



**REQUEST FOR PROPOSALS:
Neighborhood Public Relations Services
October 26, 2020**

1. Description

The Lakeview Chamber of Commerce (“Chamber”), the sole service provider for Special Service Area 27 (“SSA 27”), seeks a qualified public relations firm (“Firm”) to provide neighborhood PR services for a twelve-month period beginning January 1, 2021 through December 31, 2021, with an option to extend the contract on an annual basis through the end of 2023 at the same cost. The goal is to promote SSA programs and position our service area (see Appendix 1) as a neighborhood where people wish to live, linger and long to return.

2. Proposal Submission

Proposals must be submitted to the Lakeview Chamber of Commerce no later than **5 p.m. on November 13, 2020**. Please email your proposal to Nicole McLellan, Community Development Manager, at ssa27@lakeviewchamber.com. Please inform the Chamber in advance of your intent to bid in order to receive any updates or clarification prior to the deadline.

Select companies may be invited to participate in short interviews with SSA 27 Commissioners during the week of November 30, 2020. Following confirmation of your intent to bid, you will receive a meeting time and date for any potential interviews; **once received, please hold this date in your calendar** and you will be notified by November 20 if your attendance at this meeting is requested.

Qualifying proposals should include:

- Overview of Firm’s experience, qualifications and capabilities
- Your overall approach to helping us accomplish the goals outlined below in Section 3
- Specific ideas for PR campaigns to support the program areas listed below in Section 4 (please include examples for 1-2 of the programs listed within each of the four program areas)
- Methods for setting benchmarks and measuring the success of your work using both quantitative and qualitative data
- List of clients and samples of press coverage demonstrating outcomes
- Breakdown of related fees, including a monthly retainer and any other anticipated costs
- Three references (current or recent clients)

3. Goals

- Position Lakeview as an enticing destination and distinctive Chicago neighborhood
- Strategize creative messaging on the importance of supporting small business and shopping local
- Build brand awareness around the unique sub-districts located within SSA 27, including:
 - The Lincoln Hub: One of the city's best kept secrets on Lincoln Ave., Diversey to Belmont
 - Paulina Station: Lakeview's "main street" on Lincoln Ave. near the Paulina CTA Station
 - Southport Corridor: Shopping destination on Southport Ave., Belmont to Byron
- Raise the profile of Lakeview's businesses with the desired long-term result of increasing spending locally and attracting new investment within the boundaries of SSA 27
- Promote the mission and work of SSA 27, including the SSA-supported program areas outlined in Section 4

4. Program Areas

The following four program areas guide much of the SSA's work. More information about each of these programs can be found at <https://www.lakeviewchamber.com/about-us> or in the Chamber's 2019 Annual Report. Note that many programs have been altered to a limited or virtual basis due to COVID-19, or have been altered to offer a take-home-kit model.

1. Community Programming
 - Community Events & Placemaking Grant Program: Provides up to \$5,000 for unique events and projects in SSA 27 boundaries (Spring, Summer & Fall)
 - Dine Out: Expanded outdoor dining and street closure (Spring, Summer & Fall)
 - Low-Line Market: Farmers market at Southport Plaza of the Low-Line (Summer & Fall)
 - Porch Fest: Front porch concerts featuring local music and food trucks (Summer)
 - Southport Holiday Stroll: Holiday shopping stroll and cocktail crawl (Winter)
2. Marketing & Promotions
 - Bike-Friendly Business District: Destination marketing initiative positioning Lakeview as safe and welcoming for cyclists
 - Holiday Campaign: Tree lighting and Small Business Saturday promotions
 - Lakeview Gift Card: Neighborhood gift card accepted at 70+ local businesses
 - Vamonde: Virtual guided tours promoting public art, small business and local attractions
3. Business Development
 - Business Services & Attraction: Programs to help retain and recruit new businesses
 - Rebate Programs: Funds to help support local businesses
4. Streetscape Enhancement & Maintenance
 - Lakeview Low-Line: A pathway and art destination beneath the 'L' tracks from Southport to Lincoln Ave.
 - Lakeview Public Art Initiative: Effort to bring dozens of new public works of art to Lakeview
 - Sidewalk Seating Areas: Public spaces with clustered seating and landscaping on sidewalks
 - Landscaping & Tree Care: SSA 27 plants and maintains 150+ planters and trees

- Litter Abatement: SSA 27 is responsible for cleaning sidewalks and public spaces

5. Scope of Services

Services Requested

- Work with SSA 27 to develop public relations strategies and timelines
- Generate press material, including all press releases and press kits
- Secure press coverage that is beneficial to SSA 27 and the Lakeview neighborhood
- Arrange interviews and appearances with key Chamber and SSA stakeholders and local business owners
- Plan press conferences and press events, as necessary, to drive coverage
- Serve as the primary contact for all media inquiries; provide a representative to attend any SSA 27 events whenever members of the press are expected to be present
- Monitor press coverage and compile monthly press recaps to assess the success of campaigns
- Participate in regular meetings with key Chamber and SSA stakeholders:
 - PR check-in meetings to make plans and discuss progress on public relations goals (one time per month, in-person or via phone, approx. 60 minutes per meeting)
 - SSA Commission meetings to report on progress and gather feedback from key stakeholders (twice annual, in-person, approx. one hour per meeting)
 - Other meetings may be scheduled at Firm or Chamber's discretion based on need

Budget

The SSA 27 Board of Commissioners is responsible for approving the contract and setting the annual budget for public relations services. The 2021 budget for public relations services is \$2,500 per month. Firm will be selected based on the quality of their submission, not necessarily cost.

6. Additional Requirements

Firm must comply with all applicable federal and state laws and city ordinances related to performing these services as a subcontractor to the City of Chicago for a Special Service Area. Many relevant City of Chicago requirements for subcontractors can be found in the Chamber's 2020 Service Provider Agreement, which can be downloaded at www.lakeviewchamber.com/ssa27. Firm must be licensed to do business and be in good standing in Illinois. Additionally, Firm will be required to sign a Subcontractor Affidavit form confirming compliance with Section 35 ILCS 200/27-100(b) of the Illinois Special Service Area Tax Code, which mandates that, "No business owned by an employee or elected official of the municipality [City of Chicago] may, for valuable consideration, provide goods or services as a subcontractor of a service provider agency pursuant to a services contract for any special service area located within that municipality." Please direct any compliance questions to the City of Chicago's Department of Planning and Development at (312) 744-4190.

Appendix 1: Organization Background

About the Lakeview Chamber of Commerce

The Lakeview Chamber of Commerce is a community of entrepreneurs working together and supporting each other to create a stronger neighborhood and business environment, through advocacy, promotion, networking and education. All necessary means of promotion shall be provided and particular emphasis shall be given to retail, professional, educational and economic interests of the area.

About Special Service Area (SSA) 27

The Lakeview Chamber of Commerce is the service provider for Special Service Area (SSA) 27. The mission of the SSA is to support a vibrant local economy and high quality of life for the benefit of Lakeview businesses and residents by improving and enhancing public streets and spaces, creating memorable experiences, encouraging spending locally and promoting the neighborhood.

Service Area

The Lakeview Chamber of Commerce service area is from Diversey on the South, to Irving Park Road on the North, and Ravenswood on the West, to Racine on the East. The Special Service Area 27 boundaries are on Southport from Byron to Belmont; Lincoln from Addison to Diversey; Ashland from Addison to Diversey; Belmont from Racine to Ravenswood.

More Information

Learn more about the Lakeview Chamber and SSA 27 at www.lakeviewchamber.com. You may download a copy of our annual report and view other relevant documents at www.lakeviewchamber.com/ss27.

