



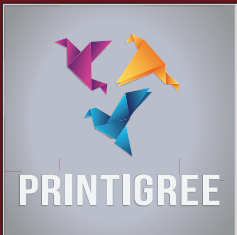
SHP

in partnership
with



PROLIQ SIGN STUDIO

NYS certified MWBE



PRINTIGREE

NYS certified MWBE - pending

A website has been prepared
for the presentation
of adjunct material and information
in support
of
SHP's
Logo Design, Way Finding, and Branding and Marketing
Proposal

Please see
SHPDRI.com

Password:
sweethome164

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Proposal
by

SHP

January 12, 2018

The following pages present SHP's proposals
for
Logo Design, Way Finding, and Branding and Marketing

It is IMPORTANT
to understand
that it is our expectation and our desire
that the art, design and strategies
outlined herein
become a
DEPARTURE POINT
for discussion and consensus building
with the merchants of Downtown,
the City of Oneonta,
and especially, Destination Oneonta.

We are proud of,
and stand by,
the specifics of this proposal,
but ultimately,
the project's success is our priority.

That success will only come
when all businesses in
the Downtown community
feel investment and ownership
in the final product.

Please see the website:
SHPDRI.com

Downtown Revitalization Initiative
Branding and Marketing Program
and
Downtown Wayfinding

PROPOSAL



Mark Drnek, Creative Director

164 Main St., Oneonta, NY 13820
607.267.4193 tel • 607.437.2566 cell
Mark@SweetHomeProductions.com

Thank you for the invitation to offer this proposal for the DRI sponsored Branding, Marketing, and Wayfinding of Oneonta's Downtown.

SHP has a long history of working with the small business owners of downtown to develop consensus and "buy-in" to promotions that benefit not just their interests but those of their neighbors.

We believe this will stand us in good stead as the lead communicators and implementors of the DRI marketing efforts for the downtown community.

AGENCY PROFILE

Agency Summary:

SHP - Sweet Home Productions was founded in June of 2007 and occupied the first floor of the former VFW Hall at 97 Main Street. The company moved its offices to 164 Main Street (above McLaughlin's Clothing) in 2013.

While large businesses and institutions with dedicated budgets have long been able to take advantage of the latest marketing and communications technologies, SHP's goal - from its first day - has been to provide small "mom and pop" businesses with affordable opportunities to utilize multi-media in their promotion.

To that end, we provide:

- web design and hosting for over 120 local businesses,
- social media management,
- graphic design, logos, posters, and other branding services,
- video for TV, disc, and internet,
- audio production (including nationally syndicated radio programming),
- GPS tracking of buses and trolleys (with banner advertising opportunities),
- 3D tours of lodging, businesses and real estate,
- on-line ordering for local restaurants with a comprehensive menu database,
- an e-commerce portal for local retailers,
- twice-yearly publication - "Everything Oneonta" - the most complete and accurate directory available,
- a web and print promotion for the holidays that elevates "foot traffic" for local business web sites,
- free Cooperstown and Oneonta-centric app for Apple and GooglePlay.



Team Members:

Mark Drnek, Owner & Creative Director

- Education: School of Visual Arts, NYC
 - Illustrator - More than a dozen years in NYC, for clients including Scholastic Magazines, Learning Well, Ziff Davis Publications, St. Regis Press, and others
 - Graphic Service Coordinator, Instructional Resource Center at SUNY Oneonta - (one year post)
 - Owner, Marksman Studios (Publisher of the State Times)
 - Director of Creative Services at The Daily Star
 - Coordinator, Downtown Oneonta Improvement Taskforce (DOIT)
 - Radio News person at WZOZ
 - Business Community Liaison, Director of Career Development, Work-Based Learning, and Outreach and Admissions, at the Oneonta Job Corps Academy
 - Owner, SHP - Sweet Home Productions
- of interest:*
- Founder and first 3 years Chairman, then re-establishing Chairman, First Night Oneonta
 - Host, Blue Light Central (syndicated radio program on the Pacifica Network)



Daniel Velle, Lead Videographer and Graphic Designer

Dan has been at SHP since its first days.

He specializes in videography, DVD authoring, graphic design, consumer packaging and all things digital media.

Our clients *love* Dan.

- Education: Gilbertsville Mt. Upton CSD (honors)
Broome Community College, Computer Science, Graphic Design
 - 10 years with SHP- Sweet Home Productions
- of interest:*
- Artist Assistant to Walter Gurbo, Andrew Castrucci, Elizabeth Nields and Marcus Villigan.
Graphic design, videography, DVD production, audio production, CD production, packaging, website maintenance & updates, book pagination & production.



Amoré Swann, Social Media Specialist, Editorial Writer

Amoré provides social media content for many clients on a range of subjects and interests, and writes editorial copy for the Everything Oneonta directory. She also maintains the Oneonta Calendar, authors a blog, and generally keeps the office running.

- Education: SUNY Oneonta, BA Anthropology
- Lead Sales Associate, Dollar General
- Barista, PJ's Coffee in New Orleans
- Secretary, Anthropology Department, SUNY Oneonta

of interest:

- Avid hiker, reader and recent devotee of the ukulele



Jason Byrd, Web and App Developer

Jason followed his brother, Sean to SHP. Among his many responsibilities is the maintenance and continuing improvement of our various GPS tracking systems.

He is also the lead developer for several clients' uniquely imagined apps and web-apps, including that being developed for "Northern Catskills Living."

- Education: SUNY Oneonta, BA Computer Art
- Tool Rental Associate, Home Depot

of interest:

- 3D modeling and texturing
- Gamer and drone enthusiast



Gavin Boyle, Web Designer & Administrator, SEO Specialist, 3D Model Technician

Customer Service is Gavin's priority.

Whether providing training for client-side content management, proactively trouble-shooting the web for issues (before they become issues), enhancing a client's search engine standings, or capturing business, lodging or real estate in 3D, Gavin brings his "A game" every day.

- Education: SUNY Delhi, Computer Information Systems
- Laborer and Equipment Operator, Boyle Excavating
- Ski Instructor at Ski Windham

of interest:

- World Traveler :)



Justin Berru, Video Production Specialist, Web and Graphic Designer

A recent emigree from Brazil, Justin joined the SHP team as a sponsored candidate via the CDO Workforce.

We're as impressed with his work ethic as we are with his skill set (which is formidable and includes a robust knowledge and experience with all the requisite Adobe suite of video and graphic design applications.) We are thrilled to have him on the team.

- Education: Escola Lemos de Castro (Brazil)
- Videographer/ Editor, Expressao Colateral
- Motion Designer, Studio Prime

of interest:

- Speaks Portuguese, Spanish and English



Shane Harrington, App Developer

Our secret weapon...

Between developing new apps or modifying and improving our current systems, Shane is Mr. Fix-It for any code-oriented issue that may arise. (And they do.)

- Education: Ithaca College, BA Computer Science
Empire SUNY, BA Computer Science (May 2018)

of interest:

- Accomplished jazz saxophonist & pianist
- Rubik's Cube speed cubing competitor



Associates

Media and Public Relations:

David Hayes

Given his long history in printing and advertising, and the many professional relationships he's nurtured on behalf of charitable and community groups in their area, we are ecstatic to have the services of David Hayes in spearheading our public relations effort, regionally and nationally.



Associates

Financial Management:

Jay Dinga

The former Comptroller for Broome County, Jay Dinga is intimately familiar with government and grant funding. He will manage all aspects of the financial side of the contract.

Those whose job it is to handle the accounting for the DRI funding will be glad to have someone to work with who can bring his level of knowledge and organization to the task.



Associates

Wayfinding Signage:

Kim Robinson, owner Prolifiq Signs

An NY certified woman-owned business with twelve years of experience, and its roots (and many happy clients) in Oneonta, we are proud to have Prolifiq Sign Services as a partner in the development and production of high quality pedestrian and driver-friendly wayfinding signage for Oneonta's downtown.



Associates

Posters, Rack Cards, Flyers, Brochures:

Caitlin Fecteau, co-owner Printigree

Printigree is a woman-owned print and design shop with over 15 years of fine art and graphic design expertise. Their artistic eye drives a demand for print perfection making them a go-to resource for Otsego County's fine artist communities.

Experience working closely with local, state and national governments, as well as non-profit and community organizations helps them stay rooted in community advancement.



Founded in 2007, SHP – Sweet Home Productions is a multi-media production firm in Oneonta, NY.

We offer a variety of media solutions for large and small businesses, including print, direct mail campaigns, website and social media integration, search engine optimization, reputation management, video and app development.

We provide web design, hosting, & maintenance for over 100 local businesses – let us be your one stop solution for everything on the web.

SHP also produces its own community-oriented digital and print publications, which provide local business with uniquely targeted promotion to a four-county market. Check out "**PUBLISHING**" to see some of the print and digital promotions we design, develop, and distribute for community improvement, including the popular Oneonta Calendar!

SHP is proud to provide local restaurants with the option of affordable on-line ordering, via our popular web/app "**ORDER ME ONEONTA**".

And, our **Track Me Mobile** division offers GPS tracking solutions for buses, trolleys and the like.

Sweet Home Productions has been providing affordable multi-media to the community for nearly a decade. Give us a call, drop us a line, or stop in.

We'd love to help you with your marketing needs – whatever they may be.

If you have an idea for promotion... we can help make it a reality.



Mark Drnek
Owner
Creative Director



Gavin Boyle
Web Admin



Shane Harrington
App Developer



Justin Berru
Graphic Designer



Jason Byrd
Web and App
Developer



Amore Swann
Executive Assistant
Social Media
Specialist



Dan Velle
Lead Videographer
Graphic Designer

Testimonials

"For almost 10 years I've used Sweet Home Productions for everything from affordable web hosting and maintenance to help with promotions and literature design. They've been an integral part of our continued growth. As we enter into our 45th year of business we know the value of this partnership. Thank you Mark and the associates at Sweet Home."



Joe Ruffino
Joe Ruffino's Pizzeria & Restaurant

"Thanks Mark and Nigel at Sweet Home Productions for the great work on our website: firstnightoneonta.com! The site looks great and Sweet Home is super fast with all of the updates and additions we need as the event grows closer. Thanks so much for your patience and support!"



Carol Mandigo
First Night Oneonta

"I have done business with Mark and his Team for a number of years. They have listened well and provided solid solutions for my business. Don Marsh"



Don Marsh
Don Marsh Agency

"An excellent home town business, run by caring, helpful & knowledgeable people. Mark and his staff are always just a click away with help. Thank you"



Nancy Johnson
Autumn Cafe

"They are friendly and great. Affordable web and ad design. You guys were a real help. Thanks."



Doris DiStasio
Country Living Bed & Breakfast

Services and Specialties

(Core Capabilities):



SHP provides a wide range of design and pre-press publication services, including photography, advertising composition, vector and hand-drawn illustration, editorial writing, and liaison and coordination of printing and distribution.

SHP also publishes a comprehensive community directory and several other specialty promotions.

The company maintains and publishes (for web, app and weekly e-mail) an entertainment calendar for Oneonta and the area.

We design and author web sites, web-apps, and apps for Android and IOS. We also provide content management training and support, search engine optimization, analytics reporting, and hosting management. In addition, we create and manage social media for a number of clients.



SHP has developed and implemented its own proprietary GPS tracking system, and on-line ordering interface which features a POS system that prints each order as a unique “ticket.” We also capture and host 3D tours via state-of-the-art MatterPort technologies. Much of this, and more, is made available via a free community app.

All of that considered...

We believe that our most unique service is our DAILY, in-person interaction with, motivation of, and support for Oneonta’s downtown businesses.

(Please see the video at SHPDRI.com)

Experience with Community Branding and Marketing Projects:

SHP - Sweet Home Productions is very much an “Oneonta-centric” company.

From Mark Drnek:

35 years ago, I traded a career as an illustrator in Manhattan for a quality of life that I remain convinced is unique to Oneonta.

When, on a hot August day, my wife and I decided that we’d had enough of the City’s unrelenting “energy,” we turned the page to a new chapter that included months of research, a wall-sized pasting-together of maps, and a week-long investigative tour of cities, large and small all over upstate New York.

None compared with Oneonta.

We made the move, and my love affair with this community has never abated.

I was fortunate to preside over the promotion of our downtown as the Coordinator for the Downtown Oneonta Improvement Taskforce, and I jumped at the opportunity to reinvest my energies in that effort at the conclusion of my 8-year tenure in management at the Oneonta Job Corps Academy.

So was born Sweet Home Productions.



SHP has always enjoyed the support of Oneonta's political leadership, and this contract and sponsorship by the City would be an exciting enhancement of our role in the community's promotion.

While our current efforts should not be conflated with an "official" branding and marketing of Downtown, they have garnered enthusiastic support from our community of small businesses.

(Please see the video at SHPDRI.com)

Our community directory is the most comprehensive compilation of resource information ever collected, published and widely distributed to and for the community of Oneonta.



The yearly magazine and directory has been continuously produced since 2009.

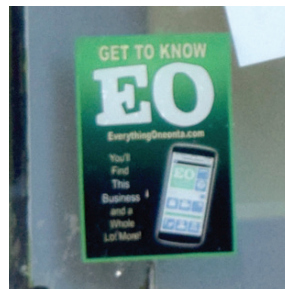
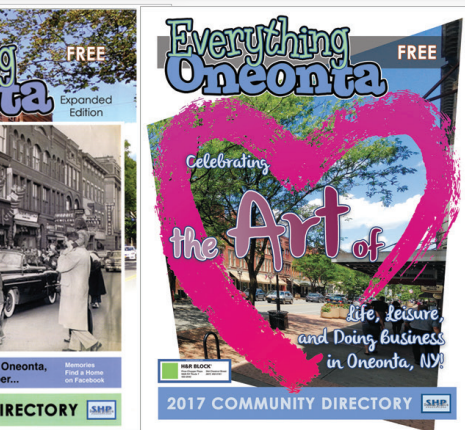
Please see as reference: a recent directory, included with this proposal.

Much of the directory is replicated on-line at EverythingOneonta.com

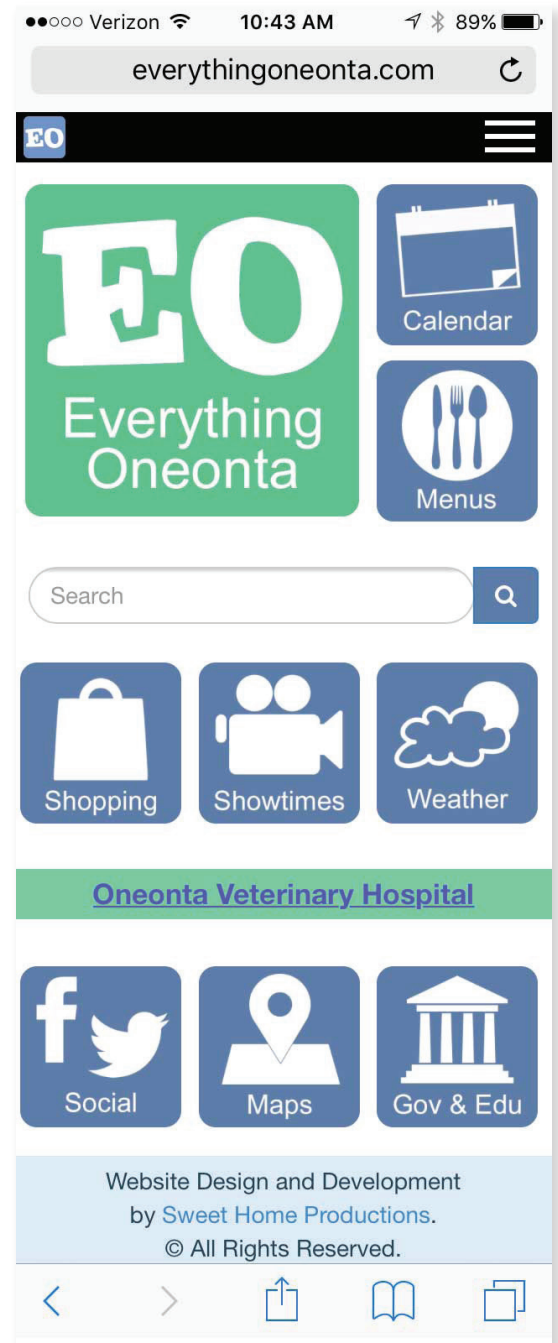


The website has become a VERY popular resource on both mobile and desktop.

The site had approximately **150 thousand** views in 2017 at an average of nearly a minute and a half per session.



Visitors will notice our EO static-clings in the windows of most downtown businesses.



Find the app at
OneontaHUB.com



FREE



Call a Cab
**FOLLOW
THE BUS**



**LODGING
REAL ESTATE**



**STUDENT
HOUSING**



Oneonta in 3D!

Tour Stores,
Restaurants,
Galleries, Museums,
and more!

SHOP ONLINE
in Virtual Oneonta!



**COUPONS
& Discounts!**



**DELIVERY
& Take Out**

SOCCES



The Oneonta HUB

hubba hubba hubba.....hubba hubba hubba.....hubba hubba hubba.....hubba hubba hubba.....hubba hubba hubba.....hubba hubba hubba.....hubba

PROMOTIONAL POSTER

Predates the integration of Cooperstown into the app

This past year,
SHP launched a FREE app for Android and IOS.

The
Cooperstown/OneontaHUB

It addresses the interests of both
Cooperstown and Oneonta
in separate navigations.

The Cooperstown/Oneonta HUB
offers everything from 3D tours,
to events and entertainment,
menus and on-line ordering,
GPS tracking of buses and trolleys,
shopping with discounts
and e-commerce.



To date, we've had
nearly **2,000 downloads.**

We expect to triple that
by Memorial Day.

TRACK THE BUS
ORDER DINNER
GRAB A COUPON
FIND ENTERTAINMENT
RENT AN APARTMENT
TOUR IN 3D
SEE A MOVIE
CALL A CAB
RENT A ROOM
SHOP ONLINE

Download
OneontaHUB
It's a FREE App

The Oneonta Calendar

Click here to add your own event!

Filter Results Region: Oneonta - Category: All			
January 01 Mon	1:30 pm	Poetry and Songwriting Workshops Oneonta	The Turning Point
January 02 Tue	10:00 am	Be a Man That Makes a Difference Oneonta	The Turning Point
January 02 Tue	5:30 pm	Chi Kung Class with Richard Oneonta	Sun, Moon & Earth
January 03 Wed	11:00 am	Crystal Reiki w/ Biommat with Tim Keys Oneonta	Green Earth
January 03 Wed	5:30 pm	Boan Oneonta	

Filter Results Region: Oneonta - Category: All			
January 02 Tue	10:00 am	Be a Man That Makes a Difference Oneonta	The Turning Point

Be a Man That Makes a Difference

The Turning Point
22 Elm Street
Oneonta

[View Map](#)

Join Pastor Ken Zulkosky, of Main Street Baptist Church, as we work through the book of Ephesians. Discover how serving others can create peace in our lives. Service without expectation in doing the handiwork of our creator has so many rewards!

For more information
[\(607\) 267-4435](tel:6072674435)
[Visit the Website](#)

Share This Event:

[f](#) [t](#) [g+](#) [e](#)

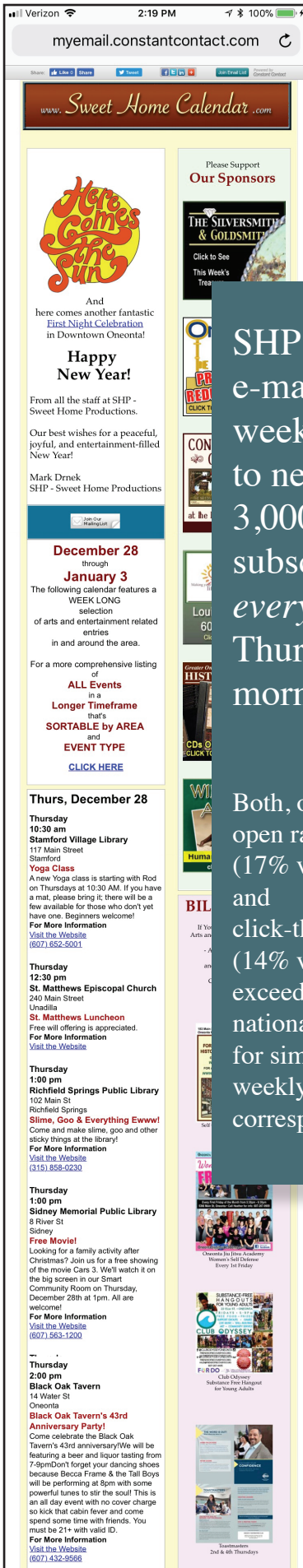
SHP produces the *Oneonta Calendar*

It is updated daily.

Deemed by Mayor Richard Miller
as the “official” calendar of Oneonta

The calendar is replicated (in various designs)
on the EverythingOneonta.com web site,
and on the apps:
SHTV,
The Family that Plays Together,
and the Cooperstown/OneontaHUB.

A feed has also been provided to Destination Oneonta.



SHP e-mails a weekly calendar to nearly 3,000 local subscribers every Thursday morning.

Both, our open rate (17% vs. 11%) and click-through rate (14% vs. 7.2%) exceed the national averages for similar weekly correspondences.

Regarding the Calendar's User Interface

From:

Gerry Stoner
 Northern Catskills Living
 A Division of Stonecrest Industries, Inc



For 10 years, I have published the Gilboa Historical Society Quarterly. Recently, I've been developing an integrated calendar for the counties of Schoharie, Delaware, and Greene that would publicize all public social and educational events.

My goal is for a user to be able to select a specific geographic area and set of interests, and this data would generate a personal calendar.

We live near Oneonta and I referred to the calendar at www.sweethomeoneonta.com on a regular basis. It came as close to my ideal as I had yet found, and so I met with Mark Drnek and commissioned Sweet Home Productions to make my dream come true for the three counties.

We have a group of town clerks, municipal historians, school superintendents, and activists who will be helping to populate the calendar.

We have also approached area newspapers, and plan to send them an electronic copy of all activities for the next 10 days within their chosen spheres of influence.

Calendars by independent venues can arrange for us to use their site, and vice versa, and together we can provide information on enrichment activities throughout the area.

I would expect that Mark's work will be a fantastic boon for the residents of Delaware, Otsego, Montgomery, Albany, Schoharie, Greene, Ulster, and Sullivan counties.

Testimonial



You'll Never Miss Your Bus Again

Routes

[Oneonta - Cooperstown](#)

[East End](#)

[Paratransit](#)

[River Street](#)

[Cooperstown Trolley](#)

[West End](#)

SHP developed its own proprietary GPS Tracking System for Oneonta Public Transit

The efforts have been extremely well received and have generated a loyal, and growing viewership.

The average time spent during a typical session is more than 4 minutes.

Local businesses and institutions are promoted within the session through the display of banner advertising.

SHP uses that advertising opportunity to promote its Oneonta-centric entertainment calendar, its Cooperstown/Oneonta HUB app, and Oneonta's local businesses, restaurants, agencies and institutions.

The GPS interface has been so successful in capturing screens and screen-time that our advertisers are getting over 70,000 impressions in a typical month!



Subject: Request to publish images of bus application

I would like to publish images of the Track Me Mobile software implementation (Oneonta/Cooperstown) in the Compendium of Walkable Building types book I am working on, likely to be published by ORO, Routledge or Wiley. We are impressed by the Follow the Trolley and OPT bus tracker apps, and how it actively shows bus locations and proximity to stops, and would like to celebrate that in our publication. **It is a fantastic resource and likely to be emulated in many other jurisdictions.**

Brian E. O'Looney
Design Architect/Principal
Torti Gallas + Partners, Architects of a Better World
1300 Spring Street, 4th Floor | Silver Spring, Maryland 20910
301.588.4800 | 301.650.2255 fax



Testimonial

Oneonta 3D

GET A QUOTE

Another Dimension in Local Marketing

Watch the Video

Take a 3D Tour

Map



Oneonta 3D lets you explore Oneonta, NY from your computer or phone screen.

The 3D tours bring local businesses, real estate properties, venues, and shopping to you – giving you more than ever before. Take a 3D tour now and learn more about your town!

- | | | |
|---------------------|----------|--------------|
| Real Estate | Dining | Galleries |
| Apartments For Rent | Shopping | Churches |
| Attractions | Services | Institutions |
| Venues | Lodging | & more |

About Oneonta
Contact Us

© 2018 Sweet Home

Sweet Home Savings
COUPONS, DISCOUNTS & FREEBIES!
Holidays Savings
In & Around Oneonta & Cooperstown

- Dining**
 - Save on Dining
 - Dantes Pizzeria [Oneonta](#)
 - Ninas Italian [Oneonta](#)
 - Sloans N.Y. Grill [Oneonta](#)
 - Soda Jerks [Oneonta](#)
 - Southside Snack Shack [Oneonta](#)
 - Wiseguys Sammys [Oneonta](#)
- Entertainment**
- Shopping**
- Services**

In addition to EverythingOneonta.com and the Cooperstown/OneontaHUB app...

SHP Produces Several Oneonta-oriented Web Sites

Order Me ONEONTA Register / Login

Online Ordering from your Favorite Restaurants
Order online from restaurants in Oneonta, NY; delivery or pickup. Order Me Oneonta is an online ordering service catering to local restaurants.

What are you hungry for?
pasta and wings X Search

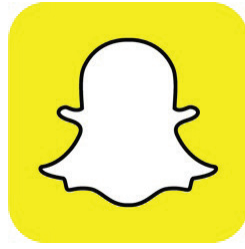
Restaurants

<p>DANTE'S PIZZERIA</p> <p>Dante's Pizza Open • (607) 432-3030</p> <p>Order From Dante's Pizza</p>	<p>Green Earth</p> <p>Open • 432-7160</p> <p>We have vegan options! Healthy options include our juice bar, smoothies, breakfast sandwiches and paninis. Order from our cafe for delivery or quick pickup.</p> <p>Order From Green Earth</p>
<p>Humphrey's</p> <p>Humphrey's Bistro Open • (607) 441-3366</p> <p>We Provide great food and a friendly, family style atmosphere for our guests. We offer a full delivery menu complete including entrees, burgers, and beverages.</p> <p>Order From Humphrey's Bistro</p>	<p>Nina's</p> <p>Restaurant & Pizzeria Nina's Italian Closed Today • (607) 432-9800</p> <p>Nina's Italian Restaurant & Pizzeria has been serving this area since the 1960's. Family owned, featuring fresh local ingredients and authentic Italian cuisine.</p> <p>Order From Nina's Italian</p>

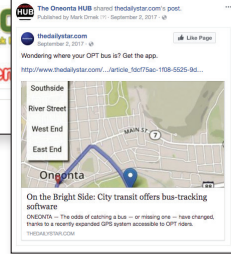
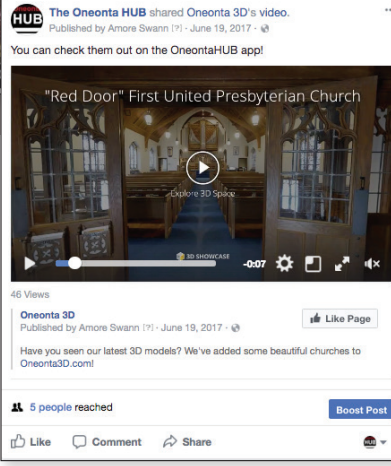
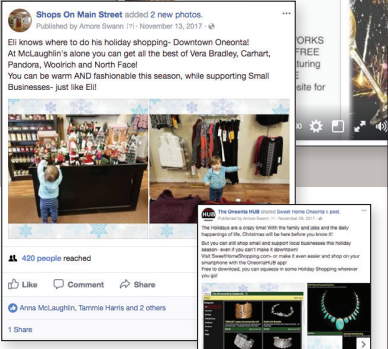
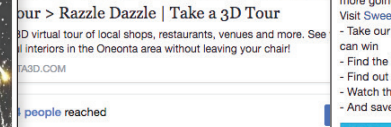
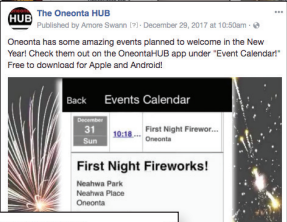
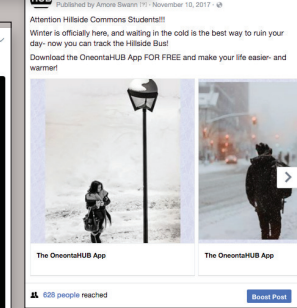
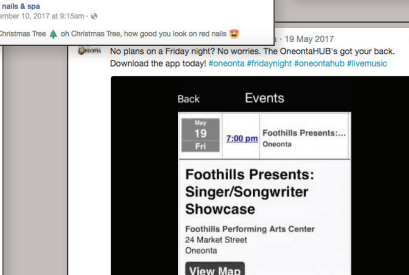
Sweet Home SHOPPING
SUPPORTING LOCAL BUSINESSES FROM THE COMFORT OF HOME

Simple and Convenient On-Line Shopping
www.SweetHomeShopping.com

SHOP SMALL



We also maintain a robust *Oneonta-oriented* Social Media presence with cross-promoting accounts on multiple platforms



With web site resources, print directories, events calendars, on-line ordering, e-commerce portals, 3D tours, bus tracker sponsorships, social media posting, and video production, Sweet Home Productions proudly provides an array of affordable marketing and promotional services to our downtown business community.

It is our intention to pair SHP's locally oriented, multi-media footprint with a robust regional and national marketing effort in the service of the Downtown Oneonta branding and marketing campaign.

It's been an honor to assist Downtown's business owners in their promotion and marketing.

We look forward to a continued and evolving partnership with the City, Destination Oneonta, and members of the business community to provide these services and more, well into the future.

Professional References:

I would highly recommend Mark Drnek and Sweet Home Productions to assist the City of Oneonta in its 21st Century marketing initiative as part of the DRI.

Mark has developed groundbreaking, cutting edge technologies already supporting growth of the Oneonta brand, and no one knows Oneonta and our needs better than someone who already lives and works here.

We would be fortunate to leverage his expertise.

Jamie A. Reynolds
SVP/Regional Executive

I am writing to endorse Mark Drnek as the recipient of the DRI Downtown marketing contract.

Mark has consistently demonstrated his commitment to the growth and success of our City.

First and foremost, his mission embraces highlighting and successfully communicating all that is good about Oneonta.

The growth of our community rests on a clear vision of why people choose to live and work here.

Mark Drnek's steadfast devotion and dedication to this community positions him as the ideal candidate to promote Oneonta's value.

Barbara Roberts
Broker
Keller Williams
Upstate NY Properties

Mark,

I just wanted to thank you for all of the hard work that you do in helping build the growth in our community.

I know that more times than not you do it strictly for the the love of Oneonta and Otsego County. And although you may not realize that many people do actually appreciate what you do, I know that they do.

I myself do appreciate how much effort you put into what you do for Oneonta.

When someone walks into my dealership and looks for me, just to thank me for what I do for our community, it gives me the greatest feeling and makes me feel this community is well worth the time and effort.

So I wanted to give you a big Thank you Oneonta wouldn't be the place it is without you.

Ben Guenther
Owner
Five Star Subaru

In support of:

Mark Drnek, a local entrepreneur, who is conscientious of Oneonta's community and a supporter of local business.

Mark's vision and ongoing business development have provided businesses expanded options to engage the consumer.

Luisa Montanti
Property Manager
Southside Mall

Professional References:

Sweet Home Productions was The Autumn Café's web designer, search engine optimizer & manager for nearly 6 years.

Mark and his talented staff were a pleasure to work with, plus they effectively communicated their creative ideas to us.

Mark has many big picture ideas as well as the ability to execute the small details that kept our electronic presence fresh.

We believed that Mark's overseeing of our website, Facebook page, etc. was a game changer for our business.

Nancy & Timothy Johnson
Owners of The Autumn Café
1980-2017

I refer to Sweet Home's weekly calendar to stay on top of events and all that's happening in Downtown Oneonta.

Mark and his team have done a terrific job over the years of focusing on helping to make Oneonta a better place for all of us to enjoy.

The DRI investment locally would be a wise choice.

Former Mayor Kim Muller

I've known Mark and worked with him for over 30 years now.

He's been a God-send to our business, and helps us coordinate promotions with all 30 of our tenants and the rest of downtown.

Oneonta has always looked outside the 50 mile limit for the "expert."

Please don't make that mistake again.

We've got an expert right here in town who can do it, who does do it, every day.

He came up with The OneontaHUB.

He came up with The Bus Tracker.

He's done so many things for Oneonta, and he's the only guy who's going to be able to get this done.

Mark is Mr. Downtown Oneonta.

And there's absolutely no reason in the world that we need to go two miles outside the town to find an expert when we've got one right here, with an office on Main Street.

Peter Clark
President
Wilber & Clark Enterprises
Peter Clark Student Rentals

Please see our testimonial video
at SHPDRI.com



Project Proposal

Approach & Process

APPROACH & PROCESS

The following pages
showcase
Sweet Home Production's
approach & process
for
**Logo Design,
Way Finding
and
Branding and Marketing**

These proposals are intended
to serve as a
DEPARTURE POINT
for discussion and
consensus building
with the
merchants of Downtown,
the City of Oneonta
and
especially,
Destination Oneonta.



Please see our on-line resource for further detail:

SHPDRI.com



Building The Brand

The Oneonta community knows and has long embraced its brand.

We are “The City of the Hills.”

The backlash that came of the previous branding effort, *Life Enjoyed*, has been well documented. As have the brand’s shortcomings and misfires.

Not the least of these issues was the passive nature of the tag - *Life Enjoyed*.

In our logo design we’ve endeavored to incorporate Oneonta-specific graphical elements with a fun and energetic sub-text.

Let’s start with the iconic details that are unique to Downtown Oneonta.

The Municipal Building and its clock, Main Street’s ubiquitous red brick,

The faux gas lamps that provide street lighting and recall an historic past,

And of course, the hills that provide our city’s backdrop.



Next, the most important text in the brand... “Oneonta.”

Our Downtown is often and appropriately described as “Historic,” so the typeface for “Oneonta” should offer a vintage quality.

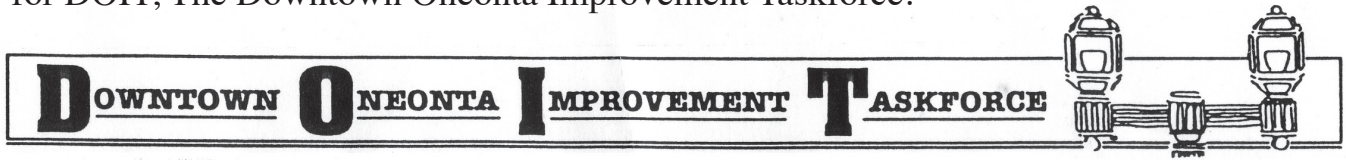
To that end, we’ve decided upon a slight serif in an easily read, comfortable and familiar typeface - Palatino.

ONEONTA

In deference to Oneonta’s popular descriptor, we arch the type subtly to echo the gentle roll of its hills.

Of the 4 iconic elements we've identified,
we've chosen the gas lamps as our primary identifier for downtown.

This follows by 20 years,
a similar use of the previous street lights in the logo
for DOIT, The Downtown Oneonta Improvement Taskforce.



In our logo design, we incorporate the graphic
into the very word "Oneonta,"
by substituting it for the letter "T."

As we've arched the type,
we've vectorized
and manipulated
the street light to match.



Next, we address the red-brick of Main Street
with the addition of a brick-red to the "Oneonta" typeface.

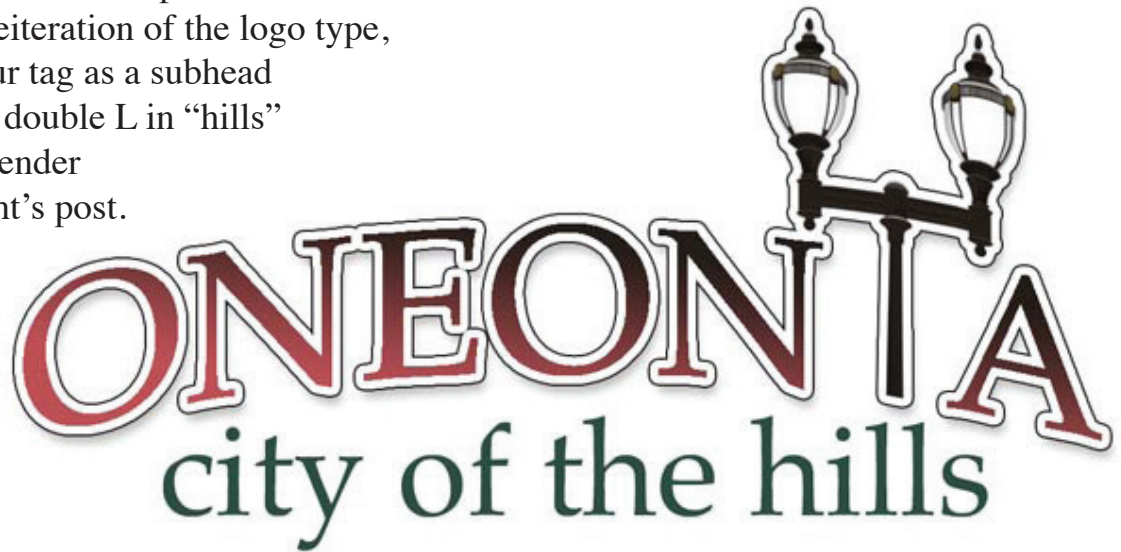
To tie the Street Lamp into the logo-type,
we vignette the red-brick color to black with a subtle gradient.

Then, with an eye toward the use of multiple background colors,
we add a 7 pt white stroke
and a slight black stroke to the logo.



Oneonta is the city of the hills.

Using a slightly “beefed-up,” all lower case reiteration of the logo type, we introduce our tag as a subhead while using the double L in “hills” as a defacto extender of the street light’s post.



All of which takes us to the hills.

The typical depiction of rolling hills through repetition of the high and lows of hill and valley provides a symmetry that evokes stability and comfort.



It is however, without energy.



Reducing the rolling hills to a single brush stroke, gives us a stronger design option, but doesn’t address the need for a more dynamic element.

By pushing the brush stroke, bending it, and making it less conforming to a representational depiction of hills we have the beginnings of a more unique take on the hills motif.



Further modification of the stroke and an angling of it from upper right to lower left gives it a certain amount of dynamism.

Taking the brush stroke and *reimagining it as a banner* -
a vintage design element -
in keeping with a previous century's use
in announcements and celebration,
and
we've got something!



We drop it behind the logo art as a “watermarked” backdrop.

The hills are referenced in the abstract,
even as we double-down on the vintage feel of the logo.

All the better to build our brand -

Oneonta, the City of the Hills







PROLIFIQ SIGN STUDIO

City of Oneonta RFP

BACKGROUND

Prolifiq Sign Studio is a local sign making company that is New York State certified MWBE. We are located in Edmeston, NY, Otsego County. With experience in the sign industry of over 12 years, our aim is to provide a helpful and professional service at a competitive price. We use only top of the line products for the highest quality signs.

We can help you with your vehicle graphics, wayfinding signs, monument signs, post and panel signs, POP displays, banners, decals, yard signs, clothing & apparel, promotional items, and interior signage. We produce most of it right here at Prolifiq Sign Studio in Edmeston, but if we can't, we can get it for you from our network of wholesale partners. We have established relationships with great vendors to fill the gaps, all while ensuring you get the best product, service, and value along the way.

OBJECTIVE

Prolifiq Sign Studio will be partnering with Sweet Home Productions to create effective, appealing, wayfinding and advertising signage using modern composite substrates, aluminum sign systems, dimensional raised lettering along with high performance vinyls. Our expert production staff is ready to help you make your signs stand out and get noticed.

EXAMPLES

NYCM Insurance, SUNY Oneonta, Hartwick College, Medical Coaches, Cooperstown Dreams Park, Chobani and Peter Clark Rentals are just a few of our clients. We also have done the wayfinding signs for the City of Oneonta.



1437 state hwy 80 | suite 1 | edmeston, ny 13335 | tel: 607.965.4024 | fax: 607.965.0035 | prolifiqsigns.com

Downtown Wayfinding

APPROACH & PROCESS

Here's what we know from our daily living and working in Oneonta:

Downtown Oneonta has parking.
And it's more convenient and a shorter walk
to most downtown businesses
than from a typical parking spot at WalMart.

But, you wouldn't know it from talking with folks.
Even local residents don't believe that there's easy and close parking in Downtown.
Main Street parking spots are always at a premium, but the lots and the garage are really close.
They just require a couple of turns on a couple of blocks.

If you do the math on the distances from the garage and the Dietz, Wall, and the Westcott lots -
car door to front door...
you realize that it's a perception problem and an education problem.
But it's easily addressed, with a well conceived way finding strategy
for

Driver Wayfinding Signage

Coming into the City, drivers need to be directed to parking.
But they also need to be shown directions to the places of most interest to them.

Where's the Foothills Performing Arts Center?
Where's CANO, the YMCA, Damaschke Field, Wilber and Neahwa Parks, the Huntington Library?
...and of course, folks need to be able to find the colleges and Job Corps and the airport.

All these locations, and others of particular interest
to visiting families, tourists, and day trippers
should be intelligently presented to drivers.

- In locations that makes the most sense.
- In clear, but attention grabbing style.
- On a structurally sound and esthetically pleasing display.

We are lucky to be presenting this proposal in association with Prolifiq Sign Studios,
and its president, Kim Robinson.

We are also fortunate that Kim has done this before for Oneonta,
and that those signs are still in great shape and seemingly, well positioned

So, with the assistance of the appropriate committee of Destination Oneonta,
we should have no issue determining the best way to enhance
what's currently in place for positioning and content.

We have worked with Bob Brzozowski's committee for several years in the continuing enhancement of the Walkway map, which had its origins with a Hartwick student, and then migrated to the Village Printer.

Working with DO, we designed a clear, welcoming and easily understood directory and business locator map.

Welcome to Downtown Oneonta

ARTS, CULTURE & ENTERTAINMENT

CIVIC & COMMUNITY ORGANIZATIONS

FOOD AND DRINK

PERSONAL SERVICES

LODGING

PLACES OF WORSHIP

PROFESSIONAL SERVICES

SHOPPING

Color Guide

Destination Oneonta Welcome Center
2 Dixie Street
www.DestinationOneonta.com
607-432-2843
Supporting local business and enhancing visitors to Oneonta.

Oneonta was a gathering place of the Algonquian and Iroquois peoples before European settlement in the last quarter of the 17th century. General James Clinton and his men arrived in the Oneonta area through Oneonta during the Revolutionary War.

Oneonta was incorporated as a village in 1838. In 1863 the railroad came to Oneonta and led to a period of rapid growth in the town. The town was founded in 1845. The Oneonta, a subsidiary of the Oneonta & Hudson Railroad was one of the largest in the world. The City of the Hills was the birthplace of cultural figures Henry Hamilton, Captain Walker, the father of American Indianism, the father of the 18th and his son Thomas Parckell, inventor and founder of Parckell Aviation and Parckell Semiconductors, among others.

It took Bob's group and the Sweet Home staff hours upon hours, working back and forth, to develop the map on display in the walkway.

We look forward to working with DO to develop the wayfinding signage.

We love working with these guys.



In addition to the driver's directional signage, we propose

Pedestrian Wayfinding

There are at least 10 spots downtown where pedestrian signs would be invaluable to a first time visitor. As an example, on the corner of Ford and Main, with directions to CANO, the Y, the Dietz lot; and going the other way, Neahwa, the ballpark, the Foothills and garage.

The key is that they blend with the architecture, but are obvious and easy to find and read.

They also need to unobtrusive.

Working with Kim and Prolifiq, and DO we will provide that signage, and ensure that the signs remain intact and up-to-date.

In addition to the directional signage, we propose two Gateway Signs, at both ends of Main Street.

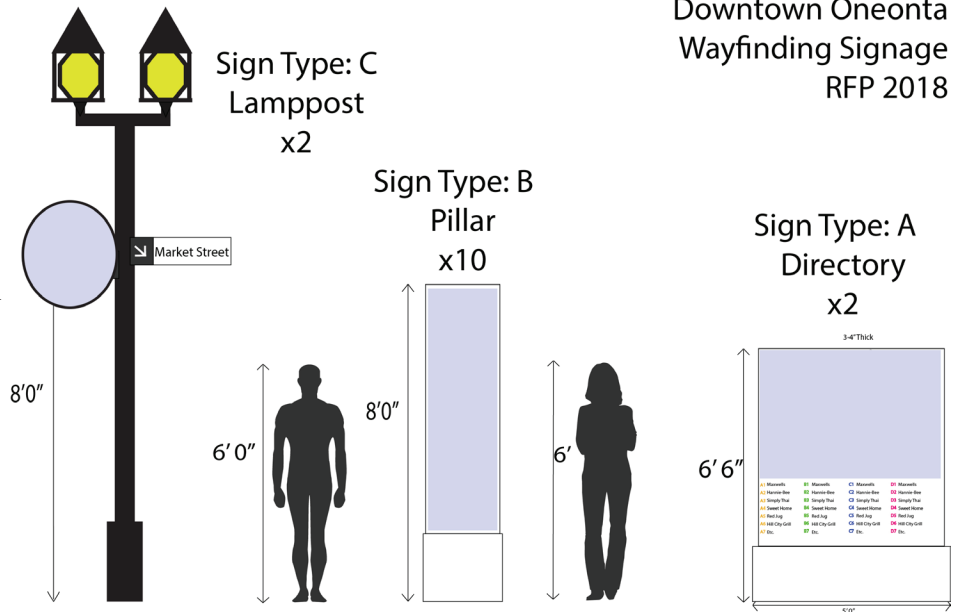
These signs would serve dual purposes.

Welcoming to Downtown, and promotion of parking, the Foothills, Downtown shopping and dining.

We've negotiated with DC Marketing to reserve the 6' x 21' top portion of the sign that occupies the roof of the former Oneonta Karate.

At the other end of town, along the chain link fence that borders Benson's Insurance, behind (and not disturbing of) Miller Park, we propose a similar-sized sign, but this sign would be on monolithic pylon.

The sturdiness, lifespan, and low maintenance of the structure makes it a good choice for the long haul. And the graphic opportunities it presents for the welcome and branding message make us anxious to get started.



Downtown Oneonta
Wayfinding Signage
RFP 2018



We have one more proposal for the Wayfinding campaign.

Touch Screen Information

As we've mentioned, we are proud to be the designers and participants in the evolved Downtown map that is well liked, and lingered over by visitors.

(Our office in the center of town gives us many opportunities to use the walkway, so we see that regularly.)

We propose reimagining the map yet again.

This time, as a 95" touch-screen information monitor, featuring the map and an interactive connection to individual businesses, their location, plus their unique display of photos, video, information, menus, and more.

If, when the final configuration of pedestrian and driver signs is determined, there remains a balance in the \$105,000 allocated in our proposal for Wayfinding, a kiosk for Muller Park may also be considered.

A kiosk has options of additional interactive resources, and a secure place for the display of posters.

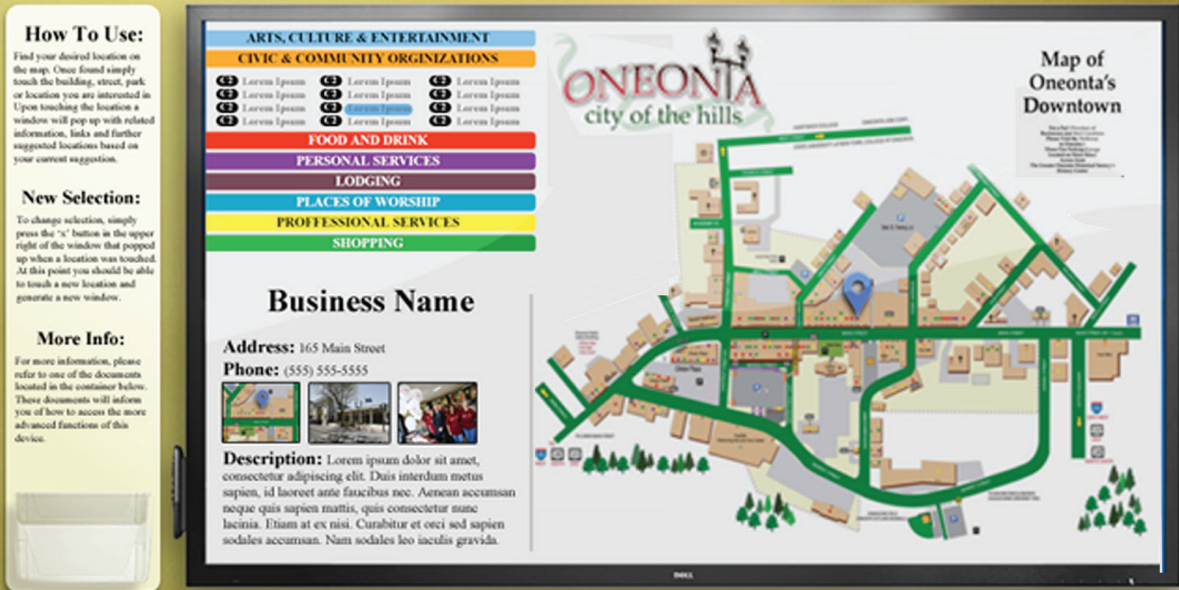
In addition to the money budgeted for in and around Downtown wayfinding signage, we have an additional \$75,000 budgeted for thirty-six months of digital promotion on the 2 signs approaching Oneonta on I-88, and the Chestnut Street sign.

Obviously these have marketing value to potential day-trippers, and those living within a near radius of Oneonta. But they also have navigational value to those who have selected the exit.

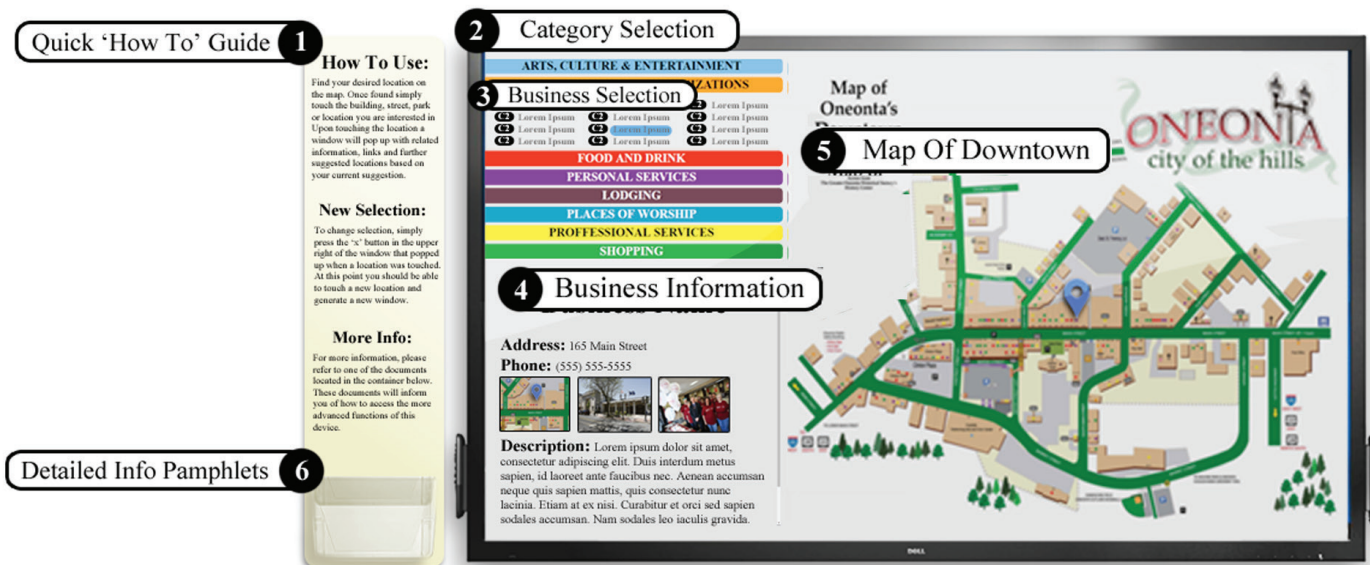
We live here and work here, and we like working with folks who do the same. And... everyone involved looks forward to working together on this project.



Touch-Screen Walkway Map



Key to Functions: Diagram



Pedestrian Wayfinding Signage

(preliminary suggestions, pending further discussion and development with the City and Destination Oneonta)

Pillar Style

1. In front of the police station
Main Street Shopping District
Market Street
Foothills
Neahwa
Damaschke Field
2. Corner of Market and Main,
across from Reds Ale (Legends)
Main Street Shopping District
Market Street
Clinton Plaza
Foothills
Neahwa
Damaschke Field
3. In front of Bus Store
Water Street
Parking Garage
Clinton Plaza
4. Street Corner in front of Bassett
(Chestnut)
Oneonta Theatre
Huntington Memorial Library
Huntington Park
SUCO/Hartwick
Job Corps
(Market)
Parking Garage
Foothills PAC
5. As you come out of the Walkway
from the parking garage
Muller Plaza
Parking Garage
Fire/Police/Court
Dietz
Chestnut
Ford
Water (lower level)

6. Corner of Dietz and Main,
in front of Oneonta History Center
(Main)
Mueller Plaza
Walkway to Parking Garage
and Water St
Court/Police/Fire
(Dietz)
Dietz Parking Lot
Wall Street Parking Lot
Huntington Park
7. Corner of Main and Ford,
in front of Community Bank
City Hall
(Ford)
Dietz Parking Lot
YMCA
CANO
(South Main)
Foothills
Neahwa Park
Parking Garage
Chestnut
8. Dietz Parking lot Entrance,
Dietz Street side
Free Parking
(Main)
Walnut Historic District
9. Dietz Parking lot Entrance,
Ford Ave Side
Free Parking
(Main)
Walnut Historic District
10. Neahwa Park Entrance, right side
Parking Garage
Damaschke Field
Home of the
Oneonta Outlaws

Gateway style

1. Large existing sign above
76 Main
(Across from Main View Studio)
Main Street Shopping Ahead
Parking Garage Next Right
2. Miller Park
to the immediate left
as you come off Lettis Highway

Placard

1. Above Walkway Entrance

Lamppost style

1. As you come up the steps
(from Water Street) in Muller Plaza
Parking Garage
Ford Ave
Dietz St
Chestnut St
2. As you come out of the Alley
that leads to the Dietz Parking lot
(next to Java Island)
Parking Garage
Dietz St Parking Lot
Dietz St
Ford Ave

Digital Kiosk

1. Inside the Walkway
between Mainstreet
and the Parking Garage
2. In Muller Plaza
right side
as you are facing the plaza

Wayfinding: Our Approach and Process

As detailed in the previous pages, we have designated \$180,000 - a large percentage of the overall budget - to the production of wayfinding signage for drivers and pedestrians in and around Downtown Oneonta.

We have secured the partnership of Prolifiq Sign Studios, an **NYS certified MWBE business**, with a stellar reputation and history of customer service and satisfaction, for the fabrication of all signage.

We have determined locations (and positions within those locations) for pedestrian wayfinding throughout Downtown. The consideration of the placement of signage, as well as the physical profile of that display and the verbiage contained thereon, has been the subject of significant thought and conversation. We are confident in the value of our proposal, but we will actively solicit and welcome input and direction from the Downtown stakeholders, which include Destination Oneonta, the City and the downtown merchants.

We anticipate that the wayfinding signage will reflect the design of the new “City of the Hills” brand, and while we have proposed our own, it is also our expectation that through our outreach and active engagement with Downtown stakeholders, a consensus may develop for alterations to that motif. Therefore, we have decided it a more prudent use of our time and resources in the development of this proposal, to defer any specific design suggestions to a later date, pending the input of Destination Oneonta’s designated committee(s).

We are, however, proposing several key inclusions in the pedestrian wayfinding, such a two “gateway” signs at either end of the City; two “directory” signs - at the corners of Chestnut and Main Streets and at Elm and Main Streets; a display above the Main Street entrance to the Walkway; an interactive iteration of the map in the Walkway, and (budget allowing) a kiosk in Muller Plaza with digital and printed display, as well as a secure and weather-proofed place for a rotation of posters. We would also suggest a minimum of 6 (and potentially 10) pedestrian wayfinding signs to be located throughout Downtown. As previously stated, we have designated placement for 10, but welcome the input of stakeholders before making a final determination of number, position, and style.

The current state and effectiveness of drivers’ wayfinding will need to be examined and a determination will be required - through consensus - as to whether all signage needs replacement or update.

In short, we have a strategy, and an experienced partner in Kim Robinson and Prolifiq Sign Studios, to ensure that the addition of wayfinding signage to the Downtown experience is a well-received and beneficial upgrade to Main Street. But, we anticipate that the final determination of the appearance, content and location of that signage will be a reflection of the collective opinion and direction of Downtown’s stakeholders - a group with whom we have earned a significant measure of trust and confidence, which we consider to be the best assurance of a successful production.

MARKETING
“The City of the Hills”
Our
APPROACH & PROCESS

For Your Consideration

Find Your Thrill
in the
City of the Hills

Find **YOUR** THRILL!

in the
city of the hills

Are you a pizza lover?

Then, welcome to
Pizza Heaven!

Thin crust, thick crust,
Sicilian, white pizza, and
the cold cheese...

*Bring your appetite
& thrill your tastebuds!*


ONEONTA
city of the hills



Find **your** THRILL!

in the
city of the hills

Oneonta's small, boutique shops offer a dazzling array of clothing and jewelry, from contemporary to vintage!

Find your thrill today!

ONEONTA
city of the hills

Find **YOUR** THRILL!

in the
city of the hills

Oneonta has everything
for the child in your life!

(Or your inner child.)

Just ask a 6 year old...

This is Thrillsville


ONEONTA
city of the hills



**Find *your*
THRILL!**

in the
city of the hills

Do you LOVE Baseball?

Our Oneonta Outlaws are the
best show in town!

Enjoy inexpensive, family-friendly
entertainment, with seats just feet
from the playing field!

Then, take a trip to Cooperstown.
(It's just long ball away.)

Take me out to the ball game!

ONEONTA
city of the hills

Find **YOUR**
THRILL!

in the
city of the hills



**Discover Your
Inner Artist!**

Calling All Potters, Painters,
Sculpters, and Doodlers

Our Galleries, Museums
and Studios
will thrill
your creative side!


ONEONTA
city of the hills



Find **YOUR** THRILL!

in the
city of the hills

Are you a bargain hunter?

Does the discovery of the rare and wonderful give you a thrill?

Then you'll LOVE Oneonta!

From clothing to jewelry, to handbags and accessories, even toys and furniture...

We're a consignment shopper's dream come true!

ONEONTA
city of the hills

*I found my thrill
In the City of the Hills*

*In the City of the Hills
When I found you!*

Marketing Plan

Since the business’s inception, the increase of Downtown foot traffic and the promotion of our shopping, dining and services, has been SHP’s daily mission.

The testimonials offered on SHPDRI.com, provide some anecdotal evidence of our success.

With the official (and financial) support of the City in that effort, and an ongoing dialogue with Destination Oneonta, and the merchants of downtown we can surely reach heights that, until now, we dared only imagine.

STRATEGY

Specifically, we would like to address Downtown’s marketing by identifying two sets of values in a matrix, how they intersect, and what those intersections might suggest for an effective promotional strategy.

What are the features of Downtown that should be communicated in promotion?

- History
- Diversity
- Shopping & Dining
- Entertainment
- Ease of Parking

History									
Diversity									
Shopping & Dining									
Entertainment									
Ease of Parking									
	Local Residents	College Students, Faculty, & Staff	Residents within 40 Miles of Oneonta	Visiting College Families & Friends	HS & College Alumni	Baseball & Soccer Families	Cooperstown Visitors	Day Trippers from I-88 and Utica	Downstate Tourists

What are the markets, demographics and geographies that should be targeted?

- Local Residents
- College students, staff and faculty
- Residents in the periphery: Villages in a 40-mile radius of Oneonta
- Visiting college families, friends and HS and college alumni
- Baseball and Soccer families
- Cooperstown visitors
- Day Trippers from either end of I-88 and Utica
- Downstate tourists

The Assets

History

The vintage presentation of Oneonta's downtown compares favorably with many and is better than most. The authenticity and ambience of our brick-lined streets, faux gas lamps, and the architectural motifs of the previous century, combine to make our Downtown a unique and welcoming several blocks.

With an increasingly vital Greater Oneonta History Center, featuring displays and self-guided tours, Downtown has an eager partner in the promotion of its history.

SHP's plan would be to leverage that, and expand upon it, to offer an appreciation of this simpler, more gauzily remembered time in our collective pasts.

What better backdrop to a Saturday afternoon spent at brunch and shopping?

Diversity

Oneonta is a welcoming community, with two colleges, the Job Corps, and a health care infrastructure that recruits employees and students with a wide net.

The spill over into Downtown's business community is plain to see, with restaurants that offer Thai, Japanese, Chinese, Italian, Mexican, Columbian and other areas of the globe.

In addition, we have a vibrant Jewish community. We can boast Muslim ownership of a heart of Main Street business, and in fact, many business owners who are Greek, Spanish, Italian, Chinese, and so on.

We have very welcoming congregations in the Unitarian Universalists, the Methodists, and over a dozen other local churches and a synagogue.

Oneonta is pro-LGBTQ and in many other ways overtly disposed to inclusion.



Shopping and Dining

This is an obvious promotional aspect of our community that should grow in its marketing value as the benefits of the DRI manifest themselves.

Entertainment

As above, this is a bit of a “no-brainer.”

However, the still unrealized potential of the Foothills PAC as a venue for the staging of events, receptions, and corporate functions adds an interesting dynamic to the more typical promotion of our entertainment venues, ensembles, orchestras, bands, stage companies, and other agents of a vibrant night life.

Ease of Parking

It may seem a strange addition to this list, but we would argue it is as important as any messaging we might engage in. (Especially for those local and nearby residents.)

As noted in the Wayfinding section of this proposal, there is a shared consensus that parking is difficult in Downtown Oneonta.

While it’s true that Main Street parking is a “hit or miss” bit of luck, the convenience of the garage and the Dietz, Wall and Westcott lots cannot be overstated.

The thought of parking should never enter the mind of a would-be visitor to Downtown - except, in that it should be easy.

The Markets

Local Residents

This is the obvious first demographic - People who live in the City and Town of Oneonta.

Is the community truly supporting its Downtown?

A visit and discussion with most any Downtown merchant will tell you the answer in “no.”

It is important that Downtown is re-engaged with its constituency, in a manner that creates “muscle memory” for future shopping, dining and entertainment.

College Students, Staff and Faculty

Similarly, this is a captive audience of thousands that needs to be persuaded as to the welcoming nature of downtown, and its opportunities for shopping and dining “discoveries.”

Residents on the Periphery: Villages in a 40-mile Radius of Oneonta

For many, a trip to “the City” is a drive to Oneonta.

It is a planned outing with a list of purchases and destinations already determined.

Most often this is Southside-oriented traffic.

Our challenge is to provide incentive to expand their itinerary to include a visit to Downtown.

Visiting College Families, Friends and High School and College Alumni

This is a pre-built market for Downtown promotion.

By targeting these groups pro-actively with incentivized promotion, we will be able to direct them to the discovery of Downtown businesses, and perhaps just as importantly, the potential for a Downtown Oneonta relocation.

Baseball and Soccer Families

The preponderance of young people playing baseball and soccer on Route 205, just outside the City limits, and the families root, root, rooting them on - in the case of the baseball camp, for 6 days consecutively - provide a natural target for promotion of a Downtown getaway.

Cooperstown Visitors

This is the Holy Grail.

We are fortunate to have the Cooperstown Trolley GPS Tracker in our stable of local marketing options. Using this very popular product as a base for promotion, we can expand through the Cooperstown/Oneonta HUB app to direct visitors to Downtown Oneonta.

Print materials provided to the Cooperstown Chamber of Commerce and the extensive network of Beds and Breakfasts and hotels in the Cooperstown area can further serve to educate and mobilize the summer tourist.

Day Trippers from Either End of I-88 and Utica

Realistically, this is a smaller percentage of potential visitors.

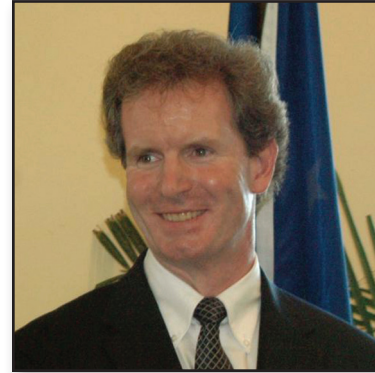
However, if they are convinced to visit as day-trippers, they will very likely bring more spending power for the short-term, as they will want to shop, eat and be entertained as prerequisites of their engagement in the “discovery” of Oneonta’s Downtown.

Downstate Tourists

This presents the smallest percentage yet, but it is potentially the most lucrative in terms of the market’s potential as investors in our quality of life.

Public Relations Effort

In addition to our comprehensive marketing effort, Sweet Home Productions will mount a comprehensive public relations effort on behalf of the City. Specifically we will aggressively seek out media editors to place favorable stories about Oneonta in newspapers, magazines, blogs, trade journals, television shows and more.



David Hayes

We maintain working relationships with the news directors at television broadcast outlets in Binghamton and Utica and those media will be invited to cover us for any significant downtown event including ribbon cuttings, festivals, celebrations and newsworthy items.

We will apply a daily effort to advance the Oneonta story well beyond the region through the timely dissemination of news releases and updates. More critically, we will follow up on this outreach in person, by phone and through email to connect with the decision makers (producers and editors) who decide what gets published or posted.

This will be a comprehensive effort. Our public relations media plan will include America's major metropolitan dailies (focused on their Sunday travel sections), National press including the Wall Street Journal, New York Times, Boston Globe, Washington Post; national wide circulation periodicals, all regional television outlets, carefully identified trade magazines, online media presences with a national following, daily updates on outward facing social media, and strategic media collaborations with friendly outlets such as *This Is Cooperstown*.

This will be a significant, daily, year 'round effort designed to draw both visitors and new businesses to Oneonta. It will be measurable, sustainable, and designed in close coordination with the planned marketing campaign so that we speak with One Voice.

We will engage David Hayes for this effort. Before moving to Oneonta, he owned an advertising business in Miami for two decades where he worked with such blue chip clients as American Express, Sunbeam, Diagio, Johnnie Walker, Wyndham Hotels and Arby's.

Advertising & Promotion

Downtown Pedestrians

Wayfinding Signage:

- 2 QR codes to be placed on wayfinding signage throughout Downtown
 - QR number 1: Link to the GOHS walking tour(s)
 - QR number 2: Link to weekly discounts and promotions

Geo-Fencing

- 2 wayfinding “directories” placed at Chestnut and Elm Streets, “ping” cell phones of downtown visitors with weekly promotions

Brochures, Rack Cards

- Retail, dining and entertainment specific promotional materials, made available as “counter-topped” via retailers and restaurants throughout the City of Oneonta, as well as through Destination Oneonta’s visitors center, the walkway, City Hall, the Chamber of Commerce.

Area Residents/ Visitors

Digital Bulletin boards on Interstate 88 (Exits 13-16)

- Branding & Weekly Promotions
 - Up to 12 individual messages per day
 - Over 1,500 impressions per day x 2 signs

Broadcast Media

- 30 second “donut” spots featuring calendar-specific promotion on the Utica, Binghamton and Capital District TV stations
- Promotion specific advertising on Pandora and TownSquare radio stations

Display Advertising (Branding)

- OPT buses
- Billboards (Rt 7 and 28)
- Daily Star, Hometown Oneonta, Everything Oneonta (print and digital)

Brochures, Rack Cards

- As detailed above, but also distributed throughout the Town of Oneonta, on the college campuses and at the Oneonta Airport.

Advertising & Promotion

College Students

OPT Bus Tracker App

Weekly Banner Promotions

(Currently averaging 18,000 sessions per month at 4.5 minutes each)

Fall Semester Package / Spring Semester Package

Digitally delivered Downtown Shopping/ Dining incentive package for new and returning students

Social Media

(SnapChat) contests / competitions for pro-Downtown-themed content.

Families, Friends of College Students

Printed Incentive Booklet

for downtown dining, shopping and entertainment

Provided to students for their friends and families.

Pre-distribution: digital accountability and data-base creation

Alumni

Printed Incentive Booklet

For downtown dining, shopping and entertainment

Provided to returning alumni at Oneonta HS and colleges.

Pre-distribution: digital accountability and data-base creation

Baseball & Soccer Campers (and families) - Route 205

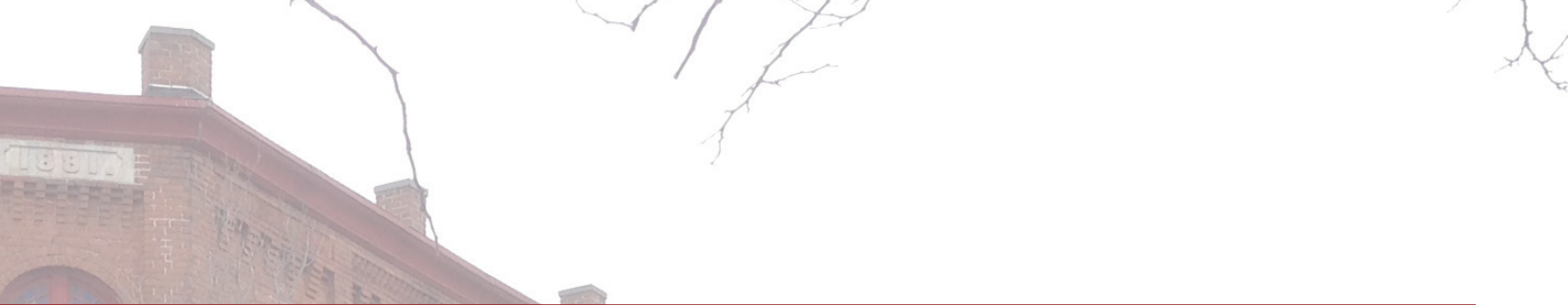
Printed Incentive Booklet

For downtown dining, shopping and entertainment

Available at hotels, motels, B&Bs and at Damaschke Field

Local Resource App

Weekly promotion of Downtown on the Cooperstown/OneontaHUB app



House Organs

Advertising within the Cooperstown All Star Village internally produced literature and web site

Cooperstown Visitors

Print Promotion

Printed materials distributed via the Cooperstown Chamber of Commerce information booth, and to individual B&Bs inn Cooperstown, Milford, Fly Creek, etc.

Advertising within the Cooperstown Dreams Park internally produced literature and web site

Digital Media Promotion

Advertising link on the Cooperstown Chamber of Commerce website

Trolley GPS Tracker

Advertising banner on the Cooperstown Trolley GPS Tracker

Print Display

on the Cooperstown Trolley

Local Resource App

Weekly promotion of Downtown on the Cooperstown/OneontaHUB app

Day Trippers (60+ miles)

Television

30 second “donut” spots featuring calendar-specific promotion on the Utica, Binghamton and Capital District TV stations

Digital Media

Geographically-specific, targeted advertising in digital media and streaming services

Editorial: Media Outreach

Event-oriented editorial and supportive advertising in newspapers, magazines, locally produced TV programming and underwriting of NPR radio stations

Promotions

Destination Oneonta continues to do a superb job in staging the First Friday festivals, the various art walks, and other specialty promotions.

The weekly Farmers' Market, Sidewalk Sales days, the Grand and Glorious Garage Sale, OH Fest, the City of the Hills Arts Festival, and more, provide additional layers of excitement and vitality to the Downtown experience.

All of these events are individually, and collectively marketable in service of a cohesive branding effort.

And they all provide fodder for editorial in our outreach to local and regional media outlets.

Our proposed focus on some of the specific assets of Downtown would suggest the potential for more, thematically tethered promotions.

We offer the following:

Step Back in Time

A week-long celebration of Oneonta's historic past, with a juried vintage window contest, throw-back pricing on dining and shopping, historic building tours, and a street festival that includes music of the previous century.

Diversity Days

A weekend celebration of Oneonta's diversity, with presentations at area churches and the Foothills, the engagement of local schools in celebration and education around the various cultures of our community with a focus on the contributions made to our history and quality of life.

The weekend would culminate with music and performance on Main Street by musicians and entertainers representing a variety of cultures (klezmer, polka, jig and reels, etc.)

Up On the Roof

An educational opportunity disguised as entertainment.

Classic car show, downtown vendors and entertainment on the upper level of the parking garage.

It would be our pleasure to assist Destination Oneonta
in the planning and production
of any or all of these events.

Marketing: Our Approach and Process

Downtown Oneonta's merchants and restaurateurs are acutely aware of the potential markets for their goods and services, and they are frustrated by their inability to connect in any significant or sustained way with those various demographics.

We have been working with and talking with those businessmen and women for years, and can say, without hesitation, that a coordinated and well-financed marketing strategy that increases foot traffic and sales will be celebrated! Therefore, that success will provide its own springboard for marketing, as a resurgent Downtown becomes a selling point for further expansion of the retail-base and Main Street area residency.

As detailed in the previous pages, there are specific local opportunities for targeted marketing, including the college students, staff and faculty; the area's medical professionals and staff, and those who partake of those services; visitors to Oneonta's southside shopping district; the families and friends of college students; high school and college alumni; visiting families at the Route 205 sport complexes; the Cooperstown summer tourists, including the families of baseball campers; and day-trippers from Syracuse, Utica, Binghamton, the Capitol District, the Hudson Valley, and downstate.

This is a big and diverse market, and it must be addressed differently for each component that's targeted. In the first month following the award of this contract, a specific and detailed plan will be developed that will deploy approximately \$52,500 per year in targeted promotion that includes print production of flyers, rack cards, and booklets, internet radio advertising, television and web video, social media promotion, digital banner and highway billboard advertising, and other methods of outreach to local and regional consumers. This budget will be presented to the representatives of the City and Destination Oneonta for their input and opinion prior to its finalization.

SHP will also endeavor to garner editorial placement in print and broadcast media, as well as on social media sites, in support of specific marketing goals and strategies.

Should SHP be awarded this contract, there are two additional benefits to the promotion of Downtown, and the budget within which we are working:

First: All of SHP's local marketing resources will be brought to bear in the advancement of Downtown's promotion. Our websites, e-blasts, and apps generate over 90,000 views per month. And our publications are ubiquitous in their Oneonta distribution. We also have a unique and popular connection to the Oneonta college students and the Cooperstown tourism market via our Bus and Trolley Trackers. All of this would be employed to the benefit of the marketing strategy - at no additional expense to the contract.

Second: All of SHP's local marketing resources will echo the strategies and marketing of the "official" Downtown campaign. In short... we will sing from the same song book.

There is a marketing approach and process that we believe is unique to SHP. It's our commitment to daily conversation, education and motivation of the Downtown business community. We are trusted to be honest in our assessments, and open-minded in our strategies, and that would not change with this contract.

Date: January 12, 2018
To: Judy Pangman, Community Development Director
City of Oneonta
From: Mark Drnek
Re: DRI Branding, Marketing, and Downtown Wayfinding



Mark Drnek, Creative Director

Per the proposal submitted this day, we are pleased to provide the following details regarding deliverables and expected timelines for production.

Milestones and Deliverables

SHP will work with all interested parties (Destination Oneonta, The City of Oneonta, the Otsego County Chamber of Commerce, OtsegoNow, etc.) as well as the merchants - individually and collectively - to determine the final iterations of each action item included in the proposal; including, but not limited to:

- The brand (logo and style sheet)

- The wayfinding signage (components, design, placement, verbiage, interactive capacities, etc.)

- The campaign (theme(s), constructs, market identification and priorities, outreach calendar and geographic sphere, print materials' content and distribution, video production, web site assistance, maintenance or content creation, social media engagement, etc.)

SHP will coordinate and facilitate the production of wayfinding signage, and work with the City to determine an installation schedule and locations. SHP will be on site for installation to answer any questions as may arise.

SHP will create vector-based art for the Downtown branding, that will scale up or down with little, if any, loss in its integrity and readability. SHP will provide all vendors, and interested publishers with a digital logo sheet and color style sheet.

SHP will produce camera-ready art for advertising and promotion in portrait, landscape and banner aspect ratios, as well as any art as may require unique layout. SHP will produce "evergreen" branding promotion and specifically-tailored promotional advertising.

SHP will engage in daily production of social media content, and coordinate any promotions or contests that may arise from those campaigns. In addition, SHP will target social media to specific markets and demographics.

SHP will produce web content, and assist in maintenance or enhancement of existing web sites (Destination Oneonta, City of Oneonta) with the goal of creating a seamless and user friendly promotional portal.

SHP will integrate the marketing and promotional strategies of Downtown Oneonta into its own proprietary websites and apps, and provide links back to Destination Oneonta and the City of Oneonta sites.

SHP will coordinate on a daily basis with merchants and Destination Oneonta committees to determine and produce promotions to be electronically or physically marketed, as per the attached proposal, and in other ways TBD.

SHP will produce audio and video for broadcast or dissemination via the internet.

SHP will assist in the coordination and staging of Downtown promotions as outlined in the proposal.

SHP will engage David Hayes for outreach and content creation for regional and downstate media.

SHP will produce press releases and adjunct promotional material for local print and broadcast media.

SHP will coordinate with both colleges and the High School to create internship opportunities within the scope of this promotion and marketing.

SHP will design various print media as determined by consensus of the interested parties, and coordinate production by Printigree.

SHP will provide analytical data, bookkeeping reports, and any other such reporting as may be required by Destination Oneonta or the City of Oneonta.

Proposed Schedule

Presuming a starting date of March 1, 2018:

- March 2018 - SHP will meet with the community to present its proposal and solicit feedback. This will be done in meetings with the board and membership of Destination Oneonta, as well as with its individual committees. Presentations may be scheduled with the community at-large. Downtown retailers, service professionals and restaurateurs will be met with individually to determine and solicit their “buy-in” to the proposal and its potential for an improved future.
- April 2018 - Determinations will be made (based upon the input of representatives of Destination Oneonta and the City) of the design, content, configuration(s), and locations for pedestrian and drivers’ wayfinding signage - including the gateway signs and the digital billboards. SHP will begin the coding of scripts to create a working “mock up” of the touch screen walkway map for the purpose of gaining the input and direction of its identified partners at Destination Oneonta and the City of Oneonta.
- May 2018 - SHP will produce electronic and print materials for the Summer tourism season - including the targeting of Cooperstown visitors and the Baseball camps. SHP will present its finalized version of the touch screen walkway directory to DO and the City.
- Summer 2018 - SHP will continue meeting with individual merchants and the committees of DO and representatives for the City as it establishes and reinforces “buy-in” to the short term and long term goals of the effort. SHP will begin a digitally-based, weekly promotion and information campaign that can be accessed via QR codes in the wayfinding signage, and through social media and web posting. SHP will distribute the published promotional materials to the geographies specified in the proposal. SHP will begin working with the colleges, DO and the merchants to determine the student-specific promotion for the fall semester.

- Fall 2018 - By mid-summer or early-fall, SHP will ensure the delivery and assist in the oversight for the installation of the Downtown Wayfinding Signage.
- SHP will work with Destination Oneonta to determine if and when any of the promotions detailed in our proposal may be scheduled. With the approval of DO, SHP will take a significant role in the planning and staging of any agreed upon promotion. SHP will develop marketing around any such promotion (and the promotions already in place) to encourage the attendance of locals, those nearby and day trippers.
- SHP will work with the colleges and High School to plan outreach with an incentive package for alumni, friends and family.
- SHP will unveil the touch screen walkway map and create promotional materials and an outreach campaign to regional and local media.
- SHP will identify college interns to assist in a social media campaign to enlist their peers interaction and support of Downtown.
- Winter 2019 - SHP will begin production of code for scripts for the Muller Plaza kiosk's digital information screen.
- SHP will continue creation and implementation of a marketing campaign with reach into Albany, Binghamton and Utica. This will include the production of video and audio for TV, web, and social media.
- SHP will create an adjunct site for use by the City and DO that serves as an enticement and conduit for potential new recruits to the Downtown experience of business and residency.
- Spring 2019 - All wayfinding (including the kiosk) is in place. The marketing is clearly defined, understood and supported by the majority of Downtown businesses and citizenry.
- The brand is ubiquitous and is emblazoned on the apparel of tourists and residents.
- The colleges and High School feel as if they are partners in the Downtown revitalization.
- SHP has forged a rock solid relationship with Destination Oneonta and the City.
- SHP's own productions (Everything Oneonta, Oneonta 3D, the Oneonta Calendar, and others are assisting in the clarification and promotion of Oneonta's brand and marketing.
- Newspapers, magazines, radio, TV, and social media have covered Downtown Oneonta's rebranding and promotion.
- All is right with the world.
- 2019-2020 - On-going personal communications and the continued buy-in that generates, allows for the exponential growth of an ongoing series of promotions that are incorporated into and abet the popularization of the brand, as it is trumpeted in print, on bill-boards, in social media, on the internet, in regional magazines, on television and radio, and wherever else one might be paying attention.



Mark Drnek

Benchmarks, Goals and Accountability

Methodology for Tracking Results and Measuring Success

- 1) SHP is uniquely positioned as a trusted Downtown business to be able to secure information that might otherwise be difficult to obtain.
(If you have not yet, please see SHPDRI.com.)
We will visit EVERY retailer, service provider and restaurateur to inform them of the project's parameters, our role in it, and our suggestions and proposals.
Based on a long history, it is reasonable to expect that we will gain the support of the Downtown merchants in the effort.
This - like many projects in which we are involved - is the very illustration of the phrase "a rising tide lifts all boats." And so, having convinced our core constituency of this fact, we will solicit not just opinions, direction and support, but also a commitment to providing percentage comparisons to the previous months and year in terms of their business growth and vitality.
We will compile those statistics and share them with DO and the City as the campaign progresses.
- 2) The website, DestinationOneonta.com, should be the focus of new traffic regarding the rebranding effort, the wayfinding signage, and the marketing campaign. Therefore, analytics reporting of the increase of site sessions, page views, and time spent on the site, will provide an almost realtime indication of the efforts' success.
- 3) Similarly, a linked site will be created on which will reside the weekly incentives being offered by Downtown retailers or restaurateurs, as well as promotional videos, interviews, sneak peeks at entertainment, etcetera. Analytic reporting, including trends and those efforts which are most popular, will be shared with all the principals on a regular basis.
- 4) SHP will create a portal through which those who have an interest in upgrading from their previous business or residential locale to the Downtown experience, can be assisted, directed and ultimately added to a data base.
- 5) SHP will report to Destination Oneonta, the Community Development Director, and the Common Council as frequently as may be wished.



Wayfinding Signage

Downtown and Immediate Area

\$ 18,000	-	Gateway sign (pylon)
\$ 500	-	2nd Gateway sign vinyl (Top half: karate cntr)
\$ 32,000	-	Drivers' wayfinding (40 signs)
\$ 10,000*	-	Pedestrian wayfinding signs
\$ 15,000*	-	Kiosk
\$ 17,000	-	2 Entry to Downtown Directory Signs
\$ 2,500	-	Walkway & Garage (exterior identifying signage)
\$ 10,000	-	Touch screen sign in walkway

\$105,000 - Downtown wayfinding signage

** Additional Pedestrian Signage may be substituted for the Muller Plaza Kiosk*

Interstate (Oneonta exits)

36 month rental - \$ 2,083.33 per month

Digital display at the "Diamond" level
 1,542 6-second ad impressions per day per sign

2 digital displays:
 Between exits 13 & 14 on Interstate 88
 Between exits 15 & 16 on Interstate 88

Rotation of up to 12 unique banners per day

also includes:
 36 month rental of gateway sign approaching Main and Market Streets
 (top half - vinyl)

\$ 75,000 - Vicinity wayfinding and promotional signage

\$ 180,000	-	TOTAL Wayfinding Budget
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Proposed Budget - 36 months

COMPANY	PURCHASE	COST	LENGTH	FINAL COST
DC MARKETING	RENTAL: 2 DIGITAL SIGNS GATEWAY SIGN	\$2,083.33 PER MO.	36 MONTHS	\$75,000
VENDOR TBD	OUTDOOR KIOSK DIGITAL + POSTERS	\$15,000	ONE TIME	\$15,000
VENDOR TBD	95" SMART SCREEN WALKWAY	\$10,000	ONE TIME	\$10,000
PROLIFIQ SIGNS	WAYFINDING SIGNAGE	\$80,000	ONE TIME	\$80,000
DAVID HAYES	MEDIA OUTREACH ADVERTISING COORDINATION	\$2,250 PER MO.	12 MONTHS	\$27,000
VENDORS TBD	MEDIA ADVERTISING PROMOTION	\$37,500 PER YEAR	36 MONTHS	\$112,500
PRINTIGREE	PRINTING PER YEAR	\$15,000	36 MONTHS	\$45,000
SHP	CONSULTATION COORDINATION CITY / DO REPORTING STRATEGIC PLANNING PROMOTION IMPLEMENTATION & OVERSIGHT GRAPHIC DESIGN VIDEO PRODUCTION SOCIAL MEDIA PROMOTION	\$67,600 PER YEAR	36 MONTHS	\$202,800

BUDGET: \$570,000 TOTAL: \$562,800

FIRST YEAR EXPENDITURE: \$275,600 / SECOND YEAR: \$143,600 / 3RD YEAR: \$143,600

Our Pitch

Ten years ago, I founded SHP - Sweet Home Productions to fill a void. Local business - downtown business - had no champion. Our merchants' group was doing its very best, but staffed as it was with volunteers, there will be limitations to what might be achieved. That said, they consistently enhanced the downtown experience.

Although eight years had elapsed since my last days as the Coordinator for DOIT - the Downtown Oneonta Improvement Taskforce, that powerful feeling of having played a consequential role in the betterment of my community hadn't dimmed. I jumped at the opportunity to replicate that effort with SHP.

The unexpected realities of the recession made eight of our first nine years a difficult slog, and many wise business advisors counseled me to close the shop.

But I love what we do.

So, we roll on. And my persistence (stubbornness?) has paid dividends.

We have an amazing collection of talents in this company, as evidenced by the popular and cutting edge services we've developed. We have a very loyal constituency of small business men and women. And I am proud to say, our reputation for customer service is without peer.

We've done our very best to promote the individual and collective interests of Downtown businesses, and now look forward to collaborating with the City in those efforts.

I see this potential partnership with Destination Oneonta and the City as a once in a lifetime opportunity. Together, I know we will achieve GREAT THINGS!

We will change the dynamic of Downtown, which in turn will bring new business and new residents to the community.

I hope, with all my heart, you'll let me join you in this undertaking. If you do, you can be assured that you - and all of Downtown - will be impressed with the results.