

# Frankfort Square Park District Golf Marketing Plan & Graphic Design Services

2022 Proposal



Presented by  
**Campfire Concepts**

Jessie Scheunemann  
Marketing Director



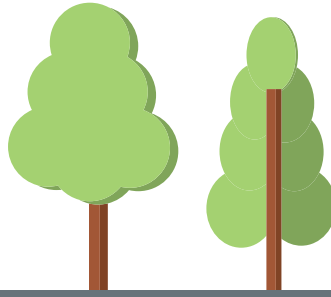
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# Introduction

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Campfire Concepts is pleased to submit this proposal for services to support Frankfort Square Park District in marketing the Square Links Golf Course and Driving Range. Upon completion, the marketing plan will assist in bringing awareness of the Square Links Golf Course and Driving Range's amenities to the local golfing community. We are also excited to offer graphic design services to consider.

Promoting local recreation opportunities begins with finding the proper marketing mix for the desired target audience. This responsibility encompasses the need for simple, concise, and responsive marketing efforts. Mindfully developing marketing and communication standards will create the internal rails for your staff to establish clear inbound and outbound communication around the Square Links Golf Course and Driving Range.

## Primary objectives of the marketing plan :

- Build community awareness of the Square Links Golf Course and Driving Range.
- Generate a strategy to increase use by self identified golfers living in a 20-mile radius from the golf course and driving range.
- Intentionally invite golfers learning the game or coming back to play.
- Provide promotion ideas to be implemented in the 2022-23 season.

## Objectives delivered through graphic design services :

- Establish principles and tools that share a clear and consistent message from the parent brand, the Frankfort Square Park District.
- Build the identity, ownership and awareness of the Square Links Golf Course and Driving Range.

# Potential Work Plan

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Campfire Concepts staff recently met with Jim Randall, Executive Director, and Audrey Marcquenski, Director, from Frankfort Square Park District to learn more about their marketing needs of the Square Links Golf Course and Driving Range.

Per their discussion, the following outline has been created to help fulfill Frankfort Square Park District's planning needs. Estimates for the following components are included in the next section.

## Services:

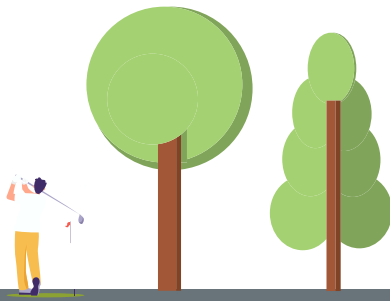
### 1.0 | Evaluations & Assessments

#### 1.1 | Site Visit

Campfire Concepts would like to request the opportunity to receive a staff led tour of the Square Links Golf Course and Driving Range.

#### 1.2 | Comprehensive Review

Where available, the Campfire Concepts team will review relevant guiding documents. This will include any document used for establishing organizational purpose, principles, culture and brand, as well as, marketing processes and campaigns. Surveys, comparative/competitive analysis, evaluations, demographics, participation/user numbers, and any relevant data that connects the Square Links Golf Course and Driving Range marketing efforts with agency goals.



## 2.0 | Marketing Plan

### 2.1 | Market Research

The Campfire Concepts team will engage in market research of the golf industry to find solutions for the primary objectives of the marketing plan. If needed, a marketing strategy workshop will be conducted with the Frankfort Square Park District staff. The focus of the workshop will be determined per evaluations and assessments (1.0).

### 2.2 | Marketing Plan

The Campfire Concepts team will outline marketing strategies for the appropriate channels to promote Frankfort Square Park District's Square Links Golf Course and Driving Range to successfully communicate with the local golf community. The Campfire Concepts team will also share a range of marketing tactics and annual targeted promotions that can be tailored to interact and build upon each other to meet the goals created by the Frankfort Square Park District for the Square Links Golf Course and Driving Range.



## 3.0 | Graphic Design Services

### 3.1 | Logo Update

An updated Square Links Golf Course and Driving Range logo will be created by the Campfire Concepts team per the use of a logo quiz and input via a creative brief. The logo update process will include the following:

- Creation of an Updated Logo, 2–3 options
- Defined Brand Colors & Typography, 2–3 options
- PDF Presentation followed by 2 Rounds of Revisions
- Final Files: .EPS, .JPG & .PNG versions
- Quickstart Brand Style Guide: Logo Usage, Color Palette, and Typography

### 3.2 | Digital Artwork

The Campfire Concepts team will provide artwork needed to update the existing logo to the updated logo at the golf course. The design team will also provide a brochure, printable flyer for local circulation, and social media graphics for the first promotion to assist in the launch of the new marketing plan efforts.

### 3.3 | Additional Promotional Collateral

Upon completion of the marketing plan and logo update Campfire Concepts' graphic design services can be utilized through an allotted hours system to create designed assets for Square Links Golf Course and Driving Range promotions throughout 2022 and 2023. Asset examples are: social media graphics, flyers, ads, brochures, etc.

# Timeline & Fees

Listed below are the suggested services with corresponding fees. The services and fees have been itemized for Frankfort Square Park District to build an appropriate package. Should Frankfort Square Park District select all of the services listed below, then the total fee will apply. Tasks may occur concurrently.

Schedule	Service	Fees
2 Weeks	<b>1.0   Evaluations &amp; Assessments</b>	
	1.1   Site Visit	\$750
	1.2   Comprehensive Review	
14 Weeks	<b>2.0   Marketing Plan</b>	
	2.1   Market Research	\$900
	2.2   Marketing Plan	\$6,450
<b>Planning Subtotal \$8,100</b>		
10 Weeks	<b>3.0   Graphic Design Services</b>	
	3.1   Logo Update	\$995
	3.2   Digital Artwork	\$2,400
<b>Design Subtotal \$3,395</b>		
TBD 2022	3.3   Promotional Collateral – On-Demand Graphic Design, Allotted Hours	\$85/hr
<b>Project Total \$11,495</b>		



# Terms of Service

## Terms:

A contract must be signed before work begins. The proposal is based on the information provided, and may be inappropriate if specifications change. This proposal is valid for 30 days.

## Payment Terms:

The first payment of \$5,750 is due upon delivery of the signed contract. Two additional invoices of \$2,873 and \$2,872 will be delivered at the project mid-point and mutually agreed upon close of the project.

## Cancellation Fee:

Equal to the amount of expenses incurred at time the project is cancelled.

# References

## Oak Brook Park District

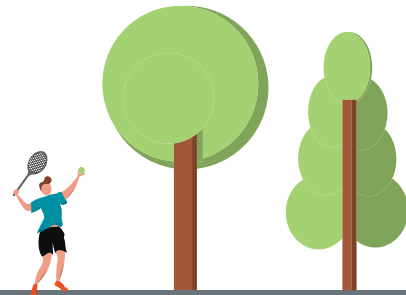
Laure Kosey, Executive Director  
1450 Forest Gate Drive  
Oak Brook, IL 60197  
Phone: (630) 990-4233

## Oswegoland Park District

Laura Finch  
Director of Marketing & Customer Service  
313 E. Washington  
Oswego, IL 60543  
Phone: (630) 554-1010

## Palos Heights Parks & Recreation Department

Matt Fairbanks, Director of Parks and Recreation  
6601 W 127th Street  
Palos Heights, IL 60463  
Phone: (708) 361-1807



# Appendix A: Project Team



# Jessie Scheunemann



## Marketing Director Campfire Concepts

Jessie Scheunemann is currently the Marketing Director of Campfire Concepts. She has built the successful visual brand to support marketing efforts to promote Campfire Concepts consulting and design services for the park and recreation industry. She also runs her own graphic design studio, Jessie Marie Studio LLC.

Through her graphic design services at both Campfire Concepts and Jessie Marie Studio, she helps her clients bring clarity to their visual message. Those she works with rave about the design solutions, organizational skills, and timely communication she uses to move a project through the creative process. Her current client list includes park districts, health and wellness companies,

restaurants, and student groups at Duke Fuqua School of Business. Tammy L., from the Duke MBA Marketing Club, said, “We feel like Jessie understood what our problems were, what our goals were, and how we wanted to convey our organization.

In 2003, she graduated from UW-Stout with a Bachelor of Fine Arts: Graphic Design, with a Business Minor. Then she spent six years building the technical foundation for her career, at OEC Graphic, Inc., as a production artist. In 2007, she moved into a graphic designer role for, Horizon Hobby, one of the top radio control vehicle companies in the world. Finally in 2011, she moved into her current role as a freelance graphic designer.

### Education

Bachelor of Fine Arts,  
University of Wisconsin –Stout

Associate Degree in Arts & Science,  
University of Wisconsin –Washington County

# Chuck Szoke, CPRP



## Retired Park District Executive Director

### Education

BA, Therapeutic Recreation  
College of St. Francis

MS, Public Service  
Management  
DePaul University

### Certifications

Certified Park and  
Recreation Professional

Chuck Szoke retired from his 40-plus career in public service in January of 2019, all of it invested with the Channahon Park District. The agency is located 45 miles southwest of Chicago and serves approximately 19,000 residents. During Chuck's tenure, the Park District expanded from a single park location to over 550 acres at 25 locations and developed two community centers, a nationally recognized 18 golf course, an outdoor aquatic center, and expansive natural areas. The District is a recipient of the National Gold Medal Grand Award and is an Illinois Distinguished Accredited Agency.

A Certified Park and Recreation Professional, Chuck holds a BA degree in Therapeutic Recreation from the College of St. Francis in Joliet and a MS degree in Public Service Management from Chicago's DePaul University. His career accomplishments were recognized with the Robert Artz Lifetime Achievement Award from the Illinois Park and Recreation Association.

Chuck holds Board positions with Reclaimed, a faith based not for profit

organization; the People for Channahon Parks Foundation; and the Illinois Park and Recreation Foundation. He is a member of the Rotary Club of Channahon-Minooka and volunteers with Honor Flight Chicago. He has served as an adjunct instructor in the Recreation and Sports Management program with the University of St. Francis and has presented at park and recreation annual conferences in Illinois, Colorado and with the National Recreation and Park Association. Chuck had governance and instructional roles with Supervisor's Management School and the Park Foundation School through North Carolina State University at the Oglebay National Training Center. Through his career he has served on numerous community-based boards and committees.

In retirement, Chuck has stayed committed to those seeking to advance their skills and careers in public parks and recreation. In addition to his park and recreation foundation work he currently serves on the National Recreation and Park Association Conference Program Committee.



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# Kristina F. Nemetz, CPRE



## Marketing Consultant

Kristina Nemetz is a local government communications and marketing professional who seeks to improve systems, create community connections, and up-level government service through various methodologies and practices. Kristina's career began in 2005 at the Royal Fox & Royal Hawk Country Clubs in St. Charles, IL overseeing the club's aquatics operations, special events, and membership communications. Kristina began her government career at Arrowhead Golf Club (Wheaton Park District) in 2008, not realizing it was a park and recreation agency. At Arrowhead Golf Club, she was personally responsible for generating 1.5 million dollars in revenue annually, increased wedding events by 67%, contributed to an \$800,000 profit turnaround in operation, and developed,

sought approval, and implemented the district's first outdoor ceremony site. She later served the Wheaton Park District as the Superintendent of Marketing & Special Events, handling facility marketing, special event coordination, marketing, and sponsorship for the district's nine annual large-scale special events. In 2021, Kristina moved to the Village of Montgomery to serve as the community's first Communications Manager. In addition, Kristina founded Element Marketing Network this year. A not-for-profit organization aimed to connect local government Marketing & Communication professionals to better communities locally and nationally. Kristina holds both her bachelor's and master's degrees in Communication Studies, and her thesis focused on organizational leadership in government.

### Education

Northern Illinois University  
Masters in Communication 2012

University of Iowa  
Bachelors in Communication 2005

### Certifications

CPRE | Certified Park & Recreation Executive



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