



**REQUEST FOR PROPOSALS:
Holiday Decorations in SSA 27
June 25, 2020**

1. Project Description

The Lakeview Chamber of Commerce (“Chamber”), the service provider for Special Service Area 27 (SSA 27), seeks a full-service company (“Subcontractor”) to provide and install holiday decorations in the SSA 27 service boundaries (as described in Appendix 1) for the 2020 holiday season, with an option to extend the contract for one year at the same price through the 2021 holiday season.

2. Proposal Submission

Proposals must be submitted to the Lakeview Chamber of Commerce no later than **5 p.m. on Friday, July 17, 2020**. Please email your proposal to Nicole McLellan, Community Development Manager, at ssa27@lakeviewchamber.com and include “Holiday Decorations” in the subject line. Please inform us of your intent to bid in order to receive any updates or clarification prior to the deadline.

Qualifying proposals should include:

- Overview of experience and qualifications
- Scope of services
- At least two and no more than five holiday decoration design options for each of the locations described in Section 3: Focal Points, Corridors and Storefront Windows. Please provide pricing for one, two or all three locations, including the costs of leasing vs. purchasing, if applicable.
- Cost of tree sourcing, installation and removal. Note: The Lakeview Chamber is in possession of tree ornaments.
- Photos of any holiday displays your company has previously installed. If possible, please include renderings or specific photos to illustrate what you are recommending in this proposal.
- 3 references that are familiar with your work

3. Services Requested

Overview of Project Scope

The Chamber seeks to enhance commercial corridors within the boundaries of SSA 27 with high-impact holiday decorations that will help set Lakeview apart from other neighborhoods. The Chamber is especially interested in designs that incorporate lighting on trees or light poles within the focal points described below, as well as ribbons or banners on light poles between focal points, but welcomes other creative alternatives or enhancements that are eye-catching. The Chamber is also interested in partnering with a Subcontractor to offer affordable holiday decorations for businesses to hang in storefront windows. Proposals will be reviewed based on quality, cost and creativity. **Companies do not need to submit proposals for each of the three locations described below. However, companies must include a minimum of two and no more than five holiday decoration design options per location for which they submit, with a preference for proposals that offer options at different price points.**

Locations

Focal Points

Proposals should include ideas to decorate trees and light poles within focal points with lighting, or other similar creative and eye-catching designs, that will capture the attention of pedestrians. Focal points are described as areas of increased pedestrian traffic, typically situated at gateways to the neighborhood, such as the ends of commercial districts or transit stations. A list of focal points is provided below. Proposals should include design options for each of the three focal points described below: Southport Corridor, Lincoln Hub and Paulina Station. **Please break down your costs by each of the areas within the focal points listed below, as the Chamber may decide to focus on some, but not all, areas depending on the total cost.**

- Focal Point #1: Southport Corridor
 - Southport Ave. between Roscoe and Newport (around the Southport CTA Brown Line Station): 6 trees, 3 light poles
 - At the intersection of Southport and Addison: 7 trees, 3 light poles
 - Southport Ave. between Waveland and Grace: 26 trees, 7 light poles
- Focal Point #2: Lincoln Hub (Lincoln Ave. from Diversey to Belmont)
 - At the intersection of Lincoln/Southport/Wellington: 10 trees, 9 light poles
 - At the intersection of Lincoln and Diversey: 4 trees, 2 light poles
 - At the intersection of Lincoln/Ashland/Belmont: 12 trees, 6 light poles
- Focal Point #3: Paulina Station
 - North of the Paulina CTA Brown Line Station to Newport: 7 trees, 3 light poles
 - At the intersection of Lincoln/Roscoe/Paulina: 14 trees, 6 light poles
 - At the intersection of Lincoln and Addison: 6 light poles
- Focal Point #4: Belmont Avenue
 - Belmont Theater District, Belmont Ave. between Racine and Lakewood Ave: 23 trees, 11 light poles
 - At the intersection of Belmont and Southport: 1 tree, 4 light poles

Please Note: The number of trees and light poles listed at each area above is approximate and subject to change based on final conversations with the Chamber after vendor selection. There may not be access to electricity at the areas described above, and the only known area with access to electricity is at Paulina Station. It will be the Subcontractor's responsibility to secure access to electricity as needed to power lighting on trees or light poles. Companies are encouraged to explore alternatives, such as solar-powered lighting, and to include in their proposals a description of how electricity will be sourced.

Corridors

In addition to focal points, proposals may include a low-cost, unifying design element that could be easily deployed on light poles within SSA 27. There are a total of 218 light poles, including approximately 206 full-size poles and 12 acorn poles, within the SSA boundaries. Proposals for corridor décor should consider Southport, Lincoln and Belmont avenues within the SSA, but not Ashland Avenue, where the SSA historically hangs large winter banners throughout the months of November through February.

Storefront Windows

To enhance the appearance of storefront windows throughout SSA 27, the Chamber wishes to offer businesses the option to purchase affordable holiday decorations directly from its Subcontractor at a standardized price. Subcontractor will be responsible for furnishing and installing the decorations at no cost to the Chamber. The decorations should be the same across all businesses who wish to participate in order to further unify the neighborhood, and could include fresh cut garland, ribbon, string lights, wreaths, or other festive decor. Proposals should include a recommendation about which unifying design element(s) could be offered, and a price per storefront window that businesses would be charged for this optional service.

Timeline

- **Installation:** After November 15 and no later than the day before Thanksgiving
- **Removal:** After New Year's Day and no later than January 15

Budget

- Not to exceed \$50,000 total per year (not inclusive of the storefront window decorations, which will be the sole financial responsibility of participating businesses)

4. Additional Requirements

- Upon selection, Subcontractor shall attend an initial planning meeting with the Chamber.
- Subcontractor must provide brackets or any other hardware or equipment needed for installation.
- Subcontractor is responsible for cleaning and maintaining decorations while installed, including replacing items as needed.
- Subcontractor is responsible for arranging storage of decorations, if applicable.
- Subcontractor shall be responsible for acquiring any licenses and permits necessary to perform the contracted services.

Compliance with Applicable Laws

Subcontractor 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.

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.

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. The three Strategic Focus Areas of the SSA are as follows:

- **Diversity:** Evolve current and design new SSA programs to be more inclusive of people from different ethnicities, social backgrounds, and age groups.
- **Destination:** Position and market Lakeview as an enticing destination for visitors and other Chicago residents through programming that speaks to diverse groups.
- **Density:** Advocate for density focused around neighborhood and transportation hubs and main arteries.

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.

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.

