

# REQUEST FOR PROPOSALS FOR SOCIAL MEDIA



## I. BACKGROUND & INTENT

Rogers Park Business Alliance (RPBA), as the sole service provider agency for Chicago's Howard/Jarvis Special Service Area #19 (SSA 19) and Howard Street Evanston Special Service Area #10 (SSA 10), seeks an experienced digital marketing firm or contractor to maintain and populate social media accounts in keeping with the established branding. Applicants may submit a proposal for either or both SSA's.

### a. Howard Street Evanston SSA 10:

Howard Street Evanston SSA 10 includes the north side of the Howard Street commercial corridor from the Howard CTA station on the east to Western/Asbury on the west. Marketing, events, and placemaking are the primary programs funded by SSA 10, which was established in 2025. The current Howard Street Evanston logo was adopted as part of the Evanston Thrives and One Howard Street planning processes with a goal of fostering a sense of unity and cohesion between the Evanston and Chicago sides of Howard Street while continuing to maintain a distinct identity for the Evanston side of Howard Street.

Past marketing efforts have been led by the Howard Street Business Association with a focus on community events and promoting Howard Street businesses, in part by using the existing [HowardStEvanston.com](http://HowardStEvanston.com) website and social media accounts on [Instagram](#) and [Facebook](#). Expanding the reach and content of these assets to better promote Howard Street businesses was one of the main goals of establishing a Special Service Area for the Evanston portion of Howard Street.

### b. Howard/Jarvis SSA 19:

Howard/Jarvis SSA 19 is also managed by RPBA and covers the south side of Howard Street from Sheridan on the east to Ridge on the west, as well as the northern side of Howard Street between Sheridan and the CTA station, and the adjacent blocks of Paulina PLUS Jarvis Square (Jarvis Avenue from Ashland Avenue to Greenview Avenue). Programming funded by SSA 19 includes landscaping, street cleaning, and public way maintenance activities in addition to marketing and events. SSA 19 has maintained a similar, digital footprint at [Howardstreetchicago.com](http://Howardstreetchicago.com), [JarvisSquareChicago.org](http://JarvisSquareChicago.org), and associated social media accounts to promote area businesses and events. Although the Howard Street Chicago website and social media accounts have featured businesses from the Evanston side of the street on occasion, it is our intention to maintain separate but cohesive websites and brand identities for Evanston and Chicago moving forward.

## II. REQUESTED SERVICES

- Create and manage social media content on Instagram and Facebook. Proposals should assume a baseline of 2 - 3 Instagram posts and 1 - 2

Facebook posts per week, with a minimum of three posts per week across platforms, and additional content during campaigns or special initiatives.

- Create a monthly social media content calendar for Facebook and Instagram postings during the contract term, including planning for when to sponsor or boost postings;
- Regularly engage with Howard Street businesses and influencers via Facebook and Instagram on both the Chicago and Evanston sides to promote Howard Street, reposting and sharing posts and events, liking their posts, and tagging those pages and users where appropriate.
- Conduct a minimum of one professional photo shoot for SSA10 with a photographer of our choosing to gather photos of new and featured Evanston businesses and existing streetscape conditions for website content and social media updates
- Manage social media ads and sponsored posts budgets for scheduled Howard Street events
- Provide quarterly performance and analytics reports for all social media activity and for paid and sponsor boosts

### **III. VENDOR SELECTION**

Applicants will be evaluated on their cost effectiveness, technical skills, ability to think creatively and experience working with similar community organizations. The SSA commissions will look for portfolios that demonstrate a high level of professional skill and ability and a diverse and creative work product.

### **IV. PROPOSAL CONTENTS**

Proposals should include:

- Name and contact information for the firm or contractor;
- Resumes of all principals;
- Examples of comparable work;
- Three professional references;
- A narrative describing work style, methods, process, proposed phasing and timeline;
- A statement of fees and expenses including hourly rate, a flat fee, monthly fee, or alternative pricing model, if applicable; and
- Any additional pertinent information not already requested.

### **V. ADDITIONAL INFORMATION**

#### **a. Statement of Non-commitment**

Issuance of this RFP does not commit RPBA to award a contract or to pay any costs incurred in preparation of proposals responding to the RFP. RPBA reserves the right to reject any or all proposals and re-advertise. All proposals become the property of RPBA.

#### **b. Rights to Materials**

All materials, content, designs, images, documents, and other deliverables created by the contractor during the term of the agreement shall be the sole property of RPBA. All final deliverables, including editable and native source files should be provided upon request and/or upon termination of the contract.

**c. Equal Opportunity**

RPBA does not discriminate against applicants for employment on the basis of race, gender, disability, age, veteran status, national origin, religion, sexual orientation, or political affiliation.

**VI. REQUIREMENTS & PROPOSAL SUBMISSION DEADLINE**

Proposals must specifically supply all items of information requested in this RFP.

Proposals must be submitted via email to Cindy Plante at [Cplante@rpba.org](mailto:Cplante@rpba.org) by **March 20, 2026**. When submitting your proposal, include the name of the contact person at the company.

For questions concerning this RFP, contact Cindy Plante at 773-508-5885, x6 or [cplante@rpba.org](mailto:cplante@rpba.org).