by the tremendous tax base built on and around the Riverwalk.

Another example is Asheville, North Carolina. The downtown has dozens of sidewalk cafes, and they do not force the restaurants to create barriers between diners and pedestrians. In many cases, the dining patrons have chairs situated that could, in fact, impede ADA access. But being there on several occasions watching sidewalk traffic, we've noticed that when those in wheelchairs or pushing strollers through busy dining areas approached, patrons would automatically say "excuse me" and move their chairs in so people could get through. And, last I heard, they had never had a lawsuit or complaint. Nor does the city put up rules and regulations that strangle local businesses and the "organic" ambiance of the city.

44. Brand your social media campaigns

Timeline: June, 2019

Who takes the lead: Marketing Department

Approximate cost: Staff time and volunteers

Possible funding idea: Staff time

Rationale and/or details: Build your brand on public relations; advertising is used to cement your ownership position once attained. Social media is word of mouth third-party testimony, and that is the purest form of public relations.

Tinley Park has a Facebook page, a Twitter account, and a LinkedIn listing. These are great vehicles to promote your brand as appropriate when it develops and become evident through new product and experiences.

Your brand is a perception—what people think when you say you’re from Tinley Park. Its based on what people read, or first impressions as they drive through town along I-80, and primarily word of mouth. Branding has never grown as fast as it does now, and that’s due to social media. Word of mouth travels quickly.

Tinley Park should always be thinking of crazy fun things to do to tell the world how they can celebrate anything great in their lives. Some of it needs to be emotional and touching, but most of it will be fun, festive and engaging. Some can be a little (or a lot) edgy, so the opportunity of going viral and creating photo opportunities increases.

You want to promote downtown and music-branded atmosphere: a great downtown alive with activities and great shops and restaurants—every day of the year.

For instance, having local boosters walking around town during an event wearing a polo shirt with the new brand identity on it, showcasing kids on the ice rink, or families attending “Monday Night Movies on the Plaza” or at concerts, dance recitals and a myriad of other events to really showcase how vibrant and fun Tinley Park has become.

There are countless novel, fun and touching things you can do, and now is the time to brainstorm ideas. Encourage photographs and videos of people enjoying their personal celebration. These would be populated on Twitter, Instagram, Flickr, Facebook, Digg and YouTube for those shot in video. Let your imagination fly and make it fun.

45. Purchase one or two mobile visitor information centers to promote the downtown

Timeline: June, 2019

Who takes the lead: Marketing Department

Approximate cost: \$1,000 - \$10,000

Possible funding idea: Rotary, Kiwanis, State tourism promotion grant

Rationale and/or details: The entire purpose of the Branding Initiative is to generate more spending in Tinley Park. Throughout the country, only about 5% of visitors ever go to a permanent visitor information center (VIC).

If visitors are already downtown they will be out of their cars in the midst of a concentration of retail and dining options. This will improve visitor spending as they are immediately surrounded with spending options in a pedestrian setting.

But what about those at the Convention Center or the Amphitheater, or Odyssey, or those who only go to the high school to watch a game? A trend in the destination tourism industry is the deployment of mobile visitor information centers. A recent study of 850 destination marketing organizations (DMOs) shows that 25% have mobile visitor information centers and 50% of those are in very high pedestrian traffic areas. (It should be 100%!). Why? Overall numbers of visitors going to traditional VICs are



Mobile visitor kiosks place destination information where the visitors congregate.

declining even as the total number of visitors is growing. Many of these traditional VICs are placed outside of high spending areas, along highways or other places where visitors have to get back in their cars and drive somewhere else to be at the center of things. Visitors might just keep driving and not come back. The real payback on investment for VICs is serving a high volume of visitors.

Put your mobile VICs where the crowds are—the music events, high school sporting events, at the convention center or at the train stations. It should be designed for the pedestrian visitor who has already parked and is looking for things to do and make it fun. One idea is to use a small airstream trailer, and convert it into a workable space for an information specialist, brochures, maybe even branded/logo merchandise you sell to help defray the cost.



Mobile visitor kiosks don't need to be expensive.

Printed brochures are important at this stage of a visitor's trip. Before traveling, the Internet rules as the "go-to" place for travel information, but brochures are the most important resource once the visitor arrives in the destination. Visitors don't want to take notes; they want the physical brochure they can read on the street or in the car. Once on the road, 81% of visitor decisions come from brochures.

Move the mobile VICs where and when they needed. Two or three people should staff each one. In fact, Trustees and Village staff should consider a four-hour shift once a month to put them in touch with Tinley Park's visitors. If you can't afford to staff it, make an agreement with a private business or a service organization, and let them sell their wares while at the same time providing visitor information. This might be different for different seasons: hot chocolate in the winter and ice tea in the summer. We recommend that you watch Roger Brooks' "Visitor Information Centers & Services in the Digital Age" video in the RBI Video Library.

46. Develop free, robust Wi-Fi access at the plaza and along Oak Park Avenue

Timeline: June, 2019

Who takes the lead: Tourism Business Improvement District

Approximate cost: \$75,000

Possible funding idea: TBID funds

Rationale and/or details: Think of free downtown Wi-Fi as a marketing investment, not a freebie for bored visitors. For today's traveler, the most credible information they get on an activity or destination is from their friends and family. Downtown Wi-Fi enables visitors to instantly upload "selfies" on location at downtown events (including the plaza), which will be showing them having a great time. These are sent to their social networks of friends, and many will forward them on to others. Multiply that several times and you have a huge third-party endorsement of Tinley Park.

Create iconic sites where kids and parents can take "selfies" and instantly transmit them to their online tribes. There is no marketing that does a better job than third party testimony, and putting images of consumers having fun at the plaza on thousands of social media pages goes a long way toward spreading the word. Make sure the iconic site (sculpture, sign, artwork, etc.) contains the location name or logo. Disney has perfected this strategy with their walking animated characters.

You can also place QR codes or pop-ups (and in the future, even easier scans) near event locations, monuments and interpretive signage so that visitors can download audio and video enriched interpretive content. For a destination rich in activity, this will help tell the story of Tinley Park, engage the visitors and direct them to additional experiences. Envision a QR code at the plaza that downloads a calendar of events to your phone, or even puts the event list on your calendar. Maybe you put the “Very Best of Tinley Park” brochure on your login site.

An important benefit of public Wi-Fi is that all this Internet activity can be analyzed and controlled from a central location. For example, you can monitor which types of devices are most used to upload photos and text, and tweak the system to maximize their speed and efficiency. You can see which Wi-Fi access points are being used the most, and improve the photo opportunities at those that are lagging behind. You can monitor traffic highs and lows, so you know when visitors are most active downtown, and you can turn access points on and off if you want to restrict or throttle back different sections of downtown. You can even ban local businesses that are using the public Wi-Fi for private business, if it affects overall Internet speed.

In this age of central gathering spots and sidewalk cafes, having consistent, high quality broadband Internet access is very important. Starbucks understands this and Wi-Fi is an integral part of their marketing strategy. Particularly in a town where you are trying to attract young families and entrepreneurial types, having free broadband access is a huge selling point.

Consider requiring people to formally log in to use the Internet after an initial 15-minute period. They provide their name and e-mail address (no more information than that) after which they are automatically reconnected, and added to your e-newsletter database, so they will receive notices about upcoming festivals and events. They would be able to opt out later if they wish.

The downtown TBID group should manage this project, not the Village.

47. Add more street trees where they don't exist downtown

Timeline: September, 2019, ongoing

Who takes the lead: Public Works Department

Approximate cost: \$15,000 for eight years: including 3 inch to 5 inch caliper street trees, irrigation and sidewalk and infrastructure redevelopment to accommodate them.

Possible funding idea: Grants, private donations, TIF funds

Rationale and/or details: Street trees have been proven to increase retail sales and services by an average of nearly 20% according to the Keep America Beautiful network and the Arbor Foundation.

Nothing adds to ambiance more than street trees. The complaints about street trees is nearly limitless, yet cities that plant them every 35 feet (10 meters) see an average of nearly 20% increases in retail sales and services on the blocks where the street trees have been planted.

Excuses include:

- The leaves will block storm drains in the fall/winter months



Street tree studies show improved retail sales by up to twenty percent.

- They block retail signage
- The roots will gradually uproot sidewalks
- Its hard to remove snow from around them
- They require periodic maintenance
- They are expensive to put in

Every city that installs street trees has seen a major increase in retail sales and services, increased property values (tax base) and increased visitor spending. The cost of maintaining the trees, sweeping up leaves during late fall months, and snow removal around them is more than offset in increased retail sales and property values.

Specialized tree grates have been developed to keep roots inside an underground “vault,” underground irrigation makes maintenance easier, and the argument that trees block signage is easily dismissed since the trees bring so many additional customers into downtown. Street trees create a sense of intimacy, create shade, and offset the harsh environment of concrete, asphalt, and buildings. Why do you see office buildings, even malls, with trees? Because they create a soothing, intimate feeling that encourages people to linger longer, which translates to increased spending.

Street trees should be placed along the core retail area of the Tinley Park Main Legacy district. The District should see street trees every 30 feet to 35 feet.

For examples of cities that have done this, Google images for downtown Lodi, California, or Greenville, South Carolina. These are just two examples of how powerful street trees are to a downtown.

48. Allow, encourage and budget for street artisans, musicians and buskers

Timeline: June 2018

Who takes the lead: Marketing Department or TBID (licensing), City Council (ordinance)

Approximate cost: \$10,000 annually for a few years to get it going

Possible funding idea: Marketing Department or TBID funds

Rationale and/or details: Animating downtown and the area around the plaza is a top priority. The idea is to make sure there are activities 250+ days a year. Each day when an activity is going on is an event day. Having street musicians, entertainers and artisans also creates event days. The goal is to make downtown Tinley Park the place for residents and their guests to come after work—for dinner or after dinner, and on weekends. Remember, visitors want to go where the locals go. If you don’t hang out downtown, neither will the tourists. The only slow night would typically be Sunday evenings. Bringing downtown to life includes an active buskers program: street musicians, magicians, and artisans. With Tinley Park’s musical brand focus, live musicians downtown is one of the most important ways to bring the brand to life.

Encourage, but guide, street musicians and artisans. Free outdoor entertainment downtown is an excellent way to attract people, making downtown lively and active. In order to attract these musicians, performers, and artisans downtown during peak hours, establish a budget of perhaps \$10,000 per year to pay street performers a small amount (perhaps \$40 for three hours). They would also be permitted to make money from tips. No panhandling is allowed, although they can have an open guitar case or bucket for tips.

Here are some general guidelines to get you started:

- Buskers should be no closer than one block apart (or 150 feet at the plaza)
- They should sign a code of conduct and obtain a free permit before they can begin

- Consider developing sidewalk stars, marking locations where they can perform
- All music must be unamplified and drums are not allowed
- Music should take place throughout the day but end by 10:00 pm.
- Buskers can include artisans in action, mimes, magicians, acrobats, musicians, and other forms of sidewalk entertainment, but music should be the top priority

We recommend starting the program on Fridays from 4:00 pm to 8:00 pm, Saturdays from 11:00 am to 3:00 pm, and from 4:00 to 8:00, and on Sundays from 11:00 am to 3:00 pm during the spring, summer and fall months. Over time, this can expand to every day and other daylight hours such as during the lunch hour.

In places such as Nelson, British Columbia, and Asheville, North Carolina, they no longer pay local buskers, yet the city streets have dozens of musicians, artisans, and performers who are there 360+ days a year.

Street entertainers and artisans should be required to file a short application for a vendor permit with the Marketing Department or TBID. There would be no charge for the permit, but the vendor would agree to specific guidelines. If there are complaints, the Village may revoke their permit, without cause. Each permit would be good for three or four months, after which the vendor would need to apply for a new permit. This will allow you to have current information on the vendors.

Work with regional universities, community colleges and high schools to find talent for downtown. Musical talent certainly exists and artisans in action are great additions to downtown.

If you have the time and energy, consider auditions to keep the quality high. They do not need to be assigned to individual locations, as long as they play at a busker station marked on sidewalks.

The Marketing Department manager—not the police—should manage enforcement. If there are flagrant violations by a busker, an officer may need to be called in to have the person removed, but in our experience, that is very, very rare.



Street entertainers or "buskers" create interest by animating the downtown.

49. Implement a “shared worker” program downtown

Timeline: July, 2019

Who takes the lead: Tourism Business Improvement District

Approximate cost: Staff time

Possible funding idea: None required

Rationale and/or details: The success of downtown is dependent upon retailers staying open well past 6:00 pm. Sometimes this is a challenge with Ma & Pa operations, where they need to head home to fix dinner for the kids, need to have time for other mandatory activities or simply a life outside their store.

The “Shared Worker” program is a way to help sole proprietors and other small retail businesses stay open into the evening hours at an affordable cost, and without sacrificing personal time off.

Rather than spell out how the program works, encourage your downtown merchants to watch the Roger Brooks video “Is Your Downtown Open After 6:00 pm?” This one-hour video showcases why this is important and how to actually implement the Shared Worker program. This is a program that can be spearheaded by the Chamber of Commerce, the TBID or even a local service organization.

This video is a MUST SEE for the Chamber of Commerce, Village staff and local property owners and merchants.

50. Create a hospitality-training program

Timeline: August, 2019 - ongoing

Who takes the lead: Marketing Department, TBID, retail and dining proprietors

Approximate cost: \$6,000

Possible funding idea: TBID funds

Rationale and/or details: Brands must be more than skin deep. To really own the brand that focuses on music, everyone, from the retail and hotel staff to the dining staff, must be aware of the brand messages as well as be hospitable and friendly. But if you hope to have front-line employees come to a host-training workshop on their own time, guess again.

We recommend purchasing the 15-minute video “The Guest” version 2, produced by Media Partners in Seattle. This 15-minute film is humorous, easy to watch, and is a great way to teach hospitality without it being time consuming and degrading. When front-line workers realize that every customer is paying something that directly goes into their paychecks, they often will realize how important that person is to their paycheck.

The easiest way to do the training is to set up appointments where a BLT member, staff person or volunteer can come into a business, meet with the general manager, front desk manager, and staff for no more than half an hour. Using a 27 inch or 30 inch computer monitor or television, you would show the 15-minute video and then talk to the staff for an additional 15 minutes. This should be done every few months at just about every business due to the high turnover of front-line employees. During the 15 minutes following the film, you will tell them about the Tinley Park brand and plans. You want your front-line people to be happy, courteous, friendly, and outgoing.

51. Install decorative street crossings where pedestrians connect to the major destinations in Tinley Park

Timeline: August, 2019

Who takes the lead: Marketing and Public Works Departments

Approximate cost: About \$10 a square foot

Possible funding idea: TIF funds

Rationale and/or details: Oak Park Avenue downtown crosswalk points are a bit faded, yet this is the most concentrated area for visitors, who are unfamiliar with the direction and amount of traffic. We recommend upgrades and designations of street and highway crossings that prominently indicate to both drivers and pedestrians where street crossing is expected and permitted.

This is also an opportunity to extend the beautification of the downtown with designed crosswalk embossing through a duratherm™ process. This StreetPrint® asphalt stamped process is weather resistant and durable enough to withstand snow removal. Any design can be accomplished, such as piano keys instead of zebra striping. Branded music motifs should be considered for the decorative crosswalk markings.



Streetprint® stamped asphalt can be custom designed as decorative crosswalks.

52. Apply the brand graphics to city vehicles

Timeline: September, 2019

Who takes the lead: Public Works Department

Approximate cost: To be determined

Possible funding idea: Regular departmental funds

Rationale and/or details: Applying branded graphics to Village vehicles is a fantastic way to promote the brand and solidifies ownership of the brand.

Over time municipal vehicles may need to be repainted, and when that opportunity arises, include the new brand. Because the brand is music oriented it may not be appropriate for police and fire vehicles, which is fine. But for those vehicles used for other departments, its perfectly appropriate and fitting and will help reinforce ownership of the brand.



53. Develop a detailed Public Relations, Marketing, Advertising plan and budget.

Timeline: September, 2019 - ongoing

Who takes the lead: Marketing Department

Approximate cost: \$200,000 annually

Possible funding idea: Hotel tax revenues, Amusement tax revenues

Rationale and/or details: Once you've got the plaza developed and a new revitalized mix of businesses downtown, its time to really tell the world about Tinley Park, making it one of the best destination cities in the Midwest.

Budget Breakout: This Action Plan does include many marketing initiatives, but concentrates also on product development, which is by far the most important first focus. When you reach this point in the implementation of the plan, you should develop a detailed marketing, advertising and public relations budget and media buy program and it should include the following elements:

- Public relations
- Increased digital marketing including SEO initiatives (use the budget outline contained earlier in the recommendations: 45% spent on digital marketing)
- Print advertising
- Billboard and outdoor advertising
- Radio
- Television (During news broadcasts on mainstream TV. Avoid cable advertising)
- Trade shows (wedding fairs, travel shows, home shows, flower and garden shows) in the greater Chicago market area.

Publicity/PR First: With the brand "Amplify Your Life", Tinley Park is putting a stake in the ground and claiming a place on the regional stage of great places to live and raise a family. Much of the work recommended in this plan has to do with upgrading and creating the products, services and experiences that will deliver on that brand promise—that Tinley Park is a special place in the world, and worthy of a visit or even as a place to live and work.

Delivery must be consistent and frequent. That requires a sophisticated national (and perhaps international) public relations effort. Why public relations before advertising? Because brands are about what other people think of you, not what you say about yourself. Public relations is the art of getting others to declare your charms. Third party testimony has far greater credibility than advertising. Traditionally, this happened by inviting travel writers to the destination, hoping that the subsequent magazine article would be flattering.

This method still exists of course, but the advent of the Internet, websites, social media, blogs and photo sites like Pinterest have completely changed the public relations environment. Ninety percent of travelers search the Internet for information about potential destinations to visit and the majority of those book their trip online. Where do they look? Not destination sites, but third party sites like TripAdvisor and Yelp. They want to see what others are saying about you.

Paid Advertising: An important rule of advertising is to find your audience and then hit them over and over and over again until you stick in their minds, and that's exactly what this does. In this case, run perhaps three or four seasonal ads for ten months in a row. You want the same messaging, but perhaps a different graphic or photograph. If you need expertise in designing these ads, please have the RBI team or an ad agency prepare them for you. And keep in mind that you are not promoting Tinley Park. You are promoting the experiences, which happen to take place in Tinley Park.

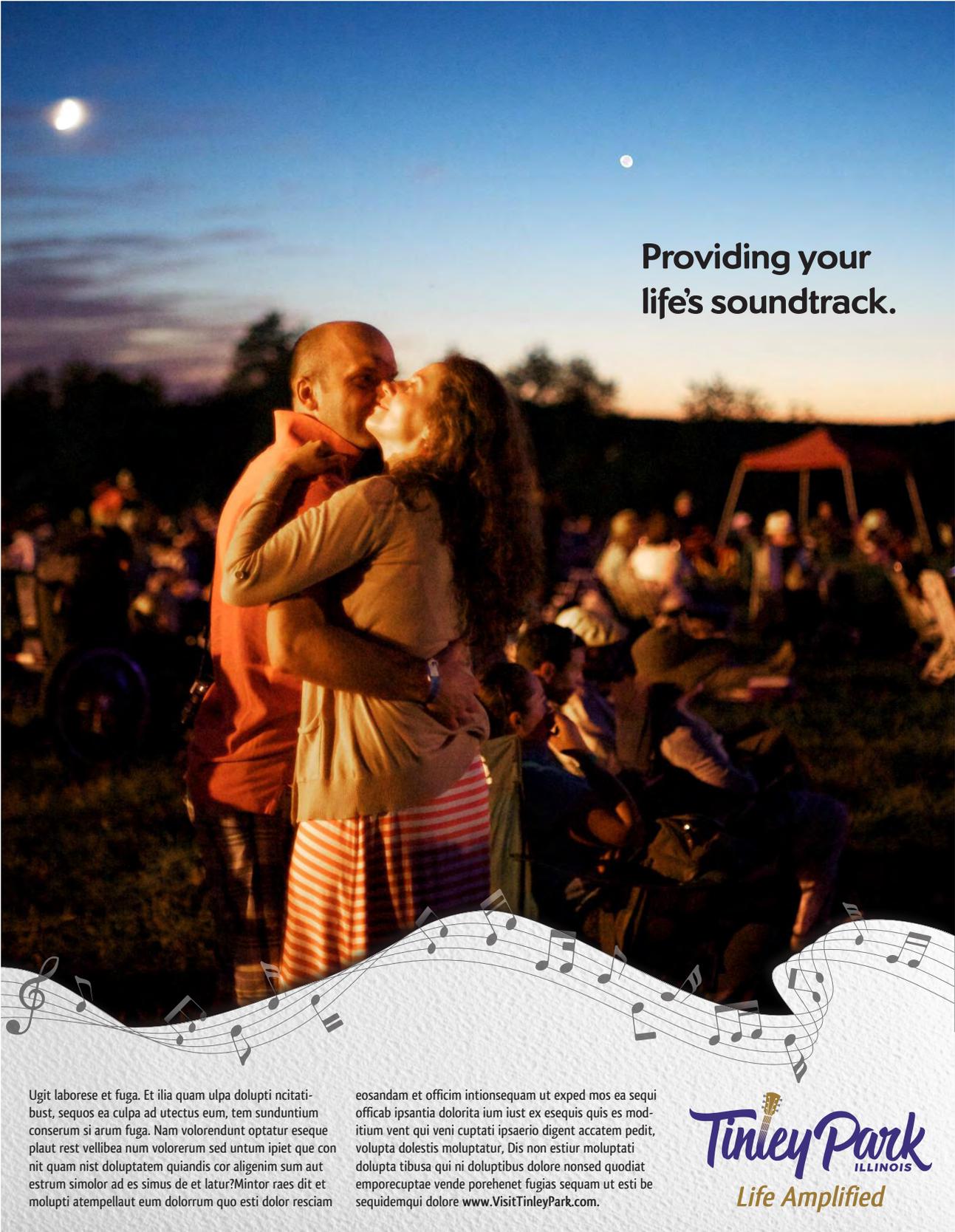
Insider tip: Always work to get equal editorial to match your ad space. In other words, if you buy a two-thirds page ad, get two-thirds of a page in editorial. While they might not provide editorial every month, perhaps they would do a three- or

four-page spread about the incredible Tinley Park downtown story in a single issue. Always leverage your advertising with editorial. Then order reprints of the article so you can post them on your website and can include them in relocation packets and other marketing efforts like business recruitment.

Another thing to do is to obtain editorial calendars from regional publications for 2019 when they come out. Editorial staff meet and plan what the feature articles or topics will be for the next year. Perhaps they would feature Tinley Park, and if so, you want to make sure Tinley Park is at the table and is included in the editorial as well as in an ad.

And finally, remember ads must be committed at least two months before the publication date. For instance, if you want to be in the March issue of a magazine, they will need the commitment and the artwork early in January if not late December. The March issue is printed and distributed typically mid to late February.





Providing your
life's soundtrack.

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Our
playgrounds
are a little
different.



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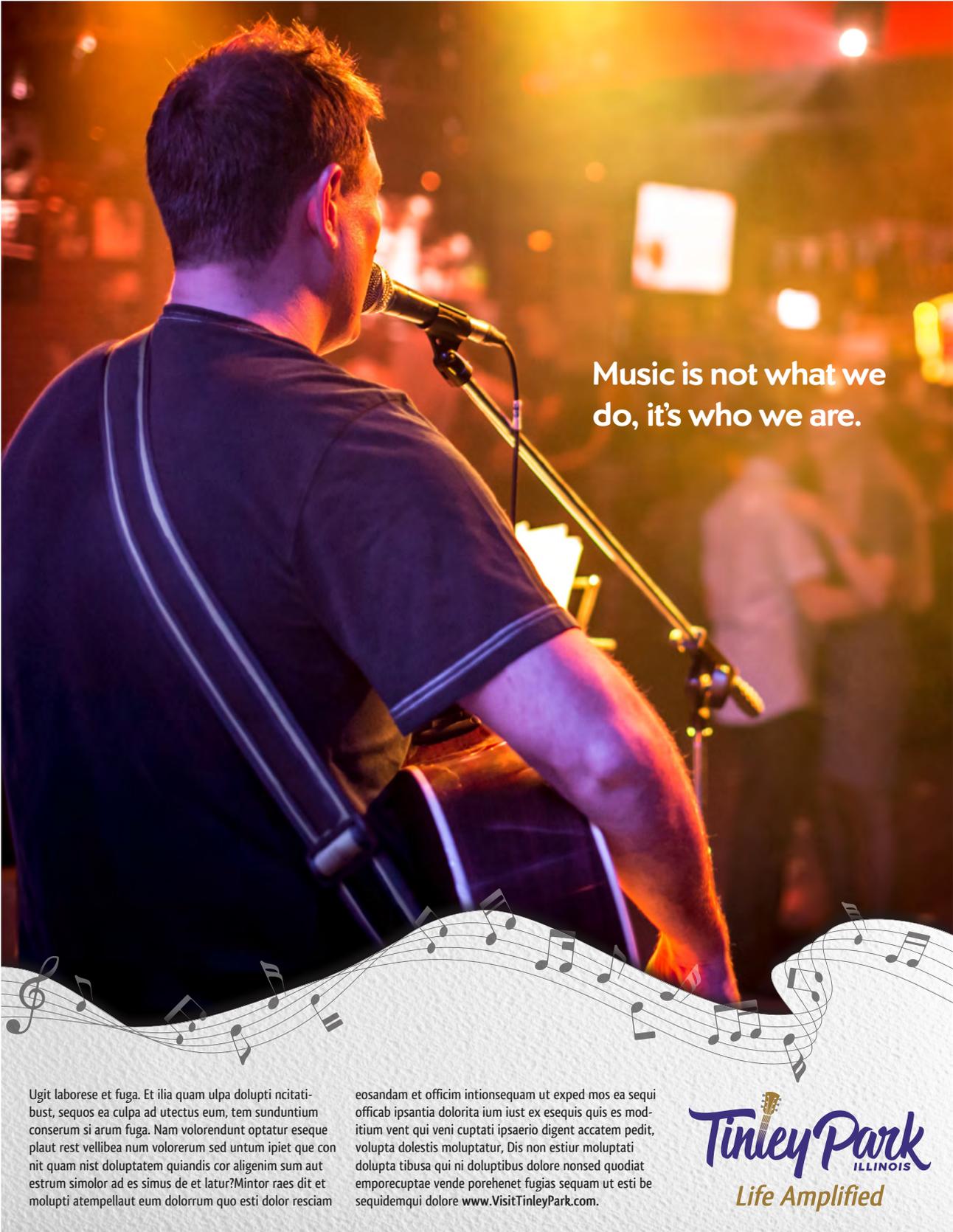


**Unalienable Rights:
Life, liberty, and the
pursuit of great music.**

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Life Amplified



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

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



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54. Work to get on Chicago's TV Weather News as a permanent destination

Timeline: October, 2019 and ongoing

Who takes the lead: Marketing Department

Approximate cost: Staff time

Possible funding idea: Staff time

Rationale and/or details: Work to put Tinley Park "on the map" literally on Chicago major network weather newscasts. When doing the weather report, area maps include destination communities. We would love to see Tinley Park included in these newscasts. This would help create top of mind awareness of Tinley Park, and where its located. Tinley Park is home to thousands of residents who commute to and from Chicago and is a large music and meetings destination from Chicago as well.

55. Begin planning and funding for the development of a new 500 to 1,200 seat indoor music venue or performing arts center to be built downtown

Timeline: November, 2019 and ongoing

Who takes the lead: Marketing Department, Community Development Department

Approximate cost: Staff time

Possible funding idea: Staff time

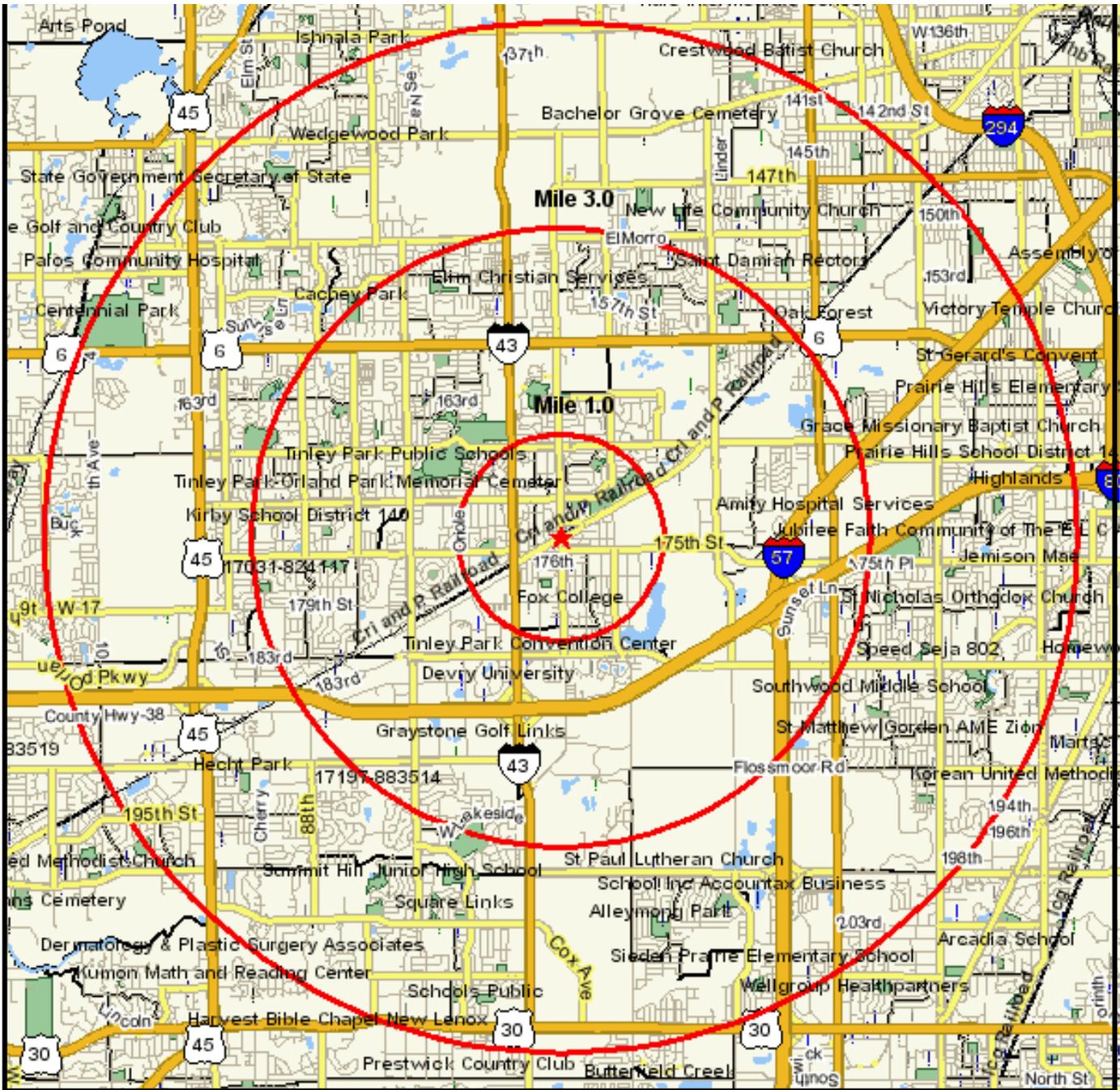
Rationale and/or details: Be sure to incorporate the Park District's Outdoor Band Shell and the Performing Arts Center into the Music Brand as much as possible. Think about augmenting these music venues and the Hollywood Amphitheatre with a larger indoor music venue located downtown in the middle of the retail and dining center and close to the plaza. This larger indoor facility will strengthen the winter season traffic in the downtown and add an important component to expand on the Tinley Park brand. A thousand seat facility with balcony will cost around \$15 million.



Supporting Documents



Population Radius Map



Pop-Facts: Census Demographic Quick Facts Report

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 <i>Radius 1</i>		0.00 - 3.00 miles <i>Radius 2</i>		0.00 - 5.00 miles <i>Radius 3</i>	
		%		%		%
Population						
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%	
Households						
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%	
2010 Population by Single-Classification Race						
	12,591		80,074		200,828	
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
2010 Population by Ethnicity (Hispanic or Latino)						
	12,591		80,074		200,828	
Hispanic or Latino	987	7.84	6,571	8.21	15,625	7.78
Not Hispanic or Latino	11,603	92.15	73,502	91.79	185,203	92.22
2010 Occupied Housing Unity by Tenure						
	5,141		30,628		73,522	
Owner-Occupied	3,897	75.80	25,957	84.75	62,576	85.11
Renter-Occupied	1,244	24.20	4,671	15.25	10,947	14.89

Pop-Facts: Census Demographic Quick Facts Report

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 <i>Radius 1</i>		0.00 - 3.00 miles <i>Radius 2</i>		0.00 - 5.00 miles <i>Radius 3</i>	
		%		%		%
2000 Est. Households by Household Income	5,152		28,026		66,044	
Income Less than \$15,000	415	8.06	1,873	6.68	4,132	6.26
Income \$15,000 - \$24,999	578	11.22	2,444	8.72	5,112	7.74
Income \$25,000 - \$34,999	527	10.23	2,340	8.35	5,745	8.70
Income \$35,000 - \$49,999	822	15.95	4,234	15.11	10,229	15.49
Income \$50,000 - \$74,999	1,286	24.96	7,160	25.55	16,856	25.52
Income \$75,000 - \$99,999	887	17.22	5,139	18.34	12,054	18.25
Income \$100,000 - \$124,999	353	6.85	2,488	8.88	6,054	9.17
Income \$125,000 - \$149,999	136	2.64	1,136	4.05	2,751	4.17
Income \$150,000 - \$199,999	78	1.51	760	2.71	1,935	2.93
Income \$200,000 - \$249,999	40	0.78	268	0.96	675	1.02
Income \$250,000 - \$499,999	26	0.50	155	0.55	414	0.63
Income \$500,000 and over	6	0.12	29	0.10	86	0.13
2000 Est. Average Household Income	\$61,858		\$68,230		\$69,665	
2000 Est. Median Household Income	\$54,564		\$60,903		\$61,573	
2000 Est. Per Capita Income	\$24,992		\$24,796		\$24,413	

FULL SET OF LOGO VARIATIONS

Primary 3-Color Standard Logo with Tagline



Primary 3-Color Reverse Logo with Tagline



1-Color Logo



1-Color Reverse Logo



Harmony Square Logo Concept



Primary Tagline as Separate Graphic.

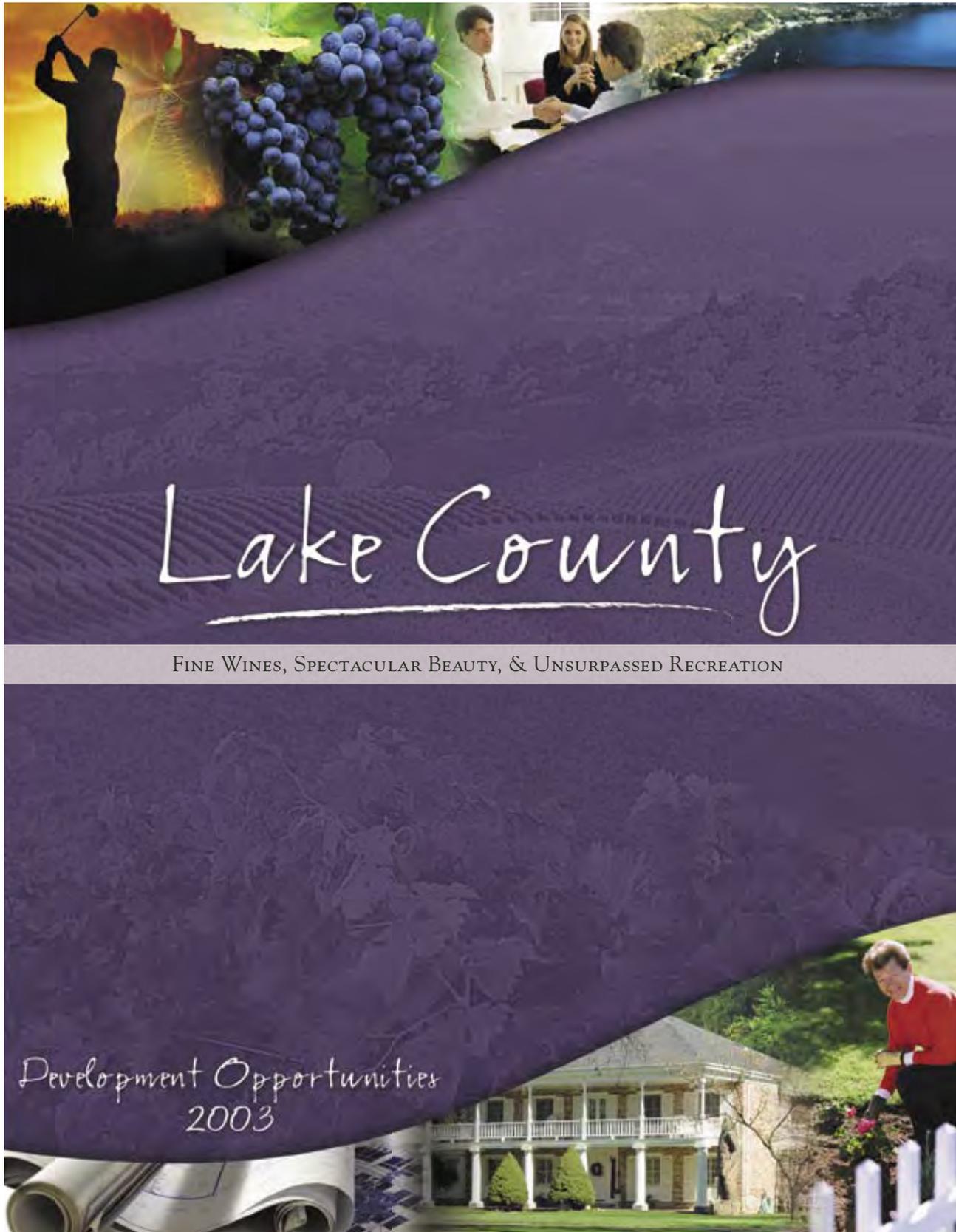


Chamber of Commerce Logo Concept



1 & 2 Color Tinley Park Bug Design Concepts





Lake County

FINE WINES, SPECTACULAR BEAUTY, & UNSURPASSED RECREATION

Development Opportunities
2003



Welcome to Lake County!

Lake County, California, with its clean air, pastoral countryside, recreational opportunities, and sunny climate, is the ideal spot to live, work, and play. Opportunities for business development and growth are plentiful here, and numerous resources are available to assist a new business.

We invite you to take a look at the following opportunities. If you would like additional information, resource contact information is given on the last page of this brochure. Each of these opportunities will become a reality. Would you like to take advantage of the opportunity?



Business Opportunities

Conference Resort Hotel

The county has located several sites that possess excellent potential for a major conference resort hotel. The new promenade, which is in the process of development, will make the north shore of Clear Lake a prime location. A conceptual site plan of the promenade is available.

Lodging Facilities

Several excellent sites are available for upscale lodging facilities or a full-service destination resort. The clean air, natural beauty, and recreational opportunities in the area are attracting more visitors, and the area is currently lacking in upscale lodging facilities.

Golf Course / Residential Sub-division Development

As more and more people are attracted to the clean, uncrowded beauty of Lake County, a significant demand has arisen for upscale residential and golf course communities. There are a number of excellent sites available.

Wineries

Lake County's climate, soil, and altitude make it ideal for the growing of wine grapes, and the area has long been home to award-winning wineries. With the popularity of locally produced wines increasing every year, there is tremendous demand for more wineries with visitor amenities such as tasting rooms.

Retirement Housing/Assisted Living Facilities

With the growing retirement population, the demand for retirement housing has been increasing as well. This would include housing for active retirees as well as "age-in-place" facilities.

Commercial Development

Many sites are available for significant commercial development, particularly in the area of the new promenade, which is in its development stage.

Mixed Use Industrial Park Development

There is current demand for a mixed use industrial park project that would include professional office, warehouse, and light manufacturing, appealing to cottage industries.



RV Parks: Condo/Timeshare

Although there are many RV parks in Lake County, there is a shortage of full-service, nicely landscaped RV parks. Condo or timeshare RV parks would be ideally suited to the Lake County area.

Why Lake County?

With all that Lake County has to offer, why NOT Lake County?

Lake County is quickly being discovered as one of California's most beautiful, unspoiled, uncrowded, and scenic locations. As it is discovered by more and more people, who are tired of the traffic, the noise, the pollution of other parts of the state, the need for more new, upscale lodging, housing, services, and amenities continues to grow.

Its climate attracts more vineyards, wineries, and agriculture. Its scenic beauty and amazing recreational opportunities are attracting more vacationers. In addition to all those qualities, the clean air, lack of busy traffic, and relaxed lifestyle attracts more and more people who want to set up their businesses and make Lake County their home.

In addition to all the natural amenities Lake County has to offer, the County of Lake has set up an efficient and friendly public/private partnership of service providers to help with business development.

Community Development Services provides financial and technical assistance to businesses. Services include flexible business loans, marketing and management assistance, business plan development, and coordination of services provided by the County's business assistance network.

Business & Outreach Response Team provides direct assistance to new businesses with site location, permitting guidance, liaison with city and county decision makers, project advocacy, and up-to-date demographic information.

The Redevelopment Agency provides assistance to businesses within the Northshore Redevelopment Area along Highway 20. Architectural design assistance and review is available, as well as the Commercial Facade Improvement Program, which provides funds at a low interest rate with flexible terms for businesses to improve their facades.

The Small Business Development Center provides free business consulting services to small businesses in the areas of financial analysis, marketing, operations, and management.

The Lake County Resource Center provides employee recruitment, screening, placement, and vocational training services to employers.

The Lake County Winegrape Commission offers education, research and product marketing.

LAKE COUNTY AT A GLANCE

Population

California	35,301,000
Lake County.....	59,300
City of Clearlake....	13,273
City of Lakeport....	4,876

Age Distribution

0-9	7,388
10-19	8,307
20-29	6,762
30-39	6,106
40-49	8,389
50-59	6,942
60-69	5,969
70-79	6,390
80+	3,819

Countywide Building Permits Year

2000.....	192
2001.....	213
2002.....	358

Value of New Construction (thousands)

1998.....	\$20,787
1999.....	33,631
2000.....	45,085

Annual Travel Expenditures in County (\$ Millions)

		% Change
1997.....	\$178	
1998.....	\$185	3.9
1999.....	\$202	9.2

Total taxable sales in County

1995.....	\$300,902
1996.....	\$317,533
1997.....	\$322,482
1998.....	\$337,861
1999.....	\$383,524

Location and Climate

Located between the Pacific Ocean and Sacramento, Lake County lies about 110 road miles north of San Francisco. It is surrounded by the Mendocino, Napa, Sonoma, Glenn, Colusa, and Yolo counties.

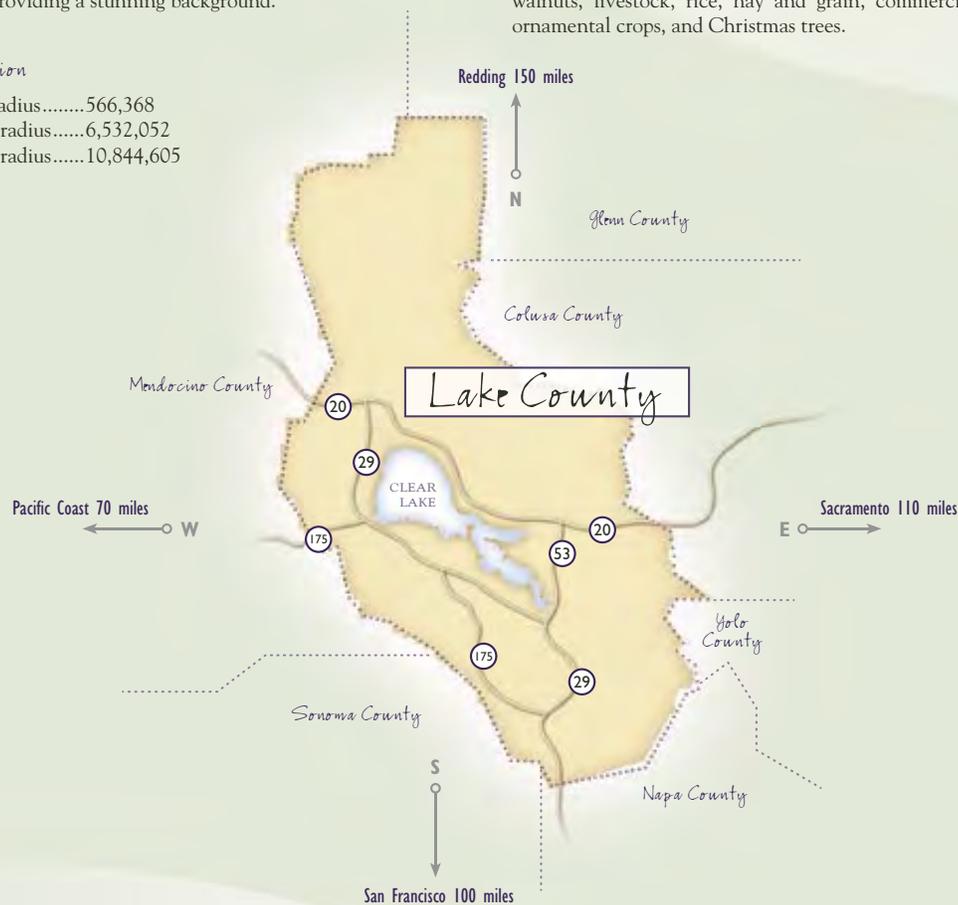
Almost centered in the county is Clear Lake, California's largest natural fresh-water lake, which is famous for its excellent fishing. The Konocti Hills surround the lake, with Mount Konocti and its legends providing a stunning background.

Population

50 mile radius.....566,368
 100 mile radius.....6,532,052
 150 mile radius.....10,844,605

Average annual daytime highs are 75° F, and average annual lows are 45° F. Average annual rainfall in the Middletown area is 45 inches; in Clear Lake basin, average annual rainfall is 25 inches.

Lake County's climate makes it a perfect location for producing award-winning wines, and Lake County is becoming well-known for its vineyards and wineries. Winegrape acreage continues to expand. Other agriculture also thrives, including pears, timber, walnuts, livestock, rice, hay and grain, commercial vegetables, ornamental crops, and Christmas trees.



LAKE COUNTY RESOURCES



If you have an interest in bringing in or developing a new business in Lake County, here is a resource list to assist you.

Lakeport Regional Chamber of Commerce
 707-263-5092 or 866-525-3767 or
lakeport@pacific.net

Clearlake Chamber of Commerce
 707-994-3600 or chamber@mchsi.com

Community Development Services
 707-262-1090 or cds@pacific.net

Business and Outreach Response Team
 707-262-1090 or bort@pacific.net

Small Business Development Center
 707-263-0330

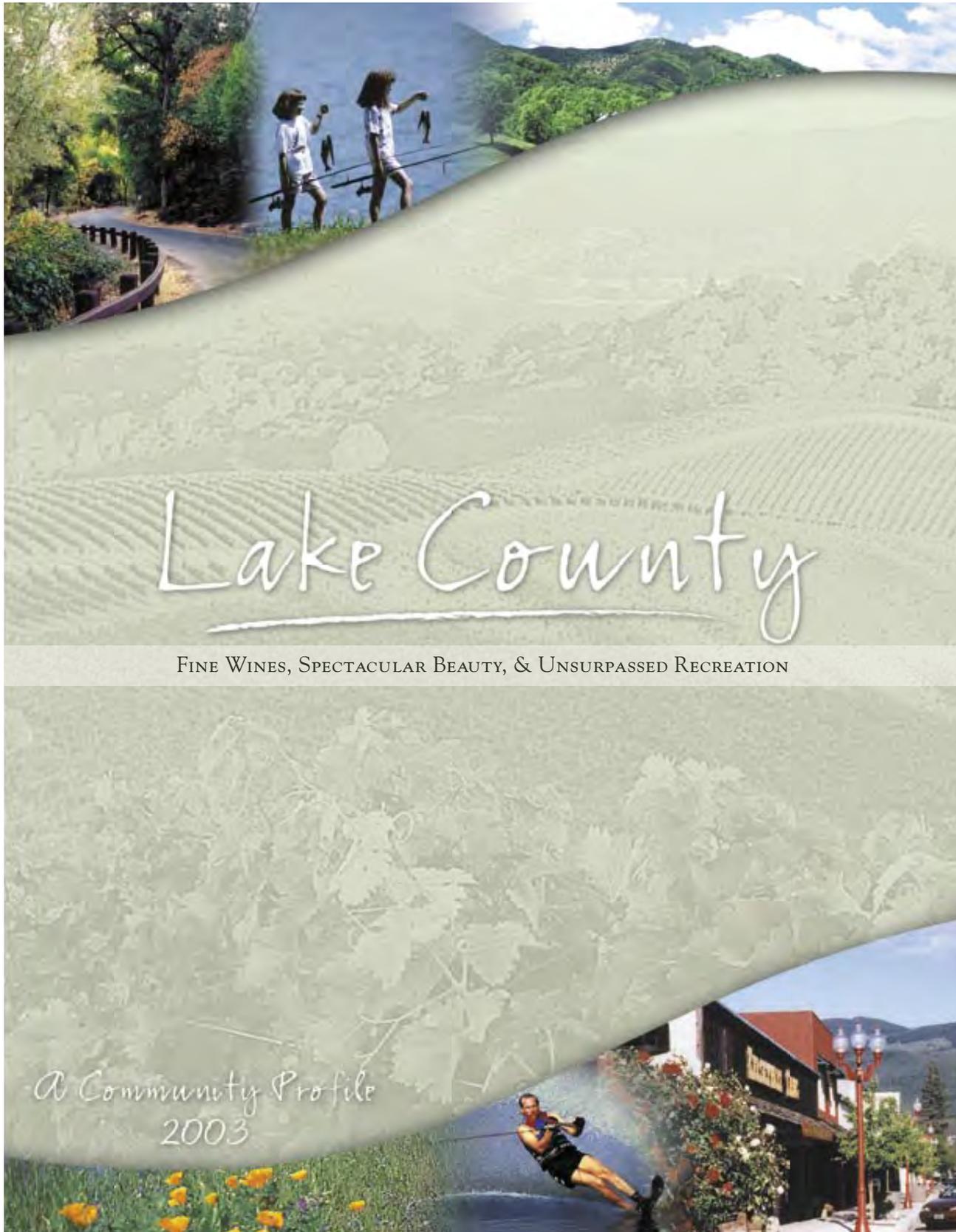
The Resource Center
 707-263-0630 or www.northcentralcounties.org/lake/partners03.htm

Lake County Winegrape Commission
 707-995-3421 or www.lakecountywinegrape.org

Lake County Visitor Information
www.lakecounty.com

County of Lake
www.co.lake.ca.us/cntyhome.html

Community profile brochure pages from Lake County, California.





Welcome to Lake County!

Lake County, California is just beginning to be discovered by the rest of the country. With its lovely pastoral setting, vineyards, sunshine, clean air, and wealth of recreational activities, the county has just about everything one could ask for. Clear Lake, California’s largest natural freshwater lake, is the centerpiece of the county, and offers world-class fishing, plus boating and watersports. Other outdoor activities include golf, hiking, bicycling, bird watching, and gliding. There are concerts, museums, art galleries, and wine tasting.

The towns of Lake County are friendly and charming. The small town atmosphere is a refreshing change from the hustle and bustle of high-traffic cities. The air is some of the cleanest you’ll find in the country. There is room to move, room to breath, and room to grow in Lake County. Housing is affordable, and new neighbors are welcome.

Community Services

Schools

The Lake County Office of Education serves the seven school districts of Lake County. They include:

- Kelseyville Unified School District
- Konocti Unified School District
- Lakeport Unified School District
- Lucerne Elementary School
- Middletown Unified School District
- Upper Lake Union Elementary Schools
- Upper Lake High School District

In addition, there are the Lake County Community Court School and community preschools in the county. More information can be at the Lake County Office of Education website – www.lake-coe.k12.ca.us

There are two community colleges:
Mendocino College – www.mendocino.cc.ca.us
Clear Lake Community College – <http://Lakecampus.org>

Libraries

The four branches of the library are operated by Lake County. They offer internet access, including internet cataloguing, searching, database searching, and full-text access to many major newspapers. Libraries are located in Lakeport, Clearlake, Middletown, and Upper Lake.

Medical

The cities of Lakeport and Clearlake both have hospital facilities with 24-hour emergency care. The Lake County Health Department

and both hospitals offer public health services. In addition, there are several nursing facilities, convalescent care homes, and an assisted living facility located in Lake County.

Police and Fire

Emergency 911 service is available for police, fire and ambulance. The cities of Lakeport and Clearlake provide local law enforcement, as well as the California Highway Patrol and the county Sheriff’s Department.

Lake County fire districts provide fire protection, in addition to the U.S. Forest Service and the California Department of Forestry.

Transportation

Local bus and Dial-a-Ride services are offered by Lake Transit. (707-994-3334)
Daily Greyhound bus service is available to San Francisco daily.

Lampson Field, located in Lakeport, is operated by the county. It has a 3,600 foot runway. 12,500 lbs. weight limit for aircraft. The elevation is 1,380 feet. MSL. 27 airplane tie-downs are available for a nominal county fee. Private fuel service is available, as well as other aviation services.

Communication Services

Media

There is one daily newspaper in Lake County – The Lake County Record Bee. In addition, there is a weekly newspaper – The Middletown Times Star, and a bi-weekly newspaper – the Clear Lake Observer. The San Francisco Chronicle is also available.



Special Events

January

- Teddy Bear Exhibit, Lakeport
- Crab Feed, Lakeport

February

- Black History Day Celebration, Clearlake

March

- Winter Music Festival, Lakeport
- Northlake Ford/Lakeport Regional Chamber of Commerce Team Bass Tournament, Lakeport

April

- Business Expo, Lakeport
- Clear Lake Monster Sailing Regatta, Konocti Bay
- Trout Derby, Blue Lakes
- Heron Days, Lower Lake
- Redbud Festival, Nice
- Spring Dance Festival, Lakeport
- Konocti Cup Sailing Regatta, Konocti Bay
- Wildflower Tours, Clearlake Oaks
- Earth Day Celebrations, Kelseyville & Middletown

May

- Langtry Day, Middletown
- Children's Creative Arts Day, Lakeport
- Passion Play, north of Lakeport
- Memorial Day Parades & Barbecues, Lower Lake & Lakeport
- Red Hot & Rollin', Lakeport
- Catfish Derby, Clearlake Oaks

June

- Chickenque, Lakeport
- Middletown Days Western Celebration
- VWs by the Lake Weekend, Lakeport
- Wild West Day, Upper Lake
- Bowfishing Tournament, Lakeport
- Personal Watercraft Poker Run, Lakeport

July

- Independence Day Festivities, BBQs, Parades, Concerts, Fireworks, Lakeport, Clearlake, Clearlake Oaks, Konocti Bay
- International Worm Races, Clearlake
- Celebrate Lakeport 1888, Lakeport
- Lake County Rodeo, Lakeport
- Roundup Car Show, Lakeport

August

- Miss Lake County Pageant, Lakeport
- Blackberry Festival, Lower Lake
- Lake County Summerfest, Countywide

September

- Lake County Fair, Lakeport
- Seaplane Splash-In, Lakeport
- Pear Festival, Kelseyville
- Pastels in the Park & Chair-a-Tea Auction, Lakeport

October

- Pedal the Puddle, Countywide
- Steele Wines Harvest Festival & Grape Stomp, and Vineyard Run for Literacy, Kelseyville
- Halloween Contests, Parades & Fun, Lakeport & Clearlake
- Lake County Wine Auction Gala

November

- Holiday Gift & Craft Shows, Countywide
- Teddy Bear Exhibit, Lakeport

December

- Christmas Festival of Music, Lakeport
- Christmas Tree Lightings, Countywide
- Holiday Parades, Kelseyville, Lakeport & Clearlake
- Golf Cart Parade, Clear Lake Riviera
- Christmas Crafts Festival, Lakeport
- Christmas Renaissance Pageant, Middletown

Ongoing

- Nature Walk-Bird Watching, Lower Lake
- Concerts by the Lake, Konocti Harbor Resort produces approximately 85 concerts annually featuring top-billing recording artists

Seasonal

- NCRA Super & Hobby Stock Car Races, Lake County Fairgrounds
- Farmers' Markets, County wide
- Summer Concerts, Lakeport



Lake County Television is a local access channel.

MediaCom provides cable access and programming.

Radio stations in Lake County include: KNTI 99.5 FM, KQPM 105.9 FM, KUKI 97.1 FM, KWNE 94.5 FM, KXBX 98.3 FM, and KXBX 1270 AM.

Recreation and Attractions

Wineries

Lake County's climate, altitude, and soils provide the perfect location for producing premium quality wine grapes. The following wineries and tasting rooms are open to the public; inquire as to hours and special events.

Guenoc and Langtry Estate Vineyards and Winery
Award-winning wines and special events
Open daily for tastings, tours by appointment
(707) 9987-2385

Ployez Winery
Lower Lake
Tasting room
(707) 994-2106

Steele Wines
Kelseyville
Harvest Festival in October
(707) 279-9475

Wildhurst Vineyards'
Kelseyville
Tasting room
(707) 279-4302

Red Hill Wine Tasting
Kelseyville
Tasting room – assorted local wines
(707) 279-9433

From the Vine
Lakeport
Wine tasting
(707) 263-5787

Blue Lakes Lodge Wine Cellar
Near Upper Lake
Wine tasting
(707) 275-2181

Fishing

Clear Lake is California's largest natural freshwater lake, and has a fishing season of 365 days a year. In addition, there are other lakes, reservoirs, and streams, making Lake County a fisherman's paradise.

- Clear Lake sports bass, catfish, crappie, and bluegill.
- Blue Lakes have trout, catfish, bluegill, and bass.
- The Highland Springs Reservoir has catfish, bass, crappie and bluegill.
- The Indian Valley Reservoir sports trout, bass, catfish, kokanee, and crappie.
- Lake Pillsbury offers bass, sunfish, and trout.

For more information, please call the Lake County Visitor Information Center at (707) 263-9544 or 1-800-525-3743.

Casinos

Three casinos in Lake County offer a variety of gaming entertainment.

Twin Pine Casino, with slot machines, keno, electronic bingo, video poker, and other games, also features special events, drawings, live action table games, and a café. Located in Middletown. 707-987-0197 or 800-564-4872.

Robinson Rancheria Bingo & Casino, located between Nice and Upper Lake, features a bingo hall, video gaming, and a café. 707-275-9000 or 800-809-3636.

Konocti Vista Casino offers blackjack and poker games and tournaments, as well as more than 270 pull tab video machines. Located off Soda Bay Road in Lakeport, the Casino also has a diner. 707-262-1900 or 800-FUN-1850.

Trails

Scenic trails and pathways for bicyclists, joggers, hikers, horseback riders, and walkers are plentiful and varied throughout Lake County. The Mendocino National Forest, Boggs Mountain, Cow Mountain and Cache Creek are some favorite areas. More information can be found at the Lake County Visitor Information Center and the Bureau of Land Management.

Watersports

With the largest natural freshwater lake in California right in the middle of the county, Lake County offers incomparable boating, fishing, and swimming. Clear Lake has over 100 miles of shoreline and an average depth of 28 feet. Water temperature varies from 40° in the winter to 75° in the summer.

Golf

Lake County has five golf courses, four of which are 9-hole, and one is a championship 18-hole course. The courses offer views of Clear Lake or the surrounding forests. There are also driving ranges, a miniature golf course, and a disc (Frisbee) golf course.

Adams Springs Golf Course, 9 holes (707) 928-9992

Buckingham Golf & Country Club, 9 holes (707) 279-4863

Clear Lake Riviera Yacht & Golf Club, 9 holes (707) 277-7575

Hidden Valley Lake Golf Course, 18 holes (707) 987-3035

Cobb Meadows Golf Course, 9 holes (707) 928-5276

Lodging Facilities

Lake County features a wide variety of accommodations, including hotels, motels, lakeside resorts, cottages, bed-and-breakfast inns, vacation home rentals, RV parks, and campgrounds.

Business and Industry

Principal Industries

The primary industries in Lake County include government with approximately 3,700 total employees, service with 3,680 jobs, retail sales with 2,870 workers, agriculture with about 930 jobs, construction and mining employing 700, transportation and public utilities with 550 employees, manufacturing with 540 jobs, finance, insurance, and real estate with about 510 workers, and wholesale trade with about 330 jobs.

Community profile brochure pages from Lake County, California.

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Location and Climate

Bordered by the counties of Mendocino, Glenn, Colusa, Yolo, Napa, and Sonoma, Lake County is located about 110 driving miles north of San Francisco, and about 110 driving miles west of Sacramento.

Almost centered in the county is Clear Lake, California's largest natural fresh-water lake, which is famous for its excellent fishing. The Konocti Hills surround the lake, with Mount Konocti and its legends providing a stunning background.

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California 35,301,000
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 30-39 6,106
 40-49 8,389
 50-59 6,942
 60-69 5,969
 70-79 6,390
 80+ 3,819

Climate

Average Temperatures

	Highs	Low
Jan-Mar	60°	32°
Apr-Jun	80°	48°
Jul-Sept	95°	57°
Oct-Dec	65°	44°

Average Annual Rainfall

Clear Lake Basin 25 inches
 Middletown area 45 inches
 Cobb Mountain 60 inches

Average Humidity

Winter: 50%
 Summer/Fall: 30%

Clear Lake Average Water Temperature

December 48°
 March 53°
 June 66°
 August 75°



LAKE COUNTY RESOURCES



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Clearlake Chamber of Commerce
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Community Development Services
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Lake County Visitor Information
 www.lakecounty.com

County of Lake
 www.co.lake.ca.us/cntyhome.html

"Best of" brochure pages from Bracebridge, Ontario.

Celebrate in Bracebridge ALL YEAR LONG!

JULY 29, 2016

MIDNIGHT MADNESS

Downtown Bracebridge

Mingle with locals and cottagers alike at this annual downtown festival; don't miss this night full of fun, excitement and bargains galore!
downtownbracebridge.com

JULY 30, 2016

GRIFFIN SESSION MUSKOKA

Annie Williams Memorial Park

Beer, Sun and Live Music – does it get any better? Join 20+ craft breweries, Ontario wineries, ciders, spirits and local food vendors at this amazing beer festival.
muskokabeerfestival.ca

JULY 15-17, 2016

MUSKOKA ARTS & CRAFTS' 54TH ANNUAL SUMMER SHOW

Annie Williams Memorial Park

With over 200 artisans from across Canada, you're sure to find a treasure to take home while meeting some inspiring artists and craftspeople.
muskokaartsandcrafts.com



**SEPTEMBER 24-25 &
OCTOBER 1-2, 2016**

MUSKOKA AUTUMN STUDIO TOUR

Throughout Bracebridge and Muskoka

A self-guided tour that bridges the gap between artist and patron, allowing visitors into the studio to witness the artistic process firsthand.
muskokaautumnstudiotour.com

SEPTEMBER 30 TO OCTOBER 2, 2016

WHAT'S COOKING BRACEBRIDGE

Various Bracebridge Locations

Back with the third Annual What's Cooking Bracebridge; this event is all about delectable dining, and the chefs who inspire us.
canadascottagecountry.ca

JANUARY 28, 2017

FIRE AND ICE FESTIVAL

Downtown Bracebridge

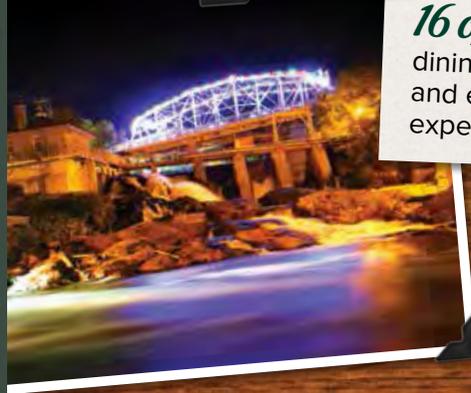
Come tube down the main street of Bracebridge! This festival offers a unique approach to a traditional winter carnival.
fireandicebracebridge.com

**2016-17
EDITION**

THE BEST OF Bracebridge



16 of our best
dining, shopping
and entertainment
experiences!




Bracebridge
MUSKOKA

The Art of Muskoka Living

Bracebridge Visitor Centre
1-866-645-8121



Muskoka Brewery

Beer and Cottage Country just go together. What better way to acclimatize to the region than a visit to Muskoka Brewery, one of the fastest growing craft breweries in Canada. With an award winning beer portfolio, the brewery handcrafts premium beer as unique and refreshing as the region it's from. Venture off the beaten path to visit the brewery for a free tour and to sample speciality beer only sold in the Tap Room. Cheers!

Hours of Operation:

Mon-Tue: 11am-5pm
 Wed-Thu: 11am-6pm
 Fri: 11am-8pm
 Sat: 11am-5pm
 Sun: 11am-4pm

Phone:

705-646-1266

Address:

1964 Muskoka Beach Rd.
 Bracebridge, ON
 P1L 1V4



muskokabrewery.com

2



The Griffin Gastropub

Looking for that out of the way spot where all of the locals go? If so, climb Chancery Lane, turn right and walk into an oasis of great hand-crafted beer, fine food and a friendly atmosphere.

Owners Jed and Curt have created an ambiance where ideas can be shared, friendships nurtured, music appreciated, and locally sourced food and drink savoured. With extensive beer offerings that are constantly evolving, you will have fun experiencing new brews with the guidance of the knowledgeable staff. The mouth-watering meals are served on beautifully presented plates where every morsel is as good as the last and local ingredients steal the show.

Live music, featured Thursday to Saturday evenings, rounds out the experience at the little pub that is big on charm.

Hours of Operation:

May Long weekend to Thanksgiving
 Tue-Wed: Noon to Midnight (at least)
 Thu-Sat: Noon-2am

Thanksgiving to May Long weekend
 Wed: 4pm to Midnight (at least)
 Thu-Sat: Noon-2am

Please call for Christmas hours (and other holidays)

Phone:

705-646-0438

Address:

9 Chancery Lane,
 (off Manitoba Street)
 Bracebridge, ON
 P1L 2E3

**LUNCH
 ENTREES:
 \$8-\$16**

**DINNER
 ENTREES:
 \$12-\$19**

thegriffinpub.ca

3



The Old Station Restaurant

The Old Station Restaurant has been a culinary fixture of downtown Bracebridge for over 30 years. Mike Warr and his son Owen offer a quality gourmet dining experience to please everyone's palate. Whether you visit on a warm summer's day or a cold winter's night, you're sure to enjoy an experience that is purely Muskoka.

Situated in a restored 1930's service station, The Old Station has a unique ambiance that is created by displays of historic photos and the 160-year-old maple tree trunk in the heart of the restaurant.

Hours of Operation:
Sun-Thu: 11:30am-10pm
Fri: 11:30am-11pm
Sat: 11am-11pm

Call for seasonal hours of operation.

Phone:
705-645-9776

Address:
88 Manitoba Street
Bracebridge, ON
P1L 1W3

**LUNCH
ENTREES:**
\$10-\$15

**DINNER
ENTREES:**
\$18-\$30



oldstation.ca

4



R&L's Bistro

Contemporary Mediterranean cuisine is served in a tranquil space with a traditional Muskokan edge. The mouth-watering menu includes organic beef and rack of lamb, freshly made pastas, specialty marinades, pan seared scallops and other delicious gourmet meals.

The Bistro has also earned a reputation for having the best weekend brunch in town. This family-run restaurant provides an inspired menu and superior customer service in a conveniently located uptown locale and has earned the 2011, 2012, 2013, and 2014 Award of Excellence from Trip Advisor. Reservations are highly recommended.

Hours of Operation:
Wed-Fri: 11am-2pm
Sat: 8am-2pm
Sun Brunch: 8am-1:30pm

Dinners
Wed-Sat: 5pm-Close

Phone:
705-646-2237

Address:
193 Manitoba Street
Bracebridge, ON
P1L 1S3

**LUNCH
ENTREES:**
\$8-\$12

**DINNER
ENTREES:**
\$17-\$24

rlbistro.ca

5



The Burger Shop

Are you a burger connoisseur? If so, this is the spot to go in Bracebridge! Specializing in unique burger concepts made with the finest of ingredients, the Burger Shop's proprietary burger blend consists of sirloin, round and prime rib Canadian beef. They take pride in offering fresh, never frozen products, which are locally sourced and fully organic. The Burger Shop is quickly becoming popular among cottagers and locals. Swing by and taste the difference that quality makes in this family friendly environment. If you still have room for dessert or maybe you're just interested in dessert, try one or two of the 36 flavours of Country Smith Ice Cream, made with 100% premium whole dairy product.

Hours of Operation:

Summer hours
10:30am-10pm

Winter hours
Sat-Thu: 11am-8pm
Fri: 11am-9pm

Phone:
705-645-0355

Address:
309 Ecclestone Drive
Bracebridge, ON
P1L 1G4



theburgershop.ca

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Santa's Village and Sportsland

Situated halfway between The North Pole and The Equator, Santa's Village is a must see attraction for families with young children. This unique 60-acre amusement park offers a variety of activities to keep the whole family busy. Take a cruise down the Muskoka River on Santa's Summer Sleigh, enjoy live shows at the amphitheatre, visit with Santa and his elves or hop on Santa's Roller Coaster Sleigh Ride.

Hours of Operation:

Open Daily
June 18-24: 10am-4pm
June 25-Sept 5: 10am-6pm

Phone:
705-645-2512

Address:
1624 Golden Beach Rd.
Bracebridge, ON
P1L 1W8



For some heart-pounding fun check out the Zipline Canopy Tour, the Aerial Adventure Course or the Jump Tower, all located within the amusement park.



santasvillage.ca

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Liv Outside

What better way to experience Muskoka than on the water? Conveniently located where the North and South Branches of the Muskoka River meet, Liv Outside offers rentals and instruction in all paddle sports with popular trips to one of our many local waterfalls. Explore the local wilderness by canoe, kayak or stand-up paddle board with a guided tour or on your own.

Liv Outside will also give you the opportunity to explore Muskoka on two wheels! Ride the on-site Liv Outside trails, the Trans-Canada trails or Buckwallow Cycling Centre for an off-road adventure. Or hit the pavement for a tour of one of many scenic roads and local waterfront parks. Rental bikes and guides are available daily.



livoutside.ca



The Clock Tower Centre

Bracebridge's newest retail experience is situated in the iconic Clock Tower. This historic building now hosts an eclectic assortment of artisans, boutiques and services sure to appeal to everyone. Visitors will enjoy meandering between hand-crafted jewellery displays, original watercolour, acrylic and oil paintings, home décor stores, as well as clothing and specialty services.

Later this year, the building will become home to a world class antique clock collection – stay tuned!

Address:
49 Manitoba Street
Bracebridge, ON
P1L 2B2



theclocktowercentre.ca

7-QUESTION ITINERARY EXERCISE:

Engage your locals in creating “itineraries from our local residents”

- Great idea for a public gathering, such as Kiwanis, Rotary, etc.
- Use a blank sheet and ask a series of 7 questions
- These are examples and can be changed to suit the season, location and other particulars of the itineraries you are creating

1. **Where will my partner and I have the best dining experience?**
2. **Where should we go for some nightlife?**
3. **Where can we get gourmet items for a picnic?**
4. **What is the one thing we MUST do while we are here?**
5. **Where can I get the best dessert? Name the place AND the dish.**
6. **Where can I take the best picture that says I was really there?**
7. **Where can I get something locally made? A gift or great souvenir?**

- Then ask the participants to number them in order – this builds the itinerary
- Notice: five of the questions are about private industry



Tinley Park
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Life Amplified



Roger Brooks International, Inc.
24654 N. Lake Pleasant Pkwy, Suite 103-487
Peoria, AZ 85383
206-241-4770

www.RogerBrooksInternational.com

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