

# PROMOTING UPTOWN BIKE INFRASTRUCTURE

## RFP RESPONSE



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### PREPARED FOR

Charlotte Center City Partners

Charlottecentercity.org  
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**CHARLOTTE CENTER CITY**

# Statement of Intent

The team at Midcity Creative is thrilled about the opportunity to market and promote bicycling in Uptown Charlotte. We're fortunate enough to have worked on a diversity of projects with leading retailers, large scale events, and real estate developers. Our connection to this community runs deep, having spent years focused on motivating people to ride bicycles for both transportation and recreation.

Great schools, affordable health care and safe streets all help create strong communities. But is there something deeper that draws people to a city – that makes them want to put down roots and build a life? According to U.S. Census projections, Charlotte will welcome another million residents by 2035. This pace will push the city and its leaders to consider more authentic, human-scale, experience-driven lifestyles and give thought to all modes of transit including a preference for alternative mobility over single-family cars. The challenge now is to recognize a greater desire by people to connect with others in more tight-knit, dense and connected communities, and embrace a lean toward health and sustainability.

The more inclusive a city, the greater the dispersion of people interactions, which in turn creates greater participation and social mobility, which draws in even more residents and companies. “When people are not included, they're not able to contribute,” says McKinsey's Jonathan Woetzel

When properly resourced, promoted and operated, bike infrastructure experiences the network effects of transit systems: more bikes beget more riders, and more riders, lead to a highly utilized, safer cycling infrastructure.

Some highlights of our proposal include:

- Communication strategy, marketing & media planning
- Identity design and brand standards guideline
- Community engagement program
- Rider-centric digital tools & assets

## TARGET AUDIENCE

The target audience is Center City residents, employees and visitors who are interested in cycling more often. This audience will include bike enthusiasts who ride recreationally, but not as a mode of transportation, as well as individuals who rarely ride because they do not feel comfortable cycling in a shared environment.

## GOAL Secondary Target Audiences

- Messaging should revolve around the notion that biking in Uptown is cool, cost effective, healthy, convenient, safe, and fun.
- Retail business owners in Uptown who may be impacted by new bike infrastructure
- Uptown residents, employers and property owners
- Drivers who will never ride bikes Uptown but may feel or perceive an impact to the ease and

# Our Understanding

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We understand Charlotte Center City Partners envisions and implements strategies and actions to drive the economic, social, and cultural development of Charlotte's Center City.

CCCP has made significant commitments to bike infrastructure with hopes of developing a large base of new riders and cycling advocates in the center city that will not only add vibrancy to city streets, but become an amenity to attract talent and jobs to Charlotte.

Charlotte is a viable, livable, memorable, and sustainable city, with modern infrastructure, a tapestry of unique neighborhoods, and a diversity of thriving businesses.

As Charlotte continues to grow, the transportation modes used in Center City will become more diverse. Bicycling, in particular, has become more popular in urban centers around the country as more people realize the health, sustainability, and convenience benefits. In recent years, cities across the U.S. have been racing to add more bike infrastructure to accommodate the surge in demand.

Widespread use of bicycles in Center City can benefit the area in a number of ways:

- As more people opt to travel by bike rather than by car, the city will not experience the worsening traffic congestion and air quality that it would if those trips are made in cars
- Studies show that cyclists spend more money supporting local businesses, and they add vibrancy to city streets.
- A culture of cycling has become an important amenity to attract talent and jobs
- Bicycling is a great form of exercise, and there are numerous health and wellness benefits to increased physical activity.

A CDOT study is well underway and is identifying challenges to, and solutions for, cycling through Uptown between existing and future greenways and urban trail facilities. Though the exact locations are not yet known, a system of urban trails will begin to be implemented in the Uptown area within the next year.

To capitalize on the momentum, CCCP seeks to engage a marketing and communications firm to develop a comprehensive strategy and offer implementation assistance for a Spring/Summer 2017 campaign promoting bicycling infrastructure in Uptown - the heart of Charlotte's center city.

With over 211,094 employees that work in Center City and over 97,431 residents within a 3-mile radius of Independence Square, Charlotte's Center City is the economic heart of the region. National research shows that people are most likely to bike for trips that are 4 miles or shorter, and as such, this project is focused on promoting cycling to and from Uptown Charlotte, generally defined as the area within the I-77/I-277 loop. This is the region's largest employment destination. It hosts the highest concentration of stadiums, museums and visitor attractions, and is home to a growing residential community.



The bicycle is a simple solution to some of the world's most complicated problems.

UNKNOWN AUTHOR

# About Us

Combining a healthy mix of insight, strategy, and wit, Midcity Creative excels at reaching new audiences and driving brand growth for challenger brands like Belk, Crescent Communities & The North American Handmade Bicycle Show. By building a dynamic team filled with local experts, and proven pioneers who aren't afraid to challenge the status quo, we bring an unparalleled level of brand building expertise and cycling knowledge.

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## Unique Perspectives & Expert Planning

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### Shawn Moseley

Shawn Moseley is an experienced marketing professional with an impressive track record of achievement in brand strategy, multi-project operations and detailed execution. He brings with him 20 years of media & entertainment experience, having worked at both major & independent labels including Epic Records, Island Def Jam Music Group, and Columbia Records.

Leveraging this unique music DNA, Shawn creates authentic identities, campaigns and experiences. Combining a healthy mix of insight, strategy, and wit, he excels at reaching new audiences and driving brand growth for nationally recognized brands like Sephora, Belk, Macy's, Qdoba, Sunglass Hut, and The North Face.

### Jason Burke

As co-founder and principal of Atomic Design Company, Jason pours creativity into each project while keeping the message purposeful and clear. With an understanding of Design, Engineering, & Service he is able to seamlessly bridge the gap from concept to deliverables. Bespoke, and one-offs are a specialty but a strong understanding and appreciation for design is a core tenet.

His addition to the Midcity Creative team brings a focus on emerging technologies and materials, while providing services that improve quality of life, new business branding, infrastructure improvements, & working within the community to the heart of every project.

## Why Choose Midcity?

We believe brands that lead in culture are ultimately more successful and relevant than brands that follow culture, all of our work - whether a social campaign, TV spot, or brand launch - is grounded in keen consumer insights, cultural truths, and brand fidelity.

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## Select Services

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### STRATEGY

Brand Development  
Market Positioning  
Audience Insights



### COMMUNICATION

PR Management  
Media Evaluation & Outreach  
Community Engagement



### MARKETING

Advertising & Planning  
Social Media  
Promotional Activation



### DESIGN

Identity Development  
Print Collateral  
Digital Assets

# Selected Experience

We bring everything needed to implement an amazing marketing campaign: wit, creativity, and event experience. But more than that, we combine the proper mix of great design, planning expertise, marketing creativity, and local spirit with a passion for the transformative power of bikes as mode of transit to help Charlotte Center City Partners implement the rollout of new bike infrastructure in Uptown Charlotte.



## NORTH AMERICAN HANDMADE BICYCLE SHOW

The 10th Annual North American Handmade Bicycle Show brought it's popular showcase of the best of the vibrant handmade bicycle scene to Charlotte. NAHBS showcases the talents of individuals around the world whose art form is the bicycle. It aims to be a meeting point, both online and in person, for frame builders and cycling enthusiasts looking for custom made bikes, for the sharing of ideas, and the promotion of a special industry with a rich history dating back to 1819. We acted as national communications director and led local marketing activation.



## CHARLOTTE B CYCLE

Charlotte B-cycle is one of the largest urban bike sharing systems in the Southeast. With 200 blue bikes and 24 stations strategically placed throughout Uptown and surrounding neighborhoods from JCSU to Freedom Park, these B-Stations are convenient for your travels around town. We led creative on print and digital advertising of all community & outreach programs. Including: "Queen City Joyrides" branding and website, "B-Artsy", Uptown culture/bike share promotion, "Soul to Soul", "Westend Spin" & the "B-cycle Pop-Up Stations"



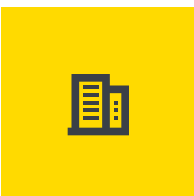
## NODA GRAND PRIX

North Charlotte's Historic Arts District was the host community of the NoDa Grand Prix Powered by OrthoCarolina. The family friendly, full-day cycling festival started in 2012 and featured races throughout the day, along with vendors and live music in the historic neighborhood. Midcity Creative created the concept, managed event production, and executed all planning with CDOT, CFD, CMPD, and the NoDa Neighborhood Association.



## CAROLINA THREAD TRAIL

The Carolina Thread Trail is a regional network of greenways, trails and blueways that reaches 15 counties, 2 states and 2.3 million people. Our team led the design and production of a custom cycling uniform to be used in the 2017 brand promotion initiative.



## DODGE TOUR DE GEORGIA

North America's premier, professional cycling event and rolling festival from 2003 to 2008. The international event was an annual, multi-day, professional cycling stage race that drew the most elite cyclists and showcased one-of-a-kind towns and terrain of the Southeast. Working in tandem with Atlanta's Caren West PR, our team managed media operations for the 2005 edition of the one week stage race. Pre-event setup of the media room, monitoring of race radio, distribution of press releases, and end of day press conference.

# Select References

Midcity Creative stands apart from the pack with our deep roots in brand strategy, design, and event management. Our knowledge of - and connection to - the local community gives us an in-depth perspective of cycling, bike commuting and recreation.

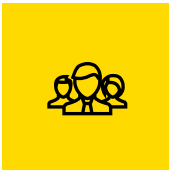


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## **Ann Groninger, Bike Law North Carolina**

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**Network Member**  
225 E Worthington Ave  
Charlotte, NC 28203  
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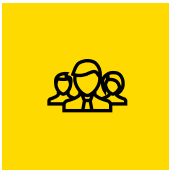


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## **Dick Winters, Mecklenburg Co. Safe Routes to School**

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**Built Environment, Office of Policy & Prevention**  
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## **Tyler Niess, Crescent Communities**

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**Chief Marketing Officer**  
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crescentcommunities.com



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## **Bill Allen, Charlotte Knights Baseball**

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**Co-Owner**  
324 S Mint St,  
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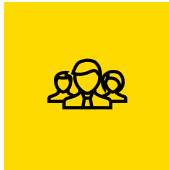


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## **Randy Smith, Visit Charlotte!**

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**Assistant Director, Sales**  
501 S College St  
Charlotte, NC 28202  
crva.com



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## **Blair Primis, OrthoCarolina**

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**VP Marketing**  
4601 Park Rd,  
Charlotte, NC 28209  
orthocarolina.com



# Our Recommendations

Initiatives	Overview
Brand Strategy	We'll create a fun, recognizable brand that will attract our target audience, immediately connecting the new bike infrastructure to Charlotte's transportation network. Through the look and attitude, we'll craft a brand that locals and the city will be proud of and feel good about using.
Public Relations	Engaging the community is an important part of the mindshare and growth process, an opportunity to get input from riders and business owners, explain how the new infrastructure will benefit the community, generate excitement, and convert early participants into brand ambassadors. Our strategic PR campaign will generate exposure in print, online, TV, radio and social media. We have worked with local, regional and national media extensively and we understand how journalists work and the type of stories they are looking to cover. The launch marketing activities will include: A public launch party. A public relations campaign. Paid local advertising campaign including online, outdoor, print & broadcast media.
Print	Compelling print collateral will be developed to inform the target audience, spur participation, educate neighbors, tourists and out of town guests. Promotional pieces will also be produced (postcards, flyers, etc.) as handouts around town and as collateral for brand ambassadors. Limited printing will ensure resources and costs are kept to a minimum.
Social Media	We'll create branded pages on platforms, including a blog, Facebook, Twitter, Instagram, & Snapchat. We'll develop social promotions that drive the target audience to easy-to-digest tips and information. We will interact with users, business owners, riders and prominent stakeholders. Social media elements will be integrated into all aspects of the campaign, for example, hashtags and social call-outs on printed materials and outdoor creative, social sharing promotions and fun contests or scavenger hunts to gain awareness and talk around Charlotte and among the city's influencers.
Events	We will use events and promotions strategically throughout each phase of the campaign to generate media coverage, social engagement and excitement around Uptown's bike infrastructure. We'll work with local influencers, city leaders, celebrities and enthusiast groups to develop a highly interactive launch event to introduce the campaign, reaching our target where they work and play. We will partner with local community organizations and businesses to host events and infrastructure demonstrations. We will reach out to universities, large institutions, property managers and local businesses to get involved and help us get the word out. Midcity will provide detailed recommendations for allocating the sponsorship budget for community activations, targeting events that will maximize exposure and engagement among our target audiences.
Advertising	We will run an introductory advertising campaign focusing on the positive impact of biking in and around Uptown Charlotte. The campaign will capture mindshare and drive active responses from viewers in terms of participants and awareness.
Business District	Working with business districts unlocks a world of possibilities for bicycle advocacy. Instituting a bicycle friendly business district program can encourage more people to shop and dine locally, nurture business champions for bicycle improvements at the city level, and lead to additional infrastructure improvements like bike lanes and better bike parking. We will look for compelling partnerships and local businesses will be encouraged to incentivize their employees to commute via bike.
Promotions	We will develop a series of themed promotions that excite the cycling community. We will target key community influences, local celebrities, politicians, advocacy experts and bike enthusiasts to build a pool of ambassadors to generate momentum and engage the target audience through their presence at events. Influencers will be asked to participate at local community events, bike rides, civic events and conferences to engage, educate, and help make biking a trend in Uptown.
Web	The pre-launch website will generate excitement, inform the end user about the campaign, and drive future marketing opportunities via collected mailing lists. The live site will be the nerve center of the program, with capabilities to research favorite routes, destinations and traffic patterns. The site will be responsive, mobile friendly - touting features and benefits, conveying information clearly and concisely. It will promote and encourage ridership, integrating targeted messaging that drives action and encourages participation.

# Project Timeline

## Pre-Launch January 2017

Week	1	2	3	4	5	6
• Kick off meeting with Center City Partners	Active	Grey	Grey	Grey	Grey	Grey
• Review research & develop strategy	Grey	Active	Active	Grey	Grey	Grey
• Media asset gathering & planning	Grey	Active	Active	Active	Grey	Grey
• Digital platform introduction	Grey	Grey	Active	Active	Active	Grey
• Design pre-launch print items	Grey	Grey	Grey	Active	Active	Grey
• Event Planning	Grey	Grey	Grey	Active	Active	Active
• Develop ambassador program	Grey	Grey	Grey	Grey	Grey	Active

## Launch March 2017

Week	1	2	3	4	5	6
• Deliver brand style guide & messaging	Active	Grey	Grey	Grey	Grey	Grey
• Newsworthy Launch Party	Active	Active	Grey	Grey	Grey	Grey
• Begin media outreach campaign	Active	Active	Active	Grey	Grey	Grey
• Launch print collateral (ride maps, etc)	Grey	Active	Active	Active	Grey	Grey
• Online ad campaign & measurement	Grey	Active	Active	Active	Active	Active
• Promotional items for giveaway	Grey	Grey	Grey	Active	Active	Active

## Ongoing May 2017

Week	1	2	3	4	5	6
• Update brand elements as needed	Active	Grey	Grey	Grey	Grey	Grey
• Themed media outreach & PR pushes	Active	Active	Grey	Grey	Grey	Grey
• Continued print collateral as needed	Active	Active	Active	Grey	Grey	Grey
• Rider feedback, customer service (social)	Active	Active	Active	Active	Grey	Grey
• Pull web metrics regularly for improvement	Active	Active	Active	Active	Active	Grey
• Continued promotional items as needed	Active	Active	Active	Active	Active	Active
• Continued community engagement	Active	Active	Active	Active	Active	Active

# Overview of Costs

The project’s total budget is \$87,000, which includes advertising costs. Costs for promotional items should not exceed \$10,000 while cost for printing and reproduction should not exceed \$7,000.

The following estimates are preliminary projections based on the scope of work as outlined in this proposal. The costs cited below are best estimates of what actual expenses will be. The following estimate does not include applicable taxes, freight, or travel expenses unless otherwise noted.

## Preliminary Projections

### Campaign Concept & Development

Initiatives	Budget
• Brand strategy, style guide	\$12,500
• Development of digital platform (web, social media, email)	\$8,500
• Bi-weekly status meetings	\$3,000
• Print & Promotional design	\$6,000
<b>Total</b>	<b>\$30,000</b>

### Marketing, Advertising & Media Placement

Initiatives	Budget
• Media outreach & placement	\$13,000
• Production of print collateral	\$7,000
• Production promotional items	\$10,000
<b>Total</b>	<b>30,000</b>

### Event Planning & Community Outreach

Initiatives	Budget
• Launch event, pop-up rides, etc	\$13,000
• Develop and manage ambassador program	\$2,000
• Implement local business district program	\$4,000
• Equipment & venue rental, vendor management	\$8,000
<b>Total</b>	<b>\$27,000</b>

# THANK YOU

[WWW.MIDCITYCREATIVE.COM](http://WWW.MIDCITYCREATIVE.COM)

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## WE MAKE IDEAS HAPPEN

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