

## **Request for Proposal (“RFP”)**

**Provide Marketing Services for Businesses within Special Service Area #03 and #59**

---

Required for use by

**GREATER SOUTHWEST DEVELOPMENT CORPORATION  
&  
Special Service Area #03 AND #59 Board Members**

(In an effort to remain Green, we encourage submission of Digital Copies)

All of the responses must be addressed and returned to:

**AVDULLA HOTZA, SSA 03 President  
al3amdcomm@comcast.net**

**AND**

**RITA ORTIZ, SSA 59 President  
r\_o\_ortiz@yahoo.com**

**Responses must be received no later  
SUNDAY, MAY 12<sup>th</sup>, 2019**

**- Please Fill Out and Submit Page 4 of this RFP -**

---

**AVDULLA HOTZA  
SSA 03 BOARD PRESIDENT**

**RITA ORTIZ  
SSA 59 BOARD PRESIDENT**

---

# GENERAL INVITATION

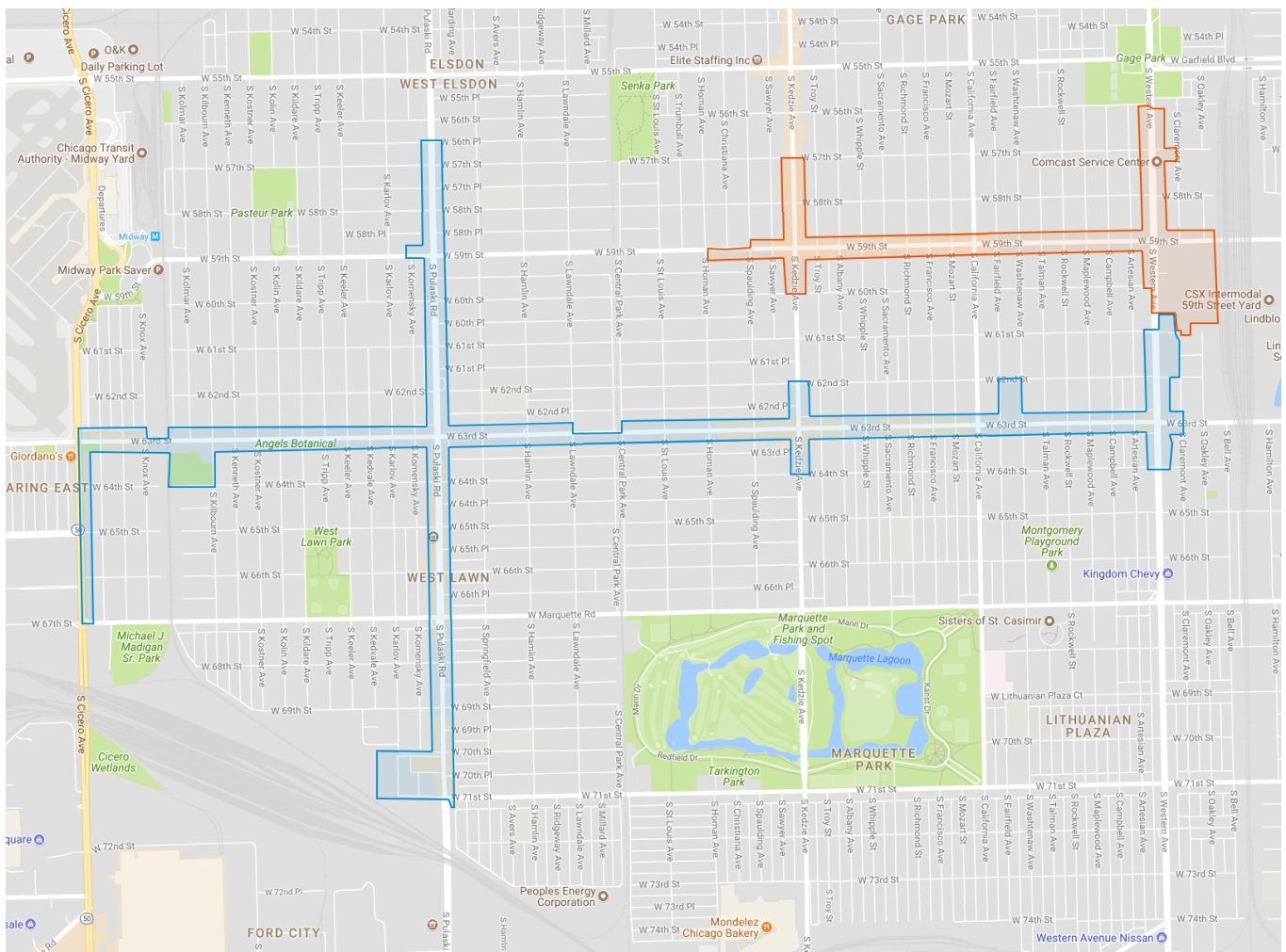
Greater Southwest Development Corporation (GSDC) invites the submission of proposals for Marketing Services within Special Service Area #3 and #59. If your firm has demonstrated experience in the project description specified in the Scope of Services, and you are interested in making your services available to GSDC and Special Service Area #3 & #59, you are requested to respond to this "Request for Proposal."

## SCOPE OF SERVICES

### Marketing Services for Businesses within SSA #03 and #59

Greater Southwest Development Corporation (GSDC) is currently accepting proposals from Marketing companies for services that promote small businesses located within a Special Service Areas #03 and #59. The program is funded through a small tax collected from property owners within a pre-determined geographical area highlighted in the map below.

### Special Service Area #03 and #59 Map



GSDC and two Boards of SSA Commissioners manage the money and use the funds to pay for services that will be funneled directly back into the district through a variety of services and programs. GSDC is seeking a vendor to offer marketing services along the SSAs during 2020, 2021 and 2022

Each proposal submitted will be evaluated by GSDC and the Board of SSA Commissioners for final decision. Applicants will be notified as quickly as possible.

**Project Narrative**

The SSA operates several programs to help improve the appearance, identity and safety of the business district. The Marketing Program was implemented to promote businesses in the area and to potentially increase sales and profitability with an overall better retail environment.

**Project Budget**

Greater Southwest Development Corporation, the organization contracted by the City of Chicago to manage the two Special Service Area programs, will pay the marketing vendor directly and a final billable hourly rate must be agreed upon before service begins.

**Project Timeline**

Greater Southwest Development Corporation is looking to begin working with the selected security vendor during the first quarter of 2020.

**EXAMPLE OF MARKETING MATERIALS**



Greater Southwest Development Corporation is seeking marketing companies, to provide the following quotes and information for SSA advisory board members to consider during the applicants' evaluation process.

		Rate/Hour	Overtime/Holiday Bill Rate/Hour
Principal (owner of the company visiting local businesses)		\$_____	\$_____
Outreach Assistant visiting local businesses (Fluent in English language)		\$_____	\$_____
Outreach Assistant visiting local businesses (Fluent in both English & Spanish languages)		\$_____	\$_____
Outreach Assistant calling local businesses (Fluent in both English & Spanish languages)		\$_____	\$_____
Indicate which of the following payment terms your company could manage. If all, please make a note of it in your proposal.	Net 30 Days	Net 60 Days	Net 90 Days
Indicate which of the following billing cycles your company would prefer.	Bi-weekly	Monthly	Quarterly
Indicate if your company is able to provide an online platform for the business owners to host their coupons, deals, specials, and company information?	If yes, monthly rate per business will be:\$_____	Platform's name \$_____	Platform's website \$_____
Indicate if your company is able to provide a vehicle for your team to visit the business along the Commercial Districts?	If yes, monthly rate will be:\$_____	Vehicle Model	Vehicle Year
Indicate if your company is able to provide marketing training to businesses on how to properly roll out the commercial district's marketing campaigns? If yes, please indicate the rate for the service considering there will be 50 to 100 businesses participating on each campaign.	Prefer to charge hourly and rate per business will be:\$_____	Prefer to charge monthly and rate per business will be:\$_____	
Indicate if your company is able to provide food styling and photography services for local restaurants and retailers. If yes, please describe the fees for the service.	Prefer to charge hourly and rate will be:\$_____	Prefer to charge per business and rate will be:\$_____	Prefer to charge per photo and rate will be:\$_____
Indicate if your company is able to provide videography services for local restaurants and retailers including pre and post production editing. If yes, please describe the fees for the service.	Prefer to charge hourly and rate will be:\$_____	Prefer to charge per business and rate will be:\$_____	Prefer to charge per video and rate will be:\$_____
Indicate if your company is able to provide graphic design services for local restaurants and retailers. If yes, please describe the fees for the service.	Prefer to charge hourly and rate will be:\$_____	Prefer to charge per business and rate will be:\$_____ (8 HRs/business)	Prefer to charge per month and rate will be:\$_____ (40 HRs /week)
Indicate if your company is able to provide translation services for local restaurants and retailers. If yes, please describe the fees for the service.	Prefer to charge hourly and rate will be:\$_____	Prefer to charge per business and rate will be:\$_____ (8 HRs/business)	Prefer to charge per month and rate will be:\$_____ (40 HRs /week)
Indicate if your company has access to a database of local emails (business owners and/or residents) and what would the cost be for every 1000 email campaign.	If yes, rate per 1,000 email blast will be:\$_____		
Indicate if your company is able to provide marketing material door to door distribution services to local households and businesses.	If yes, rate per 1,000 doors will be:\$_____		

## **EVALUATION CRITERIA**

Greater Southwest Development Corporation will review the submittals in accordance with the following criteria:

### **1. Quality of the Proposal:**

- A. Accurate and full understanding of the project scale, type, unique elements and general approach to achieve the project goals.
- B. Demonstrated success of proposed approach/methodology in past or current similar projects.
- C. Availability and strength of committed personnel and organized staffing plan to accomplish the goals and objectives of the project.
- D. Capacity to perform the Services and provide an analytical reporting system.

## **SELECTION**

The proposals will be reviewed by representative(s) from GSDC and the SSA Commissioners. GSDC may choose to conduct interviews, oral presentations and/or seek clarification from selected proposers. The final selection will be based on the proposal which is most advantageous to GSDC and SSAs on a project by project basis.

Selection of vendors does not guarantee an annual contract but only approval on the GSDC vendor list for the 2020, 2021 and 2022 SSA security services. GSDC reserves the right to terminate its business relationship with the selected vendor at any time if the security vendor's performance deliverables fall under the proposed standards set in the vendor's proposal.

Upon satisfactory completion of the project, Greater Southwest Development Corporation and/or the SSA Board members might be extending the winning proposal into further project opportunities for the selected company.