

Memorandum

To: Mayor and Council
From: RFQ Interview Committee
Date: May 21, 2013
Re: Request to Negotiate Scope and Budget for Marketing and Advertising Project

Purpose: The purpose of this item is to seek Council authorization to negotiate a scope and budget for marketing and advertising services with AJ Designs&Associates.

Background: On October 6, 2013, the Council held a retreat to update the Town's strategic plan and to outline projects for the 2013 work program and budget. During that retreat the Council identified the promotion of New Castle as a location for "Outdoor Recreation" as a project for 2013.

Since that time, Council held a work session (March 5) on marketing and advertising and learned that our website was key to success and that our first step was to develop a more robust website so that people interested in New Castle and outdoor recreation had a place to search for recreational opportunities. Ann Stuckey provided an overview of successful marketing and advertising campaigns and how the field has changed with the advent of social media.

In late March, the Town issued a RFQ for marketing and advertising services, which was advertised in our newsletter and on our website. We also mailed the RFQ to three local firms (RFQ attached). Two firms responded to the RFQ and in April the Council appointed two Council members (Bruce Leland and Bob Gordon) to work with Tom Baker to review the RFQ responses, interview responders, and make a recommendation to Council for proceeding. The two responses are attached.

Discussion: The subcommittee reviewed the responses, interviewed the responders and scored them based upon the criteria in the RFQ, see attached. In general both firms made professional, thoughtful and creative presentations. The committee learned much from each responder and came to the conclusion that for the specific tasks that New Castle desires that AJ Design&Associates is our first preference.

Financial Considerations: The Council budgeted \$17,500 for this work in the 2013 Budget.

Request: Direct the subcommittee and attorney to draft a scope and budget for Council authorization in June. If we are unsuccessful in these negotiations, the subcommittee will begin negotiations with the second responder.



Town of New Castle
450 W. Main Street
PO Box 90
New Castle, CO 81647

Administration Department
Phone: (970) 984-2311
Fax: (970) 984-2716
www.newcastlecolorado.org

Town of New Castle
Request for Qualifications
For Marketing and Advertising Services

Summary of Request: The Town of New Castle is requesting qualifications from marketing and advertising firms interested in helping New Castle develop a consistent message about its proximity to outdoor activities. The purpose of this effort is to establish New Castle as a premiere location for visitors interested in outdoor activities, to boost economic activity for existing New Castle businesses and to attract new commercial development.

The successful responders will negotiate a scope-of-work, timeline and budget that fits the available resources as Council has budgeted in 2013. The successful responder will work as an independent contractor for the Town.

Time Schedule: The Town will attempt to follow the following timetable:

- The RFQ will be posted on the Town of New Castle website no later than Friday March 29, 2013.
- The Town will mail or email the RFQ to local marketing and advertising businesses of which we are aware.
- Deadline for responses is April 10, 2013 at 5PM (MT).
- The Town will select a firm(s) for negotiations and potential interviews to begin by April 26, 2013.

Project Vision: The New Castle Town Council's vision is to "Expose" New Castle – to create a marketing, advertising and information tool that highlights all of the outdoor recreation possibilities in the New Castle area. Such activities include, but are not limited to: jeep tours, hunting, golfing, fishing, rafting, boating, Frisbee golf, soccer, hiking, biking, camping, snowshoe, cross country skiing. Applicants may also address the Town's proximity to the Glenwood Hot Springs, Caverns, Flat Tops, area festivals, and shopping. The Town's intention is to encourage people who partake in outdoor activities to put New Castle on their "places to visit" list and to use New Castle as a "basecamp" for outdoor recreation.

Instruction to Proposers:

- A. Submit a Letter of Interest that summarizes your firm's experience and qualifications. Include key persons who will be working on this project: their experience, education, past projects, awards and resources your firm can bring to this particular project.
- B. Provide a very brief summary of the tools you may focus on for this project, i.e., brochures, ads, packages, website, incentives, other.

- C. Provide three professional references who can speak to your firm's performance in this area.
- D. Submit proposed pricing or rates, including all proposed reimbursables.
- E. Submit response to:

Sharon Huber, Town Hall
PO Box 90
New Castle, CO 81647

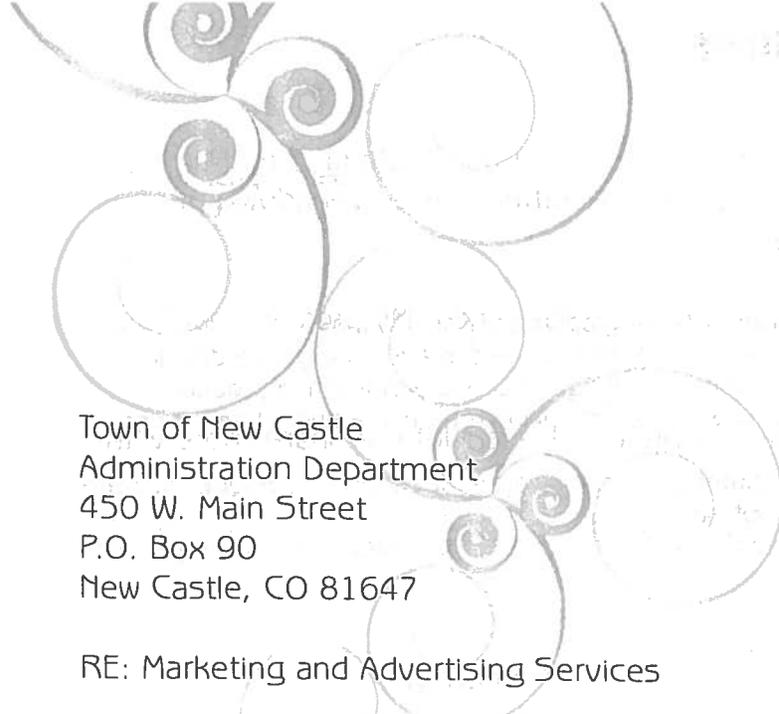
Project Budget: \$15,000 - \$17,000

Selection Criteria: The Town Council or their representative will make a selection based on the most qualified response. Criteria that the Council may use to determine qualifications include, but are not necessarily limited to:

- A. Experience and Reputation
- B. Location of firm (preference may be given to New Castle or local area business persons and/or businesses)
- C. Pricing and value
- D. Vision
- E. Interviews
- F. Ability to quickly and efficiently deliver the agreed-to work product

Terms and Conditions:

- A. The Town reserves the right to reject any and all responses; to waive irregularities; to request clarifications; to request additional information; and to work with the next most qualified responder if negotiations with the preferred responder are not successful.
- B. The Town is not responsible for any costs incurred by the firm in preparing or submitting its response to this RFQ.
- C. Responding parties understand and agree that the Town is subject to the requirements of the Colorado Open Records Act, and by submitting a response the responding party agrees to waive any claims it may have against the Town for the Town's compliance or good faith attempt to comply with the requirements of the Act.



Town of New Castle
Administration Department
450 W. Main Street
P.O. Box 90
New Castle, CO 81647

P.O. Box 721
Silt, CO 81652
April 10, 2013

RE: Marketing and Advertising Services

Hello,

New Castle/Silt has been my home for the last 30 years and I have been in the valley for 40 years. I've skied, hikes, swam, 4 wheeled, and fished this beautiful area of the Rocky Mountains. I'm thankful every day that I live here and surrounded by it's beauty.

I capture much of that beauty with my camera and have used my photos in many of the projects that I've worked on. My creative abilities, and organizational skills have helped me design many web sites, books, newsletters, logos anything that is printed or put on the web. I designed the New Castle Newsletter and collateral pieces for the Town for a number of years. I'm very acquainted with New Castles' Logo and branding specifications.

I would be in charge of the project, designing, coordinating and all other responsibilities that go into running a project. I will use the following two Independent contractors:

Kim Doose, Snap Storm Media, Glenwood Springs – Kim is a native from New Castle and runs a successful marketing business. I'll use her as a consultant, by sharing ideas and executing them in a cost effective, but result oriented fashion.

Ann Louise Ramsey, Crown Peak Publishing – Ann lives in New Castle and is an author of 4 books and runs her own publishing company. Ann will write and edit the copy and she would also assist with photography and some web site development.

My vision so far is a photo based promotion. People "SEEING" what fun they can have "OFF THE BEATEN TRACK". I'm a good photographer and my vision is to take incredible actions photos of each of the activities. A web site will be needed and other promotional items to compliment the web site. Still cultivating ideas but the key is determining our audience and connecting with them through social media and other yet to be determined areas. I'm confident that I can come up with a cost effective/results orientated promotion.

RESUME

PERSONAL

Bobbie Moross Van Meter
P.O. Box 721
Silt, CO 81652

bobbie@sopris.net
(970) 876-5602

SUMMARY OF QUALIFICATIONS

- Designer, educator, program developer and consultant in the field of graphic communications.
- Since 1985 I have been involved in the graphic design industry and have worked in advertising as a designer and project coordinator. Most of my projects go from the conceptual stage to delivery of finished product, which includes designing and coordinating the entire project with vendors, working within a budget and meeting deadlines.
- Extensive knowledge in operating Macintosh and IBM computer systems, using Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat, Adobe Dreamweaver, software.
- Managing and influencing people, public speaking, creative thinking and expression, confronting challenges and figuring solutions.

EDUCATION

• Colorado Mountain College

Spring Valley Campus, 3000 Co. Rd. 114, Glenwood Springs, Co 81601, (970) 945-7481.

- Associate of Applied Science Degree – Commercial Art and Graphic Communications – 1985.
- Certificate in Web Design – Pending

• Continuing Education

Staying current with design trends and new technology that effect the graphic/web design industry through trade magazines, books, and attending classes/workshops in computer graphics, fine art, digital imaging and web design.

WORK EXPERIENCE

• 1993 - Currently – Colorado Mountain College, Spring Valley Center

3000 Co. Rd 114, Glenwood Springs, Co 81601, (970) 945-7481

Adjunct instructor in the Graphic Design program. The classes I taught/teach are: Typography, Production Art/Prepress, Design and Concepts-Publications, Adobe Illustrator, Adobe Photoshop, Digital Photography and Web design II. "Desktop Publishing in a Nutshell" is a series of workshops that I developed and have taught at CMC since Spring 2002.

• 1985 - Currently – Freelance Graphic Designer and Private Tutor

1060 Grand Ave., Silt, Co 81652. (970) 876-5602

My freelance work includes a large variety of graphic design projects which includes but not limited to advertising and production, logo design, publication design, web design, digital photography, project coordinator, consulting and tutoring.

• 1983 - Currently – Fine Artist

- Earth Day Annual Show, Glenwood Springs
- Wild Women of Progressive Art Annual Show, Glenwood Springs Art Center
- Carbondale Council on Arts & Humanities, participation in 3 or 4 art show per year.

MEMBERSHIPS Past & Present

- Glenwood Springs Center for The Arts
- CCAH – Carbondale Council on Arts & Humanities
- Colorado Mountain College Advisory Board for Graphic Design
- NAPP– National Associations for Photoshop Professionals

REFERENCES/LIST OF CLIENTS

- Linda Drake, Lunar-Designs (970) 947-0648 – Web Design and Graphic Design work
- Suzie Straus, Print Works (970) 945-0402 – Print Advertising
- Nancy Stranger, Professor of Graphic Design, Colorado Mountain College (970) 947-8203



AJ DESIGN & ASSOCIATES
DESIGN COMMUNICATIONS

TOWN OF NEW CASTLE
REQUEST FOR QUALIFICATIONS
FOR MARKETING AND
ADVERTISING SERVICES

Qj



960 CLUBHOUSE DRIVE
NEW CASTLE, COLORADO 81647
970.984.9220 PHONE. FAX.
AJDESIGN55@COMCAST.NET
WWW.MONUMENTGRAPHICS.COM



April 10, 2013

Town of New Castle
PO Box 90, 450 West Main Street
New Castle, Colorado 81647

Re: Town of New Castle Request for Qualifications for Marketing and Advertising Services

We appreciate the opportunity to present our information regarding the Town of New Castle's Request for Qualifications for Marketing and Advertising Services. We have ample experience and it would be a privilege to work with the Town of New Castle.

AJ Design & Associates is a full service marketing, advertising, design, public relations, website and internet solutions firm. We specialize in tourism resort marketing and have a clear knowledge of its specific values, and have a broad range of clients. Our clients may have unrelated products, but the results we achieve are similar. Time after time, our clients have rapidly gained market share in highly competitive market places. We have been fortunate to help promote many businesses who offer superior service, and as they grow, we grow. We hope our materials will not only express our creative approach and personality, but also communicate our experience and qualifications. We have included a brief description of who we are, printouts of websites we have created, as well as, listed links and references, plus past and present clients.

We look forward for the opportunity of working with you on this incredible project, and bring to the community an improved website and collateral, promoting all the great services the Town of New Castle has to offer.

Sincerely,

A handwritten signature in black ink that reads 'Ann Stuckey'. The signature is fluid and cursive, written over a dotted line.

ANN STUCKEY. THE NAVIGATOR
CREATIVE DIRECTOR. PRESIDENT

BIOGRAPHY

ANN J. STUCKEY

CREATIVE DIRECTOR • DESIGNER • ACCOUNT EXECUTIVE • OWNER AJ DESIGN & ASSOCIATES

Professional Experience {



In 1991, Ann established AJ Design & Associates, a full service Advertising Agency, in Basalt, CO, where she designed and produced collateral for: Snowmass Village Resort Association, Aspen Skiing Company, Jazz Aspen Snowmass, Town of Snowmass Village, Aspen Valley Medical Foundation, Destination Resorts Snowmass, The Stonebridge Inn, The Silvertree Hotel, Aspen Valley Wide Partnership, Land Rover, Aspen Choral Society, Aspen Equestrian Estates, The Golden Key, Mountain Homefitters, Sunset Builders/Valley Pines, Maroon Creek Club, Peak Properties, of Aspen Inc., Neil-Garing Insurance, Roberts & Michaels Real Estate, Lakota Canyon Ranch & Golf Club and other clientele.

In 1999, Ann formed a business partnership with Nattana Johnson, of Aspen. In spring 2000, Nattana's husband took a job in Grand Junction and she opened Monument Graphics & Communications. They continued working together until Ann took another direction and sold printing on a contract basis for L&M Printing Company, in Denver, covering the Colorado mountains (2002 - 2003) and Colorado Printing Company (cpcolutions), Grand Junction, covering the Roaring Fork Valley (2004 - 2006) while living in Basalt and continuing her design business.

In 2006, Ann and Nattana combined forces again, with Nattana in Grand Junction, and Ann in the Roaring Fork Valley. They combine their talents and expertise to service a wide range of clients.

Before establishing her business in 1991, Ann moved from Denver to Aspen, CO, in 1988. She was Art Director/Designer for Bishop & Bishop Marketing Communications and Heedum Advertising, designing collateral material, handling production, printing and traveling extensively doing Art Direction for photo shoots. Designed for: ITT Sheraton, The Snowmass Lodge & Club, The Aspen Meadows, Aspen Chamber Resort Association, Aspen Valley Land Trust, Rockwell Tours, The Gant, Winternational, Gunnison County, The Little Nell, Auer's, The Ritz Carlton-Aspen, Destination Hotels & Resorts, Crested Butte Skiing Company and other clientele.

Before moving to Aspen, Ann worked in Denver for 10 years for Advertising Agencies as Art Director/Designer. She was Advertising Manager for Commercial Office Products/NBI and Production Manager/Design for Print, for Genigraphics Corporation, designing all aspects of advertising which included: collateral, TV, multi media shows, video, radio, trade booths for: Coors, U.S. West, Valley Lab, United Artists, Information Handling Services, Jones Intercable, Denver Art Museum, STC Storage Technology Corporation, Bellamah Homes, Denver Tool Crib and other clientele.

Advanced Education {

Four year B.F.A. (Bachelor of Fine Arts degree, 1974 - 1978), Miami University, Oxford, OH.
Concentrations: Graphic Design/Advertising, Marketing/Business, Applied Design and Weaving.

Awards {

Published in Air Destination Magazine and various newspapers and publications, awards from Denver Ad Federation, Art Directors Club, Pride Awards and Hallmark Scholastic Art Awards.

AGRICULTURE

Bear Necessities Lawn Care
BioGreen Organic Lawn Systems
Bookcliff Gardens
Grande River Trees
Pallisade Gardens
Roaring Fork Interiorscape
Shining Mountain Herbs
SimplyGrown
West Canyon Tree Farm

BANKING

Alpine Bank
Banker's Mortgage Corporation
Grande River Financial Partners
Home Loan & Investment Co.
United Global Securities, Inc.
Zancanelli Management Co.
Zancanelli - Rzepka Group

CLOTHING AND FASHION

Auer's
Mountain Sprouts
Running Tracks (Good for Your Sole)
Wiggy's

COMMUNICATIONS / ENTERTAINMENT

Agenda West
Alchemy Audio Visual - Concert Systems
Blues Fuse
Britton & Associates
Colorado Custom Home Marketing Group
EKS Events
Flow-Data
Freewheelin' Films Ltd.
Genigraphics Corporation
Howard Berkman
Hunt Group Productions
Information Handling Services
Jones Intercable
JT Thomas Photography
Larsen Consulting, Business Communications
Monumental Entertainment Company
New Visions Syndication
Perspective Resources, Inc.
Photography by Karen Enenkel-Coutu
Rocky Mountain Connections
Time Flies Photography
Tollgate Casino
United Artists
U.S. West

CONSTRUCTION / ARCHITECTS / BUILDING

Ackerman Handcrafted Log Homes
Alco Building Company, Inc.
B2 Contracting
Development Construction Services
GJ Ready Mix
Grand Junction Pipe
Imago Creations
Iron Rock Custom Cuts
Lanthia Hogg Designs
Mays Concrete
Mays Construction Specialties
MVC Mountain Valley Contracting
Olsen + Kelley Architects
Patrick W. Stuckey Architects
Petty Construction Co.
Roaring Fork Redi-Mix
The Thurston Kitchen and Bath
Western Constructors

ENERGY

GreenBack\$ "GREEN" Business Initiative
SMR Save More Resources

FURNITURE

Interiors etc.
Mountain Homefitters
Scenic Mesa, The Buffalo Collection
The Buffalo Leather Store
The Red Door
The Veranda Collection

GOVERNMENTAL

City of Aspen
City of Grand Junction
Commission on Arts & Culture
Colorado State University
Mesa State College
Moffat County Clerk & Recorder
Tom Kenyon for City Council
Town of Snowmass Village

HOSPITALITY

Adams Mark Hotel
ANDA African Adventure
Aspenwood Condominiums
Cordillera
Destination Hotels & Resorts
Destination Resorts Snowmass
Flying Elk Ranch
Grand Vista Hotel
Hotel Poseidon-Costa Rica
ITT Sheraton Corporation
California, Colorado, Louisiana, Texas
Ramada Inn and Suites
Snowmass Lodging Company
The Aspen Meadows
The Gant
The Laurelwood Condominiums
The Little Nell
The Ritz Carlton-Aspen
The Silvertree Hotel
The Snowmass Lodge & Club
The Stonebridge Inn
Top of the Village Condominiums

MANUFACTURING / RETAIL

Commercial Office Products
Complete Wheel Source
Detata
Denver Tool Crib
Dirt Seeker UTV Rentals, Moab
Dynamic Fishing Equipment
Ed Bozarth Chevrolet
Express Yourself
Fairway Wheels
Harley-Davidson Motorcycles
Land Rover Roaring Fork
Leitner Poma
Luxury Wheels
Mesa Jewelers
NBI Corporation
OE Concepts
Powderhorn Industries
Rozzi Wheels
Single Track Bike Shop, Fruita, CO
STC Storage Technology Corporation
Subaru
The Cooking School of Aspen
U-Name It
Wash Gear
Western Filament, Inc.
Whisper Sports Electric Motorcycles

MEDICAL

Aspen Valley Medical Foundation
Aspen Yoga Circle
Body Walk
DDS Vantage
Dr. Harling
Gregory C. Haitz Chiropractor
Healix
NeuroMark
New Life Chiropractic
Plastic Surgery Specialists
Smile Sparks
Unishape Designs
Valley Lab

NONPROFIT

ACE Golf Foundation
American Cancer Society
Aspen Choral Society
Aspen Valley Land Trust
Aspen Valley Ski/Snowboard Club
COPMOBA
Denver Art Museum
Girl Scouts
Girls on the Run
Harris' Kids
Hospice & Palliative Care
Industrial Development, Inc.
Jazz Aspen Snowmass
Junior Service League
Mesa Monument Striders
Mountain Rescue - Aspen
One World One Child
Race for the Cure - Komen Foundation
Rally for the Cure
RFTA
Rusty without Wheels
The Buddy Program

CLIENT EXPERIENCE PAST AND PRESENT

REAL ESTATE

Aspen Equestrian Estates
Bear Creek Development
BJ Adams and Company Real Estate
Brandon Estates
Brickyard at Wellington
Cimarron Mesa Development
Cindy Day Real Estate
Concepts at Legacy
Comer Square
CottonWoods Development
Crystal Valley Ranch
Don Hogg & Associate Real Estate
DosCasas
Dove Creek Properties
Elmwood Heights
Forest Run
Iron Horse Development
Jordan Neal Real Estate
Lorian at Prospect Creek
Maxim 4000 Property Management
Peak Properties of Aspen, Inc.
Pinnacle Homes
Pioneer Mesa Development
Redlands Mesa Golf Course Community
Red Rocks Fruita Co
RE/MAX 4000
Roberts & Michaels Real Estate
Stone Ridge Development
Sunset Builders - Valley Pines
Western Colorado Land & Realty

TOURISM

Aspen Chamber Resort Association
Aspen Skiing Company
Colorado Mountain Express
Colorado Official State Vacation Guide
Colorado Ski Country USA
Crested Butte Skiing Company
Cycling Colorado
Glenwood Springs Chamber
Grand Junction Chamber
Gunnison County River Territory
Museum of Western Colorado
Powderhorn Ski Area
Roaring Fork Valley Tourism Alliance
Rockwell Tours
Snowmass Village Mall
Snowmass Village Resort Association
Snowmass Village Rodeo
The Aspen Group
The Basalt Chamber of Commerce
The Golden Key
Winternational

RECREATION

Aspen Backcountry Marathon
Aspen Glen Club
Aspen Golf and Tennis Club
Aspen Parks & Recreation
Fit for the Ages
Lakota Canyon Ranch & Golf Club
Lunch Loop Bike Park
Maroon Creek Club
Outdoor Guru
Redlands Mesa Golf Course
Roaring Fork Club
Snowmass Sports
Vasque Golden Leaf Marathon

RESTAURANTS / BEVERAGE

Aspen Wine and Spirits
B. Finicky's Fine Food & Natural Meats
Blue Moon Bar & Grille
Coors
Cottonwood Liquor
Crave Kitchens
F & B Fest Enterprises
Garfield's Off Broadway
Grande River Vineyards
Le Rouge Restaurant & Piano Bar
Moulin Rouge Restaurant
Rib City Grill
The Gant Gourmet

SERVICES

A Greener Cleaner
Aspen Agency Insurance
FindItLocalNow.com
H2J Riding Camp
Kuka Kennels, Inc.
Live Well
Neil-Garing Insurance
Networks Unlimited
NoYellowPages.com
Organize It Professional Organizing Services
Resource West
STTI Storage Tank Technology Inc.
TAG Companies The Apartment Guys
TSS Total System Solutions
Western Pump & Dredge

MARKETING DIRECTION

Brief Summary of Marketing Direction for Town of New Castle {

*In today's Business Environment, the Internet has become the "New Information Highway."
It is the fastest, most cost effective way, to send information to anywhere in the World.*

We as a Town, need to focus and have a combined goal on how to promote the Town of New Castle. AJ Design & Associates is recommending designing a new Website for this first goal. All other marketing collateral will be directed to the new Website, which will become the main marketing tool.

The new Website will be Visually Stunning with Photography, Easy Navigation, Functional and Informative, basically *"Everything you always wanted to know and did not know about the Town of New Castle."* There are many options available to you, to work within almost any budget.

As you know, people browse the web differently. As part of our service, we can help create a site that not only is inviting to the eye, but functions well. We believe it is important to simplify the navigation and build a site that is user friendly, and find that fine balance to include all the important information and promote events that can help generate traffic online and to the Town of New Castle. We hope in the future, you will continue to utilize and grow your site to keep up with technology advances and ongoing business needs, which we can help you with by an ongoing monthly retainer tailored to fit your needs or train your staff to make the Town's updates.

We suggest having Creative Sessions with the Town of New Castle's Department Managers, Chairmen of Commissions and Committees and members of the Town Council, to think about what would be an ideal way to maximize their time, automate certain functions, such as people being able to access property tax information, license registration, paying utilities, press media kits or tasks which take up a lot of time for staff on the phone, that could be pulled from a database. All Information on the new Website would be public record.

The new Website would be Linked to other (old and new) partners Websites (examples; Aspen, Basalt, Carbondale, Glenwood Springs, Silt, Rifle, Grand Junction, Garfield County, Chamber of Commerce, Parks and Recreation, Recreation Centers, Golf Courses, Ski Companies, RREDC, All Economic Development Organizations, Realtors, Developers, etc.). Each subcommittee (EAC, Historical Preservation, Climate Action Committee, Planning and Zoning, Recreation, etc.), would have pages of their own on the Website. If possible, depending on how the New Castle Chamber of Commerce and the legalities, we could combine Websites for a one stop shopping concept. All Social Media (Twitter, Facebook, YouTube, etc.), will be incorporated into the new Website.

continued on next page

CREATE A "BUZZ"

continued from previous page

The existing Town of New Castle's Website appears to be strictly an html site which does not access any database, tax or voter records, etc., and is used only as an information source for the Town of New Castle. Depending on budget restraints, we can create the main Website and continually add features to automate daily tasks on a as needed basis. All information would be fully updatable by the Town of New Castle staff.

Marketing and Collateral to Consider to get the Town of New Castle's New Website out to the Public and Create a "Buzz" {

- Direct Mail Pieces, Posters, Newspaper Ads, Press Releases, etc., announcing New Castle's new Website
- Glamour Brochure for mailings and put in racks throughout the region
- DVD with YouTube from Website to hand out with other collateral
- Public Relations, Press Releases, Travel Writers
- All collateral needs one local phone number for potential businesses/people interested in relocating to New Castle

Action Projects

- Expand partners in valley and beyond, especially the Roaring Fork Valley (*Aspen to Glenwood Springs and I-70 corridor*)
- Focus on who our target markets are and get businesses to relocate to New Castle
- Help existing businesses in the Town of New Castle
- Affordable housing and office space
- Find ways to increase tax base (*bed tax, etc.*)
- Become partners with Warrior/Lakota Canyon Ranch & Golf Club and team up to promote the Town of New Castle

***The Town of New Castle is in Competition with Every Town and City in the World.
We Need to Make New Castle, Colorado a Great Place to Live, Work and Play.***

HOURLY RATES AND REIMBURSABLES

Pricing for Successful Results • How Much will it Cost? {

While each client has different needs and a different audience, the bottom line is that you need a budget, a plan and a strategy. We believe our consultation and ongoing direction will help you achieve your goals. We may not be the lowest bidder, but we most likely will save you money in the long run. We'll offer you smart, creative, affordable approaches. You will see results from money well spent.

Our rates range from \$65-95 per hour. Below you'll see ballpark time estimates of some typical marketing projects. These times are vastly unpredictable, depending on the project. This gives you a broad overview. We give you proposed estimates on each project to make sure it fits into your marketing budget and goals.

- **MARKETING STRATEGY/BUDGET PLANNING:** APPROXIMATELY 15 HOURS
- **BRAND IDENTITY:** 20 - 30(+) HOURS
- **STATIONARY PACKAGE:** 6 - 15 HOURS + PRINTING. Printing priced separately.
- **AD/BROCHURE/DIRECT MAIL/POSTER/PRESS RELEASES/PR CAMPAIGN & CREATIVE:** 5 - 35(+) HOURS
Time spent can vary greatly depending on client needs. Printing priced separately.
- **AD PRODUCTION:** 2 - 6(+) HOURS
- **CUSTOM WEBSITES:** 30 - 300 HOURS. Each website is customized according to your unique needs, starting with simple, static 4-page html sites & ranging from full business solutions. E-commerce can be done by developing a custom shopping cart, or with an off-the-shelf product.
- **ONLINE MARKETING/SUBMISSION:** APPROXIMATELY 5 HOURS. Basic web submission & optimization; additional options available.
- **ONLINE SOCIAL MEDIA:** 20 - 40 HOURS PER MONTH. Priced on monthly contract with 6-month minimum. Number of hours may vary depending on needs, number of networks & press releases.
- **EMAIL MARKETING:** SET-UP: 8 HOURS/ONGOING CAMPAIGNS: 5 + HOURS/MONTH. We can set-up an email template & program it. You can either manage future mailings yourself, or we can create monthly content and mail on your behalf. Rates vary with complexity of template(s).

REIMBURSABLE EXPENSES

Town of New Castle will be responsible for all Printing, Media/Newspaper Buys, Photography Usage Fees, Website Hosting, Website Domain, Website Training expenses if need be and cost will vary on each project. Postage/OSM Delivery/FED-X/UPS - will vary depending on market rates.

Color Laser: 8.5x11 = 15¢ • 8.5x14 = 22¢ • 11x17 = 30¢

Mileage = 55¢ per mile

REFERENCES

Resort Trends, Inc.

Vicky Nash • CEO/President
965 Westbank Road
Glenwood Springs, Colorado 81601
970.948.4923
vicky@resorttrends.com

Linden Marketing Group

Susan Linden • President
PO Box 1800
Carbondale, Colorado 81623
970.704.1747
susan@lindenmarketing.net

Hattie M. Branson

0110 Mountain View Road
Carbondale, Colorado 81623
970.963.4866 (p)
970.379.9144 (c)
hattie@sopris.net

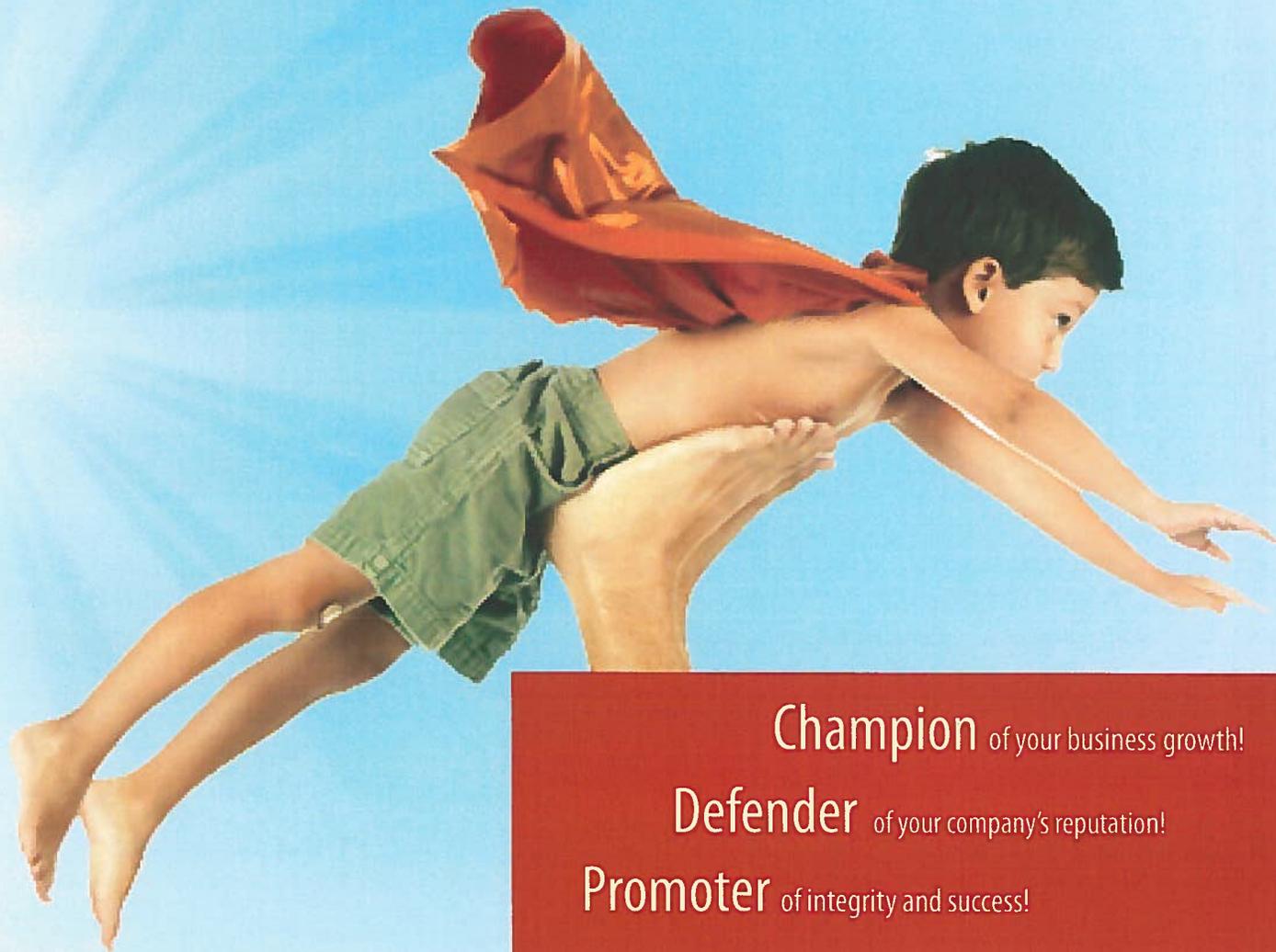


(Imagination. Action. Results.)

Unleash
your
powers!



(*Imagination. Action. Results.*)



Champion of your business growth!

Defender of your company's reputation!

Promoter of integrity and success!



ANYTHING IS POSSIBLE.

Small business or large, good economy or bad.

With the right support, you and your company won't just endure. You'll soar. But the right support means what? Original thought. Intelligent vision.

Vast creativity. People who care about your goals.

New ways to market your business in an information society that changes at light speed. More than ever, you need to listen and respond to customers.

New media roads need to be traveled.

And sustainable approaches need to become habit.

From graphic design to web creation, from print production to social media, we'll take you to the next level. Ready? We are!



(Imagination. Action. Results.)



The 101: our SuperSkills





SuperSkills:

While we specialize in web,
print and
online marketing,
we strategically leap
into a spectrum of approaches.

We'll hurdle endless
tall buildings to help you
reach your
marketing goals.

Strategy & Planning {

This is the kryptonite of many businesses. You get it wrong and you might as well sit atop an iceberg or take a vacation to deep space. Whether your goals involve sales or customer support, you need a clear direction and a plan for reaching audiences that will fit those goals.

Identity/Branding {

Our talented left- and right-brained crew brings you grounded insight and superior creative direction in developing your distinctive brand. We can help you establish a company image that resonates with your customers, and a personality that builds loyalty while generating sales.

Print {

Our designers are some of the best mouse masters and pixel pushers this side of the Mississippi. Together with our copy writing guru, we create everything from ads to annual reports - all with remarkably creative design and content. We dream up ideas that get noticed, get recognized and, best of all, gets results.

Web {

Are you looking for more than just a digital brochure? An exceptional website will produce sales, create relationships, automate business tasks, and serve as a vital source for a global audience. We'll work our magic with design and content - and our Clark Kent code geeks can move National Monuments. We swear that anything is possible.



Social Media {

Sure, we still perform great feats with traditional media - but we're also flying strong in the social media sky. You have countless options for reaching any audience now. From blogging to online networking tools, social media options add powerful new potential to your customer relationships and business growth.

Results, Measurement, Refinement {

As technology skyrockets, valuable new tools are able to track your marketing results. We use these tools to help you clarify goals, develop effective marketing plans and make smarter long-term decisions.

Sustainable Marketing {

Getting creative with marketing formats can save you big dollars. Our knowledge of both traditional and new media offer you new solutions that will save not only money, but also valuable resources. Another bonus: Consumers will appreciate your eco-friendly changes, and they'll often thank you for it.



(Imagination. Action. Results.)

SuperPowers the forces of great business





Your goals + our strategies =
the forces of great business!

X-Ray Vision } INSIGHTS. FORESIGHTS. PERCEPTION.

The best ideas will never fly without careful research and analysis of your target audience. Who are you trying to reach? What are their interests? How can you engage them? Your marketing plans, goals and implementation should be crafted around everything you know about your market.

Flight } RISE ABOVE. THINK BEYOND. EMBRACE THE NEW.

Your customer relationships have new and unlimited potential. Web and social networking are paying off in big ways because marketing is truly a two-way conversation now. Customers and companies are communicating in relevant, efficient and profitable ways. Social media is here to stay, and businesses of all sizes are discovering the value of these dynamics.

Supersonic Hearing } LISTEN. PAY ATTENTION.

If you listen carefully - and respond - customers will come. What are they happy about? What are they complaining about? How will you help them? How will you earn their respect? You can't build customer relationships without consistently answering these kinds of questions.



Spirit } WHO YOU ARE, AND WHY IT MATTERS.

Branding is a lot more than just a logo. It needs to encompass attitude as well as value. Attitude branding connects people emotionally to your product or service. Loyalty depends on this connection. What kind of lifestyle or values does your business represent? How will you weave that into your brand awareness and management?

Ingenuity } BRILLIANT LEAPS OF CREATIVITY.

People are naturally attracted to new angles and imaginative approaches. The key is to focus that inspiration around a purpose. Done right, originality sparks interest, motivation and profits.





(Imagination. Action. Results.)

Qualifications





**A full-service
marketing,
advertising,
public relations and
internet solutions firm.**

*on the web
&
in the world*

Qualifications {

We are a full-service marketing, advertising, design, public relations, and internet solutions firm with the sole purpose of helping businesses succeed.

We specialize in internet marketing, design, print collateral and have a clear knowledge of its specific values. Our clients consist of government entities, including chambers, parks departments and visitor centers; hotels and resorts; real estate companies; non-profit organizations; outdoor recreation companies; contractors and architects; and some of the largest real estate companies in the world. Our clients may have unrelated products, but the results we achieve are similar. Time after time, our clients have rapidly gained market share in highly competitive market places.

Pricing for Successful Results {

How Much will it Cost? }

THE MILLION-DOLLAR QUESTION.

While each client has different needs and a different audience, the bottom line is that you need a budget, a plan and a strategy. We believe our consultation and ongoing direction is worth more than Batman's cave - but we're not out to make a killing. Truth is, we love what we do, and we are fair with our costs. We may not be the lowest bidder, but we just might save you the most money in the long run. We'll offer you smart, creative, affordable approaches. You will see results from money well spent.

If you like the idea of honest, talented folks working hard in your best interests, we'd love to talk with you.



Our Team {

Consists of full time designers, account executives, creative directors, art directors, and very talented programmers. We utilize freelance copy writers/ editors and off-the-shelf products to keep us competitive. We work differently than most agencies and put the client directly in contact with the lead designer, who oversees the project directly.

The rest of the office supports them in design, production and content management. This way the communication is direct to the person building the site, maximizing efficiency and minimizing errors.

We have built websites ranging in scope from simple informational sites to ones that track business sales, automate business tasks and provide road conditions. Our team successfully implements web systems that are customized to each client and work within their budgets.



Sample Websites {

We have been fortunate to help promote many businesses that offer superior service, and have included a few sample websites in the following pages. Visit www.monumentgraphics.com to see more samples of websites with links, logos & identities, and print collateral.

Client Samples

Aspen Parks & Recreation, City of Aspen - recent revitalization and upgrades

- Site is fully up datable by City Staff
- Online event calendar
- Site includes Social Media tools to get visitor interaction and frequent returning visits

City of Grand Junction Arts

Museum of Western Colorado

- Site is fully up datable
- Online event calendar improved event registration considerably
- Site includes Social Media and has a large Blog following

Scenic Mesa Ranch

NoYellowPages

- Site is fully up datable
- Created an online directory allowing premium members to build their own web page
- Fully searchable

Snowmass Lodging

RE/MAX 4000

Additional Website Addresses which are not on www.monumentgraphics.com or do not have attached links.

www.aspenbackcountrymarathon.com

www.ddsavantage.com

www.finditlocalnow.com

www.goldenleaftrace.com

www.greenbacksproject.com

www.scenicmesa.com and www.buffaloleatherstore.com

www.lerougepianobar.com

www.sttienviro.com

www.mesajewelers.com

www.smilesparks.com

Aspen Parks & Recreation

<http://www.aspenrecreation.com>

GOAL } Promote all APR facilities & programs.

We were awarded the Aspen Parks & Recreation account in 2001. After initial research and discussion, we recommended they separate from the City of Aspen government site to create a brand that was more directed to their target audience. Our mission was to develop a brand that was energetic, active and fun, something that appealed to both locals and tourists. Because the Parks Department has several facilities including a rec center, two ice rinks, golf course and many day care and youth programs, it was important to promote use of these facilities as well as the "Free" outdoor opportunities that make Aspen so famous.

ASPEN PARKS & RECREATION

HOME RECREATION CENTERS ADULT ACTIVITIES YOUTH ACTIVITIES GOLF & TENNIS PARKS & TRAILS BLOG

Recreation Centers

- Aspen Recreation Center - (ARC)**
0961 Maroon Creek Road
Our state-of-the-art fitness center with something for everyone.
- Red Brick Recreation Center**
110 East Hallam Street, Suite A135
From youth sports to indoor rock climbing, trapeze classes to yoga.
- Aspen Ice Garden**
233 West Hyman
A single 85' x 185' surface that many figure and hockey skaters say is one of the best-maintained surfaces in the region.

Partners, Trails, Open Space
Golf & Tennis
Special Events

Calendar of Events

JUNE

S	M	T	W	T	F	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

Today's Events:

- 3rd Annual Aspen Rooftop Comedy Festival
- Scuba Course
- Indoor Cycling 8:00 AM
- Camp Firebird (5-7 year olds) 7:30 AM
- Camp Columbine (8-10 year olds) 7:30 AM

Welcome

Welcome to the City of Aspen Parks & Recreation Department!

From the courts to the fields, from the parks to the trails, you'll find your fun right here! Grab your tennis racket, your golf clubs, your sweatband, or your water bottle. Aspen Parks & Recreation gives you endless options for sports, leisure and hobby activities.

Videos

- Adult Fitness**
It's time to get in shape. ConFit's instructors will help you improve your physical, mental and social well-being.
- Youth Activities**
Aspen Recreation Department offers different...
- Day Camp**
For a 100% pure fun bring your child to the city of Aspen summer day camp. Here your child will be able to...
- Aspen Golf & Tennis Club**
The Aspen Golf & Tennis Club is a 9,750 yard...

Our Latest Blog Post

How that school is out what is a kid to do? We have so many activities going on it might be hard for your little one to choose! Day Camp, Climbing, Swimming, Junior Golf, and more!

POSTED 9 DAYS AGO

Our Latest Tweet

APRPAwets Sign up now for the 45-Hour Water Treatment for August 20-22. 4 per a guarantee of \$850 team. More info 875-820-6141

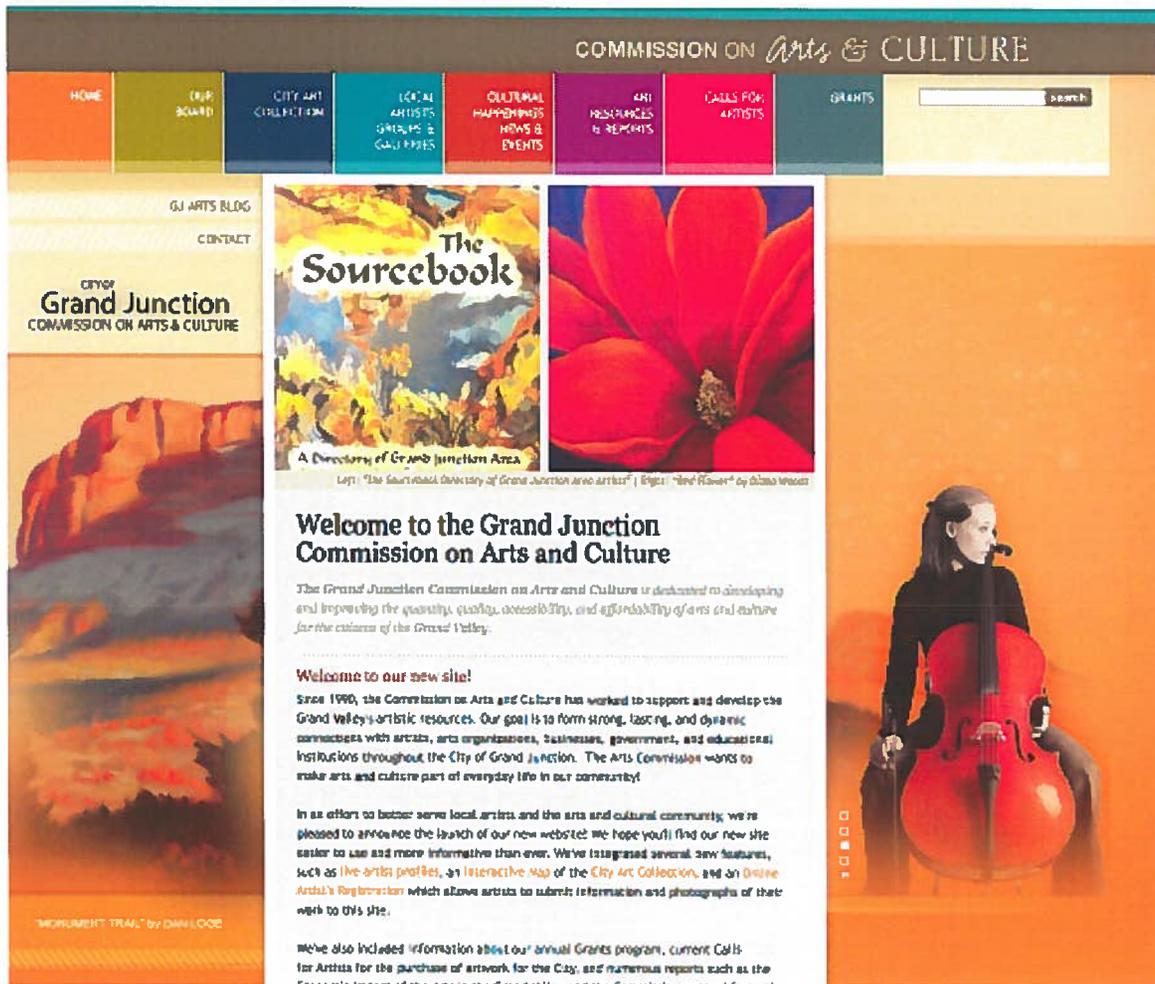
POSTED 9 DAYS AGO

Grand Junction Commission on Arts & Culture

<http://www.gjarts.org/>

GOAL } Create an impressive site that features local art, artists and commission opportunities.

By developing this site, we have created a center for local artists to promote their work, as well as a source for visitors to find and view local art. There is a map of all city-owned art for display, as well as information about the art and artists.



Museum of Western Colorado

<http://www.museumofwesternco.com>

GOAL } Develop a fully updatable site that creates one cohesive look for all Museum facilities and promotes activities, membership and Museum information.

The Museum now has one easy-to-navigate information source that all visitors can go to for current news on upcoming events, activities and exhibitions. Registration has increased substantially and online registration has eased internal operations.

[Location, Hours and Pricing](#) | [Support the Museum](#) | [Contact Us](#) |

[Visit](#) | [Info Center](#) | [Dine Dip](#) | [Programs and Events](#) | [Learn](#) | [Educator Resources](#) | [Blog](#)

Welcome!
 Who we are

Visit all of Our Locations
 Museum of the West
 Dinosaur Journey
 Cross Orchard
 Western Educational Center
 Boyd Files Research Library

History Tidbit
 Hot Air Balloons
 Hot air balloons were a few centuries, and people didn't fly till the late 1700s. They evolved into...
[View All History](#)

Join our new Corporate Club!

Upcoming Events
Lectures and Programs
 • [Dino History Museum - November](#)
 • [Behind the Scenes Museum Tour - November](#)
Special Events
 • [Games and Media Booking](#)
 • [Climbing North Summiting](#)
Trips and Tours
 • [Utah's and Utah's National Geographic Canyon Museum](#)
 • [Utah's National Geographic Museum](#)
Volunteer Info
 • [Crest Day - November 4](#)
 • [Crest Day - November 4](#)

Calendar of All Events
 November 2006

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

The Museum of Western Colorado is the largest multi-disciplinary museum between Salt Lake City and Denver. Over the past forty years we have grown to include three major museum facilities, three active outdoor scientific study sites, an educational center and a research resource library. We offer a multitude of programs featuring dinosaur exhibitions, extensive educational programming and historic and cultural origin and tours, ranging from local to international. Annually over 117,000 visitors participate in our programs and enjoy the facilities. This number includes approximately 17,000 western slope K-12 students who experience high quality field tours, programs and outdoor activities.

In 1971, we became the 20th museum in the nation to be accredited by the American Association of Museums (AAM). Periodic re-evaluation by AAM is required to maintain the accreditation designation, and regularly scheduled evaluations in 1981 and 1991 determined that the museum continues to meet

ACCREDITED by the ASSOCIATION of MUSEUMS

Scenic Mesa Ranch

<http://scenicmesa.com>

GOAL } Nationally introduce furniture product line and develop brand for a high-end product.

Brought together three disparate elements of the company—buffalo meat, buffalo hunting and fine buffalo leather furniture in a cohesive, accessible, user-friendly format. Broadened customer base and visibility. Working on integrating print media with strong web presence for a larger potential audience.



Snowmass Lodging

<http://www.snowmasslodging.com>

GOAL } Develop a dynamic, engaging, easily navigated site for people planning their dream ski vacation.

Resort lodging is extremely competitive and relies heavily on a strong web presence. Our goal was to draw people to the Snowmass Lodging site and make it easy for them to view rates and accommodations, plan their trip, and book it all online.

The screenshot displays the Snowmass Lodging website interface. At the top left is the Snowmass Lodging Company logo. The main navigation menu includes: Accommodations, Rates & Specials, Trip Planning, Snowmass, Weather & Ski Conditions, Services, and Contact. A large image of an outdoor pool at night is featured, with the text: "The most exciting resort in North America. Enjoy ice skating and snowboarding on the world-class mountains, Snowmass Mountain, Aspen Highlands, Aspen Autumn and Bachelor's Mountain. In Summer, Aspen/Snowmass Colorado is the ultimate playground. Hear the sounds of Jazz Aspen Snowmass CO, the Aspen CO Music Festival, indulge yourself at the Food and Wine Festival and more! Experience the thrill of hot air balloon rides, zipling, hiking, golf and fishing. Delight yourself in world-renowned restaurants, nightlife, shopping and spas."

On the right side, there is a weather widget for Snowmass, Colorado, showing 60°F, Fair, Windy, 12%, Humidity 18.00 in, and a "Current Ski Report" link. Below this is a Facebook widget with the text "Find us on Facebook". A booking widget allows users to check rates and availability, with fields for Check In (11/3/09), Check Out (11/6/09), Adults (1), and Children (0), and a "CHECK DATES" button.

Below the booking widget is a list of property categories with "VIEW Details" links: Woodrun Place, Charming, The Endless, Woodrun W Townhomes, and Owl Creek Homes.

At the bottom, there are four service highlights:

- Book Online:** Reduced Airfare & Travel Accommodations; [Begin your search >](#)
- Meeting Facilities:** We have versatile and complete meeting facilities with personalized service staff, audio visual, business services, and more... [Click for more details >](#)
- Vacation Rentals:** Luxury snowhomes and condominiums. We'll help you choose the accommodations that best suit your needs. [View Properties >](#)
- Contact Us:** We're happy to send you additional information regarding any of our resort properties. [Request info >](#)

The footer contains a Facebook widget, contact information (Phone: (970) 923-3232, Fax: (970) 922-4992, Toll Free: (800) 633-0401, 425 Wood Road | P.O. Box 6077 | Snowmass Village • Colorado 81615), and the company name: ©2009 SNOWMASS LODGING COMPANY.

RE/MAX 4000

<http://gjproperties.com>

GOAL } Increase market share, enhance brand recognition, elevate image.

We presented a marketing plan in 2003 to 40 brokers (the total at that time). Our toughest sell yet. Increasing each agent's ad fund and combining marketing dollars resulted in a more consistent message and broader reach.

For the last nine years we have been responsible for implementation of a full-scale marketing plan including print, media placement and negotiations, TV, radio, and event promotions. With the print collateral and monthly guide, we launched a new enhanced website with up-to-date MLS listings, data collection, reporting capabilities, tracking information, direct e-marketing abilities and Grand Junction links and information.

OUTCOME: The numbers speak for themselves. RE/MAX 4000 was second in the area for number of transactions in 2003 by a difference of about 25%. In one year we narrowed the gap to just 4% below the number one ranking office, and at the end of 2004 we took the lead by 17%. Today the lead continues to hold strong.

The screenshot shows the RE/MAX 4000 website homepage. At the top, there is a navigation bar with links for "View Our Blog", "Listing Information", "Realtor Login", "Join RE/MAX 4000", "RE/MAX International", and "Contact". Below this is a large banner image of a hot air balloon with the RE/MAX logo floating over a landscape. A red navigation bar contains links for "Search Listings", "Local Area Info", "Our Agents", "Real estate", and "Commercial Division".

The main content area is divided into several sections:

- My Login**: A small section with a user icon.
- Featured Listing**: A section featuring a residential listing for \$869,900 with a "Click here for more" link.
- Buy a Home**: A section with an "Advanced Search" form. The form includes fields for "MLS#", "Bedrooms", "Bathrooms", "Price from", "to", "Sq. Feet from", and "to", along with a "Search!" button.
- Sell a Home**: A section with links for "Find an Agent" and "Staging Your Home".
- Buy Land / Commercial**: A section with links for "Search all Commercial Listings" and "Search all Land Properties".
- Helpful Tools**: A section with links for "Calculators", "Area Videos", and "Glossary".
- Visit our Blog**: A section with a house icon and a "Join in the Discussion!" link.
- Join in the Discussion!**: A section with links for "Homebuying Tips", "Real Estate Trends", and "Market News".

(*Imagination. Action. Results.*)

Our work runs the gamut of styles and approaches.

Get a glimpse by checking out some of our samples and success stories.

If you'd like to see more, just holler.



STRATEGY & PLANNING

SUSTAINABLE MARKETING

ADVERTISING

IDENTITY & BRANDING

DESIGN

PRINT

WEB & INTERNET SOLUTIONS

SOCIAL MEDIA

PUBLIC RELATIONS

RESULTS, MEASUREMENT, REFINEMENT

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RFQ: Marketing and Advertising Evaluation Matrix

Interviews conducted on May 3 and May 6, 2013.

Selection Criteria	AJ Design & Associates	Bobbie Van Meter
Experience and Reputation	Experience and work product are superior. Folio includes a wide range of campaigns at various levels of complexity, budget and creativity. Has the production capacity to address multifaceted tasks. 5	Good experience. Artistically oriented (web page composition). Would be good for discrete task. 3
Location of Firm	New Castle. 5	Silt. 4
Pricing and Value	Pricing - \$65-\$95/hr 3 Value – The intangible of Ms. Stuckey’s international experience in advertising and marketing campaigns is extraordinary. 5	\$50/hr 5 Value – Ms. Van Meter would bring creativity to assigned tasks and provide a good ideas. 2
Vision	Comprehensive multi-layered vision. While the complete vision is beyond our budget for 2013, Ms. Stuckey established a priority phasing that allows us to build on each step. She explained that the first step must be the web site and all other steps augment and feed into this essential tool. 5	Will be creative in accomplishing what we want for our marketing and advertising strategy. 3
Interview or Response	Very professional and prepared. Well spoken and thoughtful. Elaborate response to the RFQ. 5	Genuine, enthusiastic, thoughtful and creative. 3
Ability to Deliver	Clearly has the capacity and experience to accomplish project. Has already added significant value to our thinking and given us excellent guidance so that resources are not wasted. 5	Capacity to undertake discrete tasks and provide outside of the box ideas. 4
Total	4.7	3.4

Scoring is on a 1-5 basis (5 being highest score).