

Prepared exclusively for:

**Lorain Port Authority**

Submitted on December 3, 2013 by:

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**President**

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-Confidential -

## Overview

The Lorain Port Authority provides and hosts many outdoor activities for residents and visitors to enjoy while visiting Lorain, Ohio

The main area of attraction is the Black River Landing located a short distance from the mouth of the Black River.

Events at Black River Landing include:

- Labatt Blue Black River Concert Series
- Jet Express trips to the Lake Erie Islands, Cleveland and local wine and beer tasting trips
- River tours (individual or group)
- Lighthouse tours

## Needs Analysis

The Lorain Port Authority has established a marketing budget to inform and motivate consumers to come and attend the events and take Jet Express tours throughout the summer months.

A general marketing plan is to be developed to meet the Lorain Port Authority needs. This marketing plan will be based on current information provided during the planning phases and then implemented on the pre-determined schedule.

The marketing plan will have four main goals:

- Drive traffic to events - concerts, festivals, jet express tours/trips
- Build awareness – help spread the word of all the offerings
- Change image – safe place to visit
- Create a data base of followers – have them market to their social circles

Another area of marketing is potential community development teaming with the City of Lorain to form a stronger partnership to promote the downtown Lorain area as a place to live, work and play. Emphasis would be on changing the current perceptions that are keeping people away.

The marketing campaign would be a combination of conventional marketing (i.e. mass media advertising, printed literature, signage) and on-line marketing (i.e. website, email, newsletter, SEO). Details of the marketing plan will be detailed in the pages to follow.

## About Us

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### Maximum Velocity

Maximum Velocity is a full service marketing communications company headquartered just outside of Cleveland, Ohio in North Ridgeville, Ohio. An accomplished marketing communications and project management resource for companies of all sizes, Maximum Velocity can meet the needs of any client. With nine areas of expertise to offer, we can manage a complete campaign or work on a project to project basis.

Our capabilities include marketing and creative services, advertising, print, data management, broadcast media, packaging, premiums and complete fulfillment services.

Maximum Velocity is a value-driven company that focuses on our core values. We challenge our people to consistently meet and exceed the expectations of our clients by gaining an understanding of their organization and delivering a superior product with unmatched service. We measure our success by the satisfaction and loyalty of our clients.

### Company Values

The mission at Maximum Velocity is very simple – **Serving Clients**. We put the client first in everything we do. It is ingrained in our culture and in our day-to-day activities. We strive to make sure every project is done correctly and on time. The Maximum Velocity team going above and beyond is mandatory for everyone and a way of life in our offices.

Maximum Velocity also incorporates The FISH! Philosophy principles into every business day.

The FISH! Philosophy includes four simple, interconnected practices:

**Be There:** When people need you, they need all of you. Setting aside distractions and judgments to be fully present is a sign of respect. It improves communication and strengthens relationships.

**Play:** You can be serious about your work without taking yourself so seriously. Play is a mindset more than a specific activity. It allows you to throw yourself with enthusiasm and creativity into whatever you are doing, in a way that is natural, not forced. "Playing" with ideas helps you find solutions to everyday challenges.

**Make Their Day:** Simple gestures of thoughtfulness, thanks and recognition make people feel appreciated and valued. When you make someone else feel good, you feel good too.

**Choose Your Attitude:** To actually choose how you respond to life, not just react, you must be intentional. When you get up, decide who you want to "be" today. Moment-to-moment awareness is a key. Ask yourself throughout the day, "What is my attitude right now? Is it helping the people who depend on me? Is it helping me to be most effective?"

**Areas of  
Expertise**

**Maximum Velocity has nine areas of expertise:**

**Marketing and Creative**

Corporate Identity | Logo Design | Brochure and Collateral Design | Catalog Design and Production | Print Advertising | Direct Mail | Marketing and Design

**Printing**

1 to 6 Color Capabilities | Small to Large | Format | Digital or Offset | Die Cut Emboss | Deboss | Foil Stamp | Personalized – 1 to 1

**Fulfillment**

Inventory Management | Pick and Pack | Same Day Shipping

**Promotional Products**

Clothing | Special Event Items | Incentive / Reward Gifts | Logo'd Products

**Multi-Media**

Corporate Video | Sales and Training Video | Television | Radio | Infomercials

**Packaging**

Product Packaging | Point of Sale Displays | Labels | Backers

**Web**

Web Site Design | eCommerce Solutions | Search Engine Optimization  
Email Marketing | Social Media

**Business Critical**

Invoicing | Membership Enrollment | Tax Forms | Employee Correspondence

**Mobile Marketing**

Text Messaging | Mobile Websites | Mobile Apps

## **The Team**

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**Below are the core individuals that would provide their expertise to the Lorain Port Authority.**

**Bill Fischer**  
**President**

As co-founder and President, Bill Fischer leads the Maximum Velocity team. A graduate from Ohio University with a Bachelors of Business in Marketing and a Bachelors of Science in Communications, he went overseas to South East Asia with the MBA program for a case study for the summer, and saved an extended stay hotel and resort, Intekma Resort, \$ 1.8 million dollars, in one and a half months, through an intensive marketing research analysis.

Bill is responsible for client development with companies of all sizes in the state of Ohio, on the east and west coast of the US as well as internationally. His accounts range from small family owned businesses to Fortune 500 accounts. Bill has been able to grow his managed accounts by asking questions to uncover client/prospect pain and developing a multi-faceted strategy to deliver a positive ROI.

As Bill has served on the Board of Directors for the Lorain Palace, worked with many Lorain County organizations and lives in the County, he is well positioned to bring value to the Lorain Port Authority marketing efforts.

**Dan Repas**  
**Vice President**

Dan started his career during his senior year at Cleveland State when a visiting professor hired him as an associate in the advertising and public relations department at Management Recruiters Inc. Upon graduation, Dan was made the Advertising Manager and oversaw all national advertising functions for five divisions within the company.

Dan then joined Kensington & Michaels Advertising in Elyria, OH. While there he was responsible for account service and new business development including working on the Lorain County Visitors Bureau account.

Moving to a larger agency, Dan went to MHW in Beechwood, OH where he continued to maintain account services and generate new business. During that time, MHW was the agency of record for Geauga Lake and Darien Lake and Dan was part of the creative team on those accounts.

Having a desire to lead his own agency, Dan and Bob Leathers formed Repas & Leathers Advertising in 1994. Dan was responsible for day-to-day operations of the agency and client services, which included working with the Erle County Visitors Bureau.

After a decade of providing creative services, the opportunity arose to move the operations into the Shamrock Companies where he met Bill Fischer. After staying for 10 years he and Bill started Maximum Velocity.

**Suzanne Tansey**  
**Account Manger**

After graduating from the University of Toledo, Suzanne spent the next 12 years in the legal arena as a litigation paralegal with several large law firms. Deciding to go in a different path, she then went into management and customer service with the Lorain Palace Theater. Her strong suit is customer service having also spent 14 years as an independent business owner in the consumer goods industry.

At Maximum Velocity, Suzanne is responsible for account management handling all facets of client projects. Her ability to create a succinct project work flow and attention to detail ensures that we provide the best possible customer service.

**Ted Gordon**  
**Video/TV Producer**

After a film school degree from the University of Michigan, Ted got his start in TV news and sports in Detroit, winning several AP and CADDY awards for best sportscast as a writer, producer and reporter at WXYZ (ABC). Ted then moved into the Detroit film community and worked with Midwest advertising agencies to produce numerous commercials and videos. From there he went to Columbus, OH, where he became Director of Broadcast Production at Ron Foth Advertising. An agency housing its own internal production staff, RFA built an international portfolio and Gordon's production travels took him from London to Vancouver, Paris to Greece, and New York to Chicago to Los Angeles. From there, Gordon joined The Shamrock Companies in Cleveland, also serving as Director of Broadcast and Visual Communications before joining the Maximum Velocity team.

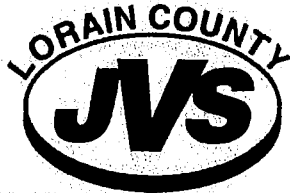
**Joe Soltis**  
**Internet Marketing**  
**Manager**

Joe Soltis has been an Internet marketer since 1997. He owned several businesses in the Web design and marketing field, as well as in the discount medical benefits and credit card processing industries, all of which received 90% of their new clients through successful Internet marketing campaigns. He has successfully run the Internet marketing campaigns of more than 175 companies. His work has generated net promoter scores for his companies in excess of 76 with annualized client retention rates in excess of 93%. With an emphasis on Internet marketing best practices through rigorous A/B testing and market research, Joe guides the marketing strategies of many companies in a variety of industries. His focus and passion is driving results and revenue for all clients and companies he works with. Joe is a graduate of The Ohio State University.

**The Maximum Velocity team knows and understands Lorain County. Some of us were born here. We all live and play in the County and our offices are here as well. We know the demographics because we are part of the special mix of people that call Lorain County home.**

**Known by the Company you Keep**

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Client contact information available upon request.

## The Details

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### Planning Session

Our proposal involves a number of components, all of which will be developed and built around a common concept and plan. Prior to beginning work on any individual projects, The Maximum Velocity team will meet with the appropriate representatives of the Lorain Port Authority to discuss general concepts, and explore campaign ideas and discuss the following in more detail:

Target Market – Review of existing customers and potential prospects

Targets and Goals – Identify target outcomes of the program

Time Frames – Set time lines for completion

Resources – Identify any internal resources, people or systems that may be required to manage and support the program

Past Success and Problems – What has worked well in the past and what has not met expectations

Budget – Establish the budget up front

Performance Reviews – Scheduled quarterly for on-going analysis

### Retained Services

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The Maximum Velocity team will be engaged with the Lorain Port Authority on a monthly basis. Collectively we will work to develop a concise marketing strategy and then take the necessary steps to complete the tasks that are detailed within the plan.

Included in the monthly retainer would be:

- **Marketing Strategy** – Plan and coordinate the recommended strategy
- **Account Service** – Oversee and complete projects as outlined
- **Media Planning** – Plan the media buy, negotiate the best possible rates with all media, buy and place the approved media, correspond and coordinate with the media any new spots that will be developed
- **Meeting Attendance** – Attend monthly board meetings and any other meetings that are required by the Executive Director or staff
- **General Counsel** – Provide ongoing communications and general counsel on marketing and/or advertising issues
- **Annual Review** – Compile a year-end review and/or survey of the past years accomplishments and results
- **Materials Management** – Write, design and provide art for printed materials (Advertising, Newsletter, Programs, Website)

**The monthly fee to provide the above services would be: \$3,000.** This fee would be paid on the 1<sup>st</sup> of each month for a one year period. The retainer would be renewable. Any out of pocket expenses such as mileage, travel or services above and beyond the scope of this proposal would be an additional charge.



## The Plan

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### Plan Components

Based on preliminary research and observations, past marketing success and general experience, Maximum Velocity will create a sound marketing strategy that will lay the foundation for future growth while motivating the current target markets to participate at the Lorain Port Authority events while becoming "fans" and helping to spread the word to their social networks.

The marketing strategy will concentrate on the four areas outlined below. Each area will work in tandem with the others to create a cohesive message and branding effort. The process will not only be geared for the Black River Landing events and Jet Express tours, but will also attempt to inform the local voters about all the Port Authority has to offer. With an election coming up, the more information disseminated the better.

Mass Media – a mix of media selected specifically for the audience that follows it.

- Print – local newspapers
- Online – local websites
- Outdoor – local billboards
- Radio/TV – regional and local

Direct Marketing – Build a database to create a multitude of opportunities to reach people on a one-to-one basis.

- On line Newsletter – incentive to sign up for more information
- Build "Followers" – used to help promote to others
- Mobile Application – multiple connections through the fastest growing medium, cell phones. Our Mobile Application has a geo-fencing feature that will ping users cell phone when they are in the vicinity of the Black River Landing during events and other functions to engage users.

Media Mix – Based on the final approved budget, Maximum Velocity will negotiate and submit a media plan for approval. Since exact figures are not available at this time, a recommended percentage of the media budget will be detailed.

- Print - 20% of budget
- Online - 10% of budget
- Radio - 20% of budget
- Cable TV - 25% of budget
- Outdoor – 8% of budget
- Mobil App - 5% of budget
- SEO - 12% of budget

Marketing Materials – Develop as needed the following items. All designed/produced to help build the brand.

- Brochures
- Print and on line ads
- Billboards
- Radio/TV spots

## **Conclusion**

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### **Summary**

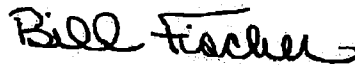
**Why Maximum Velocity?** The answer is relatively simple – we bring to the table a team of professionals with solid experience in marketing, advertising, video and web areas.

Our experience in the marketing communications field has set us apart and our ability to deliver on-time and as promised has allowed us to build a reputation that we are the agency that can make things happen.

We are tireless partners that never close – we are always available 24/7 to help manage every facet of this important marketing effort for the Lorain Port Authority.

We look forward to working with you and value your business.

Respectfully submitted:



President



Vice President

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