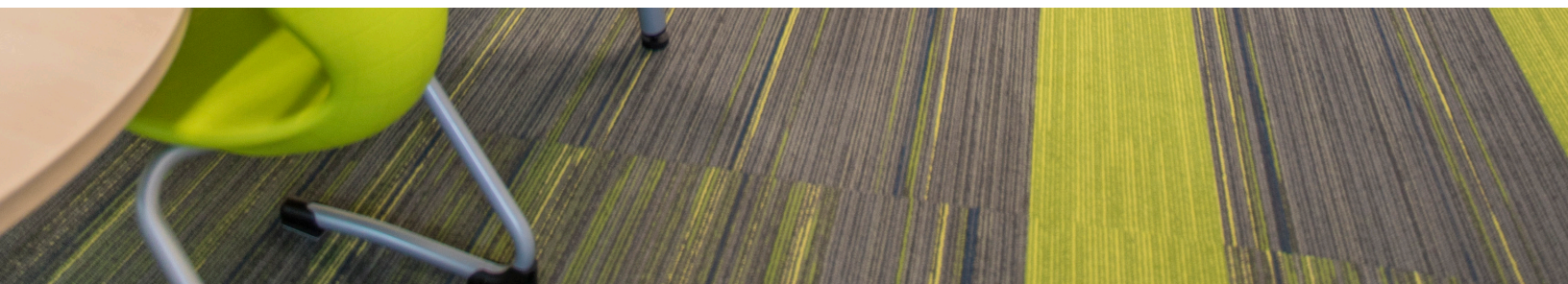




MIDLAND PUBLIC SCHOOLS

FACILITY ASSESSMENT AND PRE-BOND/PLANNING +
COMMUNICATION SERVICES REQUEST FOR PROPOSALS
COST PROPOSAL

September 23, 2025



12. INCLUDE A SEPARATE FEE PROPOSAL SHEET WITH PAYMENT TERMS OUTLINING THE TOTAL COST TO MPS FOR THE ENTIRE PROCESS OUTLINED IN YOUR PROPOSAL

Barton Malow Builders is proud of our longstanding partnership with Midland Public Schools—spanning over 70 years since the construction of Dow High School in 1953. For more than a decade, we’ve worked side-by-side with District leaders and community stakeholders to advance planning and construction efforts anchored in trust, responsiveness, and shared commitment to excellence. That legacy guides our continued dedication to your success.

To support the District’s next phase of strategic planning and community engagement, we are pleased to include the services outlined below. We have identified the specific cost of each sub item for proposal transparency and flexibility for further discussions.

FACILITY CONDITION ASSESSMENT + BUDGET DEVELOPMENT\$40,000

Barton Malow Builders will partner with Midland Public Schools to develop a comprehensive Capital Improvement Plan that addresses infrastructure, safety, technology, and long-term facility needs. This process combines technical evaluation with stakeholder input to ensure every recommendation reflects district priorities. Included services:

- ✓ Conduct full interior and exterior audits of all school buildings, including site, roof, mechanical, and electrical systems
- ✓ Gather input from administrators, principals, facilities staff, and technology leaders to inform planning
- ✓ Provide safety and security recommendations for physical and technological improvements
- ✓ Analyze energy usage and identify opportunities for efficiency and savings
- ✓ Evaluate facility utilization in relation to enrollment projections to guide space optimization
- ✓ Assess district-wide technology needs and develop budgetary figures to support future instructional goals
- ✓ Prepare detailed line-item cost estimates and a full program budget including escalation, contingency, and professional fees
- ✓ Participate in administrative, board, and community meetings to present findings and answer questions

PLANNING SERVICES + PROGRAM DEVELOPMENT\$10,000

Following the facility assessment, Barton Malow Builders will support Midland Public Schools in developing a strategic program that reflects community priorities and prepares the district for a successful referendum. Included services:

- ✓ Develop a detailed referendum timeline and explore financial and ballot options
- ✓ Collaborate with district leaders, consultants, and the Citizens Committee to shape a long-term facility and technology program
- ✓ Facilitate project prioritization with cost options and alternative solutions to support informed decision-making
- ✓ Coordinate documentation and communication for the Michigan Department of Treasury prequalification process (if required)
- ✓ Ensure all planning efforts align with the district’s strategic goals and community expectations

BOND CAMPAIGN PACKAGE\$41,000

This comprehensive campaign is designed to clearly communicate the bond proposal, build community understanding, and generate support across multiple platforms. Through a coordinated mix of video, print, web, and social media content, paired with dedicated project management, MPS will be equipped with the tools and messaging needed to engage stakeholders and drive awareness. Included deliverables:

- ✓ Two 1-minute overview videos (district-wide bond message and enrollment)
- ✓ Five 30-40 second initiative videos (individual bond projects and thank-you message)
- ✓ Four 15-second reels highlighting bond initiative
- ✓ Three motion graphics (taxpayer impact and key benefits)
- ✓ Three infographics for simplified social media messaging
- ✓ Website page and FAQ copy
- ✓ 4 - Webpage graphics
- ✓ 2 - Print Materials (Postcard and flyer) - printing and postage not included, see alternate below for pricing.
- ✓ Webpage graphics + Photo Content
- ✓ Dedicated support from four project managers, including monthly meetings



SOCIAL MEDIA MANAGEMENT\$7,000

To help build momentum and manage the District’s reputation during the bond campaign (4 months), Barton Malow Builders will provide:

- ✓ Daily, ready-to-post content tailored to your community
- ✓ Strategic messaging that reflects the District’s values and priorities
- ✓ Active monitoring of engagement across platforms
- ✓ Consistent, polished presence across social channels
- ✓ Reputation-building efforts that ensure the community is informed and excited before launch—and remains engaged throughout the campaign phase
- ✓ Close collaboration with your marketing and communications team to ensure alignment, responsiveness, and message consistency across all platforms

COMMUNITY ENGAGEMENT\$71,000

To build trust and support, we will facilitate:

- ✓ Focus groups: We will organize and facilitate focus panels drawn from strategically selected areas of the community to collect valuable insights and perspectives. This combined approach will provide meaningful input that fosters confidence in decision-making among Midland Public Schools stakeholders.
- ✓ Community polling: A professionally administered 18-minute survey with a 400-participant sample will help gauge interest in a potential bond proposal. This process is designed to uncover what the community truly values in a future bond, identify areas of concern, and understand perceptions surrounding the previous bond effort. The results will offer actionable insights to guide messaging and strategy.

INSTRUCTIONAL STRATEGY SUPPORT WITH DR. CHRIS STANLEY, ED.D\$10,000

As Senior Education Strategist, Dr. Stanley ensures that facilities planning is aligned with instructional goals and educator insight. His work helps connect physical space, technology, and curriculum into a unified vision for student learning.

Included support:

- ✓ Instructional design guidelines that link curriculum to space planning
- ✓ Technology integration strategies that support future-ready learning
- ✓ Stakeholder engagement sessions with educators and community members
- ✓ Recommendations for flexible, innovative learning environments
- ✓ Collaboration with architects to ensure educational priorities shape facility design

BASE TOTAL COST: \$179,000*

Alternative options included on the next page

**Should the bond program pass and Midland Public Schools select the team of Barton Malow Builders as its CMA, with French Associates, Inc. providing architectural services, Barton Malow Builders will waive all planning costs. As a show of commitment to the success of the program, our team will deliver these services at no charge and ensuring that every bond dollar goes directly toward improving facilities.*

ALTERNATE OPTIONS

These optional packages are available to further strengthen community connection and visibility by sharing key updates on the process or highlighting current district initiatives. They are designed to help Midland Public Schools start messaging now—telling your story, showcasing the great things happening across the District, and building community pride well before the bond campaign begins. This early engagement helps establish trust, reinforce your reputation, and ensure the community is informed and inspired from the outset.

PRE-BOND VIDEO CONTENT

- ✓ Video Package A – \$15,500
 - Two 1-minute video promos
 - Four 30-second clips
 - Hero website banner
 - Three motion graphics
 - Three infographics
 - Professional district photoshoot
- ✓ Video Package B – \$9,000
 - One 1-minute video promo
 - Four 30-second clips

POST-BOND CONTENT

- ✓ Update Video Pack – \$9,000
 - One 1-minute promo video (construction milestones and improvements)
 - Four 30-second clips (project updates and key phases)
- ✓ Additional Mailing Package – \$24,975* per mailing
Includes full-service design, content creation, and printing, along with postage and delivery coordination. Barton Malow Builders will collaborate with the District to review materials and align mailing timelines with key campaign milestones to ensure timely arrival in mailboxes.

** Note: We expect several postage increases in the near future so this quote is just an estimate and does not include anticipated price increases by USPS.*
- ✓ Robocall Package – \$5,000 for two calls
Includes scripting, recording, and deployment of two professionally produced robocalls. Barton Malow Builders will collaborate with the District to craft clear, engaging messages aligned with campaign goals, and coordinate timing to ensure delivery reaches households at key moments in the communication strategy.

We remain committed to delivering high-impact planning and communication tools that reflect the District's values and vision. Please let us know how we can best support your next steps.

Respectfully, Barton Malow Builders



Michael E. Stobak
Vice President
Barton Malow



Daryl Dombrow
Project Executive
Barton Malow



Dale C. Jerome, Ed.D., AIA, ALEP
President
French Associates

