

REQUEST FOR PROPOSAL (RFP) AMENDMENT
<b>RFP TITLE</b>
Request for Proposals Marketing and Event Management Services City of Highland Park, Illinois  Issued: October 14, 2019  No. of pages: Twelve (12)
<b>AMENDMENT</b>
Amendment #: One (1)  Issued: October 21, 2019  No. of pages including this page: Sixteen (16)
<b>INSTRUCTIONS</b>
1. Amend your copy of the RFP in accordance with the details below.  2. Retain amended copy for your file.  3. Acknowledge receipt of the amendment by email to <a href="mailto:chersch@cityhpil.com">chersch@cityhpil.com</a> .

This amendment forms part of the RFP document and modifies them as follows. It is understood that all other sections as detailed in our original RFP remain as stated.

Details of Amendment:

**Remove (No Replacement):**

SECTION I. PROJECT BACKGROUND. C. Event Overview. Paragraph 6:

The SSA also sponsors the District's Annual Arbor Day Celebration. The event offers family friendly activities, tree seedling giveaways, live raptors and much more. Approximately 300 people attend.

**Remove:**

Section II. A. 3. a. through p.

3. Managing events, which shall include, without limitation, the provision and coordination of:
  - a. Securing sponsorships to offset marketing, advertising, promotion, and/or event costs;
  - b. Vendor and entertainment contract negotiations for Arbor Day;

- c. Entertainment selection for Arbor Day;
- d. Event décor and staging (~~Arbor Day and the~~ Bags League portion of Food Truck Thursdays);
- e. Marketing of events
- f. Design, production and distribution of posters for ~~Arbor Day and~~ Food Truck Thursdays;
- g. Photography of ~~Arbor Day and~~ the Bags League portion of Food Truck Thursdays;
- h. Managing vendor applications, fee collection, records and deposits for Arbor Day;
- i. Collecting certificates of insurance from Arbor Day vendors;
- j. Scheduling health and fire inspections for Arbor Day;
- k. Logistics for events, (vendors, organization of set-up and break-down of equipment, loading and loading of equipment, vendor parking) for Arbor Day and Bags League Portion of Food Truck Thursdays;
- l. Security or Arbor Day;
- m. Staffing, including volunteers for Arbor Day;
- n. Rental equipment (including but not limited to barricades, generators, chairs, tables, linens, tenting, booths, sound system, electrical) for Arbor Day;
- o. Signage for Arbor Day and Bags League portion of Food Truck Thursdays;
- p. Trash management and removal, and clean-up for Arbor Day, and the Bags portion of Food Truck Thursdays

**Replace:**

**Section II. A. 3. a. through h.:**

- 3. Managing events, which shall include, without limitation, the provision and coordination of:
  - a. Securing sponsorships to offset marketing, advertising, promotion, and/or event costs;
  - b. Event décor and staging for the Bags League portion of Food Truck Thursdays;
  - c. Marketing of events
  - d. Design, production and distribution of posters for Food Truck Thursdays;
  - e. Photography of the Bags League portion of Food Truck Thursdays;
  - f. Logistics for the Bags League Portion of Food Truck Thursdays, (set-up and break-down of equipment, loading and loading of equipment, sponsor parking);
  - g. Signage for the Bags League portion of Food Truck Thursdays;
  - h. Trash management and removal, and clean-up for the Bags portion of Food Truck Thursdays;

**Remove:**

<b>INCOME</b>	
SSA 17 Annual Revenue	\$90,000
<b>TOTAL INCOME</b>	<b>\$90,000</b>
<b>EXPENSE-Operations</b>	
Legal (Estimate)	\$500
Licenses and Fees (Estimate Public Notices, Recording Fees for Renewal)	\$0
<b>Subtotal Operations</b>	<b>\$500</b>
<b>EXPENSES-Marketing, Events and Beautification</b>	
Marketing Contractor Retainer: 1. Merchant outreach & communication; 10 press releases (for all events); Draft social media content; Coordinate and forward social media content to City to tie in all things RBD for All events (Arbor Day, FTT, Bags), individual store openings/happenings, links (Ravinia Festival schedule, etc.) and all other media outlets \$15,000 2. Coordinate Arbor Day Event; event planning and development; business outreach; creative and production of signs, ads and flyers, and distribution of event flyers throughout City; Administer permits, vendor sign up forms, loading, unloading, parking rules. \$5,000 3. Coordinate Weekly Bags League Tournaments in Brown Park or Ravinia School (board & bags, score board, signage, set up, marketing, sponsors, trash) \$12,250	\$32,250
Marketing Contractor Expenses: District Marketing & Advertising Campaign, including Sticky Notes & Creative Production	\$12,000
Bensidoun Weekly Event Maintenance - Food Truck Thursdays	\$500
Marketing Beautification: 1. Seasonal Décor - (flora & fauna accents / corn stalks, hay bales & pumpkins / gift boxes & toy soldiers) \$4,000 2. Repair and Install Twinkle Lights on Tree in Jens Jensen for FTT \$1,000	\$5,000
Marketing Communication/Signage: Creative and Production (includes graphic design and purchasing images) for Branded District Banners, Event Banners, Event Signage and Event Posters	\$8,000
Other 1. Arbor Day Entertainment – Raptors \$750 2. Food Truck Thursdays Park Permit Fee \$1,200 3. Refundable Deposit \$50 4. Deposit Refund (\$50) 5. Booking and Management of Entertainment for Food Truck Thursdays (includes assistance with moving stage and other equipment to and from the park and placing signs weekly) \$21,000	\$22,950
<b>Subtotal Marketing</b>	<b>\$80,700</b>
<b>EXPENSE-Staff</b>	
SSA Management (Avg. 20 Hours Mo – increase due to increased salary and hours)	\$8,200
<b>Subtotal Payroll/Benefits</b>	<b>\$8,200</b>
<b>TOTAL EXPENSES</b>	<b>\$89,400</b>

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Other 1. Event Sponsorships \$5,750 (may include marketing) 2. Food Truck Thursdays Park Permit Fee \$1,200 3. Refundable Deposit \$50 4. Deposit Refund (\$50) 5. Booking and Management of Entertainment for Food Truck Thursdays (includes assistance with moving stage and other equipment to and from the park and placing signs weekly) \$21,000	\$27,950
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REQUEST FOR PROPOSALS  
MARKETING & EVENTS MANAGEMENT SERVICES  
CITY OF HIGHLAND PARK, ILLINOIS

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Issue Date: October 14, 2019  
Proposals Due: November 1, 2019 at 12:00 p.m. CDT

[cityhpil.com](http://cityhpil.com)

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Marketing and Event Management Services  
City of Highland Park, Illinois

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# Request for Proposals Marketing and Event Management Services City of Highland Park, Illinois

The City of Highland Park, Illinois, requests proposals from qualified applicants for the provision of marketing, public relations, event development, production, and management services for Special Service Area Number 17 in the Ravinia District for three consecutive automatically renewable one-year terms, which coincide with the term of the SSA, for an annual amount not to exceed \$44,250, including expenses.

For the purpose of this Request for Proposals ("RFP") and the anticipated agreement, "City" means the City of Highland Park; "Services" means marketing, public relations, event development, production, and management services, as more fully described in this RFP; "SSA" means Special Service Area Number 17; "RD" means the Ravinia District; and the "TIF District" means the Ravinia District Tax Increment Financing District.

The selected applicant will be invited to enter into an agreement with the City, in a form to be provided by the City ("Agreement"). The City Council has the ultimate authority to approve any proposal and to authorize execution of an Agreement. Award of an Agreement in response to this RFP is contingent entirely on approval of the extension of SSA 17, which is scheduled to be considered by the City Council on November 25, 2019.

KEY DATES	
Release of RFP	October 14, 2019
Questions Due from Applicants	October 21, 2019 by 12:00 PM CST
Response to Questions Posted on the City's Website	October 25, 2019
<b>Proposal Due Date</b>	<b>November 1, 2019 12:00 PM CST</b>
Schedule Interviews with Contractor(s)	Week of November 4, 2019
Interview Contractor(s)	November 13 and 14, 2019
Select Contractor	Week of November 18, 2019
Agreement Finalized	Week of December 20, 2019
Award of Contract by the City Council	January 13, 2020
Contractor to Commence Work	January 14, 2020

## **SECTION I: PROJECT BACKGROUND**

### **A. Community Overview**

Twenty-three miles north of Downtown Chicago, the City of Highland Park is nestled along five miles of Lake Michigan shoreline, and near the center of the metropolitan area's most affluent residential markets. Highland Park is a thriving community with a diverse population of more than 29,000, a stable economic base, more than 875 businesses employing more than 14,000, top-rated schools, and a university-affiliated hospital. It is also easily accessible from Route 41, Interstate 94 and Interstate 294, and is served by PACE Bus and 3 Metra stations.

The City's businesses enjoy the benefit of an active Office of Business Development, the Business and Economic Development Advisory Group, Chamber of Commerce, Downtown Highland Park Alliance, Briergate Business Association District, Ravinia TIF District Advisory Group, and the Ravinia District Special Service Area 17 Advisory Group, which together help to promote a favorable business climate and community by providing leadership for the improvement of economic, civic, cultural and social interests.

The City of Highland Park operates under a Council-Manager form of government, in which a Mayor and six City Council members are elected at large. The Park District of Highland Park is a separate municipal agency, as are the City's elementary/middle and high school districts.

# Request for Proposals Marketing and Event Management Services City of Highland Park, Illinois

Additional information about the City of Highland Park can be found on the [City's website](#).

## **B. Ravinia District Overview**

The Ravinia District is a walkable secondary local hub of the community, and the neighborhood of the world-renowned Ravinia Festival. A broad range of convenience commercial activities occur within the RD. The Metra commuter train provides easy access to the RD and offers City residents, customers and employees' frequent service between the RD and downtown Chicago and Kenosha, Wisconsin. The RD has withstood substantial change and challenges over the past several years. These include the development of regional shopping malls and big box stores, changes in the retail industry, and fluctuations in the economy. The City's recent investment in revitalizing the District, including streetscape improvements, events and marketing, has attracted new businesses, private investment and encouraged redevelopment.

## **C. Event Overview**

The Ravinia District of Highland Park has become recognized as the North Shore 'go-to' hot spot on Thursday nights due to its immensely popular Food Truck Thursdays. Each week between June and September more than a dozen food trucks line-up on Dean Avenue to cater to a dining culture that brings families and people of all ages out to enjoy everything from standard kid-friendly fare to the more out-of-the-box fusion and gourmet creations. Adult beverages are available from local restaurants. Family-friendly crafts and activities in Jens Jensen Park round out the fun for everyone.

The City is in the process of renewing a Special License Agreement with Bensidoun USA for the operation and marketing of Food Truck Thursdays. Together with Bensidoun USA, the Ravinia District SSA 17 (for more information about SSA 17, see page 5) sponsors Food Truck Thursdays. The Ravinia District SSA 17 covers the cost of supplemental marketing and operations for this event, which includes street banners, posters, ads and signage, as well as area maintenance.

The SSA also sponsors music for Food Truck Thursdays in Jens Jensen Park (Park), which is adjacent to Dean Avenue. The SSA engages an independent contractor to provide music management services for Food Truck Thursdays. Simultaneous to this RFP, the City has issued an RFP for an independent contractor to provide event music management services for the music portion of Food Truck Thursdays.

In 2019, a Bags League tournament joined the mix of activities in Jens Jensen Park, as it is a burgeoning sport with its own following. The League broadened awareness of the district and brought a number of regular visitors to area. The selected marketing and event contractor will be responsible for producing the Bags League portion of Food Truck Thursdays. This includes obtaining and managing sponsors, acquisition and maintenance of boards, bags and signage, and marketing.

To support local commerce, local restaurants with a valid liquor license and a State of IL Liquor Control Commission Special Event License sell their beverage specialties in the Park. To benefit from the event, some local businesses stay open late on Thursdays. Restaurants in the District continue to benefit from the event, as well.

The SSA also sponsors the District's Annual Arbor Day Celebration. The event offers family friendly activities, tree seedling giveaways, live raptors and much more. Approximately 300 people attend.

## **D. Ravinia District Tax Increment Financing District**

In 2005, the City Council established the Ravinia Tax Increment Financing District (TIF) to foster redevelopment and strategic improvements along Roger Williams Avenue. For up to date information about the Ravinia District TIF, please visit the [City's website](#).

## **E. Ravinia District Market Study**

In 2008, the City, local property owners, merchants, and the Ravinia Neighbors Association (a non-profit organization devoted to preserving the unique character of the Ravinia neighborhood) joined informally and together are committed



## Request for Proposals Marketing and Event Management Services City of Highland Park, Illinois

to improving and regenerating the RD. Following discussions among members of the informal group during the latter part of 2008, it was determined that the City should solicit proposals from consulting firms to provide a market analysis of the TIF District.

In 2009, the City Council approved a consulting agreement with the Community Land Use and Economics Group, Inc. ("CLUE Group") for completion of a retail market analysis of the RD, as well as a strategic plan for retail and mixed-use development.

Upon completion of the study in April of 2010, the consultants presented their findings at a public meeting. In conjunction with the presentation of these findings, a RD advisory committee ("Committee") was appointed by the Mayor. Presently, the Committee is comprised of property owners, representatives of the City Council, City staff, Ravinia Festival, the Chamber of Commerce, and business owners and Ravinia neighborhood residents. The Committee met with the consultants to review the market analysis and the playbook (an addendum to the market study report intended to support the implementation of the study's findings and recommendations). Subsequently, the Committee refined and prioritized the consultant's recommendations. On August 9, 2010, the City Council unanimously accepted the [Ravinia Market Analysis Report and amended Playbook](#), as recommended by the Committee.

In summary, the market study report recommends pursuing two compatible market-based strategies. The first strategy involves increasing the number of convenience retail and service-related businesses within the Ravinia neighborhood. As noted in the report, this objective can be attained by initiating actions, including increasing the District's daytime population and increasing weekend activities within the Ravinia District.

The second strategy, which centers upon increasing the number of dining and small scale entertainment options in the RD, is most easily supported through increasing evening activities within the RD, enhancing gateways and way-finding signage within the RD, and furthering outreach efforts to users of both Ravinia Festival and the Green Bay Trail.

Finally, general actions that support the furtherance of both strategies included: the establishment of an SSA to fund marketing and events efforts to attract residents and visitors to the area and to enhance business attraction and retention, which is directed by the Ravinia District SSA Advisory Group; implementation of distinct identity branding for the RD, which was recommended through the TIF; and stimulating the redevelopment and/or adaptive re-use of existing buildings.

The brand identity has been implemented via signage. The TIF Streetscape Project has been initiated with installation of new streetlights with banner poles, which are expected to be installed by year-end. The SSA plans to provide the benches, bike racks and trash receptacles, as identified in the Ravinia District Streetscape Plan.

### **F. Special Service Area Number 17 Overview**

On December 9, 2013, to enhance the quality of the business and community environment, and increase the economic impact of the RD, the City Council approved Special Service Area No. 17 to fund marketing, events and beautification in the RD. The SSA was extended for a second three-year term, January 1, 2016 – December 31, 2019. The City has received a request to extend the SSA for an additional three-year term, from January 1, 2020 through December 31, 2022.

The SSA boundaries include:

- Commercial, mixed-use commercial/residential rental properties in the B2-RW and RM2 zoning districts;
- The City parking lots on the north and south west side of St. Johns Avenue;
- Brown Park;
- The Union Pacific Ravinia Train Station;
- The City parking lot between the Ravinia train station and the east side of Burton Avenue;
- The east side of Burton Avenue bordering Brown Park;
- Jens Jensen Park, and;
- Dean Avenue between Roger Williams and St. Johns Avenue.

# Request for Proposals

## Marketing and Event Management Services

### City of Highland Park, Illinois

The SSA does not include residential condominiums with separate real estate tax PINS that are within the SSA's boundaries, to the extent allowed by law. SSA funds can be spent on the parks and any other area within the SSA.

The SSA is funded by an additional commercial property tax on specified properties within the SSA. The three year SSA annual budget/levy is \$90,000. Costs include marketing, public relations, events, banners and expanded beautification. The SSA funds are utilized to revitalize and promote the RD.

#### **SECTION II: PROJECT SCOPE**

To achieve the objectives of SSA 17, the City of Highland Park is seeking an independent contractor to promote the district and promote and produce events in the RD to ultimately increase consumer visits to the area and attract new businesses. The goals and activities of the contractor will be guided by the RD Advisory Group and managed by the City's Office of Business Development. The contractor will report to the City's Business Development Manager. The contractor will also work with committees, sub-contractors and volunteers to produce events and programs.

The purpose of this RFP is to invite qualified contractors to submit proposals for the provision of marketing, public relations, and event development and production services for the RD, January 1, 2020 through December 31, 2022, as more fully described in this section.

#### **A. Services**

The contractor will be responsible for raising public awareness of the RD locally and regionally by developing and implementing an integrated marketing campaign that may include: an on-going advertising; development, promotion and production of events; production (and/or outsourcing for) materials; preparation of monthly activity and financial reports for the RD Advisory Group; tracking data; and maintaining databases, while adhering to the approved budget of \$44,250, including expenses.

More specifically, the Services shall include the following:

1. Creating effective marketing, public relations and social media campaigns to:
  - a. To promote the RD and increase its visibility as a regular destination and attraction of consumers;
  - b. Promote RD events, in order to increase attendance, and increase the number of consumers in the RD during events;
  - c. Attract quality restaurants and retailers that draw customers from the region.
2. Developing and implementing events to attract residents and visitors to support the District businesses, as well as attract new businesses to the District (budget would be increased for additional events);
3. Managing events, which shall include, without limitation, the provision and coordination of:
  - a. Securing sponsorships to offset marketing, advertising, promotion, and/or event costs;
  - b. Vendor and entertainment contract negotiations for Arbor Day;
  - c. Entertainment selection for Arbor Day;
  - d. Event décor and staging (Arbor Day and the Bags League portion of Food Truck Thursdays);
  - e. Marketing of events
  - f. Design, production and distribution of posters for Arbor Day and Food Truck Thursdays;
  - g. Photography of Arbor and the Bags League portion of Food Truck Thursdays;

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- h. Managing vendor applications, fee collection, records and deposits for Arbor Day;
  - i. Collecting certificates of insurance from Arbor Day vendors;
  - j. Scheduling health and fire inspections for Arbor Day;
  - k. Logistics (vendors, organization of set-up and break-down of equipment, loading and unloading of equipment, vendor parking) for Arbor Day and Bags League Portion of Food Truck Thursdays;
  - l. Security for Arbor Day;
  - m. Staffing, including volunteers for Arbor Day;
  - n. Rental equipment (including but not limited to barricades, generators, chairs, tables, linens, tenting, booths, sound system, electrical) for Arbor Day;
  - o. Signage for Arbor Day and Bags League portion of Food Truck Thursdays;
  - p. Trash management and removal, and clean-up for Arbor Day, and the Bags portion of Food Truck Thursdays;
- 4. Choosing effective media outlets that best serve the events being presented;
  - 5. Arranging publicity/media coverage, including interviews and appearances at events (if deemed appropriate);
  - 6. Provide information to City staff about businesses and events in the district to be posted on the City's website and/or social media;
  - 7. Coordinating SSA activities with District businesses to increase activity and local spending in the RD;
  - 8. Creating marketing opportunities for all RD businesses;
  - 9. Creating connections to Ravinia Festival;
  - 10. Creating cross-promotion incentives for existing shoppers to use at RD businesses;
  - 11. Listing RD businesses on relevant websites + SEO;
  - 12. Coordinating with a graphic designer to develop collateral materials (flyers, postcards, posters, advertisements, etc.) that integrate with the City and RD branding;
  - 13. Maintaining promotional materials at events;
  - 14. Tracking costs, and financial documentation;
  - 15. Creating media kits and sponsorship packages for events;
  - 16. Invoicing and tracking sponsor revenues;
  - 17. Preparing benchmark reports by collecting, analyzing, and summarizing event data;
  - 18. Arranging and communicating alternate event parking in the RD.

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**B. Budget**

The annual budget for the SSA is \$90,000. The contractor's marketing expenses shall be reimbursed by the SSA provided that the expenses are approved by the City and do not exceed the SSA's marketing budget. The selected applicant may also secure sponsorships to offset their costs.

**RAVINIA DISTRICT SSA 17 2020 BUDGET**

<b>INCOME</b>	
SSA 17 Annual Revenue	\$90,000
<b>TOTAL INCOME</b>	<b>\$90,000</b>
<b>EXPENSE-Operations</b>	
Legal (Estimate)	\$500
Licenses and Fees (Estimate Public Notices, Recording Fees for Renewal)	\$0
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<b>TOTAL EXPENSES</b>	<b>\$89,400</b>

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**SECTION III: MINIMUM QUALIFICATIONS**

The City encourages proposals from any applicants meeting the following minimum qualifications:

1. At least five years of experience providing marketing, public relations, project management, and event production services to a municipality or governmental agency; and
2. Ability to work evenings and weekends, as necessary;
3. Possess integrity and have a high sense of personal and professional ethics;
4. Understand the local market, media landscape and have an ability to meet goals and objectives;
5. Willingness to serve as an extension of the Advisory Committee and the City;
6. Follow a management style that involves a “no surprises” approach in presenting all matters to the City;
7. Ability to provide detailed and accurate information concerning project activities, measure success, and report progress and outcomes on an ongoing basis;
8. Be able to encourage a cooperative climate and working relationship among property owners, business owners, the City, and vendors;
9. Ability to work effectively with small businesses;
10. Service minded and comfortable working in a community that expects a high level of responsiveness; and
11. Pre-existing relationships with potential sponsors.

**SECTION IV: SUBMITTAL REQUIREMENTS**

All proposals must be signed by an authorized official. Proposals that contain omissions, erasures, alterations, conditional quotes, or that contain irregularities of any kind may be rejected.

All proposals must be prepared in the following format:

1. A response to the Project Scope outlined in Section II and a description of how each of the Services would be provided. Indicate what, if any, additional tasks may be necessary or advisable.
2. Proposed Flat Contractor Fee schedule for the Services to be provided, with a breakdown of tasks.
3. A timeline for implementing the Services.
4. Name of the firm and designated representative, including a direct telephone number, cellular phone number and email;
5. A list of names and addresses of all owners, officers of the corporation, partners in the partnership or managers and members in the limited liability company;
6. If incorporated or a limited liability company, the State and date of incorporation;

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7. Office address, main telephone number and website address;
8. Number of years at the above address;
9. The names, addresses, phone numbers, and email addresses of three client references (preferably local government entities) who received similar Services to those described herein;
10. A description of the team structure that would be used to provide the Services;
11. A list of key personnel that would provide the Services, which must include descriptions of each individual's relevant professional experience. This list should indicate which key personnel would perform each function;
12. The name of the staff liaison that would be responsible for managing timelines and the budget;
13. A brief overview of your firm's history and philosophy;
14. An in-depth list of the firm's capabilities;
15. A description of how your firm differentiates itself from its competitors;
16. A description of any personal or corporate business and staff members or their immediate family have with the City or its employees;
17. A description of your experience within the City's local and regional market;
18. List any media, analyst or online influencer relationships you have within our market;
19. An explanation of your firm's ability to enhance branding efforts of the RD through strategic media outreach in such a way that the RD's unique mix of merchants and restaurants, location walk-ability, events and overall environment stand out;
20. Provision of a minimum of three samples of collateral press releases that demonstrate strong writing technique based on media outlet, social media campaigns, and other related material;
21. Provision of brief case histories that illustrate ability and experience related to the City's need, and existing examples of the proposing firm's familiarity with the City;
22. Identification of any operational areas for which the proposing firm might expect to use subcontractors, describing the services and roles that each subcontractor might assume in providing services, and;
23. Indication of the method project management if subcontractors or volunteers will be used.

**SECTION V: EVALUATION OF PROPOSALS**

Proposals submitted will be evaluated by the City's Review and Selection Committee ("Selection Committee"). The Selection Committee will consist of representatives of the City Manager's Office ("CMO"), the City's Public Works Department and the Ravinia District Advisory Committee. The Selection Committee will evaluate all properly submitted proposals, and will grade and rank all proposals with respect to the Project Scope and Submittal Requirements set forth in this RFP, including without limitation, the responsiveness of the proposal.

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Marketing and Event Management Services  
City of Highland Park, Illinois**

As part of the selection process, the Selection Committee may interview none, some or all of the applicants for the Agreement. The Selection Committee will then make a recommendation of which applicant should be awarded the Agreement to the City Manager's Office ("CMO"). The CMO will present the recommendation to the City Council for formal consideration. The results of the RFP process will be posted on the [City's website](#) and all applicants will be notified by electronic mail.

The City reserves the right to retain all proposals submitted and use any idea in a proposal regardless of whether or said proposal is selected.

The City reserves the right to make clarifications, corrections, or changes in this Request for Proposals at any time prior to the deadline for submission of proposals. Applicants should check the [City's website](#) for clarifications, corrections, or changes to the RFP.

**SECTION VI: SUBMITTAL PROCEDURES**

**A. Questions and Clarifications**

All questions regarding this Request for Proposals should be directed in writing to [chersch@cityhpil.com](mailto:chersch@cityhpil.com).

Questions will be accepted until 12:00 p.m. CST on Monday, October 21, 2019. All questions and responses will be compiled and posted on the City's website by Friday, October 25, 2019.

All contacts regarding the proposal should be with the above-named individual only. Applicants should not contact other City staff or City officials.

**B. Submission of RFP Proposals**

Please deliver one digital copy of the proposal via email to [chersch@cityhpil.com](mailto:chersch@cityhpil.com), and five hard copies to:

Carolyn Hersch, Business Development Manager  
City of Highland Park  
1707 St. Johns Avenue  
Highland Park, Illinois 60035

Proposals shall not exceed 20 pages in length, which page limit shall not include any company brochures.

Proposals must be received no later than 12:00 p.m. CST, Monday, November 1, 2019 ("**Deadline**"). Proposals will not be opened publically. Proposals submitted after the Deadline will not be opened. No oral, telephone, or facsimile proposals will be considered.

Submission of a proposal indicates acceptance by the contractor of the conditions contained in this RFP unless clearly and specifically noted in the proposal submitted and confirmed in the subsequent Agreement between the City and the contractor selected.

**C. Standard Terms and Conditions**

Proposals submitted are offers only, and the decision to accept or reject is a function of quality, reliability, capability, reputation, and expertise of the firms submitting proposals. Issuance of this RFP does not obligate the City to pay any costs incurred by an applicant in its submission of a proposal or conducting any necessary studies or creating any necessary designs for the preparation of that proposal, or for procuring or contracting for the services to be furnished under this RFP.

**Request for Proposals  
Marketing and Event Management Services  
City of Highland Park, Illinois**

An applicant may withdraw its proposal, either personally or by written request, at any time prior to the Deadline for submittals. No proposal shall be withdrawn for 60 days after the date set for opening proposals. Proposals shall be subject to acceptance during this period.

The City reserves the right to accept the proposal that is, in its judgment, the best and most favorable to the interests of the City and to the public; to reject the proposal with the lowest cost to the City; to accept any item of any proposal; to reject any and all proposals; and to waive irregularities and informalities in any proposal submitted or in the RFP process; provided, however, that the waiver of any prior defect or informality shall not be considered a waiver of any future or similar defect or informality. Firms should not rely upon, or anticipate, such waivers in submitting their proposal.