



Village of Cottage Grove
Branding and Marketing Initiative



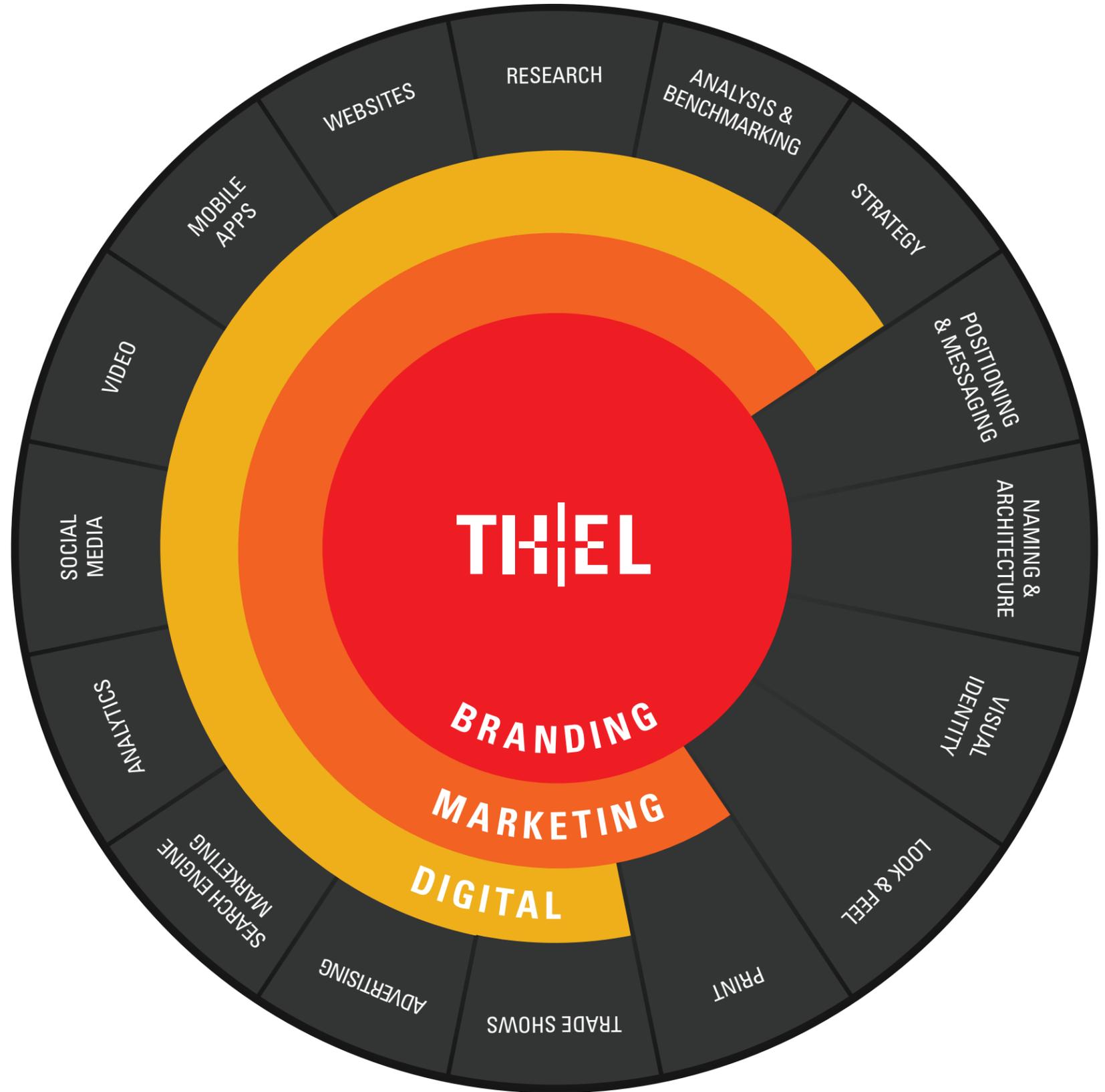
9 September 2020

THIEL Brand Design, Inc.

Milwaukee

A full-service agency.

We are capable of fulfilling every aspect of your branding and marketing initiative with the talent under our roof.



Project Objectives

Per the Village of Cottage Grove RFP

Develop a comprehensive brand marketing campaign to:

- drive business attraction and retention;
- position the municipality as a desirable place for relocation;
- and increase awareness within the broader region.

Scope of Work

Per the Village of Cottage Grove RFP

THIEL shall lead all aspects of the project initiative, including:

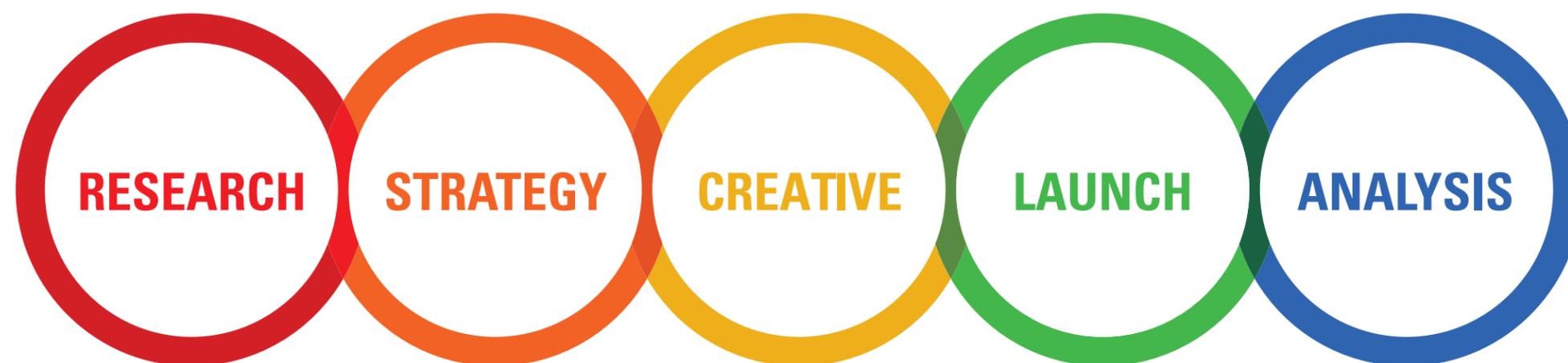
- 1** attend CDA meetings at key decision points in the project, and a Village Board meeting at the end of the project;
- 2** review the brand strategy book created in 2018, in consideration that it may form the basis for THIEL's proposed marketing program;
- 3** outline other research necessary to perform the marketing program;
- 4** develop creative elements that include a brand statement, messaging, tagline, logos, design concepts or other products to support the brand initiative — a minimum of three distinct options — and, create a brand style guidelines manual;
- 5** define strategic objectives that inform the Village on implementation, management, and ongoing promotion of the brand;
- 5** create an action plan for implementation of the brand in sufficient detail to allow the Village to understand the approach and work plan.

Our Approach

Unbiased. Specific to you.

Thinking and feeling.

Distinctive solutions
hard-wired to key objectives
and compelling rationale.



F O C U S E D | C R E A T I V I T Y

PHASE 1

Research

Survey Methodology

THIEL will perform **qualitative perception research.**

We predominantly ask **open-ended questions.**

We seek the insights of key stakeholders and a cross-section of the community who represent its **diversity** and **interests.**

MUNICIPAL LEADERS (10)

Individual face-to-face interviews

May include: Economic Development personnel, Mayor or Village President, Common Council Members (Aldermen), Parks Director, School Superintendent

BUSINESS STAKEHOLDERS (12)

Individual face-to-face interviews

- 8 Prominent business owners / CEOs
- 2 HR leaders
- 2 Real estate executives

RESIDENTS (50)

Web survey

AUDIT EXISTING INFORMATION

THIEL will review any pertinent strategic documents created by the Village of Cottage Grove's Dept. of Economic Development and Dept. of Tourism.

THIEL will look at any **reviews, comments** and **stories** about the Village of Cottage Grove that are on **social media** and **websites**.

THIEL will review the **brand strategy book** created in 2018, in consideration that it may form the basis for THIEL's proposed marketing program.

BEST-IN-CLASS BENCHMARKING

THIEL will look at **relevant cities** that are successfully marketing their community brands — to identify best-in-class marketing activities that may be adopted into the Village of Cottage Grove's marketing plan.

PHASE 1

Research

Establishing Rationale

THIEL will **document** acquired research and key **findings**.

ANALYSIS

THIEL will **document its research** and perform an analysis.

THIEL's research findings will provide **strong rationale** that informs development of the Village of Cottage Grove branding and its marketing plan.

DELIVERABLES

THIEL will produce a **16- to 24-page document** of key research findings and analysis.

THIEL will **present** and **explain research findings** to the project stakeholders at the Village of Cottage Grove.

Informed by the Phase 1 Research, **THIEL will create a BRAND PROFILE™** that defines the Village of Cottage Grove brand, encompassing:

- Concise overall community **brand image** and **key messaging**.
- **Advantages** and **value** that residents, students, businesses and visitors desire, expect and derive from living, learning, working and playing in Village of Cottage Grove.
- **Differentiating positioning** of the community's unique attributes and assets.
- Distinctive Village of Cottage Grove brand **style, tone** and **personality**.
- **The brand experience** in terms of **left-brain / right-brain rationale** for *Why choose* the Village of Cottage Grove to **locate a business, live, learn, work** and **play**.

People don't want to be "sold to."

People want to engage in experiences with brands that they can resonate with on an emotional level.

PHASE 2

Brand and Ideology Development

A Clear Brand Strategy

THIEL will define the unique Village of Cottage Grove brand to **resonate on both a rational and an emotional level.**

PHASE 2

Brand and Ideology Development

A Clear Brand Strategy

The **BRAND PROFILE™** will **also encompass** how the Village excels by its:

Community aspects

Humane aspects

Natural environment

Built environment

Business climate

Educational resources

Civic resources

It will also take into consideration **civic leaders'**

near and long **vision** for the community.

PHASE 2

Brand and Ideology Development

A Clear Brand Strategy

THIEL will design a **village logo**, and graphic **brand look & feel**, and will devise a **creative marketing campaign theme** that **distinguishes** Village of Cottage Grove.

VILLAGE LOGO

THIEL will design a new **Village of Cottage Grove logo**.

BRAND LOOK & FEEL

THIEL will design the unique graphic look and feel that will **recognizably signal** the Village of Cottage Grove brand in visual expression.

CAMPAIGNABLE MARKETING THEME

THIEL will develop a **compelling, creative** marketing theme that both broad and specific marketing messages and promotions will work in conjunction with over time. The campaign theme will be married to a **memorable creative concept** that **distinguishes** the Village of Cottage Grove.

PHASE 2

Brand and Ideology Development

Brand Style & Usage
Guidelines Manual

BRAND STYLE & USAGE GUIDELINES

THIEL will specify the Village of Cottage Grove brand style and the guidelines that **govern and guide proper and consistent use** of both the **verbal and visual brand assets** that are developed in Phase 2.

DELIVERABLES

THIEL will produce a **12- to 20-page Brand Profile™ document** providing the Village of Cottage Grove its **key brand messaging**. The document will also include multiple options for a **campaignable marketing theme**.

THIEL will present **multiple options** for the Village **logo**.

THIEL will present **3 options** for the Village **brand look & feel**.

These will be presented in mocked-up formats demonstrating color palette, typography, format philosophy, and photography and iconography style.

THIEL will produce an **8- to 12-page Brand Style & Usage Guidelines Manual**.

THIEL will **present the deliverable documents** to the project stakeholders at the Village and will **answer any questions** they have.

PHASE 2

Brand and Ideology Development

A Clear Brand Strategy

Concept and Imagery

Brand Style & Usage
Guidelines Manual

THIEL will develop a **targeted marketing plan** by segment, informed by the research findings in Phase 1, for:

- **Market Segments**

e.g.: location advisors/site selectors; developers; business owner./leaders; intermediary of regional organizations such as Business Bureau or Chamber of Commerce

- **Suggested Messaging to Each Segment**

e.g.: desirable location; growing network of industries; etc.

- **Primary Interests**

e.g.: skilled labor; weekend destination; promoting economic growth; return on investment, quality of life, etc.

- **Proposed Village of Cottage Grove Outreach Tools**

e.g.: area business press or reports; briefings/tours; website/on-line media; community education forums, etc.

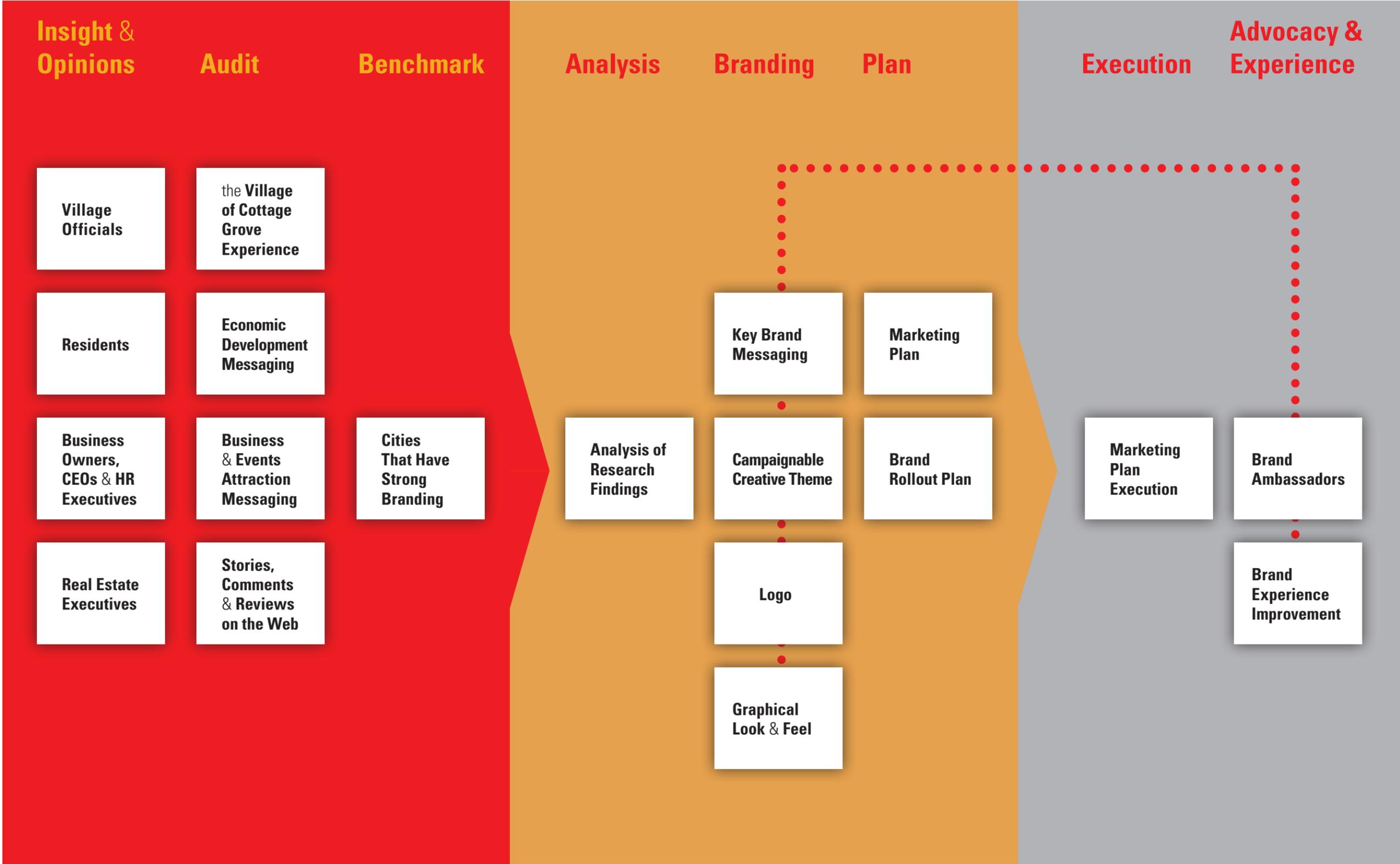
DELIVERABLES

THIEL will produce an **8- to 16-page Marketing Plan document** identifying prioritized recommendations for **an integrated marketing campaign**.

The plan will indicate audiences, objectives, strategy, media, content, frequency, timing and costs.

THIEL will **present the Marketing Plan** to the project stakeholders at the Village and will **answer any questions** they have.

Project Flow



THIEL can develop a **brand launch plan** to introduce the branding to constituents of the Village of Cottage Grove.

The objective is to **control the velocity of the brand launch** to generate excitement, foster support, and create brand ambassadors.

THIEL is a **full-service agency**.

We can **create, execute, manage, and track the success** of **every marketing tactic** specified in the brand launch plan and marketing campaign plan.

Schedule

PHASE 1

- Municipal Leaders interviews
- Business Leader Interviews
- Resident Survey
- Audit
- Benchmarking

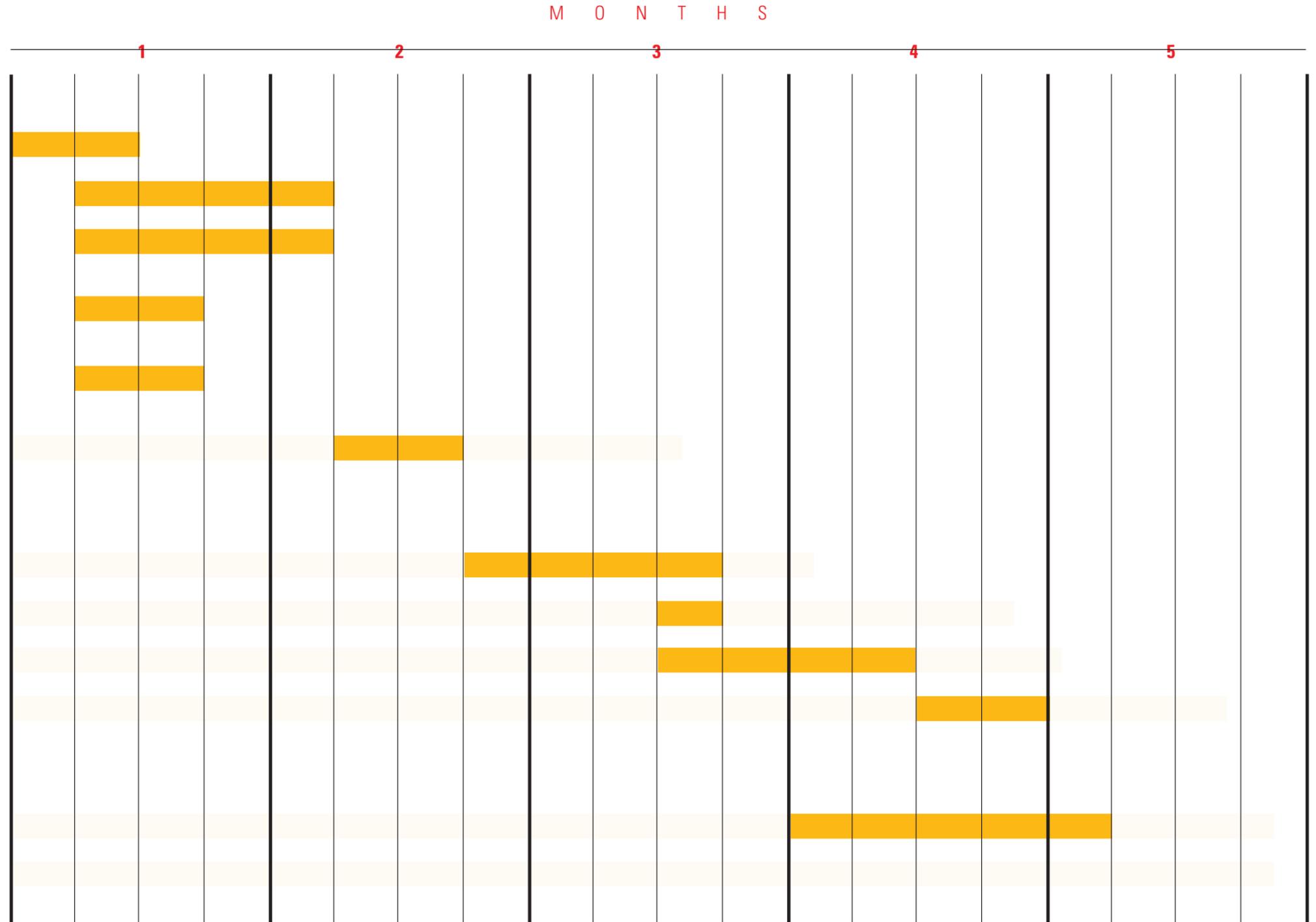
Analysis

PHASE 2

- Brand Profile™ Messaging
- Campaignable Theme
- Logo and Brand Look & Feel
- Brand Style & Usage Guidelines
- Manual

PHASE 3

- Marketing Plan



Fees

| | | |
|--------------------------------|----------------------|------------------|
| | PHASE 1 | |
| Research Interviews & Survey | | \$ 11,000 |
| Audit | | \$ 2,000 |
| Benchmarking | | \$ 2,000 |
| Analysis | | \$ 6,000 |
| Phase 1 Project Management | | \$ 4,500 |
| | PHASE 1 TOTAL | \$ 25,500 |
| | PHASE 2 | |
| Brand Profile Messaging | | \$ 16,000 |
| Campaignable Theme | | \$ 3,500 |
| Logo | | \$ 7,500 |
| Brand Look & Feel | | \$ 12,000 |
| Brand Style & Usage Guidelines | | \$ 5,500 |
| Phase 2 Project Management | | \$ 3,500 |
| | PHASE 2 TOTAL | \$ 48,000 |
| | PHASE 3 | |
| Marketing Plan | | \$ 9,000 |
| Phase 3 Project Management | | \$ 3,500 |
| | PHASE 3 TOTAL | \$ 12,500 |
| | GRAND TOTAL | \$ 85,500 |

Ownership Rights

Intellectual and
Physical Property

Upon **THIEL's receipt of full payment** for the components that THIEL delivers within the scope of this project, **the Village of Cottage Grove shall hold all ownership rights** to the intellectual and physical properties of those components:

- Key research findings and analysis document

- Brand Profile document

- Marketing campaign theme

- Village of Cottage Grove logo

- Brand look and feel designs

- Brand style & usage guidelines manual

- Marketing plan document

Relationship Hallmarks

RESPONSIBILITY

It is **THIEL's responsibility** to adhere to budgets and timelines.

It is **also THIEL's** responsibility to **hold our client to those same timelines and budgets** — by informing you when your requests, actions, delays or inaction will take the project out of scope.

PROJECT MANAGEMENT

THIEL will use **open, forthright communication** among all the stakeholders.

To keep the project and everyone involved moving forward in unison, **THIEL** uses electronic **project management tools**, including SmartSheets® for project timelines, and Office 365 Planner® for project management.

Relationship Hallmarks

TRANSPARENCY

THIEL will provide **full transparency** to enable the Village of Cottage Grove project stakeholders to understand specific project activities, fees, costs and results at all times.

PROJECT START-UP

A Project Start-Up Deposit of **50 percent** of the total definable project fee for **Phase 1** is required to begin work.

References

OCONOMOWOC

Bob Duffy
Economic Development Director
City of Oconomowoc, Wisconsin
rduffy@oconomowoc-wi.gov | 262.569.2185

FRANKLIN

Calli Berg, CEcD, EDFP
Director of Economic Development
City of Franklin, Wisconsin
CBerg@franklinwi.gov | 414-427-7566 | 262.666.3169 cell

ALEGEUS

Jennifer Irwin
Senior Vice President, Marketing & Strategy
Alegeus
jen.irwin@alegeus.com | 414.921.7506

MARLIN TECHNOLOGIES

John Lechtenberg
Vice President - Marketing
Marlin Technologies
jlechtenberg@marlintech.com | 920.643.9942

THIEL Team

THIEL has 18 full-time team members.

We are branding and marketing specialists who bring vast experience and focused expertise.

As a full-service agency, we handle all aspects of branding and marketing in house.

Working Together – key project team members



Keith Walters | Brand Director + Principal *(Project Lead)*

Keith approaches branding with an open mind, defining brands through qualitative and quantitative research regarding the voice of the customer. He identifies the absolute truth about each brand and defines it in the Brand Profile™, and works with our team to amplify that truth in the marketplace.



Bill Zalenski | Brand Creative Director

Bill oversees the design aesthetics of all the functional pieces of brand design, ensuring that each comes together in a way that is “in family,” consistent in adherence to brand standards and the creative vision.



Amanda Schultz | Brand Amplifier

Amanda creates messaging that communicates value and values that inspire, inform and captivate. Amanda’s work projects the essence and value of brands in all applications; 2D and 3D — in print, digital and environmental applications



Chris Taylor | Senior Designer

Chris designs how brands are expressed visually. Like all members of the THIEL team, Chris applies both analytic and creative perspective — thinking and feeling — to the development of graphical solutions that distinguish our clients’ brands.



Kelley Miller | Brand Consultant + Principal

Kelley believes that we are at the intersection of art and science, where everything is possible. Every business has their unique fingerprint that he uses to identify who you really are.

THIEL will undertake the scope of activities specified within this document for a fee not to exceed the identifiable budget of \$ 85,500 plus any applicable sales tax.

We will require down-payment of \$ 12,750 (50% of the of the Phase 1 budget) to begin work. The remainder will be billed as work-to-date at the end of each month throughout the project.

If the client requests activities beyond the defined Project Scope, or if the project requires any unforeseen additional fees, we will notify you and present the situation and associated cost for your approval before proceeding.

Respectfully submitted



Keith Walters 9 September 2020

Brand Director + Principal

THIEL Brand Design, Inc.

320 E. Buffalo Street, Milwaukee, WI 53202

keith@thiel.com | 414.271.0775

Project Agreement

Fee Payment

Contacts:

Keith Walters

Brand Director + Principal

keith@thiel.com

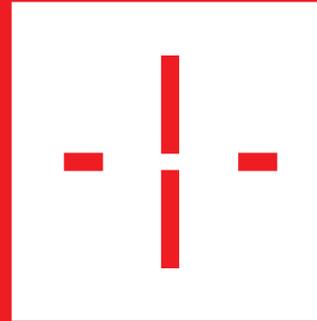
262.853.9203 direct

Kelley Miller

Brand Consultant + Principal

kmiller@thiel.com

262.631.9996 direct



THIEL Brand Design, Inc.

320 E. Buffalo Street

Milwaukee, WI 53202

414-271-0775

thiel.com

grit

We bring passion and pluck
along with character and courage.

Our clients' challenges we solve through expertise and fortitude:

- Research
- Brand Strategy
- Branding
 - verbal branding,
 - visual branding
 - and experiential branding
- Marketing Strategy
- Content Development
- Marketing Execution and Management
- Analytics and Continuous Improvement



Our Work

Our work engages and inspires.





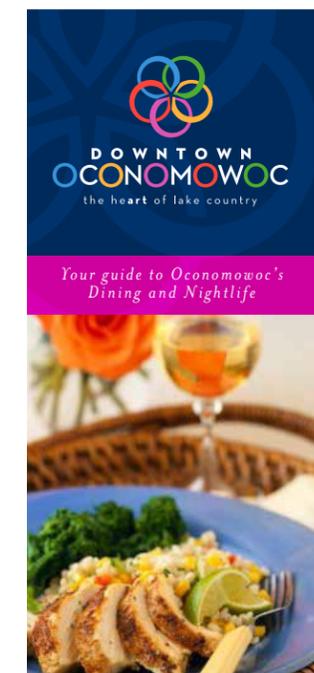
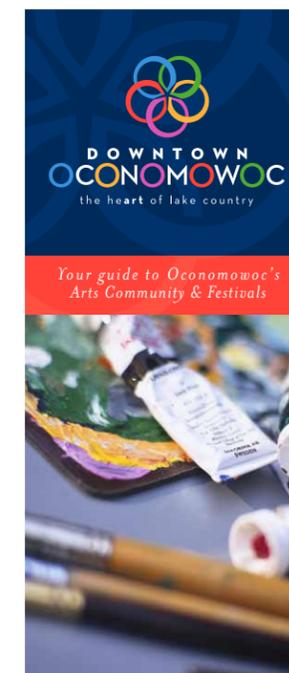
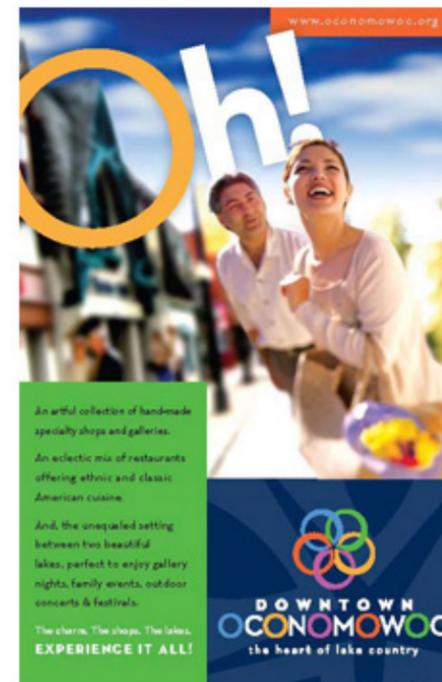
Our Work

Our work builds brands that stand out.



DOWNTOWN OCONOMOWOC

the heart of lake countrySM





EXPLORING
 COMES NATURALLY HERE

Connect with friends and family while enjoying a tasteful mix of restaurants and eateries, offering ethnic and classic American cuisine, not to mention an artful collection of handmade specialty shops and galleries.

DOWNTOWN OCONOMOWOC
 the heart of lake country™

RETAIL THERAPY
 COMES NATURALLY HERE

Connect with friends and family while enjoying a tasteful mix of restaurants and eateries, offering ethnic and classic American cuisine, not to mention an artful collection of handmade specialty shops and galleries.

DOWNTOWN OCONOMOWOC
 the heart of lake country™

CONNECTING
 COMES NATURALLY HERE

Connect with friends and family while enjoying a tasteful mix of restaurants and eateries, offering ethnic and classic American cuisine, not to mention an artful collection of handmade specialty shops and galleries.

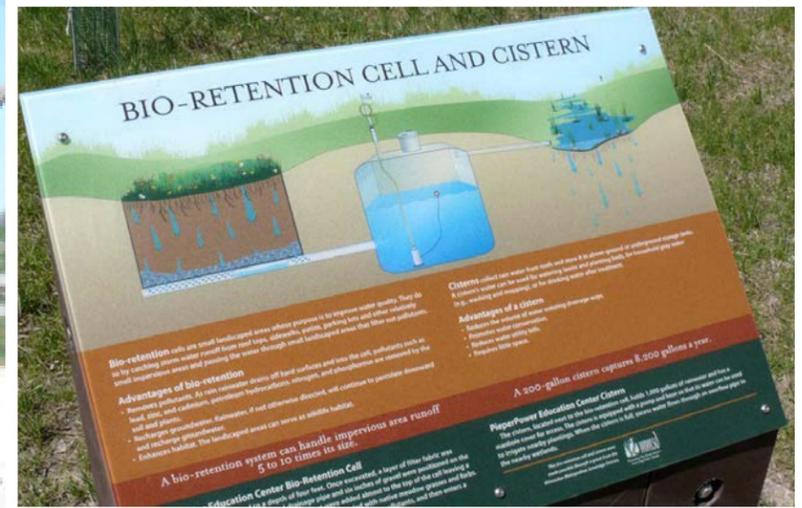
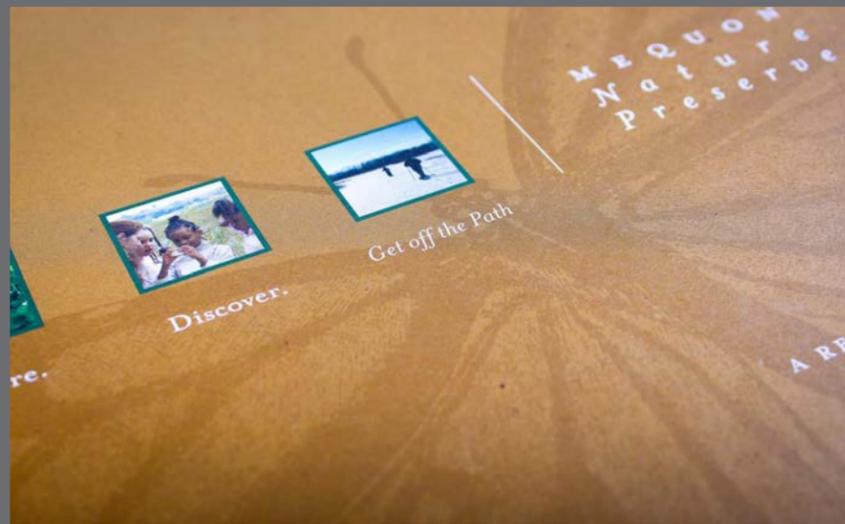
DOWNTOWN OCONOMOWOC
 the heart of lake country™



Our Work

Our work manifests in how people think and feel about our clients' brands.







Our Work

Our work activates environments, people and economic development.

The space to be **ACTIVE**

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Celebrating Quality of Life

The space to be **FESTIVE**

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Celebrating Quality of Life

The space to be **CONSTRUCTIVE**

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franklinwi.gov









July 17, 2019

Franklin WISCONSIN BRAND STANDARDS GUIDE

PREFERRED

PREFERRED REVERSE

SINGLE COLOR BLUE

SINGLE COLOR WHITE

SINGLE COLOR BLACK

MINIMUM SIZE

To ensure that the logo is always legible, it should never be reproduced smaller than 1 inch.

Preferred Logo
The color logo is the preferred version for reproduction.

Single Color Logo
When circumstances don't allow for color reproduction, or for applications with color restrictions, printing, white details, etc., the black, blue or white version of the logo will be used.

QUESTION? Contact First Lighthouse, Title, Techsupport@franklin.gov / (608) 200-0000

Franklin WISCONSIN BRAND STANDARDS GUIDE

TAGLINE LOCKUP

The tagline "Celebrating Quality of Life" appears in a specific size, type, color and font on all branding for the logo. Images on the logo / logo lockup version when showing the logo with the tagline.

CLEAR SPACE

The space directly surrounding the logo in the clearance. To ensure the visibility and impact of the Franklin logo, this clearance must be kept free of other competing visual elements such as type, images and other logos. The clearance above, below and on each side is equal to the height of the lower case letters in the logo.

TAGLINE GRAPHIC

The tagline may be used alone as a design element. It appears in a specific type and in a single color - bright blue from the Franklin color palette, black or white. Lines are kept clear space around the tagline to maintain readability and impact. Only use an approved tagline at all.

ALIGNING WITH THE LOGOMARK

Typography should be aligned flush left with the Franklin logo mark. The tagline should be aligned with the top of the logo mark. The tagline should be aligned with the top of the logo mark. The tagline should be aligned with the top of the logo mark.

QUESTION? Contact First Lighthouse, Title, Techsupport@franklin.gov / (608) 200-0000

Franklin WISCONSIN BRAND STANDARDS GUIDE

DO NOT

Do not place logo over an image or pattern.

Do not apply any filters or textures.

Do not skew or stretch.

Do not change logo orientation.

Do not use alternate colors.

Do not supply shadows, glow effects, or outlines.

Do not fade or zoom.

QUESTION? Contact First Lighthouse, Title, Techsupport@franklin.gov / (608) 200-0000

Franklin WISCONSIN BRAND STANDARDS GUIDE

LIMITED USE IDENTITY ELEMENTS

Franklin banner icon - full color

In limited cases the Franklin banner icon and logotype may be split up. This should only be used in decorative applications such as banners. Some examples of that usage are shown below.

Franklin banner icon - single color

Typographic logo - full color

Typographic logo - single color

QUESTION? Contact First Lighthouse, Title, Techsupport@franklin.gov / (608) 200-0000

Franklin WISCONSIN BRAND STANDARDS GUIDE

COLOR

Primary Palette
The colors of the primary palette are those found in the Franklin logo. These colors should be used in all materials, applications and communications.

| | |
|----------------|------------------|
| CMYK | 100% 50% 20% 20% |
| RGB | 0 100 100 100 |
| HEX | #008080 |
| PANTONE | 214 |

Graphic Banner Elements
Distinctive banner graphics have been developed to enhance and strengthen the Franklin brand. They are appropriate for print, digital and dimensional applications.

| | |
|----------------|-----------------|
| CMYK | 60% 50% 100% 0% |
| RGB | 100 100 255 255 |
| HEX | #66b3ff |
| PANTONE | 343 |

TYPOFACES

Roboto Sans Condensed and Merriweather Light are the Franklin brand typographies. Consistent use of these fonts in all communications is integral to maintaining the brand. Both fonts are free downloads for MS/PC and Mac from many different font websites and are easily found on a Google search.

Headline

| | |
|----------------|-----------------|
| CMYK | 60% 50% 100% 0% |
| RGB | 100 100 255 255 |
| HEX | #66b3ff |
| PANTONE | 2903 |

Subhead

| | |
|----------------|-----------------|
| CMYK | 60% 50% 100% 0% |
| RGB | 100 100 255 255 |
| HEX | #66b3ff |
| PANTONE | 2903 |

Body Copy

| | |
|----------------|-----------------|
| CMYK | 60% 50% 100% 0% |
| RGB | 100 100 255 255 |
| HEX | #66b3ff |
| PANTONE | 2903 |

QUESTION? Contact First Lighthouse, Title, Techsupport@franklin.gov / (608) 200-0000

Franklin WISCONSIN BRAND STANDARDS GUIDE

FILE TYPE USAGE

| File type | Description | Usage | Software |
|-----------|---|---|--|
| EPS | An EPS file is a vector-based file meaning your logo can be enlarged or made smaller. When necessary or changing the size of your logo it will become blurry. An EPS file can only be opened/edited using specific design software. | High-resolution commercial printing in the best use for EPS files, such as signs, business cards, brochures, banners, labels, maps, etc. EPS files are not color or Pantone (PMS) colors or CMYK colors. | Quark, Illustrator, InDesign, Corel, high-resolution printing software |
| JPG | A JPG file is a pixel-based file that cannot be enlarged or made smaller without a visible background. When increasing the size of your logo, the image resolution is lost. The file size should generally not be used for commercial printing. | Web, electronic and low-resolution purposes are the best use for a JPG file because it has a significantly lower file size and is RGB color. This file type should generally not be used for commercial printing. | Word, PowerPoint, Excel, Web applications |
| PNG | A PNG file is a pixel-based file that cannot be enlarged or made smaller without a transparent background. When increasing the size of your logo, the image resolution is lost. The file size should generally not be used for commercial printing. | Web, electronic and low-resolution purposes are the best use for a PNG file because it has a significantly lower file size and is RGB color. This file type should generally not be used for commercial printing. | Word, PowerPoint, Excel, Web applications |

JPG & PNG FILE RESOLUTION USAGE

| File type | Resolution | Usage |
|-----------|------------------------|---|
| JPG | 72 ppi/72 dpi file | All size or smaller for web use (Internet document printing) and electronic presentations (such as PowerPoint). |
| PNG | 300 ppi/300 dpi file | All size or smaller for high-resolution commercial printing and electronic presentations (such as PowerPoint). |
| PNG | 1200 ppi/1200 dpi file | All size or smaller for commercial printing applications that require a PNG file. |

QUESTION? Contact First Lighthouse, Title, Techsupport@franklin.gov / (608) 200-0000



FRANKLIN TOURISM COMMISSION 50/50 GRANT PROGRAM

STRETCH YOUR AD MONEY TWICE AS FAR!

Advertise with the Wisconsin Department of Tourism Co-op Program and the Franklin Tourism Commission will reimburse you.

GET HALF YOUR MONEY BACK IN THREE EASY STEPS:

1. Make a media buy with Wisconsin Department of Tourism
<http://industry.travelwisconsin.com/marketing-opportunities/co-op-advertising>
2. Submit proof of payment, ad copy, and any available metrics regarding your ad buy to the Tourism Commission via City Hall
3. Receive reimbursement for 50% of your spend, up to \$2,000 annually

The Fine Print Submissions are only accepted from businesses located in Franklin, Wisconsin, and 50/50 grants are only available for co-op advertising with the Wisconsin Department of Tourism. Other advertising platforms are not eligible.

All documentation must be submitted to the Tourism Commission by December 20th, 2019.

The Tourism Commission has allocated \$20,000 for this program in 2019. Businesses should check in with the Director of Economic Development prior to commitment with the Wisconsin Department of Tourism to ensure program funds are still available.

**FOR MORE INFORMATION
PLEASE CONTACT:**

Calli Berg, Director of Economic Development
City of Franklin
414-427-7566
cberg@franklinwi.gov
9229 Loomis Road, Franklin WI 53132

Steve Olson
Mayor
solson@franklinwi.gov

P (414) 427-7529
C (414) 651-3367
F (414) 425-6428

9229 West Loomis Road
Franklin, WI 53132

franklinwi.gov

City of Franklin
Office of the City Clerk

Name Here
Company Name
1234 Main Street
City, ST, 54321

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City of Franklin
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Franklin, WI 53132-9630

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1234 Main Street
City, ST, 54321

City of Franklin
9229 West Loomis Road
Franklin, WI 53132-9630

Name Here
Company Name
1234 Main Street
City, ST, 54321

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Our Work

Our work gets people there.

