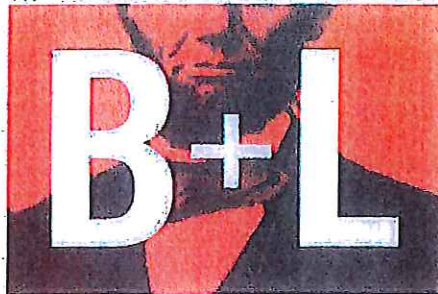


Exhibit A



**Boelter + Lincoln**

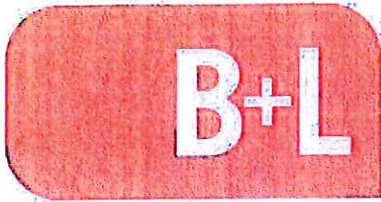
**A RESPONSE TO  
A REQUEST FOR PROPOSAL FOR**

**DEVELOPMENT AND ADMINISTRATION OF A MARKETING AND  
COMMUNICATIONS PROGRAM**

**MILWAUKEE COUNTY'S GENERAL MITCHELL INTERNATIONAL AIRPORT  
AND  
LAWRENCE J. TIMMERMAN AIRPORT**

**October 12, 2016**

**CONTACT: Jill Brzeski  
[jbrzeski@boelterlincoln.com](mailto:jbrzeski@boelterlincoln.com)  
414.271.0101 ext. 134**



## Thank You!

Thank you for the opportunity to present Boelter + Lincoln to your team through this response to your request for proposals. We appreciate your consideration and are confident we have the skills and experience to provide an effective marketing and communications program to General Mitchell International Airport (GMIA) and Lawrence J. Timmerman (LJT) Airport.

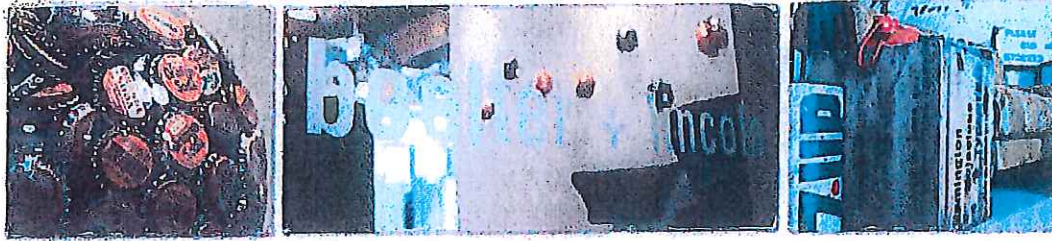
We are very proud of the success we've had marketing many Wisconsin tourism and destination clients over the years, including the Wisconsin Dells Visitor & Convention Bureau, Door County Visitor Bureau, Eagle River Chamber of Commerce and the Wisconsin Department of Tourism. We welcome the opportunity to partner with GMIA and LJT.

Please visit our website at [www.boelterlincoln.com/travel-tourism](http://www.boelterlincoln.com/travel-tourism) for examples of our tourism work.

Feel free to contact me if you have any questions or require additional information about Boelter + Lincoln. Thank you for your consideration.

Sincerely,

Jill Brzeski  
President & CEO  
Boelter + Lincoln



## **SECTION A: QUALIFICATIONS**

### **AGENCY HISTORY**

On March 4, 1861, Abraham Lincoln became our 16th President. He served our country until his untimely passing in April of 1865. 110 years later (April Fool's day, 1975), "Honest" John Lincoln opened the Milwaukee office of Boelter + Lincoln. The now-retired John is, indeed, a distant relative of old Abe and we embrace that heritage with our down-to-earth personality. Today, Boelter + Lincoln Marketing Communications (B+L) is a women-owned, independent agency with five shareholders. Jill Brzeski, a 25-year agency veteran, serves as president and chief executive officer.

B+L has one office located in Milwaukee, Wisconsin. Twenty-seven full time professionals serve a variety of clients in the following categories of business: financial, health care, tourism/travel, entertainment and beverage. Although business-to-consumer accounts have been our primary segment, B+L also handles a few select business-to-business accounts.

### **SHAREHOLDERS / STAFF**

As noted, Boelter + Lincoln is a women-owned agency with five shareholders:

- Jill Brzeski, President & CEO
- Dawn Agacki, Vice President / Chief Operating Officer
- Andy Larsen, Vice President / Director of Public Relations
- Lisa Huebner, Vice President / Media Director
- Wendy Appelbaum, Director of Financial Services

### **CAPITALIZED BILLINGS**

B+L's capitalized billings in 2015 exceeded \$20,000,000. Per the *2015 Business Journal Book of Lists*, B+L is ranked the 15<sup>th</sup> largest advertising agency in the Milwaukee area.

## **B+L PHILOSOPHY**

### **CREATIVE PRAGMATISM™**

We are problem solvers. More specifically, we are creative problem solvers interested in results. For us, creativity is not the goal, it's part of the journey. Our aim is more than just creating an emotional response. It's turning that response into action and ultimately devotion. In short, we put creativity to work.

We are an agency made up of talented, passionate, dedicated people with big ideas. We roll up our sleeves and work in a down-to-earth, straightforward capacity with our clients. We believe that we are hired by our clients to provide insight, lend our expertise, present information and ideas honestly and ultimately to deliver measurable results that drive their missions forward.

We believe a successful marketing communications program requires a strategic approach that includes long-range, as well as short-range planning. We believe that our work should be held accountable, which means measurement against clearly-stated goals and objectives.

For four decades B+L has been working with our clients to build their brands and their business. Our roll-up-your-sleeves, Midwestern work ethic is behind the creative, results-oriented solutions we find for our partners. We listen, we collaborate, we innovate, we lead and we execute with passion. That's why our partnerships last much longer and remain much stronger than typical client/agency relationships.

## **ACCOUNT SPECIALIZATION**

B+L is a full service marketing communications agency. We are proud of our long run of successfully bringing small and mid-size clients the best possible return on their investment. Our business is to advance your brand in the most effective and efficient way possible. Our core capabilities include:

Branding Strategy / Development	Marketing Strategy	Research Project Management
Creative Development / Design	Media Strategy / Planning / Buying	Social Media / Marketing
Digital / Interactive Services	Public Relations	Videography

B+L primarily works with business-to-consumer clients, specializing in tourism/entertainment/destination marketing.

Over the last 10 years alone, B+L has worked with:

- 6 Destination Resorts
- 11 Destination Marketing Organizations
- 23 Attractions, Museums, Entertainment Venues

In addition, B+L was the agency of record for the Wisconsin Department of Tourism from 1999–2009. Our longest standing client relationships are with two of our current partners—Tommy Bartlett Inc. and the Wisconsin Dells Visitor & Convention Bureau. We have had the privilege of working with both of these clients for more than 34 years.

## **AGENCY STRENGTHS**

### **EXPERTISE IN TOURISM / DESTINATION / ENTERTAINMENT MARKETING**

If asked about tourism advertising agencies in Wisconsin, it's pretty safe to say that B+L will come to mind. Tourism-related clients account for more than 70% of our business. We offer decades of proven performance working in tourism at every level of the industry, including DMOs (destination marketing organizations), destination resorts, attractions, restaurants and events. Wisconsin Dells, Door County, Wilderness Resort, Wisconsin Department of Tourism, and the Wisconsin State Fair are just a few of the brands we've worked with. Several of our staff are considered experts in the industry and have held positions on various tourism-related boards and committees.

In addition, B+L subscribes to and purchases various tourism-industry research reports and attends several tourism-related conferences (statewide, regional, national) on an annual basis. All resources are shared with our clients and the information learned is vital to the development of their marketing plans, strategies and tactics.

### **RESULTS-DRIVEN MARKETING**

Generating transactions has become one of our strongest capabilities. We know what it takes to produce business, to generate inquiries that convert into visits, to put heads in beds, butts in seats and make cash registers ring. We work closely with our clients to develop realistic KPIs (key performance indicators), monitor campaign performance and make adjustments if needed.

### **MEDIA EXPERTISE AND EXPERIENCE**

B+L purchases media in the Midwestern markets throughout the year. Most of our current and past tourism, destination, attraction and entertainment clients have targeted audiences and markets that fall within the same target markets and audiences as GMIA and LJT. Our media team is both strategic and hard-working, placing nearly \$8 million in media annually in broadcast, print, out-of-home and digital media. As knowledge leaders, our media team has orchestrated several Digital Marketing Summits featuring speakers from Rocket Fuel, Facebook, TubeMogul and Pandora -- attended by more than 180 Milwaukee marketing professionals.

### **LEVERAGING LIMITED RESOURCES**

The combined volume of media purchases is leveraged to provide individual clients added-value exposure. Added-value exposure is negotiated in many forms including bonus advertising, preferred placements, promotions, editorial coverage, barter programs and even special consideration for new opportunities. In particular, ticket trade programs are extremely effective when it comes to expanding and extending budgets. Over the years, B+L has traded more than \$60 million in advertising for clients such as Wisconsin Dells Visitor & Convention Bureau, Noah's Ark Waterpark and the Wisconsin State Fair. We have a streamlined system in place to manage the programs, including development, coordination, evaluation and fulfillment. All partners are held accountable to the value of trade through affidavits and other proof of performance reports.

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### **RESEARCH AND RESOURCES**

B+L conducts ongoing primary and secondary research for all its clients as functions of account planning and media analysis. We maintain membership in several marketing associations; we work with state-of-the-art tools for media research, planning, buying and evaluation; and we subscribe to various other information services that provide us with in-depth information on almost every aspect of business and industry activity. We base our strategies on research and conduct primary research projects on behalf of our clients each year. Primary research includes intercept surveys, focus group studies, telephone and online surveys.

### **ACCOUNT SERVICE**

B+L is recognized for stellar account service, which is why we have long-lasting account relationships, some for over 30 years. There's an old adage in the business, "Great creative attracts new clients, great service keeps them." Our long-term relationships are working partnerships based on trust, understanding and patience with a commitment to inform and a willingness to listen on both sides of the table. We hold ourselves accountable to the goals of our clients and are good shepherds of their images and budgets.

## PROPOSED ACCOUNT TEAM MEMBERS



### **STEPHANIE SCHRANDT** **ACCOUNT SUPERVISOR**

Stephanie is a graduate of the University of Wisconsin – Whitewater, class of 2003. She began her advertising career as an account coordinator intern during her junior year of college. Over the last decade, Stephanie has gained valuable experience and insight working for several prominent Milwaukee area advertising agencies and on many national accounts, including GE Healthcare, Trek Bicycles and the Lung Cancer Alliance. When Stephanie joined B+L, she brought with her years of experience on tourism, health care, retail and government accounts. She knows how to lead with strategic thinking, manage client campaigns and balance client budgets.

Stephanie will be the primary account executive assigned to GMIA and LJT. She has more than ten years of experience in the advertising industry.

#### **Relevant Account Experience**

Amtrak – Hiawatha Service / Door County Visitor Bureau / Funjet Vacations / Milwaukee Art Museum / Milwaukee County Transit System / Wisconsin Department of Tourism



### **LISA HUEBNER** **PARTNER + VP/MEDIA DIRECTOR**

Lisa is a media master, with the background to prove it. She received her bachelors of business administration, marketing from the University of Wisconsin – Oshkosh, started as a media buyer at B+L, and after positions at two other Milwaukee advertising agencies, returned as media director in July of 2005. In 2012, Lisa became a shareholder/partner at B+L.

#### **Relevant Account Experience**

Chicago White Sox / Door County Visitor Bureau / Milwaukee Ballet / Milwaukee County Transit System / North Shore Bank Tommy Bartlett, Inc. / Wilderness Hotel & Golf Resort / Wisconsin Dells Visitor & Convention Bureau / Wisconsin Department of Tourism / Wisconsin Lottery / Wisconsin State Fair



**ANDY LARSEN**

**PARTNER + VP/DIRECTOR OF PUBLIC RELATIONS**

Andy took an unconventional path into the agency biz. After trying his hand at beer delivery, teaching and journalism, he finally landed in PR and hasn't looked back. He has spent the last 20 years at some of the Midwest's leading agencies, working for blue-chip brands like Yamaha, Volvo, Evinrude and the Wisconsin Department of Tourism. During that time, he has been involved in almost all aspects of public relations, from product introductions and publicity to investor relations, executive speechwriting and event marketing.

**Relevant Account Experience**

The Abbey Resort / Door County Visitor Bureau / Eagle River Chamber of Commerce / Geneva National Resort / EAA AirVenture Lakefront Brewery, Inc. / Milwaukee Art Museum / Noah's Ark Waterpark / Potawatomi Bingo Casino / SURG Restaurant Group Wisconsin Department of Tourism / Wisconsin State Fair



**GARTH CRAMER**

**CREATIVE DIRECTOR**

Garth received his bachelor's in communication from University of Wisconsin - Oshkosh in 2001 and his master's in advertising from Marquette University in 2008. Before joining B+L in 2008, he spent seven years in radio, working for both Clear Channel Communications and Cumulus Broadcasting. During his radio career, he was able to gain valuable insight into the needs of both clients and consumers, channeling his irrepressible creative energy.

**Relevant Account Experience**

Door County Visitor Bureau / Eagle River Area Chamber of Commerce / Elkhart Lake Tourism Commission / Lakefront Brewery, Inc. Milwaukee County Transit System / North Shore Bank / Racine County Convention & Visitors Bureau / SURG Restaurant Group Time Warner Cable / Tommy Bartlett, Inc. / Wilderness Hotel & Golf Resort / Wisconsin Dells Visitor & Convention Bureau Wisconsin Department of Tourism / Wisconsin State Fair





**SCOTT WINKLEBLECK**  
**INTERACTIVE MANAGER**

Not only does Scott do a little of everything, he does it extremely well. From design to coding, to retouching, video and photography, Scott is the kind of utility player that touches just about every project; and every project he touches is far better for his input. Scott studied graphic design and photography at Mt. Hood College and has worked at several firms before we were lucky enough to snag him.

**Relevant Account Experience**

The Abbey Resort / Boys & Girls Clubs of Greater Milwaukee / Door County Visitor Bureau / Eagle River Chamber of Commerce  
Harley Davidson Museum / Milwaukee Ballet / Milwaukee County Transit System / North Shore Bank / Tommy Bartlett, Inc.  
Wilderness Hotel & Golf Resort / Wisconsin Dells Visitor & Convention Bureau / Yogi Bear's Jellystone Camp-Resort



**KATIE KLEIN**  
**SOCIAL MEDIA MARKETING MANAGER**

Graduating from the University of Wisconsin – Milwaukee, Katie received her bachelor's degree in both political science and international relations. Prior to joining B+L and leading our Social Media service, Katie worked as an operations manager developing a strong online presence for several businesses. Clients appreciate the honesty and integrity she brings to the table. In her "spare" time, Katie is a frequent contributor on WTMJ radio and television, sharing her social media prowess with the Milwaukee community.

**Relevant Account Experience**

Door County Visitor Bureau / EAA AirVenture / Eagle River Chamber of Commerce / Lakefront Brewery, Inc. / Milwaukee Art Museum  
Tommy Bartlett, Inc. / Wisconsin Dells Visitor & Convention Bureau



## **SECTION B: EXPERIENCE/REFERENCES**

### **ENTERTAINMENT / TOURISM / DESTINATION MARKETING EXPERTISE**

B+L has been working with clients in the entertainment, tourism, travel and destination marketing business ever since we opened our doors in 1975. The services provided to businesses in these industries vary from strategic marketing plan development and brand strategy, to creative development and media strategy and buying. Many of our clients have engaged our public relations and social media teams, and more recently have utilized our content development services – videography and photography.

The following is a list of *current* clients within these industries:

- Door County Visitor Bureau
- Eagle River Chamber of Commerce
- EAA AirVenture
- Milwaukee Ballet
- Passport to Savings (Attraction Discount Program)
- Sundara Inn & Spa
- Tommy Bartlett, Inc. (1981 – present)
- Wild Rock Golf Course
- Wilderness Hotel & Golf Resort
- Wisconsin Dells Visitor & Convention Bureau (1981 – present)
- Yogi Bear's Jellystone Camp-Resort

The following is a partial list of *past* clients in these industries:

#### **Attractions / Entertainment**

- Circus World Museum
- Dells Boat Tours
- H.H. Bennett Studio & History Center
- Harley-Davidson Museum®
- Ho-Chunk Casino Hotel and Resort
- Mid-Continent Railway Museum
- Milwaukee Art Museum
- Milwaukee Public Museum
- Mt. Olympus Water & Theme Park
- Museum of Wisconsin Art
- Noah's Ark Waterpark
- Original Wisconsin Ducks
- Potawatomi Bingo Casino
- The Milwaukee Mile
- Wisconsin State Fair Park

### **Destinations (DMOs)**

- Bayfield County Tourism
- Brookfield Convention & Visitors Bureau
- City of Delafield Tourism Council
- City of Galena
- Elkhart Lake Tourism Commission
- Hayward Lakes
- Packer Country Regional Tourism Office
- Racine County Visitor & Convention Bureau

### **Destination Resorts**

- The Abbey Resort
- Chula Vista Resort
- Geneva National Resort

The following are examples of the type of agency services we provide to several of our current clients. These are clients who's target audiences and markets are very similar to those of GMIA and LJT:

Primary Geographic Markets: Milwaukee, Northern Illinois, Chicago

Secondary Geographic Markets: Madison, Green Bay

Target Audiences: Leisure travelers, Business travelers

#### **WISCONSIN DELLS VISITOR & CONVENTION BUREAU - WDVCB**

The marketing organization that promotes the Wisconsin Dells-Lake Delton area composed of more than 500 attractions, resorts, motels, restaurants and retail outlets. Wisconsin Dells is a year-round destination that hosts over 4 million visitors per year. When B+L began working with the WDVCB, the marketing budget was \$250,000. Today, the annual marketing budget exceeds \$8 million.

- Marketing plan development / execution (leisure, business, group, sports)
- Creative design and development for broadcast, print, interactive, online / streaming video, out-of-home, direct mail
- Media planning / placement for traditional media as well as interactive and social media
- Website design, app design/development
- Promotions and promotional partnerships
- Event marketing
- Multicultural marketing
- Videography and photography
- Research
- Vacation Guide design and production

#### **WILDERNESS HOTEL & GOLF RESORT**

America's largest waterpark resort, located in Wisconsin Dells. Business entities include Wilderness Hotel, Glacier Canyon Lodge, Wilderness on the Lake, Sundara Inn & Spa and Wild Rock Golf Course.

- Marketing plan development / execution (leisure, business, group)
- Creative design and development for broadcast, print, interactive, online / streaming video, out-of-home
- Media planning / placement for traditional media as well as interactive and social media
- Videography and photography

### **DOOR COUNTY VISITOR BUREAU**

The marketing organization that promotes Door County, an area comprised of 17 communities, 300 miles of shoreline and hosts over 2 million visitors a year.

- Marketing plan development / execution (leisure, business, group)
- Creative design and development for broadcast, print, interactive, online / streaming video, out-of-home, e-newsletters, social media
- Media planning / placement for traditional media as well as interactive and social media
- Public relations
- Promotions and promotional partnerships
- Social media strategy and execution
- Videography and photography

### **NORTH SHORE BANK**

With 42 branch offices, North Shore Bank serves communities on Wisconsin's eastern edge - from Kenosha in the south to Green Bay and the Door County peninsula in the north. B+L also markets the NSB-owned Illinois State Bank. (Target audiences: consumer and business account consumers.)

- Marketing plan development / execution
- Creative design and development for broadcast, print, interactive, online / streaming video, out-of-home, print, collateral, POP
- Media planning / placement for traditional media as well as interactive and social media
- Website redesign
- Promotions and promotional partnerships
- Social media strategy
- Videography and photography

### **MILWAUKEE COUNTY TRANSIT SYSTEM**

The Milwaukee County Transit System is the largest transit agency in Wisconsin, and is the primary transit provider for Milwaukee County. It ranks among the top 50 transit agencies in the United States for total passenger trips. B+L began its relationship with MCTS earlier this year.

- Marketing plan development / execution
- Creative design and development for broadcast, print, interactive, online / streaming video, out-of-home, print, collateral, POP
- Media planning / placement for traditional media as well as interactive and social media
- Website redesign
- Promotions and promotional partnerships
- Social media strategy
- Videography and photography

## CASE HISTORY

### WISCONSIN DELLS VISITOR & CONVENTION BUREAU Branding Campaign



#### Situation

The Wisconsin Dells Visitor & Convention Bureau is a tourism destination marketing organization comprised of 500-plus members. It is the Midwest's #1 family vacation destination and attracts over three million visitors per year. Wisconsin Dells is home to a wide variety of attractions, dining and shopping, as well as stunning natural beauty. Although these are all great reasons to visit the area, it was determined that one unique selling position would be the key to effectively brand this destination to potential visitors.

#### Goals & Objectives

- Distinguish Wisconsin Dells from other attraction-based destinations by creating a brand that focuses on a unique selling position.
- Create a unified message that resonates with the audience across all marketing components
- Build brand awareness
- Increase requests for Wisconsin Dells information.

#### Implementation

- The brand identity for Wisconsin Dells was determined to be "The Waterpark Capital of the World®," focusing on the best-known feature of the Dells to set this destination apart from others.
- The "Waterpark Capital" identity was used on all creative materials, both broadcast and print.
- A research-based, multi-media, integrated marketing campaign was planned and developed
- Television focuses on the fun and memorable qualities of Wisconsin Dells water
  - Nine TV spots have been created, targeting different demographic audiences (including diverse audiences) and providing seasonality to the campaign
- All print and interactive creative, along with the newly designed website, utilized "waterpark" design elements to maintain a cohesive look between pieces and reinforce the "Waterpark Capital" identity.
- A multitude of radio spots create enthusiasm for the destination while highlighting the "Waterpark Capital" feature
- Creative and media strategies were refined by market segments:
  - Mature Markets – including Milwaukee
  - Growth Markets – including northern Illinois and Chicago
  - Emerging Markets – including Canada and St. Louis

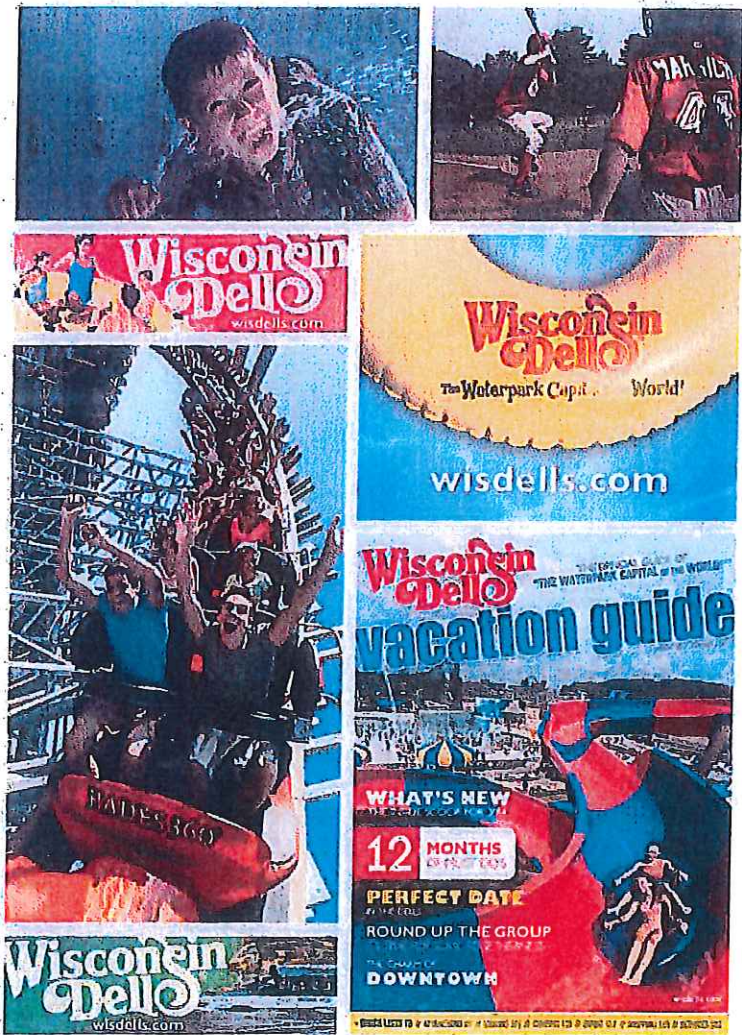
#### Results

- Website inquires increased by 19% over the previous year.
- Information requests/website inquiries continue to increase each year by 2-6%
- Travel expenditures surpassed \$1 billion each year of the campaign
- Visitor spending has increased each year since campaign deployment – up 7.7% in the first year and 7.2% in 2015.
- The TV game show Jeopardy asked players to name "The Waterpark Capital of World!" and Jimmy Kimmel and Jay Leno frequently refer to Wisconsin Dells as "The Waterpark Capital of the World!"

**Additional Results:**

**2014 Ad Awareness/Effectiveness Research Highlights:**

- 91% of the target audience were aware of the Wisconsin Dells branding campaign
  - Unprecedented levels compared to other DMOs
  - Increased from 80% awareness in 2011
- Awareness by Media
  - 81% have seen the TV spots
  - 69% have seen the outdoor boards
  - 38% have seen the online ads
  - 34% have heard the radio spots
- Nearly half of all target households were aware of three or more media elements of the campaign
- Based on DMO benchmarks, Wisconsin Dells messaging was in the top 10% of all DMA marketing for conveying the following:
  - Good place for family trip.
  - A place where I would have fun
  - Is believable



## CLIENT REFERENCES

Romy Snyder, Executive Director  
Wisconsin Dells Visitor & Convention Bureau  
608.254.8088  
[romiy@wisdells.com](mailto:romiy@wisdells.com)

Jack Money Penny, Executive Director  
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Tom Diehl, President or Jill Diehl, Executive Vice President  
Tommy Bartlett, Inc.  
608.254.2525  
[tom@tommybartlett.com](mailto:tom@tommybartlett.com)





## **SECTION C: EFFECTIVE MARKETING STRATEGIES IN THE GREAT LAKES REGION**

By virtue of our client base, Boelter + Lincoln heavily markets to travelers in the Great Lakes region. In particular, Milwaukee, Minneapolis, Chicago and Northern Illinois are key tourism markets for Wisconsin Dells, Door County, Eagle River and EAA AirVenture. As the agency of record for the Wisconsin Department of Tourism from 1999-2009, B+L developed numerous communication strategies involving PR, advertising and social media.

The following Wisconsin Dells case history demonstrates the effectiveness of segmented market strategies created and implemented by B+L over the last five years:

### **CASE HISTORY**

#### **WISCONSIN DELLS VISITOR & CONVENTION BUREAU Segmented Marketing Program**

##### **Situation**

The Wisconsin Dells Visitor & Convention Bureau is a tourism destination marketing organization comprised of 500-plus members. It is the Midwest's #1 family vacation destination and attracts over 3 million visitors per year. As the destination product mix grew, so did the need to expand marketing efforts into new geographic markets in order to increase the number of visitors and grow economic impact.



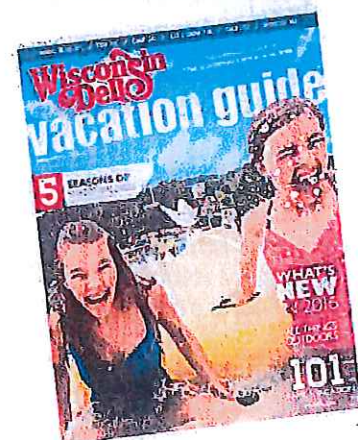
##### **Goals & Objectives**

- Increase awareness of Wisconsin Dells in existing and new markets
- Increase visitation from existing and new markets
- Grow economic impact
- Improve ROI of marketing dollars spent

##### **Strategy/Implementation**

- In 2014, B+L segmented the 18 geographic DMA's in which we market Wisconsin Dells into three categories: Mature, Growth and Emerging.
  - Mature Markets -- Milwaukee, all of Wisconsin
    - High awareness and familiarity
    - Prime repeat visitor markets
    - Lower growth potential
    - Response to advertising (information requests) is low

- Growth Markets → Chicago, Northern Illinois, Iowa
  - Average awareness and familiarity
  - Prime repeat and new visitor markets
  - High growth potential
  - Markets respond to advertising (information requests)
- Emerging Markets → Canada, Omaha, St. Louis
  - Low awareness and familiarity
  - New visitor markets
  - High growth potential
  - Markets respond to advertising (requests for information)
- Media strategy, approach and tactics were altered by market segmentation, as well as creative messaging
  - Mature Markets → remind market to visit
    - TV - :10/:30 mix, shorter schedules, download APP call to action
    - Radio → end of summer schedule, "visit now" call to action
    - Outdoor → logo with activity image
    - Interactive → focus on "what's new"
  - Growth Markets → both reminder to visit and educate on the new product mix
    - TV - :30 spots, longer schedules, visit wisdells.com call to action
    - Radio → early summer schedules, "start planning your visit" call to action
    - Event Marketing
    - Out-of-Home → emphasis on video opportunities
    - Interactive → educate viewers on product mix
  - Emerging Markets → educate market on the Wisconsin Dells experience
    - TV - :60 spots, longer schedules, visit wisdells.com call to action
    - Interactive → expandable units and video
    - Direct Mail → targeted households were sent the 164-page Vacation Guide
    - Public Relations



## Results

*(Per Ad Awareness/Effectiveness Studies conducted in 2011 and 2014)*

- ROI improved from \$48 to \$80
- Awareness by market increased
  - Chicago/Northern Illinois: 81% in 2011 to 89% in 2014
  - Milwaukee: 86% in 2011 to 96% in 2014
  - Iowa: 70% in 2011 to 90% in 2014
  - Minneapolis: 78% in 2011 to 92% in 2014
- Visitation from the Chicago market increased from 12% to 19%
- Economic Impact Increased from \$1 billion in 2011 to \$1.4 billion in 2014



## **SECTION D: PROPOSED APPROACH FOR THE MKE AND LJT PROGRAM**

The following is B+L's proposed approach for a marketing communications program for General Mitchell International Airport and Lawrence J. Timmerman Airport.

### **GOALS & OBJECTIVES**

- Attract new and returning passengers from Wisconsin and northern Illinois
- Increase awareness of:
  - MKE's air service options and competitive airfares
  - MKE's convenient and efficient facilities and services
  - LJT's efficient facilities and services (aircraft rentals, light sport aircraft sales and instructions)
  - LJT's available facilities and property

### **STRATEGIC APPROACH - GMIA**

As Wisconsin's largest airport, GMIA offers flyers competitive prices, and convenient facilities and services. By increasing new and returning passengers from Wisconsin and northern Illinois, GMIA's current carriers will grow their service and new airlines will be attracted to MKE.

Since the appeal of GMIA differs between the two primary markets in the region -- Milwaukee and northern Illinois -- Boelter + Lincoln recommends a geo-segmented approach, similar to the marketing approach implemented for Wisconsin Dells as described in the case history provided in this rfp. Marketing strategies, media tactics and messaging will differ slightly for each market, depending on the appeal of GMIA to the specific geographic target.

## **STRATEGIC APPROACH - LJT**

As noted, Timmerman serves a range of private and corporate aircraft, offering aircraft fueling services and hangars for lease, as well as a flight school.

The marketing approach for LJT will differ from that of GMIA. B+L will work with our DBE partner, G.Moxie, to develop an outreach program that targets businesses and private citizens who own aircraft in the region. G.Moxie has an abundance of experience reaching businesses in the greater Milwaukee area. The strategic approach will focus on the convenience and service offerings of LJT and will involve direct marketing tactics rather than media-based tactics.

## **CREATIVE APPROACH - GMIA**

### **OVERVIEW**

Choosing an airport, once you've decided to travel is often a decision based on function. The good news is that, functionally, MKE has a lot to offer in terms of comfort, ease, time savings and cost. However, focusing solely on what we offer as compared to Chicago O'Hare or Midway only leaves us pulling a small percentage away from a pool of existing travelers. Instead, our approach would aim at growing that pool of travelers.

Humans are emotionally driven creatures. The first thing that motivates people to travel is not an airport, it's a destination. We believe it is far more advantageous to focus on promoting air travel, with the supporting message that MKE is the easiest way to get to their destination. By leading with visuals and messages that focus on the destination, and supporting them with copy that touts the functional benefits we offer, we are able to first capture their attention emotionally, and then offer them sound reasoning to support our case logically.

In our geo-segmented approach, the advertising messages in the greater Milwaukee region will focus on the allure of travel, since 85% of this region's travelers already choose MKE. The advertising messages developed for the northern Illinois market will lead with the allure of travel but will highlight the competitive advantages (functional benefits) of flying MKE.

## **MEDIA APPROACH - GMIA**

### **OVERVIEW**

The geo-segmentation marketing approach will apply to the media strategies and tactics employed as well as the creative messaging.

### **MEDIA OBJECTIVES**

- Increase awareness for GMIA (MKE) across Wisconsin and Northern IL

### **MEDIA STRATEGIES**

- Identify demographic and media usage differences between leisure and business travelers who may use MKE
- Segment geographical target markets and create different media strategies where appropriate
- Use relevant media that will reach travelers who may travel through MKE

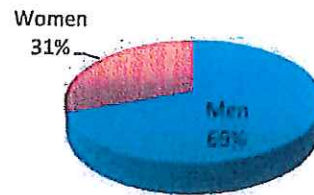
## TARGET AUDIENCES

Focus on both leisure and business travelers for MKE.

Profile of a Business Traveler (Chicago and Milwaukee Market):

- More likely to be male (44% more likely in Chicago and 22% more likely in Milwaukee)
- High household income
- Highly educated
- High use of online media, radio and outdoor

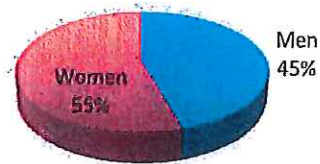
### Chicago Business Traveler



Profile of a Leisure Traveler (Chicago and Milwaukee Market):

- Balanced percentage between men and women
- Higher household income but not as high as business traveler
- Media habits aren't as defined -- average use of most media types with the exception of online media which is high

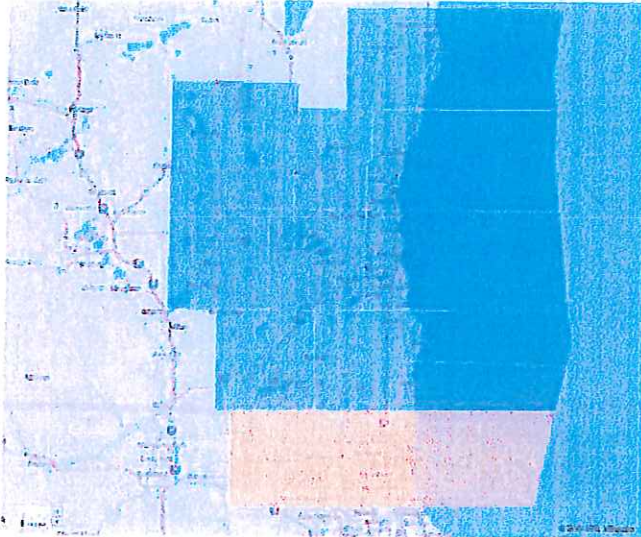
### Milwaukee Leisure Traveler



*(Source: Scarborough Research Chicago IL 2016 Release 1 and Milwaukee WI 2016 Release 2)*

## TARGET MARKETS

It is recommended that MKE target the Milwaukee DMA as well as Lake and McHenry Counties in Illinois.



## MEDIA TACTICS

- Interactive Advertising – Local and Geo-targeted National sites that will reach both the leisure and business traveler
  - Select sites that have travel content or content related to traveling
- Out-of-home Advertising – A combination of billboard and Metra advertising targeted to the Milwaukee DMA as well as Northern IL
- Local and Online Radio – A combination of traditional and online radio can be used during the year to influence demand for travel

The communication level of media and tactics used will differ by market. Awareness levels and the likelihood of changing perception and travel habits in a market will determine the level of media recommended.

## PUBLIC RELATIONS APPROACH - GMIA

### OVERVIEW

To increase GMIA's awareness among northern Illinois and southeastern Wisconsin residents, B+L will create messaging that not only highlights the ease and convenience of traveling through GMIA, but also the desirability of major destinations that airlines at GMIA fly to. This will be done through a comprehensive media outreach program, as well as by leveraging partnerships and creating various specials and promotions.

### PR STRATEGIES

- Leverage appeal of popular (and well-served) destinations such as Florida and Arizona
- Highlight ease of travel through Mitchell Field
- Leverage partnerships with organizations such as Wisconsin Department of Tourism and Visit Milwaukee
- Leverage relationships with airline PR / marketing professionals

### PR TACTICS

- Review and enhance existing editorial database
  - Enhance using Meltwater software, social media research
    - Business, travel, airline trade
  - Develop "A" list of Top 20 key targets
    - Set up deskside meetings for A list
- Develop targeted pitches highlighting specific travel destinations by season
  - Florida, Arizona (January-February)
  - New York City
- Meet with PR team from key airlines and develop joint pitch strategy
- Develop and distribute infographic highlighting averages of "travel ease" statistics (TSA wait times, daily parking costs, etc.)
- Develop release and fact sheet on GMIA
- Develop digital press kits
  - Downloadable from website
  - USB drives
  - Contents:
    - Release and fact sheet
    - Infographic
    - High res photography
- Coordinate and host media day for target media contacts
- Develop group travel incentives and offer them to key radio stations to stimulate station-organized trips involving on-air hosts and listeners
  - The groups would fly in/out of GMIA and promote the airport during on-air plugs for the trip
- Develop and distribute Illinois Promotions release

### Illinois-Specific Promotions

Seek out promotional opportunities and exposure at little to no cost to GMIA. Illinois residents would display state identification to receive special offers and deals.

- Free day of parking at designated GMIA parking structure for Illinois residents
  - Send free parking passes (day-passes) to northern Illinois media to announce the program
- Offer Illinois drivers complimentary car wash
  - Launch the program with a press event that offers a free car wash to Illinois media. Also, consider traveling to Illinois stations/offices and washing cars as a publicity stunt.
  - Publicize gifts to target demographic by sending "goodie bags" to Illinois media along with a press release
- Offer Illinois residents mini chocolate bars featuring GMIA packaging to drivers departing GMIA parking
  - Publicize chocolate bars to target demographic by sending samples to Illinois media along with a press release
- Host a monthly "Illinois Day," offering travelers from Illinois free parking, massages, manicures, etc.
- Offer Illinois residents a \$25 gas card following their 5<sup>th</sup> trip to / from GMIA

### SOCIAL MEDIA APPROACH - GMIA

#### OVERVIEW

Developing solid relationships with travelers is important now more than ever, and effectively using social media is a key driver to building those long-term traveler relationships. Whether it's the occasional recreational traveler or the businessperson who travels on a weekly basis, each possesses an immense opportunity for GMIA.

Leveraging the established and active social media presences will be an important component of the integrated marketing plan designed to increase the awareness and highlight convenience of GMIA with the residents of Northern Illinois and Southeastern Wisconsin.

#### STRATEGY DEVELOPMENT

A successful social media communications initiative starts with a well thought-out strategic marketing plan, focusing on GMIA's objectives of expanding the awareness and spotlighting the ease of travel through GMIA and amongst Northern Illinois and Southeastern Wisconsin

- Conduct audit of current GMIA social media profiles – determine opportunities
- Develop and provide a high-level social media marketing strategy
- Definition of Key Performance Indicators (KPIs)



### **SUCCESS METRICS DEFINITION**

The metrics that matter to you matter to us. As such, we will identify the key performance indicators (KPIs) that are potentially relevant to you and to the success of this ongoing awareness initiative. Sample success metrics include (but are not limited to):

- Community growth (increase of page likes, etc.)
- Engagement metrics (shares, comments, etc.)
- Traffic driven to website from social media accounts
- Conversion opportunities

### **EDITORIAL CONTENT CALENDAR CREATION**

A well-constructed strategic blueprint needs a plan of attack; this is where the editorial content calendar comes in. This calendar defines the macro themes and topics to be discussed, which speak to the defined goals and objectives identified in the strategic plan. Although it can typically follow a weekly and monthly timeline, it is considered a living and breathing guide that can change as needed.

- High-level editorial calendar defining macro-themes and content topics to publish across the GMIA social accounts. Topics could include (but are not limited to):
  - General awareness of GMIA
  - Convenience of traveling through GMIA
  - Benefits of using GMIA as the home airport
  - Flash contests or giveaway ideas
  - Infograph distribution
  - Compliment PR outreach, promotions and news items
- Parallels the social media marketing strategy



### **SECTION E: AGENCY HOURLY RATES**

B+L charges hourly fees by activity/service, not by individual staff member. The following are B+L's proposed hourly rates for MKE and LJT, along with an estimated number of annual hours per the scope of work outlined in the rfp. B+L understands that we will be working with an internal team of professionals at GMIA and LJT and will coordinate efforts and responsibilities as appropriate.

Account Service (150-175 hrs.)	\$125/hr.
<ul style="list-style-type: none"> <li>• Project Management</li> <li>• Strategic Planning</li> <li>• Research Management</li> </ul>	
Public Relations (175-200 hrs.)	\$125/hr.
<ul style="list-style-type: none"> <li>• Project Management</li> <li>• Strategic Planning</li> <li>• Media Relations</li> <li>• Editorial Reports</li> <li>• Event Management</li> </ul>	
Social Media (100-120 hrs.)	\$125/hr.
<ul style="list-style-type: none"> <li>• Social Media Management</li> <li>• Social Media Strategy</li> </ul>	
Creative (175 -200 hrs.)	\$125/hr.
<ul style="list-style-type: none"> <li>• Creative Concepting</li> <li>• Digital Ad Production</li> <li>• Layout/Design</li> <li>• Production Art</li> <li>• Production Supervision</li> <li>• Copywriting</li> </ul>	
Media (120-150 hrs.)	\$125/hr.
<ul style="list-style-type: none"> <li>• Research</li> <li>• Planning</li> <li>• Buying</li> <li>• Analysis</li> </ul>	



## **SECTION F: REQUIRED FORMS**

The following is the required DBE form. We completed the DBE form included in the rfp, as well as a similar form recently completed for the MCTS rfp. We were unsure which form is preferred so both are provided.

Our DBE partner for GMIA and LJT is G.Moxie. B+L will partner with G.Moxie for business outreach consultation, particularly for communicating to the Milwaukee and northern Illinois audiences to increase awareness and use of GMIA and LJT.

Laura Goranson is the owner of G.Moxie. With almost 30 years in the areas of project management and design coordination, public involvement and agency, Laura has worked on projects including sports facilities, municipal and commercial buildings, transportation design and construction, waste water treatment and collection design and energy recovery planning. The breadth and depth of her knowledge and experience and contribution to the success of high profile projects such as the Marquette Interchange Project, Miller Park construction and the Harley Davidson 105th Anniversary event has earned her numerous accolades from her very happy clients.

### **PROJECT SPECIFIC EXPERIENCE**

#### **Wisconsin Department of Transportation**

- Zoo Interchange Project
- I-794 Lake Freeway / Hoan Bridge Rehabilitation Project
- Coulee Region Transportation Study
- Marquette Interchange Project
- Miller Park Construction
- I-94 North-South Freeway Project
- I-94 East-West Freeway Project
- US-18 Bluemound Road



**COMMUNITY BUSINESS DEVELOPMENT PARTNERS  
MILWAUKEE COUNTY**

**COMMITMENT TO CONTRACT WITH DBE**

(This form is to be completed by the bidder/proposer and the DBE named for submission with bid/proposal)

PROJECT No.: 7139 PROJECT TITLE: Marketing/Communications for GMIA and LJT

TOTAL CONTRACT AMOUNT \$ tbd DBE Goal: 17%

Name & Address of DBE <sup>(*)</sup>	Scope of Work Detailed Description	DBE Contract Amount	% of Total Contract
G.Moxie, Inc. 159 N. Broadway Milwaukee, WI 53202	Business Audience Outreach and Communication	tbd	17%

(\* Separate commitment form must be completed for each DBE firm)

**Bidder/Proposer Commitment (To be completed by firm committing work to DBE)**

I certify that the DBE firm listed quoted the identified service(s) and cost(s). I further acknowledge our firm having negotiated with, and having received confirmation, on partnering, pricing and delivery from DBE firm listed herein. Our firm Boelter + Lincoln (Phone No. 414-271-0101), or one of our subcontractors, will enter into contract with the DBE firm listed, for the service(s) and amount(s) specified when awarded this contract. A copy of the contract between our firm and that of the named DBE will be submitted directly to CDBP within seven (7) days from receipt of Notice-to-Proceed on this contract. The information on this form is true and accurate to the best of my knowledge. I further understand that falsification, fraudulent statement, or misrepresentation will result in appropriate sanctions under applicable law.

*Jill Brzeski* Signature of Authorized Representative      Jill Brzeski, President & CEO Name & Title of Authorized Representative      10-7-16 Date

Subscribed and sworn to before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

\_\_\_\_\_  
Signature of Notary Public      State of \_\_\_\_\_ My Commission expires \_\_\_\_\_

[SEAL]

\* Only firms certified as DBEs (within qualifying NAICS codes) by the State of Wisconsin UCP prior to bid/proposal opening will be credited on this contract

**DBE Affirmation (To be completed by DBE Owner/Authorized Representative)**

- I affirm that the State of Wisconsin UCP has certified our company as a DBE, and that our company is currently listed in the State of Wisconsin UCP Directory.
- I acknowledge and accept this commitment to contract with my firm for the service(s) and dollar amount(s) specified herein, as put forth by Boelter + Lincoln
- I understand and accept that this commitment is for service(s) to be rendered in completion of the Milwaukee County project specified herein to be completed with my own forces, unless otherwise approved by CDBP.
- I affirm that approval from CDBP will be obtained prior to subletting any portion of this work awarded to my firm on this project.

*Lauren C. Gorswald* Signature of Authorized DBE Representative      Lauren C. Gorswald, President Name & Title of Authorized DBE Representative      10/7/16 Date

**FOR CDBP USE ONLY**

Commitment number \_\_\_\_\_ of \_\_\_\_\_ Project Total: (A) \_\_\_\_\_ (V) \_\_\_\_\_  
 \$ \_\_\_\_\_  
 \_\_\_\_\_ Date \_\_\_\_\_ Authorized Signature \_\_\_\_\_ Signature \_\_\_\_\_  
 \_\_\_\_\_ Date \_\_\_\_\_