

NOTICE OF MEETING OF THE
ECONOMIC DEVELOPMENT AND MARKETING COMMITTEE

Notice is hereby given that a meeting of the Economic Development and Marketing Committee of the Village of Tinley Park, Cook and Will Counties, Illinois, will begin at 7:30 p.m. on Tuesday, May 23, 2017, in the Council Chambers at the Village Hall of Tinley Park, 16250 S. Oak Park Avenue, Tinley Park, Illinois.

The agenda is as follows:

1. OPEN THE MEETING.
2. REVIEW THE COMMITTEE'S ASSIGNED RESPONSIBILITIES UNDER ORDINANCE 2017-O-040.
3. DISCUSS APPROVAL OF LAKOTA GROUP OF DOWNTOWN PLAZA PLAN.
4. RECEIVE COMMENTS FROM THE PUBLIC.

ADJOURNMENT

KRISTIN A. THIRION
VILLAGE CLERK

**PAMPHLET
FRONT OF PAMPHLET**

ORDINANCE NO. 2017-O-040

**AN ORDINANCE AMENDING CERTAIN SECTIONS OF TITLE III
CHAPTER 30 OF THE TINLEY PARK MUNICIPAL CODE ENTITLED
“BOARD OF TRUSTEES” PERTAINING TO STANDING COMMITTEES
AND CONSENT AGENDA ITEMS**

Published in pamphlet form this 16th day of May, 2017, by Order of the Corporate
Authorities of the Village of Tinley Park, Cook and Will Counties, Illinois.

By:

A handwritten signature in black ink, appearing to read 'Kristin A. Thirion', is written over a horizontal line.

KRISTIN A. THIRION, Village Clerk

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WHEREAS, Section 6(a) of Article VII of the 1970 Constitution of the State of Illinois provides that any municipality which has a population of more than 25,000 is a home rule unit, and the Village of Tinley Park, Cook and Will Counties, Illinois, with a population in excess of 25,000 is, therefore, a home rule unit and, pursuant to the provisions of said Section 6(a) of Article VII, may exercise any power and perform any function pertaining to its government and affairs, including, but not limited to, the power to tax and to incur debt; and

WHEREAS, the Corporate Authorities hereby desire to amend Title III, Chapter 30 Section 40 of the Tinley Park Municipal Code to conform the committee structure to reflect the actual operations of the Village; and

WHEREAS, the Corporate Authorities hereby desire to amend Title III, Chapter 30 Section 20(C)(1) of the Tinley Park Municipal code to allow for the placement of items previously and unanimously approved by a standing committee to be placed on the consent agenda; and

WHEREAS, the Corporate Authorities of the Village of Tinley Park, Cook and Will Counties, Illinois, have determined that it is in the best interests of said Village of Tinley Park to amend the aforementioned provisions of the Tinley Park Municipal Code pursuant to this Ordinance; and

NOW, THEREFORE, BE IT ORDAINED by the President and Board of Trustees of the Village of Tinley Park, Cook and Will Counties, Illinois, as follows:

Section 1: The Preambles hereto are hereby made a part of, and operative provisions of, this Ordinance as fully as if completely repeated at length herein.

Section 2: That Title III Chapter 30 Section 20(C)(1) (30.20(C)(1) of the Tinley Park Municipal Code entitled "Order of Business; Consent Agenda" is hereby amended by adding the following underlined text:

(C) (1) The Village Manager shall prepare an agenda for each meeting of the Village Board, including a consent agenda. The consent agenda shall include all items of a routine and non-controversial nature which shall be limited to the following:

- (a) Appointments of officers or employees;
- (b) Payments of all bills, including payroll;
- (c) Honorific resolutions;
- (d) Proclamations;
- (e) Approval of block parties, parades and fundraisers;
- (f) Authorizing advertising for bids;
- (g) Authorizing reductions in or release of letters of credit; and
- (h) Setting hearing dates and times.
- (i) Items of a routine nature previously and unanimously approved by a Standing Committee

Section 3: That Title III Chapter 30 Section 40 (30.40) of the Tinley Park Municipal Code entitled "STANDING COMMITTEES" is hereby amended by deleting the language in its entirety and replacing it with the underlined text as follows:

The following are hereby established as the Standing Committees of the Board of Trustees of the Village:

(A) **Finance Committee shall have the following functions:**

- (1) Oversee preparation of Annual Budget, Financial Reporting and audit functions;
- (2) Oversee revenue generation activities including property tax levies, sales tax, and other taxes imposed by the village;
- (3) Oversee long-term financing/ bonds.

(4) Oversee all matters and recommendations from the Treasurer's Office

(B) Community Development shall have the following functions:

(1) Oversee comprehensive planning of village-uses-both development and redevelopment;

(2) Oversee planning requests including development and redevelopment;

(3) Oversee requests for zoning and building ordinance variances;

(4) Oversee compliance with village zoning, building and health ordinances;

(5) Oversee incorporation of Green Initiatives into codes where applicable/ practical;

(6) Oversee Building Code changes;

(7) Oversee consumer protection initiatives.

(C) Public Safety Committee shall have the following functions:

(1) Oversee matters of public safety including police, fire and emergency management services;

(2) Oversee outsourced services related to provision of public safety services (ambulance).

(D) Administration and Legal shall have the following functions:

(1) Oversee all matters concerning the organization, reorganization and efficient management of Village government;

(2) Oversee and monitor federal and state legislation and administrative regulations in which the Village may have an interest;

(3) Oversee human resources activities, including compensation and collective bargaining and internal communications.

(4) Oversee outsourced Service Agreements in conjunction with departments/ liaisons;

(5) Periodically review and make recommendations for changes to the Village Code.

(E) Public Works Committee shall have the following functions:

(1) Oversees matters of Village infrastructure and maintenance of streets, sanitary sewers and water lines under village jurisdiction;

(2) Oversees the village flood mitigation program and maintenance of supporting infrastructure (detention, retention) under village jurisdiction;

(3) Oversees outsourced services for engineering maintenance;

(4) Oversees coordination/ communication with other jurisdiction/ agencies.

(F) Economic Development and Marketing shall have the following functions:

(1) Oversee economic development efforts including special taxing areas and tax increment financing districts;

(2) Oversee and review all Economic Incentive policies and Agreements;

(2) Identify, develop and oversee the marketing of the Village assets and programs;

(3) Identify and develop initiatives to achieve economic gain to the Village while preserving the integrity of the Village and its brand;

(4) Oversee communications with external constituencies.

(G) The following Standing Committees shall hold their regular meetings on the Second Tuesday of each Month at 7:30 p.m.:

(1) The Public Works Committee;

(2) The Community Development Committee;

(3) The Public Safety Committee.

(I) The following Standing Committees shall hold their regular meetings on the Fourth Tuesday of each month at 7:30 p.m.:

(1) The Finance Committee;

(2) The Economic Development and Marketing Committee;

(3) The Administration and Legal Committee.

Section 4: Any policy, resolution, or ordinance of the Village of Tinley Park that conflicts with the provisions of this Ordinance shall be and is hereby repealed to the extent of such conflict.

Section 5: That this Ordinance shall be in full force and effect from and after its adoption and approval.

Section 6: The Village Clerk be and hereby is authorized and directed to publish this Ordinance in pamphlet form.

ADOPTED this 16th day of May , 2017, by the Corporate Authorities of the Village of Tinley Park on a roll call vote as follows:

AYES: Younker, Pannitto, Berg, Brady, Glotz, Mangin

NAYS: None

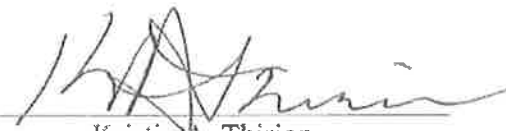
ABSENT: None

APPROVED this 16th day of May , 2017, by the President of the Village of Tinley Park.



Jacob C. Vandenberg
Village President

ATTEST:



Kristin A. Thirion
Village Clerk

**PAMPHLET
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Tinley Park, Cook and Will Counties, Illinois.

MEMORANDUM



To: Economic Development and Marketing Committee

From: David Niemeyer, Village Manager

cc: Village Board

Date: May 19, 2017

Re: Lakota Group Proposal for Business, Programming and Marketing Action Plan for Downtown Tinley Plaza

One of the action steps in the Branding Plan developed last year by Roger Brooks was a Business, Programming and Marketing Action Plan for Downtown Tinley Plaza. Brooks and another consultant, the Lakota Group, submitted RFQs. The RFQ is attached. The Branding Leadership Team Marketing Subcommittee interviewed both firms.

The staff recommendation is to hire Lakota Group. Lakota Group has significant experience in downtown development in the Chicago area, including Homewood, Evanston and Highland Park. We believe they will bring a good mix of planning, marketing, and plaza programming to the project.

Lakota has given us a proposal, but we asked them to rework it and develop a more aggressive timetable. I expect to get that over the weekend and I will forward to the Committee. I expect it to be under \$80,000. (The Brooks proposal is \$85,000). The proposal will include opportunities for public input and also working with the Village Board and staff to synthesize our downtown planning efforts with planning of the plaza. We have asked them to work with us to further develop the current proposed plaza site on North Street so the plaza can be incorporated with the design and construction of the North Street development and the storm sewer line being constructed from Freedom Pond to the downtown area.

The study is expected to be completed in three to five months.



Village of Tinley Park, Illinois

REQUEST FOR QUALIFICATIONS (RFQ)

2017-RFQ-005

BUSINESS, PROGRAMMING AND MARKETING ACTION PLAN FOR DOWNTOWN TINLEY PLAZA

This document is a request for qualifications (RFQ) from agencies and/or firms with extensive experience in creating business, programming and marketing action plans in preparation for the design and build of a year-round, programmed, public gathering plaza in Downtown Tinley Park.

GENERAL REQUIREMENTS: Proposers are to submit six (6) packets, to be **opened and evaluated in private**. Submit **one original plus five copies** of the proposals.

SUBMISSION LOCATION: Village of Tinley Park – Clerk's Office
16250 South Oak Park Avenue
Tinley Park, IL 60477

SUBMISSION DATE: **Monday, April 17, 2017 by 4:30 P.M.** Proposals received after the time specified will not be opened/accepted.

CONTACT/QUESTIONS: Submit questions via email to: Village of Tinley Park, attention Donna Framke, at dframke@tinleypark.org or via phone to: (708) 444-5045. Questions are required no less than three (3) business days prior to the proposal opening date. **Absolutely no informal communication shall occur regarding this RFQ, including requests for information, or communication between offerors or any of their individual members and any Village elected official or employee. All questions will be answered with a copy of the question and answer to each proposer.**

CONTENTS: The following sections, including this cover sheet, shall be considered integral parts of this solicitation:

- *Notice of RFQ
- *General Terms and Conditions
- *Project Scope
- *Submission Requirements

GENERAL TERMS AND CONDITIONS

1. Negotiations:

The Village of Tinley Park reserves the right to negotiate specifications, terms and conditions, which may be necessary or appropriate to the accomplishment of the purpose of this RFQ.

2. Confidentiality:

RFQs are subject to the Illinois Freedom of Information Act.

3. Reserved Rights:

The Village of Tinley Park reserves the right at any time and for any reason to cancel this RFQ or any portion thereof, and to reject any or all proposals. The Village reserves the right to waive any immaterial defect in any proposal. The Village may seek clarification from a proposer at any time, after the submission date, and failure to respond promptly is cause for rejection.

4. Incurred Costs:

The Village of Tinley Park will not be liable for any costs incurred by respondents in replying to this RFQ.

5. Award:

Award will be based on the highest ranked responsive, responsible proposer based upon the evaluation criteria established by the Village of Tinley Park, in its sole discretion. Award will be based on the evaluation criteria set forth herein.

6. Discussion of RFQ:

The Village of Tinley Park may conduct discussions with any proposer who submits an RFQ. During the course of such discussions, The Village shall not disclose any information derived from one RFQ to any other proposers.

7. Contract Period:

Time is of the essence. The consultant shall be able to devote sufficient resources to this project.

8. Responsibility & Default:

The Proposer shall be required to assume responsibility for all items listed in this RFQ. The successful proposer shall be considered the sole point of contact for purposes of this contract.

9. **Consultants:**

If consultants/sub consultants are to be used, your firm must list and identify the name and qualifications of the consultants/sub consultants, history of the consultant's firm, list of previous work completed, references and similar projects.

10. **Payments:**

Payments shall be made in accordance with the Local Government Prompt Payment Act.

11. **Interpretations or Correction of Request for Proposals:**

Proposers shall promptly notify the Village of any ambiguity, inconsistency or error that they may discover upon examination of the RFQ. Interpretation, correction and changes to the RFQ, if any, will be made by written addendum. Interpretation, corrections or changes made in any other manner will not be binding.

12. **Addenda:**

Addenda are written instruments issued by the Village prior to the date of receipt of proposals, which modify or interpret the RFQ by addition, deletions, clarifications or corrections. Each proposer shall ascertain prior to submitting a proposal packet that all addenda issued have been received, and by submission of a proposal packet, such act shall be taken to mean that such proposer has received and understands fully the contents of the addenda.

13. **Taxes:**

The Village is exempt from paying certain Illinois State Taxes.

14. **Non-Discrimination:**

Proposer shall comply with the Illinois Human Rights Act, 775 ILCS 5/1-101 et seq., as amended and any rules and regulations promulgated in accordance therewith, including, but not limited to the Equal Employment Opportunity Clause, Illinois Administrative Code, Title 44, Part 750 (Appendix A), which is incorporated herein by reference. Furthermore, the proposal shall comply the Illinois Drug Free Workplace Act, Title 44, Chapter 10.

15. **Insurance: *Please submit certificate with your proposal***

The Proposer must obtain, for the Contract term and any extension of it, insurance issued by a company or companies qualified to do business in the State of Illinois and provide The Village with evidence of insurance. Insurance in the following types and amounts is necessary:

☐ **Worker's Compensation Insurance** covering all liability of the Proposer arising under the Worker's Compensation Act and Worker's Occupational Disease Act at statutory limits.

☐ **General Liability:**

General Aggregate Limit	\$2,000,000
Each Occurrence Limit	\$1,000,000

- ☐ **Professional Liability** to include, but not limited to, coverage for Errors and Omissions to respond to claims for loss therefrom.

General Aggregate Limit	\$2,000,000
Each Occurrence Limit	\$1,000,000

- ☐ **Comprehensive Automobile Liability, Bodily Injury, Property Damage:**

General Aggregate Limit	\$1,000,000
Each Occurrence Limit	\$500,000

Proposer agrees that with respect to the above required insurance, The Village of Tinley Park, shall:

- Be named as additional insured **by endorsement** as their interest may appear;
- Be provided within thirty (30) days notice, in writing, of cancellation or material change;
- Be provided with Certificates of Insurance evidencing the above-required insurance, prior to commencement of the Contract and thereafter with certificates evidencing renewals or replacements of said policies of insurance at least fifteen (15) days prior to the expiration of cancellation of any such policies.

16. Change in Status:

The Proposer shall notify the Village of Tinley Park immediately of any change in its status resulting from any of the following: (a) vendor is acquired by another party; (b) vendor becomes insolvent; (c) vendor, voluntarily or by operation law, becomes subject to the provisions of any chapter of the Bankruptcy Act; or (d) vendor ceases to conduct its operations in normal course of business. The Village of Tinley Park shall have the option to terminate any contract with the vendor immediately on written notice based on any such change in status.

17. Precedence:

Where there appears to be variances or conflicts, the following order of precedence shall prevail: The Owner and Consultant Agreement; The Village of Tinley Park Request for Qualifications; and the Proposer's Response to Proposal.

18. Submittal and Evaluation Factors:

The contract will be awarded to the responsible, responsive, or any other proposer, as determined by the Village, to be in the best interest of the Village, who meets or exceeds the criteria, sought by the Village. The Village reserves the right to reject any or all proposals or to waive any details in the proposals received whenever such rejection or waiver is in the best interests of the Village. The Village also reserves the right to reject the RFQ of a proposer who has previously failed to satisfactorily perform, has not completed contracts on time or whom, upon investigation, is found not to be in a position to perform the contract.

Evaluation Criteria

Each proposal will be evaluated based on the level of creativity, differentiation and measurability, listed in order of importance:

- Approach and Process (30%)
- Management Qualifications (20%)
- Long-term Strategic Outlook and Partnership (20%)
- Experience working with similar-sized communities (20%)
- Client List and References (10%)

PROJECT OVERVIEW

The Village of Tinley Park, located 25 miles southwest of Chicago, with a population of 58,000, is a dynamic metropolitan community offering a wide range of entertainment options, cultural opportunities, superb dining, great shopping and a convenient, enviable location – all within easy reach of Chicago’s world-renown attractions. The community is conveniently situated with two interchanges off of Interstate 80 and boasts two stops (each housing a gorgeous train station) along the Chicago Metra Rock Island commuter rail line. The Tinley Park Convention Center and (1,000 room) hotel district draw tens of thousands of visitors annually. Nearby is a robust commercial and industrial area drawing hundreds of employees daily.

PROJECT SCOPE

The Village of Tinley Park recently completed a branding initiative and as a result of much research and planning has chosen to put music front and center as the core focus of Tinley Park’s brand. One of the key components of the branding action plan is the creation of a year-round, programmed, public plaza in the center of its Downtown. This plaza will be programmed with activity at least 250 days per year and is intended to be a destination for local residents, area residents and visitors to Tinley Park. The objective is to create a sense of place and a sense of community in Tinley Park and to meet the goals of reducing leakage of locally earned money being spent in neighboring communities, increasing the investment and tax base in Tinley Park and dramatically increasing visitor spending locally.

To accomplish these goals, activities need to be developed that will attract local residents to the Downtown on a consistent basis, spurring reinvestment in downtown properties and ensuring the success of downtown as the central gathering place. Creating a venue that takes into consideration weather and seasonality; traffic flow and parking; public safety; vehicular, pedestrian and emergency access; noise (events and rail activity); types of activities and compatibility of those activities with adjacent land uses (existing and proposed); property ownership; future and planned development patterns/projects; cost of development and operation; ability to increase local spending; community demographics; marketing and outreach; as well as many other important considerations, is imperative to its success.

The goal of this scope of services is to provide a detailed Action Plan that addresses these considerations through the development of a Business, Programming and Marketing Action Plaza for a Downtown Tinley Plaza. The steps to develop this plan are:

Initial Site Visit: Speak with property owners and/or their architects and consultants, Village officials and key staff members, Downtown merchants and the branding team about concerns, opportunities, costs, challenges and logistics of the project.

Programming: Assist in developing the list of activities that will draw residents and visitors downtown – year round and on a daily basis, taking into consideration: Year round weather patterns, local lifestyle analysis to determine the most engaging activities; local economics including input on the types of retail, restaurants and the downtown business mix that should be sought, invited and orchestrated as part of the downtown redevelopment; competitive and comparable analysis to include a review of what has worked in other similar-sized communities around the country and a review of other successful downtown plazas; development of a database of local and regional clubs and organizations that should be invited to host, produce and market public events in Downtown Tinley to help drive the design of the site; and a sample schedule of the types of activities that would take place in the plaza.

Location analysis and initial design: Upon determination of the programming and activities, the selected vendor will assist in determining the final location for supporting indoor and outdoor facilities and amenities to support these activities including visitor information, restrooms, storage, furnishing, fixtures, kiosks, etc. This will include a detailed look at the following:

- A. Size of both indoor and outdoor facilities in terms of on-site amenities; crowd control; common and event areas; parking; pedestrian access; emergency and delivery access locations and hours; café seating on the plaza; event seating; potential fenced-off areas for events that might include beer gardens, or other separate public functions; estimates of daily visitation to the site; special event attendance.
- B. Traffic patterns (to and from downtown), neighborhood access and egress as well as emergency access and pedestrian access.
- C. Visibility from the primary thoroughfares coming into and through downtown, particularly the rail line as visibility of the plaza will attract commuters to Tinley Park who might otherwise have no reason to visit.
- D. Noise, traffic and parking effects (if any) on neighboring residential properties (including the development of upper-level residential in downtown) and how to mitigate those.
- E. Impact of noise from rail line and impact of traffic pattern resulting from train users.
- F. How properties bordering the plaza will physically tie to the plaza in terms of access, ADA accessibility, view corridors, patio dining areas, access to upper-levels and living quarters, and level of commitment required of them in terms of construction, costs and other factors.
- G. Specific Village ordinances that will need to be adopted to direct development and operations in a manner that supports success of the plaza and downtown Tinley Park.
- H. Building owners with little (or no) interest in investing in their properties or allowing specific uses will affect the location and development of the project. Selected vendor will assist in meetings to encourage property owner buy-in to ensure a true public/private partnership project.

- I. Cost of development. This includes infrastructure costs (water, sewer, power, storm drainage, Internet access, etc.), demolition (if needed), the built environment (stage, coverings, lighting, sound system, projection equipment, water features, splash pad, ice rink, storage, signage, vendor amenities, landscape, seating surfaces, restrooms, and equipment rooms), and soft costs including furnishings and fixtures (tenting for inclement weather, fire pits, tables, chairs, umbrellas, portable grandstands, etc.)
- J. Funding mechanisms. This part of the plan includes how the facility or facilities would or could be financed or paid for. It may include phasing and will also include other elements of the Action Plan that have direct ties to downtown revitalization, such as wayfinding so that visitors to the area can, in fact, find downtown. Non-traditional funding may be a part of the plan: Crowd-funding, sponsorships, naming rights, and other avenues will be explored.

Site Design: The selected vendor will assist in site design, providing input on and taking into consideration:

- A. Drainage, slope, and tie-in to neighboring businesses.
- B. Parking areas, crosswalks, pedestrian wayfinding, emergency and delivery access.
- C. Access and staging for special events, green room space for performances, temporary structures such as tenting, bleachers, seating for “taste of” events, bike shows, potters wheels, etc.
- D. Location of power, water for on-site vendors.
- E. Professional lighting, sound and projection systems.
- F. Water feature/splash pad programming and size.
- G. Ice rink (location, storage for a Zamboni, chiller and ice rink out of season, size of the rink, seating areas for taking skates off and on, gated access to the rink, location for rental of skates, etc.)
- H. Restrooms and equipment booth (for projection, sound, lighting, etc.)
- I. Staging for public markets and a variety of other events such as BMX shows, classic car shows, quilt and art shows, battle of the bands, taste-of events, yoga on the square during summer months, theatrical and musical performances, vendor booths and street performer spaces, food trucks, etc.
- J. Crowd control devices for large events that expand beyond the grounds of the plaza area (perhaps closing of Oak Park Avenue or other streets for a day).
- K. Shade structures, street and plaza trees, raised landscape planters, trash receptacles, on-site signage, crosswalks, night lighting, and security measures.
- L. Interactive musical amenities and rotating exhibits, Wi-Fi, video wall.
- M. Storage for bleachers, seating, umbrellas, tenting, area fencing and other furnishings and fixtures tied to the plaza.

The Design will be “preliminary design drawings” that will be ready for actual architectural and engineering experts who will be charged with creating the actual “construction drawings” and final costs to build and furnish the site. The design drawings will be submitted to the Village, the Brand Leadership Team, and private property owners who will have properties fronting on the plaza for their review and consideration. The design will include four full-color renderings of the site in plan-view (overhead) and from street view locations

around the plaza. These will be provided in large-scale PDF formats so they are able to be printed and mounted on foam core boards for public display.

Operations: The plan will also address the operations and maintenance of the plaza and any other amenities or facilities that make up this development. This will include:

- A. Who would manage, market and maintain the site and facilities (Village, new non-profit organization or another existing organization)?
- B. Staffing requirements and associated costs, including their location.
- C. Maintenance costs, capital improvements, phasing, etc.
- D. Marketing: Costs, specifics on how funds would be spent to attract event producers and customers.
- E. Public outreach and public relations strategies.
- F. Insurance requirements and considerations.
- G. Ongoing expenses such as utilities, security and consumables.
- H. Annual operating, management, capital improvement, maintenance and marketing budgets including revenue streams.

Marketing Action Plan: The final component of the plan will include a detailed marketing action plan and brand graphics that will incorporate the new Tinley Park brand and apply it to the plaza and downtown facilities including:

- A. Brand identity for the plaza.
- B. Signage concepts for the plaza (pedestrian wayfinding, readerboard for showcasing upcoming events and happenings).
- C. Concepts for advertising, posters, e-newsletters, and social media sources (Instagram, Pinterest, Facebook, Twitter and other outlets).
- D. Plaza ties to the Hollywood Casino Amphitheater and convention center in terms of marketing, public relations, and social media outreach.

Upon completion of the plan, a public presentation will be made to the Community.

SUBMISSION REQUIREMENTS

Vendor must submit the following information to be considered (include the corresponding item number with each response):

Section 1: Executive Summary

Summarize on two pages or less your overall strategy, approach and timeline for delivering the plan.

Section 2: Corporate Profile

Provide a brief overview of your firm's history and philosophy. Include the year the firm started in business, where the company is headquartered and the total number of employees. Please describe the process of how your company works with remote customers, specify the number of public sector vs. private sector clients and indicate the percentage of revenues this project represents to your company.

Section 3: Detailed Description of Project Approach

The Business, Programming and Marketing Action Plan for a Downtown Tinley Plaza will include a detailed description of the types of events and attractions, for 12 months of a typical year, that will utilize the plaza site and surrounding public spaces; a competitive and comparable analysis of what has worked (best practices) in other similar destination cities; a list of regional organizations and associations that should be approached to hold events at the plaza; final site designs ready for architectural and engineering development: construction drawings and supporting documents (THIS PROPOSAL WILL NOT INCLUDE CONSTRUCTION DRAWINGS); estimated costs of the plaza development; one-time and ongoing revenue estimates and sources; annual staffing requirements; and ongoing annual operations, marketing and capital improvement budgets.

Please indicate your firm's experience in developing plaza design, programming plans and business plans. Identify what uniquely distinguishes your firm from your competitors. Describe your implementation and project management approach. Submit a detailed implementation plan which will address schedule, delivery milestones and responsibilities for each party. Describe any optional services that may be included.

Please provide three examples of studies or plans you have developed with similar-sized communities. Clearly explain the objectives, the outcome and whether your firm managed the entire project or specific components of the plan. Include client references with current contact name, organization name, phone number and email.

Section 4: Project Team

The success of this plan development depends on several factors including a planned approach, project management and coordination. The selected vendor must provide an experienced project manager to lead the process. Define the process, project management and structure. Define the interim project points and approvals necessary to move to the next phase of the project. Define and describe the team members that would execute a project for the Village. Identify their experience, roles and length of time with your organization. Specify the primary point of contact.

Section 5: Costs

Please provide a budgetary proposal for the full scope of the work described in this RFQ in a separate sealed envelope. The budget proposal shall not be used as initial Evaluation Criteria; and will be used in negotiations with the highest ranked firm.

SELECTION PROCESS

The Village intends to conduct a comprehensive, fair and impartial evaluation of proposals received in response to this RFQ. All proposals that are properly submitted will be evaluated using the evaluation criteria listed. All proposals that are properly submitted will be evaluated by the evaluation committee that will make recommendations for the award.

Upon approval by the committee, the Village shall enter into contract discussions with the successful vendor. If the terms and conditions of a contract cannot be successfully established within a reasonable amount of time (as determined by the Village), then contract discussions will be terminated and contract discussions with the next highest ranking vendor will

commence. Negotiations shall continue at the sole option of the Village until a contract is signed and approved or all proposals are rejected and the RFQ is withdrawn. The selection process may involve two steps: written submittals will be evaluated and scored, and then oral interviews will be conducted with the highest-ranking firm(s), if necessary.

SCHEDULE

<u>Task</u>	<u>Completion Date</u>
a) RFP Issuance/Advertisement	March 8, 2017
b) Deadline for Questions	April 12, 2017
c) RFP Revised Due Date	April 17, 2017
d) Interviews (if needed)	through May 1, 2017
f) Village Board approval	May 23, 2017
g) Start of Work	June 2017

By submitting a proposal, the vendor certifies that he or she has carefully examined all the documents for the project and has carefully and thoroughly reviewed this RFQ and understands the nature and scope of the work to be done and the terms and conditions thereof. The vendor further agrees that the performance time specified is a reasonable time.

COMMENTS FROM THE PUBLIC

ADJOURNMENT