

# REQUEST FOR PROPOSALS FOR SOCIAL MEDIA MANAGEMENT



## BACKGROUND & INTENT

Rogers Park Business Alliance (RPBA), as the sole service provider for Chicago's Clark/Morse/Glenwood Special Service Area #24 (SSA #24), seeks an experienced digital marketing firm or consultant to provide strategic social media management and content development services for two distinct commercial corridors: Camino Clark (bilingual English and Spanish) and the Glenwood Avenue Arts District (English). The selected firm will increase corridor visibility, support small businesses, drive foot traffic, and strengthen each district's brand identity in alignment with established guidelines.

SSA #24 encompasses the Clark, Morse, and Glenwood commercial corridors in Rogers Park, one of Chicago's most diverse neighborhoods. You can see a map of the SSA [here](http://www.rpba.org/special-service-area). To learn more about SSAs visit, [www.rpba.org/special-service-area](http://www.rpba.org/special-service-area).

SSA #24 includes two distinct commercial districts: Camino Clark and the Glenwood Avenue Arts District.

**Camino Clark**, designated as a cultural district by the State of Illinois in 2024, is a vibrant corridor of retail, dining, entertainment, and service businesses. Its identity is deeply rooted in Mexican heritage, reflecting the cultural richness of the Rogers Park community. The district serves as both an active marketplace and a hub for residents, entrepreneurs, and visitors.

**Glenwood Avenue Arts District** is a creative destination known for its concentration of galleries, music venues, theaters, restaurants, and independent businesses. The district is home to signature attractions and events including the Mile of Murals, Glenwood Sunday Market, and the Glenwood Avenue Arts Festival, drawing visitors from across Chicago and beyond.

## GOALS & OUTCOMES

The selected consultant will deliver strategic social media services that increase corridor visibility, support local businesses, and contribute to the economic vitality of SSA #24. Key outcomes include:

- 1. Establish Digital Presence:** Create and optimize social media accounts for Glenwood Avenue Arts District and Instagram for Camino Clark, aligned with each district's brand.
- 2. Grow Engagement:** Build an active audience and foster meaningful interactions through strategic content and campaigns.
- 3. Drive Foot Traffic:** Promote SSA-supported events and encourage in-person visits to corridor businesses.
- 4. Promote Local Businesses:** Regularly feature and highlight corridor businesses through storytelling, spotlights and promotional campaigns.

5. **Strengthen Brand Identity:** Establish recognizable and consistent messaging and visuals for both districts.
6. **Support Business Attraction:** Position the corridors as desirable locations for entrepreneurs and prospective tenants.
7. **Demonstrate Impact:** Provide reporting that links social media efforts to visibility, engagement and corridor activity.

## SCOPE OF WORK

The selected consultant will provide social media strategy, content creation, and account management services for Camino Clark and the Glenwood Avenue Arts District.

### 1. Initial Assessment & Account Setup

- a. Audit the existing Camino Clark Facebook account and identify opportunities for improvement
- b. Recommend platform strategy for both districts, including audience, content approach and platform mix
- c. Create and optimize new social media accounts, including:
  - i. Instagram for Camino Clark
  - ii. Facebook and Instagram for Glenwood Avenue Arts District
- d. Develop account profiles, visuals, and setup elements aligned with each district's brand

### 2. Strategy and Content Planning

- a. Develop a clear, actionable social media strategy for both districts, including content themes, campaigns, and priorities
- b. Identify key audiences and recommend tailored messaging approaches
- c. Create and maintain a monthly content calendar aligned with events, seasons, and corridor priorities

### 3. Content Creation & Social Media Management

- a. Manage day-to-day activity on Facebook and Instagram for both districts
- b. Create and publish regular content, including posts, short-form video, and stories
- c. **Baseline expectations:**
  - i. Approx. 3–5 posts per week per district (may vary based on campaigns and seasonality). For instance, 2 - 3 Instagram posts and 1 - 2 Facebook posts per week.
  - ii. Regular use of video content (Reels or similar) to support reach and engagement
  - iii. Develop and maintain a monthly content calendar outlining posts, campaigns, business spotlights, boosts/ads and event promotion
  - iv. Feature local businesses through ongoing spotlights and storytelling
  - v. Promote SSA-supported events and corridor initiatives (before, during, and after)
  - vi. Maintain each district's distinct voice, including bilingual (English/Spanish) content for Camino Clark
  - vii. Monitor and respond to comments and messages in a timely manner
- d. **Content Production:**
  - i. Coordinate and execute at least one professional photo shoot annually to capture businesses, events, and corridor visuals for ongoing use
  - ii. Supplement with ongoing content capture (photo/video) as needed to maintain a consistent content pipeline

#### 4. Campaigns & Growth

- a. Develop and execute campaigns to increase visibility, engagement, and event attendance
- b. Develop, recommend and manage paid social media campaigns and advertising, as appropriate
- c. Provide guidance on budget allocation for paid campaigns, including projected reach and return on investment and that include tactics aligned with audience behavior and performance data

#### 5. Reporting & Optimization

- a. Provide monthly reports summarizing key metrics, performance, and insights
- b. Offer recommendations to improve content, campaigns, and overall performance
- c. Participate in regular check-ins to review progress and adjust strategy as needed

### VENDOR SELECTION

#### Proposals will be evaluated based on the following criteria:

- **Cost Effectiveness:** Overall value and alignment of proposed services with project scope
- **Relevant Experience:** Demonstrated experience in social media management, marketing strategy, and content creation
- **Strategic Approach:** Clear understanding of the project and ability to develop thoughtful, goal-oriented strategies
- **Creative Quality:** Strength of past work and ability to produce engaging, high-quality content
- **Capacity & Execution:** Ability to manage ongoing content, campaigns, and reporting across two distinct districts

#### Preference will be given to applicants with:

- Experience working with business service organizations, Special Service Areas, or similar community and economic development entities
- Experience with neighborhood or corridor-based marketing initiatives
- Familiarity working in culturally diverse communities
- Bilingual capacity in English and Spanish (required)
- Experience managing publicly funded projects

### PROPOSAL CONTENTS

#### Proposals should include:

- Company overview, including name and contact information for the firm or contractor
- Resumes or bios of key team members who will be assigned to this project
- 3–5 examples of comparable social media work, including visual samples (e.g., screenshots of posts, graphics, or video stills). Submissions must include visuals; descriptions or links alone are not sufficient
- Proposed strategy outline including, 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
- Three professional references from relevant clients
- Any other information the respondent deems relevant

## **TIMELINE**

April 1, 2026: RFP release date

April 30, 2026 (5 p.m.): Proposal submission deadline

June 01, 2026: Consultant selected

June 08, 2026: Contract start date

## **ADDITIONAL INFORMATION**

### **1. 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.

### **2. 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 and/or upon termination of the contract.

### **3. 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.

## **SUBMISSION INSTRUCTIONS**

Submit proposals by April 30, 2026 at 5 p.m.

Email to:

Ana Bermudez

[abermudez@rpba.org](mailto:abermudez@rpba.org)

Questions may be directed via email prior to the submission deadline.