

UNIFIED COMMITMENT. UNCOMMON ENERGY. ADVENTUROUS SPIRIT.

STRATEGIC PROPOSAL

FEBRUARY 2022

ORIGINAL

KANE COUNTY FABULOUS FOX BRANDING PROJECT

TAG



PROJECT RATIONALE

Developing a Strategy for Marketing the Fabulous Fox

Overview

The Illinois Fox River Valley offers an incredible opportunity to expand tourism draw not only from the Chicago region but adjacent states as well. Just the population within the collar counties offers over 2.35 million resident visitors. By adding other contiguous counties in Southwest Wisconsin and Northwest Indiana the numbers swell even more. The Fox River Valley is home to family-oriented sites fostering agritourism, seasonal festivals, musical performances, theater, sports and wellness. Even the Fox River itself is ripe to attract kayakers and canoers.

Initial Steps

TAG recommends evaluating the opportunity by doing three steps.

1. **Execute Initial One-On-One Interviews**-TAG will conduct interviews with decision makers from: Aurora, Batavia Geneva, St. Charles, Bartlett, Carpentersville, Oswego, Elgin, South Elgin and East Dundee. TAG will gain a better understanding of their interest in a collaborative tourism marketing effort, including a shared website for visitors to access.
2. **A Fox River Brand Summit**- TAG Senior leadership will organize and lead a Brand Summit. TAG has coordinated more than 150 Brand Summits with various clients including public entities. It is a powerful way to rally stakeholders toward a common goal.

The Brand Summit Process Will Include:

- a. A Half-Day workshop in Kane County-offsite
- b. 8 Rules of Branding
- c. Sharing insights gained from the one-on-ones by TAG
Wide ranging directed discussions on having a collaborative effort to generate interest in visiting Kane County for new experiences, retail shopping and family focused activities and events. As well as identify businesses who could gain form such a focus that promotes Kane to various consumer segments,
- d. SWOT to magnify opportunities and barriers
- e. Scenario Planning Development
- e. Agreement to move forward together

PROJECT RATIONALE

Developing a Strategy for Marketing the Fabulous Fox

3. The Plan:

TAG will meet again with the Fabulous Fox team to present a recommended action plan.

TAG's creative team will develop brand board to demonstrate how messages for this effort could look, feel and sound on a new website, through organic social media posting, in print and video messages.

TAG will provide a plan for these strategies that including, a website potential advertising and public relations strategies. If practical, the plan could be emulated by other segments of the entire Fabulous Fox! Water Trail.

PROJECT FEE

The Project Fee will be based on anticipated hours:

**Step 1- One-On-One interview (6-12) discussions:
including internal reviews, after each, travel, 2 trips 36 hours**
This could be based on setting Fabulous Partnership
that represents all member. The individuals would
serve as participants and decisionmakers for
deployment of marketing strategies starting with the
Brand Summit

Step 2- The Brand Summit- 4 team members: 22 hours +travel*

Step 3- Deliverables: 80 hours
The action plan for deployment,
Brand Board, Message platform,
Work plan, Website concept direction
Formal Presentatation,

Fee= \$ 22,500.00*

This fee is exclusive on any overnight expenses which would be agreed upon the Fabulous Fox leadership prior to any action.



- East Dundee
- South Elgin
- Geneva
- Aurora
- Carpentersville
- Elgin
- Bartlett
- St. Charles
- Batavia
- Oswego

APPROVAL

CLIENT

Signature _____ Date _____

TAG

Signature _____ Date _____

Billing Procedure

TAG will invoice the project total upon signing and is due upon receipt. The project will begin once payment is received.

NOTE:

This estimate remains valid, and prices remain firm for 10 business days from date of proposal. Should project parameters change in any way from that noted herein, TAG will notify the client during the project and a change order will be provided for client signature. Also, should hours to complete the project exceed the parameters compensated for in the range of this proposal, TAG will advise client immediately. This proposal is confidential and proprietary.

This is an estimate and may vary as much as 10% over or under the amount above. Any variance will be noted, and the price adjusted on the invoice. Any amounts outside of the allotted 10% will be discussed and approved prior to proceeding.

In the event of client cancellation of any portion of any order/contract or failure to have paid for the specified number of deliverables, any rate discount built into ongoing agreement will be retroactively nullified and may result in a short-rate. In such event, the client must reimburse TAG for the short-rate (which is the difference between the rate charged on the contracted frequency and the higher rate based on the reduced frequency of deliverables published and paid for) as well as any third-party costs incurred within 30 days of invoice.

This estimate of services by TAG and Client listed above is based on a mutual agreement of the timeline TAG has proposed for developing the project to completion. If client decides to delay the schedule agreed upon, TAG will complete the billing sequence as agreed upon based on the original date. If the project is delayed in excess of 5 business days, the completion schedule will have to be redeveloped and redeployed per TAG's production schedule. If the project is delayed more than 30 days, TAG will have the right to re-estimate the project based on new unanticipated costs to fully develop the project.

NOTES & CONFIDENTIALITY

CONFIDENTIALITY NOTICE

This document contains confidential information belonging to TAG which is legally privileged. The information is intended only for the use of the individual or entity to which it is addressed; disclosure, copying, distribution or the taking of any action in reliance of the contents of this information is strictly prohibited.

PROJECT RATIONALE

This proposal is presented as a response to the Kane County RFQ for Developing a Strategy for Marketing The Fabulous Fox. We recognize that once the project is awarded a schedule for executing the planning process will need to be defined more specifically.