



**Special Services Area #42
Request for Proposal (RFP)
Contract Period: March 15, 2018 to December 31, 2018**

Request for Proposal (RFP) for Radio Broadcast Series
Entities submitting a response to this RFP will be hereafter referred to as Respondent.

I. 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. SSA#42's provider is the South Shore Chamber of Economic Development, Inc (SSCED). The selected Respondent shall be subcontracted by SSCED to perform the services as outlined in this RFP and as negotiated in its response. As a subcontractor to the SSCED the selected Respondent shall adhere to the applicable provisions cited in SSCED's Agreement with the City of Chicago. See the following link. https://www.cityofchicago.org/content/dam/city/depts/dcd/ssa/2017SPA/SSA42SPA2017_Redacted.pdf as amended.

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. Overview

SSA#42 is soliciting proposals from Respondents to address the need for creative marketing and advertising services, specifically the design and implementation of a radio broadcast to assist in addressing the following:

- a. 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;
- b. To establish a consistent platform for all SSA #42 communications;
- c. To promote transparency with residents and business owners about change and policies;
- d. To showcase events that are taking place within the community; and

- e. To assist in the advertising and marketing of local retailers, restaurants, and services to increase foot traffic within the boundaries.

III. **Scope of Work**

The selected Respondent shall provide the services set forth in this section:

- a. Develop a weekly live radio broadcast program dedicated to highlighting local businesses, services and topics that directly impact the residents and business owners within the SSA #42 boundaries;
- b. Create an interactive platform where listeners can call-in and ask questions, express concerns and make comments on specific topics;
- c. Co-produce weekly content along with SSA #42 staff to engage listeners and promote local businesses and activities;
- d. Create multiple live remote broadcasts throughout the term of contract;
- e. Develop a multi-faceted marketing strategy that includes creative broadcast, digital and social media;
- f. Develop creative concepts and campaigns for all forms of media including digital and social media;
- g. Allow for a minimum of 13-14 weeks of a one hour broadcasted programs;
- h. Provide a minimum of 20 pre-promotional commercials per week;
- i. Provide for a website presence for upcoming events and insert the SSA #42 logo next to such notifications;
- j. Provide for a number of newsletter related impressions
- k. Prepare a digital copy of the radio programs;
- l. Compile audience feedback on weekly programs and submit to SSA #42 representatives; and
- m. Prepare a final report on the radio programming with recommendations.

IV. **Proposal**

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

- a. Cover Page – to include name, physical address, email address, telephone number of person(s) responsible for proposal submission.
- b. Table of Contents – list sections in respondent's proposal and their corresponding page numbers.
- c. Introduction –include introductory remarks, outline respondent's background, experience, management, unique capabilities and staffing.
- d. 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.
- e. 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.
- f. Cost – Respondent shall provide the overall cost for a 13-14 week broadcasting program as outlined above and shall provide cost broken out if additional weekly programming is requested and approved by SSA #42.

V. **Background and Experience**

- a. Provide a brief company overview, which will describe the Respondent's corporate structure, including holding and parent companies, corporate affiliates, its legal form, and all locations.
- b. 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?
- c. Indicate whether the Respondent has been a party to any lawsuit from January 1, 2015 to present? If so, please provide a detailed explanation.
- d. Does Respondent currently have or has Respondent had in the past ten (10) years any contracts that contain services similar to the Scope of Work outlined in this RFP for services similar in size, scope, and complexity?
- e. If so, for each contract, provide the following information:
- f. The entity for which Respondent is providing or has provided services and a brief description of such entity;
- g. The contract term and cost; and
- h. A description of the services Respondent is providing or has provided under the contract.
- i. include details of development process, impact, reach and outcome of the campaign.
- j. Provide contact name, address, phone number and email address.
- k.
- l. Identify any and all other resources that will be utilized in completing project tasks.
- m. Identify key personnel to be assigned to this project.
- n. Provide a summary of any unique expertise, products, or services that would assist Respondent in performing the Services.
- o. 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 Scope of Work outlined in this RFP.
- p. 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.
- q. Provide the number and percentage of Respondent's owners who are female, minority, military veterans, or persons with disabilities. Please cite with supporting data.

VI. Proposal Submittal

Two hard copies of proposal are due no later than 5:00 pm Thursday, February 22nd, 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.

The SSCED with the approval of the SSA#42 reserves the right, in its sole discretion, to modify this RFP, including but not limited to changes to the timeline or response content; to request clarifications or additional information from any Respondent after the submittal of RFP responses; or to reject any and all responses. The SSCED and the SSA#42 will not be responsible for any costs incurred by a Respondent or anyone affiliated with a Respondent in connection with this RFP.

VII. Proposal Requirements:

The Respondent must provide in the following with its response to this RFP:

- a. A copy of its City of Chicago and its State of Illinois licenses.
- b. The Respondent must provide evidence that they are in compliance and in good standing with all city, county and state regulations.
- c. A copy of documentation demonstrating that the Respondent has been granted a portion of spectrum to permit its current broadcasting.
- d. The Respondent must provide proof of commercial general liability, commercial auto liability, worker's compensation and employer's liability insurance and when applicable excess/umbrella liability insurance. The South Shore Chamber and the City of Chicago must be listed as an additional insured.
- e. The SSA#42 strongly encourages the utilization of local and minority and women owned business and a diverse workforce prioritizing those in its footprint. Hence, provide a listing of minority and women-owned businesses and a diverse workforce within the SSA #42's boundaries that currently provide work as a business and those that currently or you will commit to working with and/or hire at a minimum during the proposed contract period.
- f. Submit all requested information as cited above in sections II, IV, V, VI and this section.

VIII. Compliance with All Applicable Laws

The Respondent must be licensed to do business in Illinois.

The Respondent shall be responsible for acquiring any licenses and permits necessary to perform the services as outlined in this RFP.

The Respondent 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 Respondents' personnel providing services.

The Respondent shall adhere to the applicable laws and terms as cited in the SSCED's Agreement with the City of Chicago where cited that the SSCED's subcontractors must adhere to. See the following link. https://www.cityofchicago.org/content/dam/city/depts/dcd/ssa/2017SPA/SA42SPA2017_Redacted.pdf as amended The Respondent shall furnish proof of compliance with sections SSCED's Agreement with the City of Chicago upon request and in the form requested by SSCED or the City of Chicago.