

Special Services Area #42 RFP
Contract Period: March 1, 2018 to June 30, 2018

Request for Proposal (RFP) for Radio Broadcast Series

Two hard copies of proposal are due no later than 5:00 pm Tuesday, February 20th, 2018 at the South Shore Chamber Economic Development, Inc. Office, 1750 E. 71st St. Chicago, IL 60649 and one electronic copy via email to ttrice@southshorechamberinc.org. For all questions please contact Tonya Trice, Executive Director (773) 955-9508.

I. Overview

SSA#42 is issuing this RFP for creative marketing and advertising services, specifically the design and implementation of a radio broadcast to raise awareness of Special Service Area #42 (SSA #42) services and events; showcase and brand the business district within the SSA #42 boundaries; encourage economic development and customer attraction; establish a consistent platform for all SSA #42 communications; promote transparency with residents and business owners about change and policies; showcase events that are taking place within the community; advertising and marketing of local retailers, restaurants, and services to increase foot traffic within the boundaries. The SSA#42 "boundaries" are Stony Island Ave. from 67th St. to 79th St. on the West side of the street, from 67th St. to 73rd St. on the East side of the street and also including North and South sides of 71st street from Kimbark Ave to South Shore Drive/Exchange /Yates Ave. including up to the alley on major intersections.

II. Background

SSA #42 (Special Service Area #42) is the local business district that funds the expanded services and programs through a localized property tax levy within contiguous areas. The enhanced services are in addition to those currently provided through the City of Chicago. The services currently provided within the SSA #42 boundaries include but are not limited to litter abatement, security patrol, snow removal, landscaping and customer attraction.

III. Scope of Work

The contractor shall provide the services set forth in this section:

- Develop a weekly radio broadcast program dedicated to highlighting local businesses, services and topics that directly impact the residents and business owners within the SSA #42 boundaries;
- Create an interactive platform where listeners can call-in and ask questions, express concerns and make comments on specific topics;
- Co-produce weekly content along with SSA #42 staff to engage listeners and promote local businesses and activities;
- Create multiple live remote broadcasts throughout the term of contract;
- Develop a multi-faceted marketing strategy that includes creative broadcast, digital and social media;

- Develop creative concepts and campaigns for all forms of media including digital and social media.

IV. Proposal

The proposal should be submitted in the following format and content:

- Cover Page – to include name, physical address, email address, telephone number of person(s) responsible for proposal submission.
- Table of Contents – please list sections in respondent’s proposal and their corresponding page numbers.
- Introduction – please include introductory remarks, outline respondent’s background, experience, management, unique capabilities and staffing.
- Scope of Work – respondent shall provide a brief narrative describing the general approach respondent would take to provide the services requested. Emphasis should be on clarity, brevity and completeness of the response.
- Answer to questions – Respondent must provide information and supporting documentation for each section of this RFP. If any section “does not apply” please indicate such in the respective area.

V. Background and Experience

- Provide a brief overview of the Respondent. Describe Respondent’s corporate structure, including holding and parent companies, corporate affiliates, its legal form, and all locations.
- Has Respondent been a party to any lawsuit from January 1, 2015 to present? If so, please provide a detailed explanation.
- Describe any changes in Respondent’s ownership or management structure since January 1, 2015. Will these changes have any impact on Respondent’s ability to provide the Services during the expected term of the Agreement?
- Does Respondent currently have or has Respondent had in the past ten (10) years any contracts that contain services similar to the Services with respect to size, scope, and complexity? For each contract, provide the following information:
 - a. The entity for which Respondent is providing or has provided services and a brief description of such entity;
 - b. The contract term; and
 - c. A description of the services Respondent is providing or has provided under the contract.
- Referrals – Please provide a list of previous or current clients or accounts for which respondent has provided services that are similar in nature to services requested in this RFP; include details of development process, impact, reach and outcome of the campaign.
- Identify any and all other resources that will be utilized in completing project tasks.
- Please provide a summary of any unique expertise, products, or services that would assist Respondent in performing the Services.

- Please provide contact information for four (4) client references from established private firms or government agencies, (two (2) private and two (2) government preferred), that can attest to the Respondent's experience and ability to perform the Services. References must be entities to which Respondent provided services most similar to the Services requested.
- If privately owned, is the Respondent or its affiliates female, minority, persons with disabilities, or veteran-owned or managed? For purposes of this RFP, "female, minority, persons with disabilities, or veteran owned or managed" shall mean being owned or managed by 51% or more of a combination of female, minority, persons with disabilities, or military veteran. Please provide the number and percentage of Respondent's owners who are female, minority, military veterans, or persons with disabilities. Please cite with supporting data.

V. Proposal Submittal

Two hard copies are due no later than 5:00 pm Wednesday, February 21st, 2018 at the South Shore Chamber Economic Development, Inc. Office, 1750 E. 71st St. Chicago, IL 60649 and one electronic copy via email to ttrice@southshorechamberinc.org.

VI. Compliance with All Applicable Laws

- The contractor must be licensed to do business in Illinois.
- The contractor must provide evidence that they are in compliance and in good standing with all city, county and state regulations.
- The contractor must provide proof of commercial insurance. The South Shore Chamber must be listed as additional insured.
- The contractor shall be responsible for acquiring any licenses and permits necessary to perform the Contract Services.
- The contractor shall accept sole liability for compliance with all laws and governmental regulations and requirements related to its Personnel and their employment, including without limitation such items as Workers' Compensation insurance coverage, unemployment insurance, OSHA requirements, Fair Labor Standards Act requirements, work safety rules, and the like as such laws and government regulations and requirements may apply to Contractors' Personnel providing Contract Services and
- The contractor shall furnish proof of compliance with this Section upon request and in the form requested by South Shore Chamber, Inc. or the City.
- The contractor will provide a listing of the last three companies they have contracted with including name, contact information and email for verification.