

REQUEST FOR PROPOSALS FOR PUBLIC RELATIONS CONSULTATION



Purpose

The purpose of this Request for Proposal (RFP) is to identify and select a Public Relations firm for the consultation, development and execution of strategic public relations programs for Rogers Park, Rogers Park Business Alliance (RPBA) and our member businesses. The potential firm must be an established agency with requisite experience to accomplish RPBA's objectives, which are detailed within this RFP.

Overview of RPBA

INTRODUCTION

Rogers Park Business Alliance (RPBA) is a 501c3, formed in 1993 as the result of a merger of three organizations. RPBA will be celebrating 25 years in 2018. RPBA works in the areas of business, community and economic development. As a means to improving Rogers Park, RPBA engages in numerous activities. We place great emphasis on community leadership and involvement in planning processes, often working with community-based steering committees composed of residents, business owners and other stakeholders.

RPBA is the administrator of the City of Chicago's Special Service Areas #19, #24, #43 and #54. For the purposes of this RFP, SSA #43, will not be included. This RFP includes Howard Street SSA #19, Clark/Morse/Glenwood SSA #24, Sheridan Road SSA #54 and the rest of Rogers Park proper (the area whose boundaries are Devon Avenue to the south, Evanston to the north, Lake Michigan to the east and Ridge Blvd to the west). More information about RPBA and the SSA's can be found at rpba.org/about-us/.

MISSION & VISION

RPBA cultivates and sustains a thriving economic environment in Rogers Park, serving businesses and residents.

An ideal Rogers Park offers diverse businesses, arts and cultural activities, good schools, safe streets, excellent transportation and sustainable practices for all of its residents and visitors.

OBJECTIVES

RPBA is the "go to" organization for Rogers Park businesses

- Develop consistent messaging to promote services, initiatives, events and programs.
- Use RPBA instead of Alliance and use tag line "Strengthening Business, Building Community." in all of our materials.
- Continue to be an inclusive organization and practice "Universal" membership.

RPBA promotes Rogers Park to visitors and residents

- Adhere to branding standards on all creative design.
- Use #loverogerspark on all social media and collateral when appropriate. Each major street also has a #nameofthestreetSBLOOMING, ie #morseavenueisblooming.

- RPBA will be practicing Me marketing, this approach will accentuate the benefits of everything we offer.

RPBA stays relevant in the digital age

TARGET AUDIENCE

RPBA represents property owners, businesses, organizations, academic institutions and residents. Each of these groups constitutes an important segment of stakeholders for RPBA. Communication strategies will align with the interests of these groups.

RPBA seeks to message to:

- Local and neighboring consumers and businesses
- Visitors/tourists
- Members and potential members
- Real estate developers and brokers
- Prospective new businesses
- Volunteers
- Donors and backers
- Board members and business/civic leaders
- Elected officials and municipal agencies
- Opinion leaders in the fields of urban planning, transportation, place making, quality of life, economic development, art/culture and sustainability among others.

SCOPE OF SERVICES

RPBA seeks a full-service Public Relations firm to develop and implement a comprehensive strategy to promote Rogers Park, RPBA, our member businesses and our programs and services. The strategy will be integrated into an overall marketing strategy. Internal implementation strategies will also be required.

Specifically, the Public Relations firm will create a strategy with clearly defined goals that will:

- Raise awareness of Rogers Park
- Generate positive media attention for Rogers Park and its businesses
- Communicate the value of RPBA
- Generate positive attention for RPBA and its overall mission and vision
- Build greater awareness of RPBA and its programs, services and events
- Ensure that individual programs and services (and, in some cases, RPBA partners) receive appropriate media coverage in general-interest and trade publications
- Identify appropriate targets for messaging of RPBA, including its programs and services.
- Promote Rogers Park as vibrant, safe and diverse place to visit, live, work and own a business
- Provide strategic campaign support, including planning, development and execution using multi-channel outreach, securing interviews and media attention

CRITERIA

When completing the proposal the firm should address specifics, including:

- Overall capacity to meet goals
- Ability to deliver creative and innovative ideas and solutions
- Understanding of nonprofit & member-based organizations and the fundraising climate
- Understanding of the Rogers Park community

- Understanding of, and enthusiasm for, RPBA mission, programs, and services
- Cultural fit with RPBA
- Experience in event & destination publicity
- Understanding of traditional strategies as well as electronic/social media metrics & analysis, analytics and impact
- Commitment to ongoing evaluation and understanding of media metrics
- Strength and reach of relationships
- Specific media outlets for tourism and destination marketing
- Cultural sector
- Vertical Markets
- Collaborations with other agencies

QUALIFICATIONS

- Provide company profile, length of time in business and core competencies
- Provide brief history and company values, if applicable
- Describe your organizational structure; include number of full-time, part-time and contractual employees and the reputation and stability of the firm
- Highlight the employee who will be RPBA's main contact at the agency, throughout the contract period
- Describe workflow between your company and client
- Provide examples of both PR and Social Media programs that best reflect your work as it relates to RPBA and Rogers Park
- Include qualifications, tenure, and commitment
- Describe evaluation process and metrics you use for evaluation
- Include samples, case studies, or program summaries that demonstrate successes
- Provide three references from current or past clients
- Describe metrics for client satisfaction

BUDGET AND FEES

- Indicate your proposed annual budget, including break-out of services and projected hours
- Include payment structure and schedule for year one, two and three and the competitive nature of the fee proposal

ASSESSMENT AND SELECTION CRITERIA

Your proposal must be received 5 p.m. on Friday, November 10, 2017. Proposals received after this date will not be accepted. Electronic copies of your proposal are required and must be submitted to Ana Bermudez at abermudez@roba.org. Hard copies of the proposal are not required, but will be accepted. Hard copies should be delivered to:

Rogers Park Business Alliance
 1448 W. Morse Avenue
 Chicago, Illinois 60626

All proposals will be analyzed by a search committee comprised of members of RPBA's Board and staff. The final decision regarding the successful vendor will be communicated via email to all organizations that submitted a proposal.

RPBA is not responsible for any costs incurred in the preparation of a response to this RFP. The preparation shall be made without obligation by RPBA to accept any of the items included in the proposal or to discuss the reasons why the proposal is accepted or rejected.

Each proposal will be reviewed to determine if it meets the submittal requirements. RPBA will evaluate those proposals that meet the RFP requirements, including:

- The firm's understanding of the project requirements
- Qualifications of the proposed project team
- The firm's previous performance and experience with similar contracts
- The ability of the firm to provide required services in a timely manner.
- The fee structure

RPBA will conduct interviews with the top 2-3 agencies. During this interview, the agency will be asked to present detailed concepts and work plans. The selected firms will be notified in advance of the time and place for the interviews. Respondents will also be advised of additional information, if any, to be submitted at the interviews. Failure to appear at the interview will be considered non-responsive and the firm will be eliminated from any further consideration.

SELECTION

Upon completion of the interviews, RPBA will select the top-ranked agency deemed to be most qualified and begin negotiations. The successful agency shall enter into a contract with RPBA for the work in accordance with the specifications and shall furnish all required documents necessary to enter into said contract. The agreement will outline the terms and conditions, scope, staff associated with the project, fees and other necessary items. Any statements included in the proposal regarding performance will be considered contractually binding. Contracts are subject to review by RPBA's legal counsel.

At a minimum, the contract term will begin on January 1, 2018 for 12 months, with an option for two (2) one-year renewals.

TIMELINE

- Tuesday September 5, 2017 – RFP distribution
- Friday, November 10, 2017 – Proposals due
- November 27 – 30, 2017 – Finalist interviews and selection

CONTACTS AT RPBA

All inquiries relating to this RFP should be directed to:

Ana Bermudez
Marketing and Events Manager
773-508-5885
abermudez@rpba.org

CONFIDENTIALITY OF INFORMATION

All information contained in the proposal is accessible to a number of constituents including RPBA's Board and staff. Any information received by RPBA will be treated with the utmost confidentiality.