



CITY OF O'FALLON
Park & Environment Committee
AGENDA
September 12, 2016
5:30 p.m.
Public Safety Community Room

- I. CALL TO ORDER
- II. ATTENDANCE
- III. APPROVAL OF MINUTES: August 8, 2016
- IV. ITEM: 1 PARK PARTNERS: SPONSORSHIP PACKAGES
- V. STAFF REPORTS
- VI. ADJOURNMENT:

CITY OF O'FALLON
Park & Environment Committee
August 8, 2016
5:30 P.M

Public Safety Building

Minutes of a regular meeting of the Parks & Environment Committee of the City of O'Fallon, held in the Public Safety
Building Community Room, 285 S. Seven Hills Rd, O'Fallon, Illinois August 8, 2016

I. Attendance: MEMBERS

X	Holden, Chair (6)
X	Gerrish, Vice (7)
X	Albrecht (2)
X	Meile (1)
X	Haqartv (3)
X	Smallheer (4)

II. Council: Cozad; Gilreath; Kueker; McCoskey; Roach
Guests: Hodapp; Hubbard; Kasten; Pitts; R. Zelms; Boch;
Malare
Staff: Dallner; Denton; Evans; Funk; Litteken; Hutchison
Meeting called to order at 5:30 p.m.

III. Minutes: May 9, 2016
Motion: **Smallheer** motion to approve the minutes May
9, 2016 Meeting
Second: **Meile**
Discussed: N/A
Approved: All

IV.

Item I: Economic Impact Presentation
Attached by Bob Lewis, Development Strategies-
\$ 5,187,750 Direct Impact \$9,928,050- O'Fallon Total Impact
\$11,907,150 St Clair Co Total Impact
\$13,283,350 State of Illinois Total Impact

O'Fallon's park and recreation programs spend almost \$3.6 million in an average year, employ 228 people in an average year (13 year-round and 215 seasonal), and attract over 128,000 visitors each year who spend an estimated \$1.6 million because of their use of O'Fallon's parks.

This study demonstrates the economic impact of O'Fallon Parks & Recreation in the City of O'Fallon, St. Clair County, and the State of Illinois in several measurable ways. O'Fallon is one of the major cities of the region and within St. Clair County. In fact, national measures of parks and recreation expenditures by local governments place O'Fallon well above average. It is not difficult to observe that the quality of life in O'Fallon and the economic progress that it and its residents have achieved are immensely supported by the many superior facilities and activities in O'Fallon's park facilities and recreational programs.

But it is often difficult to quantify that full impact. How, for instance, can the economic impact of biking, jogging, or roller-blading around the parks be measured? Such pursuits expose people to nature and exercise which, in turn, help

with their physical and mental well-being, almost certainly making them more productive participants in the economy. Unfortunately, measuring that impact in a meaningful way continues to elude economists. Still, there are other indicators than can be measured.

Item II: Park Partners-\$100,000(possible revenue) Goal is to develop yearlong partnerships in levels as well as increase revenue associated with sponsorship of events, attractions, teams and camps. Banner Advertising on event pages, coupons for dining, hotels, shopping, fields, tournaments as well as attractions such as Splash pads, round-a-about, walking path on-line and in parks would be designed. A Family Friendly Policy is in development for all possible Park Partners. The Fource Group could handle:

1. Recruitment Event
2. Website/Flash page development
3. Creative design
4. Production
5. Installation
6. Permit & Administration.

OPRD would structure events, sites, approved and handle all contracts with the Park Partner.

60% Profit OPRD--- 40% Fource for Production, Service Fee which includes development, etc. as stated above. (5-Year Agreement)

Staff was requested to seek out other marketing companies to compare; provide a Master Service Agreement with number of options in contract years; cost to administration and production of the sponsorship program.

Item III. GSI/Game-On Sports: Market Study & Business Plan/Pro Forma draft has been received. Staff is vetting the information and structuring the joint plan. Staff expect options be ready in September for review. Sudden death of Dave Thorman has slowed down the process slightly. Dave deliver the business plan to me the week before his sudden death. Issues with information associated with the report are being evaluated.

V. Staff Reports: Presented

ADJOURN Motion: **Meile**
Second: **Hagarty**
Approved: **All**

PREPARED BY: MJ Hutchison
Next Possible Meeting: September 12, 2016

O'FALLON PARKS & RECREATION

STATEMENT OF WORK

AUGUST 2, 2016

Submitted by:

THE FOURCE GROUP, LLC
631 N Main, Suite 2
O'Fallon, IL 62269

THE **FOURCE** GROUP

Situation Analysis

The O'Fallon Parks and Recreation Department is a central part of the O'Fallon Community and serves to provide exceptional services, programming and facilities to the residents of O'Fallon and it's sister community of Shiloh, Illinois.

Over the past decade, the Department has made significant investments to expand recreational and sports opportunities through the construction of the O'Fallon Family Sports Park and made improvements to the existing parks in O'Fallon, Illinois.

Over the past several years, the Department has been exploring various methods to secure non-tax funding sources to assist in the maintenance, program development and marketing of the Departments facilities and services.

At the same time, the Department has been approached by private businesses about the possibilities of sponsorship opportunities at the Department's sports fields and park attractions.

As such, the Department has been studying how to effectively create partnership opportunities with local businesses that allow for signage that do not detract from the natural beauty of the parks and fields.

In addition, the Department has been researching how to best communicate with and promote to visiting teams and tournaments how to find local O'Fallon restaurants, hotels, retail shopping and entertainment venues to visit while they are in O'Fallon.

The Department also has recognized that with limited staff, it does not have the ability to properly recruit, install and maintain sponsorship program on a full time basis, without diverting current personnel time from program development responsibilities.

The following marketing strategy has been specifically crafted for O'Fallon Parks and Recreation in order to establish the "Partners in the Park Sponsorship Program" that would achieve the following results:

1. Recruit business partners at various levels of investment in exchange for promotional opportunities within the O'Fallon Parks and Recreation System.
2. Secure non-tax revenue funding through the recruitment of the aforementioned businesses. The initial goal in the first year would be to secure \$100,000.
3. Create an online "hospitality" presence that will work to welcome visitors to the O'Fallon Parks and Recreation System and promote local businesses during peak tournament and sports seasons. Identify and provide discounts and coupons to offer to visitors.
4. Design, produce, install and maintain the suggested tactics and implementation procedures based on the findings of our own analysis, review and study of trends, and our understanding of the goals that are unique to you.

This document provides the statement of work which is subject to revision pending further collaboration and discussion on the agreed upon goals.

Statement of Work (SOW)

Development of Partners in the Park Marketing Program:

THE FOURCE GROUP will create and develop the parameters of the Partners in the Park Marketing Program including levels of sponsorships, benefits to businesses and a powerful marketing presentation to recruit partners. In addition, THE FOURCE GROUP will develop a list of prospects in cooperation and under the direction of the O'Fallon Parks and Recreation Department. Upon approval, THE FOURCE GROUP will contact, meet with, and secure partners at the various levels required. See attached presentation for initial program outline in Appendix A.

Deliverables:

- Finalization of proposed partner levels and revenue goals.
- Creative Development, Copywriting and production of Marketing Materials for both offline and online purposes.
- Development of Business Prospect List
- Meetings with prospects and provide weekly progress reports
- Development of Individual Partner Contracts, negotiations and payment processing.
- All of the above items will be available within (30) days from contract initiation and monthly reports will be submitted thereafter.

Creative Development of Partner Components inclusive of the following:

1. **"Hospitality" Site:** THE FOURCE GROUP will create a proprietary "hospitality" website that is fed through the landing pages of the online and offline campaigns. The website needs to be conducive in today's market. It should build confidence and trust but, most importantly, it should gather all the required analytics. The site must be clear and easy to navigate, load quickly, and reinforce campaign/brand positioning. It should look contemporary and incorporate a high level of interactivity. It should rank high on all the primary search engines (Google, Bing) using Search Engine Optimization techniques.

Deliverable:

- We will build the website to be responsive and dynamic with fully optimized SEO. All pages will be driven by custom SEO content: researched keywords and key phrases, proper keyword and key phrase density, calls to action and optimized H1, H2 and H3 tags (headings and subheadings for readability and search engine friendliness).
- Design will include pages for platform information and issues discussion, biography details and information collection. It will also include an e-commerce component to collect sponsorships and memberships. It will also include video production.

- 2. SEO Marketing Campaign:** THE FOURCE GROUP will setup your campaign using keywords targeted to your services and service area. This process will include selecting appropriate keywords, creating ad copy, and developing or improving the landing page for targeted terms.

Deliverable:

- Baseline Report will be provided within (14) days of contract initiation.
- First Traffic Report and Analysis will be provided (90) days after contract initiation and every (90) days thereafter.

- 3. Social Channel Marketing:** THE FOURCE GROUP will create a robust social channel advertising campaign based in data. We will optimize the following social media channels and create advertising when relevant:

FACEBOOK - The primary purpose of the OPR/Partners Facebook page is to interact with and deepen relationships with customers. This will be accomplished as follows:

- Invite commentary and photos from followers.
- Creation of tournament groups and events
- Drives engagement with Partners and the Parks Department
- Media spend
- Be directly linked to website

Twitter | Instagram - The primary purpose of the OPR/Partners social profile is to establish thought leadership and increase credibility through the curation of share-worthy content. This will be accomplished as follows:

- Promote business and tournaments, as well as other relevant content with weekly updates.
- Include relevant hashtags in all tweets.
- Respond to and interact with followers.

Social Marketing Deliverables

- Weekly Postings (Additional Postings for individual tournament weekends – up to 10 postings a week per tournament)
- Ad Copy and Landing Page Split-Testing
- Baseline report will be provided within (30) days of contract initiation
- First Summary report will be provided (60) days after contract initiation and every (90) days thereafter.
- Overview of the social marketing strategy will be available (30) days from contract initiation.

- 4. Online Advertising:** THE FOURCE GROUP will create and develop a powerful digital display advertising of up to six sizes for the Partners to promote their businesses as defined in their level of partnership. We will utilize IP Targeting within the Parks and Facilities to target tournament participants and visitors to the parks.

Deliverables:

- Baseline Report will be provided within (45) days of contract initiation.
- First Traffic Report and Analysis will be provided (90) days after contract initiation and every (90) days thereafter.
- Initial phase of retarget landing pages available (45) days from contract initiation

- 5. Email/Drip Marketing:** Drip campaigns are automated processes that send out a set of messages or content that we develop to target sales leads at the right moment to move them through the communications cycle. Drip campaigns allow you to consistently “touch” your audience with relevant information based on time intervals, actions taken by prospects on your website, or other parameters, freeing up valuable marketing and sales resources without neglecting your prospects.

We will tailor your campaigns to the various tournaments and their participants based on the schedule provided by the O’Fallon Parks and Recreation Department.

Deliverable:

- Create and design branded collateral to be dynamically populated according to analytics of drip calls to action for each audience and tournament.
- The initial review and analysis of your current process and/or plan will be completed within (30) days.
- A report outlining the result of each drip campaign will be provided every 30 days.

- 6. COLLATERAL and SIGNAGE:** THE FOURCE GROUP LLC will design a template design that will be utilized for Partnerships to ensure that all Partner signage promotes the family friendly atmosphere within the Park and adds to the overall esthetics of the facilities. The collateral and signage will be subject to final approval by the O’Fallon Parks and Recreation prior to installation.

Deliverable:

- Create, design, produce and install the following in accordance with City of O’Fallon Sign codes and ordinances:
 - 4 x 8, 4 x 4, 2 x 4 Sports Field Signs made of all-weather material lightweight poly metal material.
 - 4 x 4 All Weather Camp Signs with Metal Frames
 - 4 x 4 Custom All Weather Attraction Signs
 - 18 x 24 All Weather Light Pole Banners and Hardware
 - Sports Team T-shirt designs and production
 - Tournament Premiums as determined by each event

7. Program Efficacy Analytic Measurement: The key component to success of our marketing strategy is the daily, weekly and monthly tracking of our marketing efforts to show ROI and lead generation and conversion.

Deliverable:

- Weekly/Monthly/Quarterly updates and reports to senior management
- First Report within 30 days of execution of contract.
- Weekly Reports and updates thereafter.

TERMS OF AGREEMENT

PARTIES & PERIOD OF CONTRACT

This Agreement is made between **O'Fallon Parks and Recreation**, (hereinafter "Client") and **THE FOURCE GROUP, LLC**, (hereinafter "Marketing Company"). Client agrees to retain Marketing Company from execution of contract for a period not less than five (5) years following the contract execution.

PRICING & FEES

The O'Fallon Parks and Recreation shall pay to the Marketing Company a sales commission plus production expenses equal to 40% of the Partnership Level agreed to by mutual understanding. Initial levels include:

1 TITLE LEVEL - \$12,000/\$1000 a month
2 PREMIER LEVEL - \$7500/\$625 a month
5 CAPTAIN LEVEL - \$5,000/ \$416 a month
10 COACH LEVEL - \$2,500/ \$208 a month
25 FRIEND - \$1000/ \$83 a month

20 EVENT - \$500/ per event
10 ATTRACTION - \$5,000/ per attraction
LIGHT POSTS- \$400/per post
TEAM - \$750/per team
20 CAMP - \$400/ per camp

Commission payments shall be made to the Marketing Company on a monthly basis beginning the first month a Partnership Payment has been secured. In the event a partner chooses monthly payments, the commission shall be pro-rated over the course of the year and paid out monthly. If a payment is made in full, the full commission will be paid out to the Marketing Company.

Client agrees to pay all additional hours of work, approved by Client, at our standard hourly rate. Client also acknowledges that Marketing Company may recommend 3rd party software or services, to be paid for by Client upon Client's approval.

THE FOURCE GROUP

SEARCH ENGINE POLICIES

Client acknowledges that Marketing Company has no control over the change to search engine policies or algorithm changes. At any time, Client's website may lose rankings at the sole discretion of the search engine and Marketing Company cannot be held liable for the actions of search engines.

CONTRACT RENEWAL

Client agrees that this Statement of Work will be in effect for the agreed upon duration. If you agree to the terms set forth above, please sign in the space provided below and return one copy of this proposal. If desired, contract termination requires 30-day notice as outlined in the Master Service Agreement.

X _____
Client Signature

Date

X _____
FOURCE Signature

Date

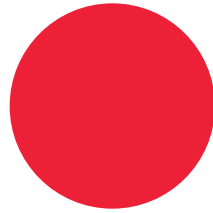


TH!NK TANK
think • create • solve



MISSOURI
BOTANICAL
GARDEN

COMMUNICATIONS
PROPOSAL

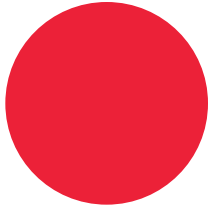


The Mission: Communications Management

Think Tank will provide management services and oversee the Missouri Botanical Garden's Communications Division as well as manage contracts with third-party providers and catering services, event management and retail operations. Includes management of the core areas of the Communications Division including:

Publications, Media Relations, Special Events and Exhibits and Visitor Services.



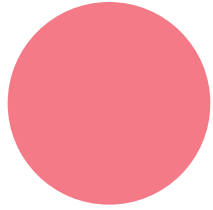


Think Tank Involvement Publications

Think Tank would support the Publications division of MBG in a similar fashion to how we support each and every client that walks through our doors.

We will help oversee, provide direction and implement plans as needed. We also utilize useful project management systems like Basecamp to help streamline the process with clients as we work through all the creative collateral that needs to be produced.





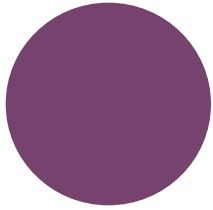
Think Tank Involvement Media Relations

Think Tank would support the Media Relations division of MBG by fostering key media relations and helping the department create a strategic partnership with key press contacts.

Keeping current with new people in the industry and changing trends like media pitching via social and viral will be vital in growth of the organization.



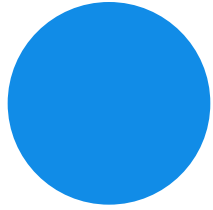
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Think Tank Involvement Special Events and Exhibits

Think Tank shines when it comes to special events and our clients. In fact, it is one of the things we love doing the most. Some of our favorite stories are the ones where we grew awareness from an event – whether it was throwing a 'Sushi for Haiti' event with Wasabi Sushi Bar or expanding the footprint of Reliance Bank into new neighborhoods through special events - each and every one has been special and unique. This is something unique we bring to the table for MBG.





Think Tank Involvement Visitor Services

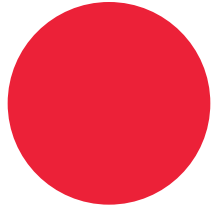
Think Tank will collaborate with the Visitor Services team to implement new and creative ways to make each guest's experience memorable and satisfying.

This could include putting together and managing focus groups to better assess what we can do to make the experience memorable, as well as coming up with innovative and creative events to drive people through the doors in conjunction with the other MBG divisions.



VISITOR
SERVICES





Think Tank Involvement Vendor Management

Ah, vendor management. This is something we handle each and every day for our existing clients. Think Tank would negotiate, coordinate, review, create budgets and oversee all vendors for MBG. We would also assess the partnerships MBG currently has and see if other vendors/partners could be more strategic and/or offer a greater financial benefit to MBG.



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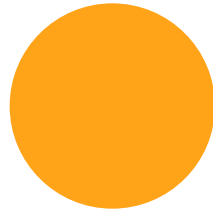
Think Tank Involvement Brand Placement and Marketing Plan

This is the fun stuff! Think Tank would develop an overall marketing plan for MBG as well as produce concepts that support the amazing exhibits and events MBG offers throughout the year.

This includes implementing a strategic plan, making media buy recommendations and providing reports and analytics to senior level members and the Board of Trustees.



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GARDEN



Think Tank Case Studies

From branding to print design to video and commercial production to digital to public relations to web design to social media to SEO – Think Tank does it all and does it all in-house.

Here are just a few case studies we thought you'd like to take a gander at.

Can you tell just how much we love working for our clients?



Katie's

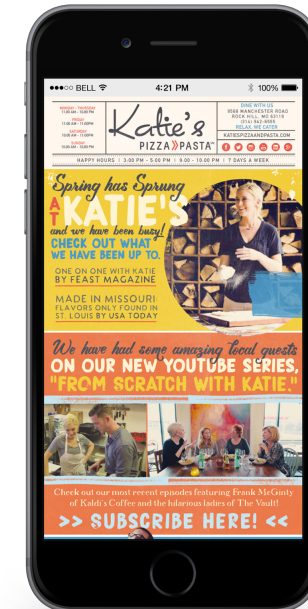
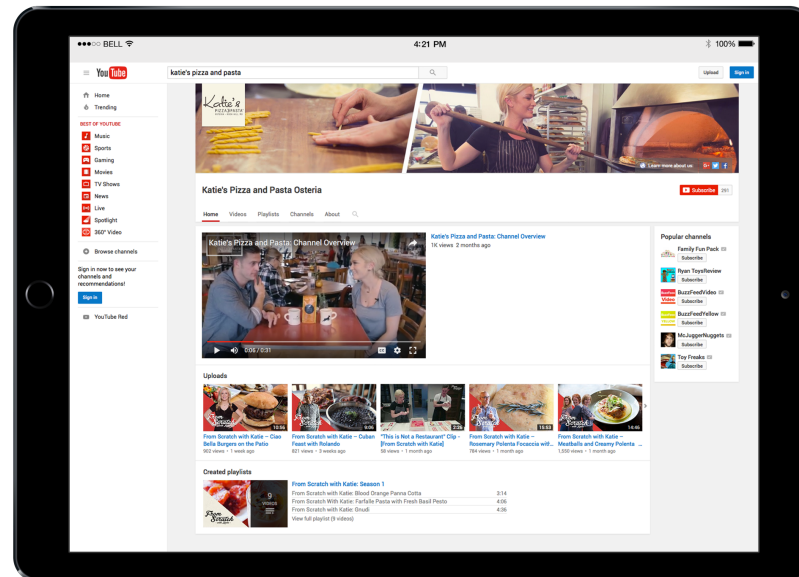
Pizza & Pasta Osteria

Katie's Pizza & Pasta Osteria hired Think Tank once they opened their restaurant after launching a successful Kickstarter campaign. The mission: bring us diners. And, that we did.

With a strategic and innovative campaign launched solely in social, digital and video we catapulted the brand to what it is today.

Since that time KPPO is opening its second location in January 2017, has been contacted by the *Esquire Network* and starred in *The Next Great Burger* and was also contacted by the Schwan's cooperation to become a consultant for their pre-packaged food services which then led to KPPO's next initiative, their in-home service *Vero Pasto* "Katie's Pizza Kit" which will launch in September 2016.

Platforms utilized: social, digital, video, print advertising.



Kräftig

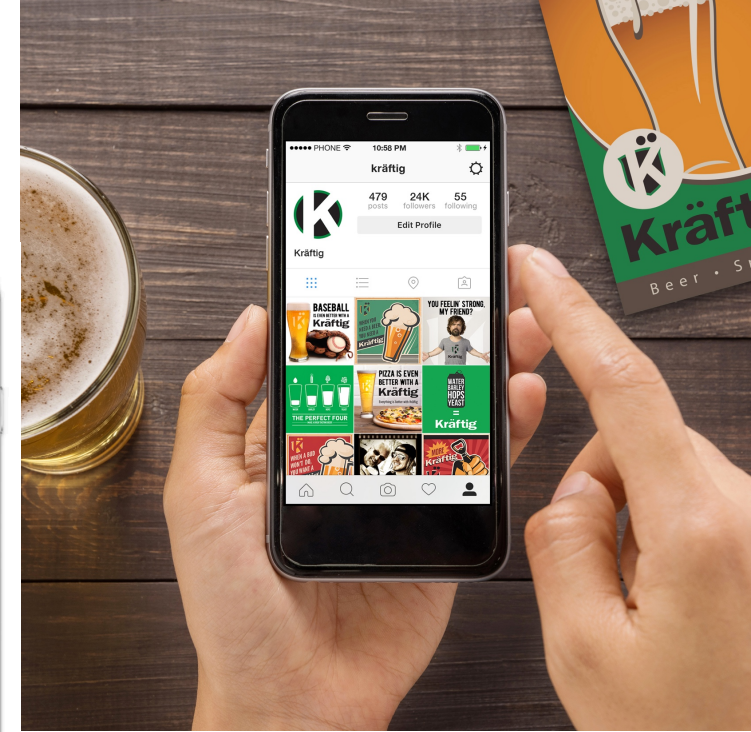
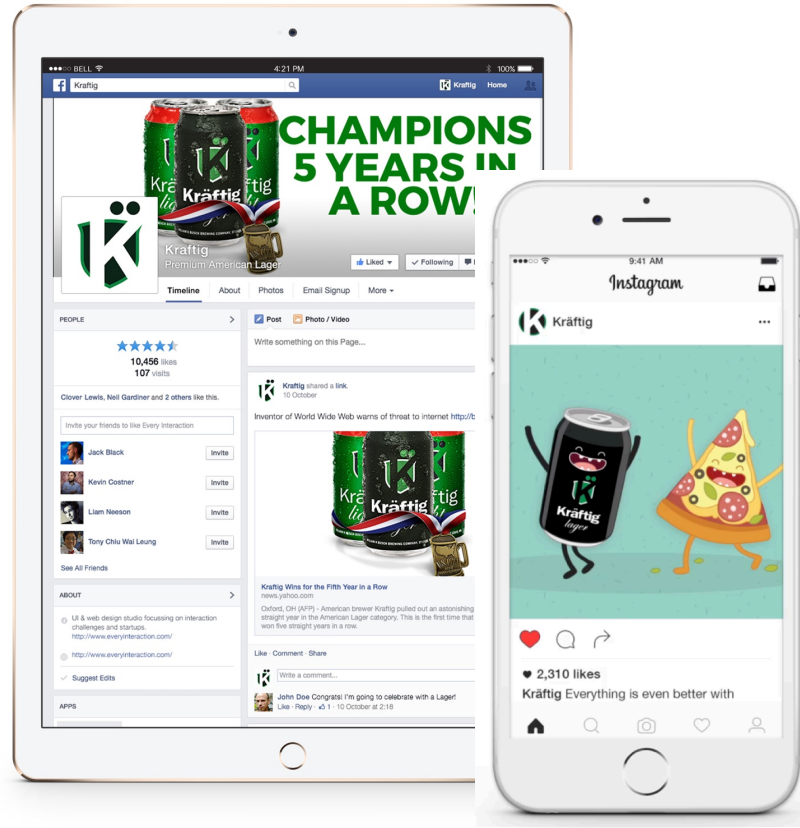
Lager & Light

Kräftig hired Think Tank to do something extremely exciting: rebrand their company and give it a fresh look in the market as they expanded market share.

With a strategic and innovative campaign launched solely in social, digital and video we are changing the look and feel of the brand today.

In the fall of 2016 the new look and brand identity will be rolled out to the public as we help the Kräftig team expand into new territories.

Platforms utilized: social, digital, video, print advertising, outdoor, commercial production, point of sale, vendor management.



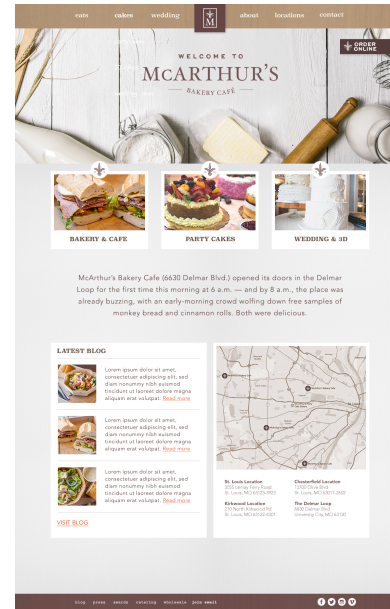
McArthur's

Cafe & Bakery

McArthur's Café and Bakery came to Think Tank needing a brand overhaul when Scott Rinaberger purchased the company from the McArthur family and decided to open more locations in an aggressive brand expansion.

Think Tank was tasked with coming up with a new look, new campaign, and new attitude that showcased the new brand but gave a nod to tradition. Thus the campaign “*Let McArthur's Help You Celebrate*” was born.

The campaign took flight with traditional commercials, strategic direct mail pieces, innovative video and a complete social and digital campaign. McArthur's is on a huge growth track as they look to open their fifth location in summer of 2016.

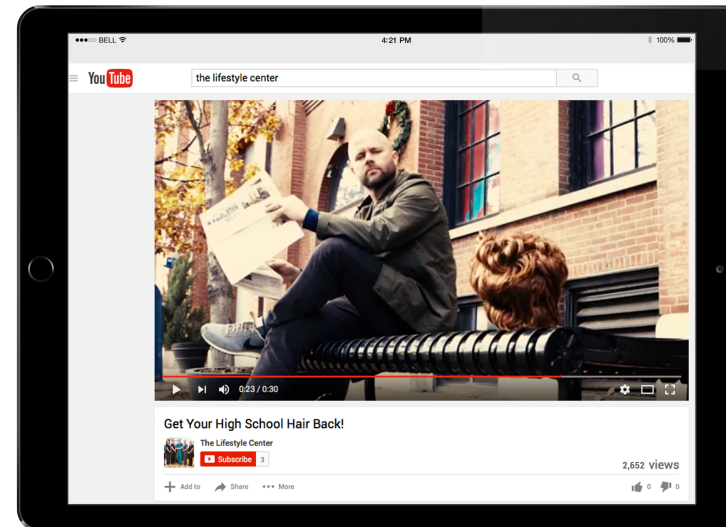


The Lifestyle Center

The Lifestyle Center had a unique challenge when it first contacted Think Tank. They had just rebranded and were moving from their location in Clayton to Frontenac and needed an all-inclusive awareness campaign.

What resulted was Think Tank implementing a well-rounded campaign that encompassed social, digital, video, print and outdoor to drive people to TLC's website and services. We also utilized well-placed partnerships such as a unique sponsorship with Miss Oklahoma as she competed in the **Miss USA** contest.

TLC also tasked us with making hair restoration a topic men wouldn't be afraid to talk about which we did with an innovative commercial campaign called *"Get Your High School Hair Back"*.



Dogtown Pizza

Dogtown Pizza, a frozen pizza company, isn't your typical client. They came to Think Tank wanting us to do a B2C campaign as well as an innovative B2B campaign geared toward chain retailers and distributors.

Utilizing social, digital and tons of video we did just that. We also leveraged fun and strategic partnerships with the likes of Kräftig, Schlafly, STL Up Late, Steve's Hot Dogs, Twisted Ranch and the Moolah Theatre.

Today Dogtown Pizza can be found in an assortment of states in the finest retailers including Schnuck's, Shop N Save, Dierbergs, Target and Walmart.

Platforms utilized: social, digital, video, partnerships. Favorite campaigns: "*Box of Lies*" and "*What's Next*".



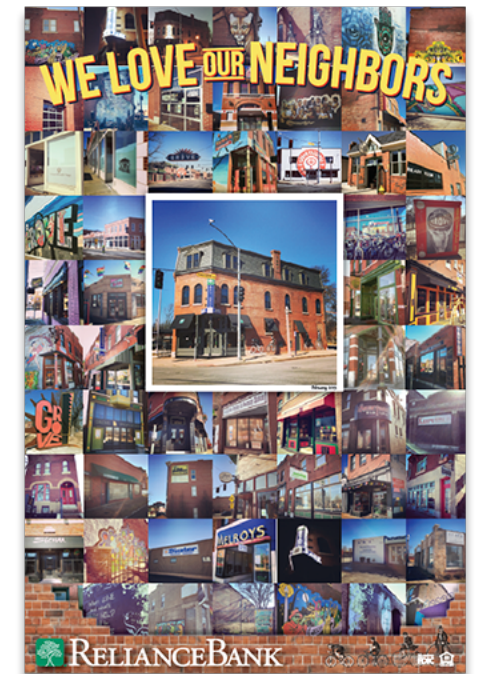
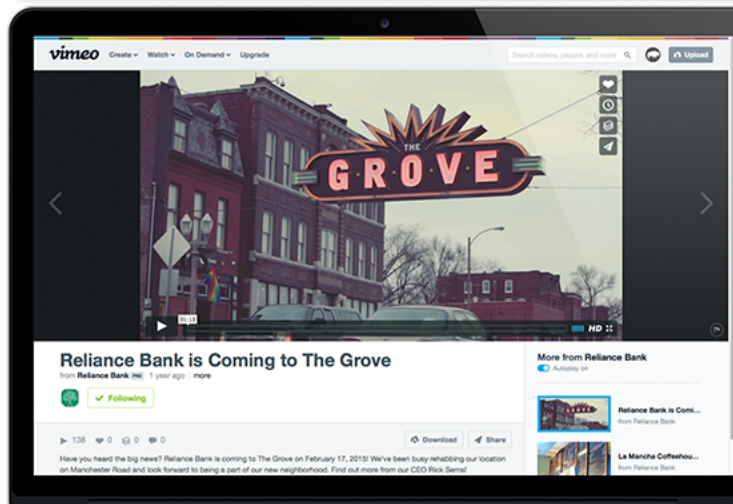
Reliance Bank

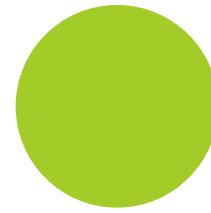
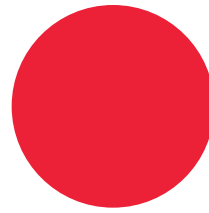
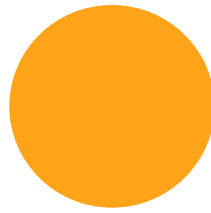
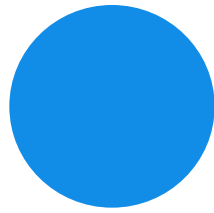
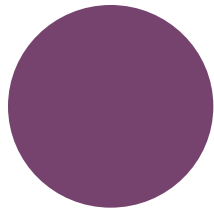
Reliance Bank is one of our favorite clients. They allow us to "run with the ball" and strategically grow their business through marketing, which is extremely exciting and fulfilling.

We have helped Reliance move into new markets by creating innovative campaigns like the "*We Love Our Neighbors*" campaign in the Grove which brought in over \$1M in deposits within the first few weeks of the branch opening.

We've also taken the bank to a whole new level by implementing video boards and innovative technology in their branches and partnering them with Tim Hortons Bake Shops & Cafés inside of their branches.

When you walk into the Frontenac branch you know you're not just in a "ordinary" bank!





About Think Tank

Everything starts with a dream. A thought. A desire. And from that dream comes the doodle on a napkin, a jingle hummed in the shower, a phrase written on a sticky note. **That's creativity.**

At Think Tank we believe the little things turn into great things – and those great things happen when you put a bunch of extraordinary people (ahem, Ninjas) in a room with a white board and say, “GO!” This is where the magic begins – where the design starts to form, the campaigns begin to come to shape, the brand strategies shape into a life of their own. **Ninja creativity.**

Think Tank is a full-service agency that is proud to do things differently than those “other guys”. We understand that creativity is born when we come together as a team, throw down ideas, and are fearless in our thought processes. After all, that's when goosebump campaigns are born and a client takes flight. **Fearless creativity.**

From our hub in St. Louis we take our fearless creativity nationwide – even worldwide – and aim to show the world what a doodle on a napkin, a jingle hummed in a shower or a phrase on a sticky note can become.

We'd love to be your partner and show you what we're made of.



About Think Tank



Think Tank was founded in 2006 and is a full-service agency offering a full spectrum of services. All of our work is completed in-house by salaried Think Tank employees.



Think Tank currently employs 18 full-time employees and 8 part-time employees.



Our clients range from large Fortune 500 companies to small business and everything in between. We are also known for brand and product launches.



Think Tank also has a sister company, White Buffalo Film Studios, that strictly does film production. Both are solely owned by CEO Trish Cheatham.



How Think Tank Gives Back to the Lou

Every year Think Tank participates in CreateAthon, a 24-hour work-around-the-clock design blitz in which Think Tank provides free marketing and creative services to St. Louis area non-profits.

Think Tank has provided websites, video campaigns, marketing plans, social media plans and design of all kind free of charge for more than 70 nonprofits.

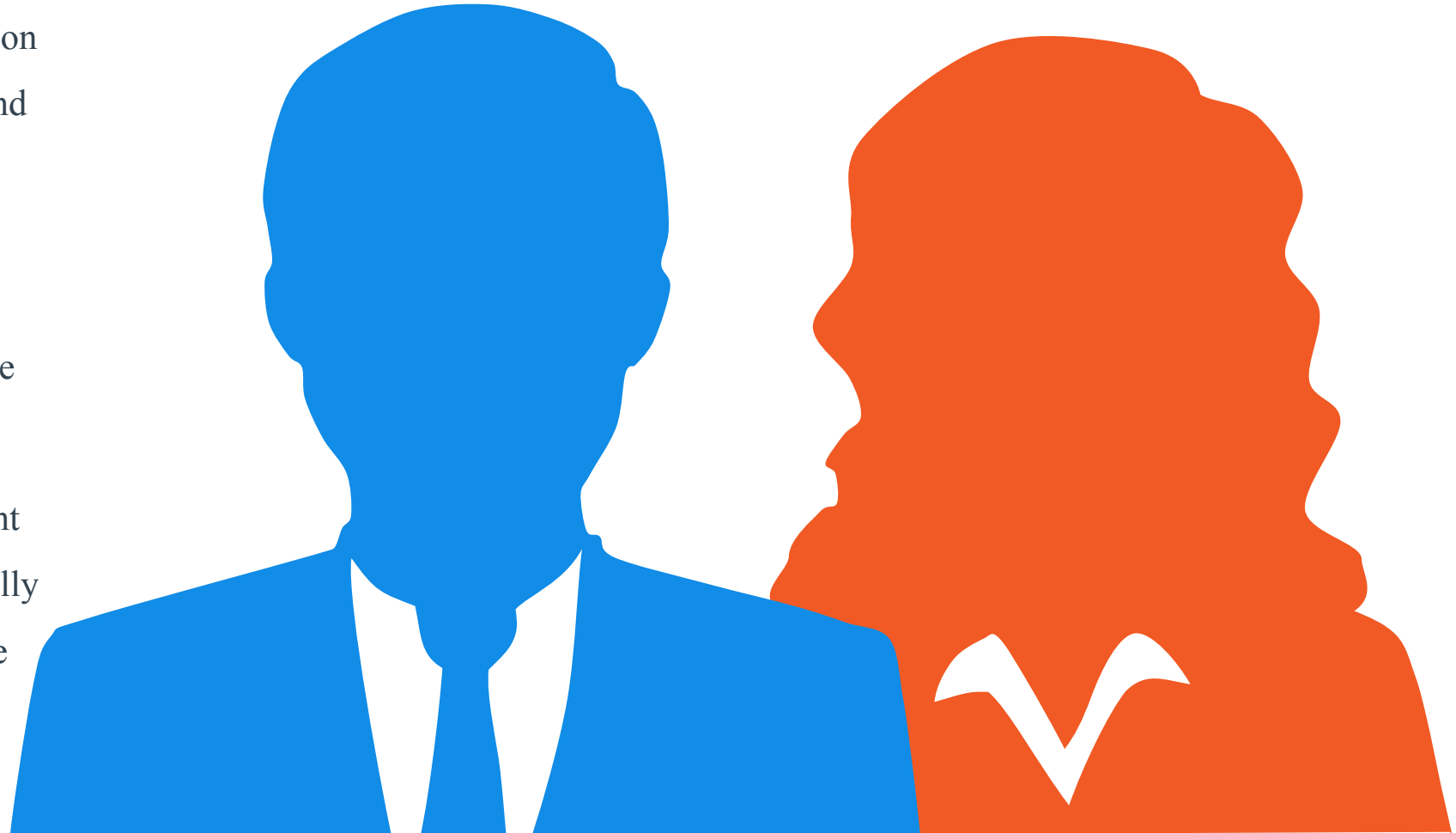
To date Think Tank has given away more than \$650,000 in services through CreateAthon and has made lifelong friends in the process. We “heart” CreatAthon and helping others!



Diversity and Inclusiveness

At Think Tank, we believe that diversity and inclusion are key drivers of innovation and creativity. Diversity includes men and women from different nations, cultures, ethnic groups, sexual orientations, generations, backgrounds, skills and abilities. We are big believers that unique differences make us who we are.

Inclusion also means a work environment where everyone has an opportunity to fully participate in creating success and where each person is valued for his or her experiences, skills and perspectives.



Think Tank Awards

2011



2011 Awards

- ✓ Top St. Louis Marketing Firm
- ✓ Top St. Louis PR Firm

2012



2012 Awards

- ✓ Top St. Louis Marketing Firm
- ✓ Top St. Louis PR Firm

2013



2013 Awards

- ✓ Best St. Louis Small Business
- ✓ STL Business Journal Best Places to Work
- ✓ Top 20 Small Businesses in St. Louis
- ✓ Top St. Louis Marketing Firm
- ✓ Top St. Louis PR Firm

2014



2014 Awards

- ✓ Top 100 St. Louisans to Know in Business
- ✓ STL Business Journal Best Places to Work
 - ✓ Top St. Louis Marketing Firm
 - ✓ Top St. Louis PR Firm

2015



2015 Awards

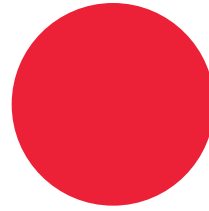
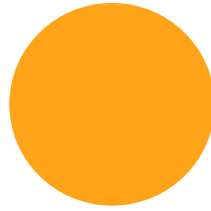
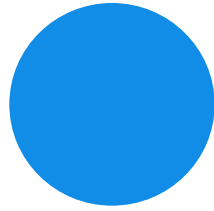
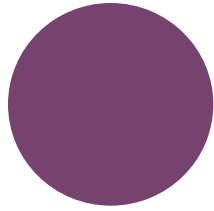
- ✓ 50 Fastest Growing St. Louis Companies
- ✓ STL Business Journal Best Places to Work
 - ✓ Top St. Louis Marketing Firm
 - ✓ Top St. Louis PR Firm
 - ✓ Top 3 PR Firms

2016



2016 Awards

- ✓ 50 Fastest Growing St. Louis Companies
- ✓ Top St. Louis PR Firm
- ✓ #1 St. Louis Marketing Firm



References

Keith Baizer, CEO/Owner

Artmart

(314) 781-9999

keith@artmartstl.com

Artmart is a full-service client of Think Tank's. We provide video production, social media management, email marketing, public relations, vendor management, media buying, graphic design and employee management.

Tom Brouster, Chairman

Reliance Bank

(314) 603-4000

thbsr@thb.com

Reliance Bank is a full-service client of Think Tank's. We provide video production, social media management, email marketing, public relations, vendor management, media buying, graphic design and employee management.

Billy Busch, CEO/Owner

Kräftig

(314) 932-7911

wkbpolo@ao.com

Kräftig is a full-service client of Think Tank's. We provide video production, social media management, email marketing, public relations, vendor management, media buying, graphic design, point of sale design and branding.

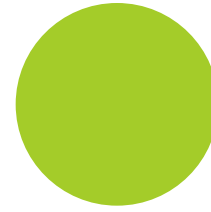
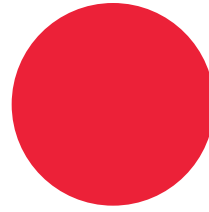
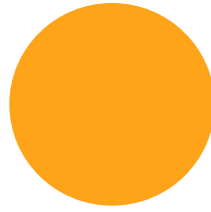
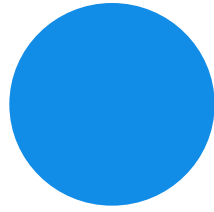
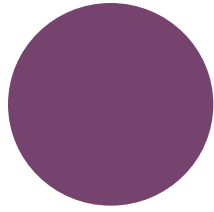
Katie Lee Collier, Chef/Owner

Katie's Pizza & Pasta Osteria

(314) 942-6555

katiespizza@gmail.com

Katie's Pizza and Pasta Osteria is a full-service client of Think Tank's. We provide video production, email marketing, public relations, vendor management, media buying, graphic design, and are currently branding and launching a new company and YouTube web series.



References

Rick Williams, CEO/Owner
Ladue Pharmacy and Millbrook Pharmacy
(314) 993-4031
rickw@laduepharmacy.com

Both Ladue Pharmacy and Millbrook Pharmacy are full-service clients of Think Tank's. We provide video production, social media management, email marketing, public relations, vendor management, media buying, graphic design and more.

Mike Wenos, President
Madison Mutual Insurance Company
(618) 656-3410
mhwenos@madisonmutual.com

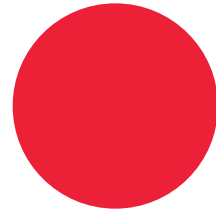
Madison Mutual is a full-service client of Think Tank's. We provide video production, social media management, email marketing, public relations, vendor management, media buying, graphic design and both employee and independent contractor management.

David Blunt, Pastor
Church on the Rock
(636) 240-7775
dblunt1954@gmail.com

Church on the Rock is a full-service client of Think Tank's and the closest to what we would be doing for MBG. We provide video production, social media management, email marketing, public relations, vendor management, media buying, graphic design and employee management for their entire organization.

Jennifer Donley, Owner
Claria Clean
(636) 887-6341
Jennifer.donley@clariaclean.com

Claria Clean is a full-service client of Think Tank's. We provide video production, email marketing, public relations, vendor management, media buying, graphic design, and more.



Investment

Monthly marketing retainer

\$9,250/month

Amount is calculated at an estimated 60 total hours per month spent on the account.

This can be adjusted as needed once an initial development meeting is held between Think Tank and MBG.





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← That's us right there!



TH!NK TANK
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info@thinktankprm.com



314.621.8265 Office

MARKETING / ADVERTISING / VIDEO PRODUCTION / BRANDING
PRINT DESIGN / PR / WEB DESIGN / SOCIAL MEDIA / SEO



Park Maintenance PERFORMANCE SUMMARY

MUNICIPAL GROUNDS & CITY FORESTRY

- *Complete Grounds Maintenance (Turf & Landscaping):* City Hall, Fire House #4, Public Safety Facility and Veteran's Monument
- *Turf Maintenance:* Community Garden, Public Safety Fields, Beherns Street Fields, Hartman Lane Bike Trail and Hesse Bike Trail
- *Landscape Maintenance:* Downtown O'Fallon (1st Street) and Fire House #2
- I64 – mowing and litter pickup (75.35 acres – exits #14, #16 in ROW)
- Savannah Hills Park – mowing and litter pickup
- Contractual Mowing – 71 sites
- Continuation of weekly mowing (and litter) cycle at all turf maintenance sites
- Continuation of weekly landscape maintenance cycle at all landscape maintenance sites
- Continuation of I64 Mow Cycle
- Continuation of contractual mowing cycle and monitor/administration of contractual mow contract – 2 new sites added in August
- Irrigation systems operated and monitored at the following sites: City Hall, Fire House #4, Public Safety Facility, Veteran's Monument, State Street Round-a-bout and Downtown
- Fountain repair at Veterans Monument
- Landscape bed around fountain control box at Veteran's Monument renovated (weeded, plants thinned, edging and fabric added and rocked)
- O'Fallon Garden Club site support day at Community Garden August 18th (60 hours of P&R labor and equipment support) Superintendent's lunch with OFGC President and members on August 18th.
- City Forestry: x2 tree inspections and x14 trees pruned and 1 removal in Cobblestone Ridge Subdivision

CEMETERY

- Performed 1 burial/grave opening
- Grounds maintenance performed – turf, landscaping and litter
- New recently graves backfilled and seeded.

PARK MAINTENANCE

Community Park, Hesse Park, Thoman Park, Ogles Creek Park, Rock Springs Park and O'Fallon Family Sports Park

FACILITY MAINTENANCE

- Ongoing maintenance

POOL AND SPLASH PAD

- Maintained for ongoing use

GROUND MAINTENANCE

- Continuation of weekly mowing cycle for the park locations
- Ongoing weed control throughout all parks - - Community Park walking/running path sprayed and gravel around Pavilion 4, restroom and kitchen sprayed
- The weekly custodial cycle in parks was continued. Litter, trash receptacles and bathrooms checked daily. Bathrooms deep cleaned Monday and Friday. All pavilions pressure washed and cleaned at least once per week on Friday – tables and adjacent grills also cleaned. Community Park pavilions pressure washed and cleaned Monday and Friday. Splash Pad and Splash Pad pavilion area checked and cleaned daily.

HORTICUTLURAL / ARBORICULTURAL

- Watered plants – beds at Sports Park, Public Safety, Community Park, City Hall and Thoman Park
- Weed and maintain landscape beds
- X2 trees removed at Sports Park and x46 trees clearanced pruned

SPORTS FIELD

- Maintain fields for seasonal use – 8 ball fields at Sports Park, 6 ball fields at Community Park, 4 ball fields at Hesse Park and 5 ball fields at Shiloh. Maintenance includes dragging and lining for games/rentals and controlling weeds on infield surfaces. Infields at Community Park and Shiloh sprayed to control weeds and then pulverized 1 week later.
- Maintained 2 women's lacrosse fields at Public Safety
- Provide support for Sports Park tournaments

SPECIAL EVENTS

Recreation Report

August 2016

Baseball and Softball

- Coordinated with Tournament Directors for the use of the sports park for the 2017.
- Coordinated Fall minor league and Rookie League Baseball.
- Ordered supplies for baseball.

Sports Park

- Created Schedules for adult softball League
- Created and Lined New Soccer fields
- Organized sports park Youth and Adult Fall League
- Supervised staff for the sports park concession stand and Field Supervisor
- Scheduled last minute umpires for some leagues

Recreation Programming

- Administered the Mighty Ball soccer program
- Started planning for the winter basketball season
- Created programs for the fall brochure
- Continually administered the Mighty Ball soccer program
- Planned and organized the fall O/S youth soccer season
- Started planning for the winter basketball season
- Coordinated rainouts and field issues for O/S Soccer
- Administered enrichment classes including dance, playgroup, Yoga and fencing.

KiXX Soccer Club

- Coordinated Fall KiXX soccer league.
- Lined KiXX Field
- Registered teams in soccer tournaments
- Handled logistics for the KiXX soccer tournament
- Attended KiXX advisory board meeting

Jr. Panther Basketball Program

- Organized the Jr. Panther basketball program for 3rd-8th grade boys and girls.
- Scheduled tryouts for winter basketball.

Other

- Created and distributed promotional material for fall programs.
 - Updated the marquee in Community Park.