West Town Art Walk 2023 Brand and Arts Guide Design RFP

RELEASE DATE: 6/28/23

The West Town Chamber of Commerce and West Town SSA are seeking a graphic designer to refresh and update brand aesthetics for the West Town Art Walk and an accompanying West Town Chicago Arts Guide/Map. This is a contracted, short-term project with potential for subsequent follow-up work. The goal of the brand refresh is to reflect the West Town Chicago Chamber of Commerce’s PR strategy, which is to highlight, promote and draw customers to the vibrant West Town business community—in this case, the vibrant gallery district and surrounding art & design cohort(s) within the West Town community area.

1. Contractor Responsibilities
   - Host up to two ideation sessions with WTCC staff and WTCC stakeholders at outset of project to collect information and inspiration for redesign.
   - Create a logo for the West Town Art Walk that pays homage to its 13-year history while also reflecting the elevated brand aesthetic of the Chamber at large.
   - Create a West Town Chicago Art Guide/Map to be released during WTAW 2023. Design should support the inclusion of WTAW 2023 specific programming notes, but should otherwise serve as an evergreen guide to the West Town community area i.e. the emergent gallery district. The WTCC envisions a 9.75 x 7.5 inch, 2x4 folded, double-side printed map, and can provide inspiration prior to the aforementioned designer-hosted ideation sessions. That being said, the WTCC is open to the contracted designer’s own interpretation of and design concept of the same.

2. Proposal:
   a. Explain how Vendor will meet responsibilities outlined above in Section 1.
   b. Include a detailed itemized budget. Rate should include one round of revision.
   c. Include estimated timeline of completion (before September 4).
   e. Submit a portfolio of work.

3. Submission
Proposals are due by 5:00 p.m. August 16th and should be sent to:

WTCC Director of Communications Kaylen Ralph (kralph@westtownchamber.org)

4. Contract Rider

1. All contracts are made with the West Town Chicago Chamber of Commerce. Project management will be the responsibility of WTCC staff. All invoices and inquiries shall be directed to WTCC staff.

2. Contract is to be billed in two installments: one at the outset of project and one at its completion.

3. WTCC reserves the right to withhold payment if deliverables fail to meet the terms of the contract. If work is not deemed satisfactory, WTCC staff will notify the contractor of issues identified by WTCC staff and/or West Town SSA Commission and allow for an agreed upon time for revision and/or remediation and subsequent payment. The contractor will address the identified issues and will receive payment upon satisfactory inspection of work completed.

5. Termination Clause

Either party may terminate this agreement with thirty days written notice to the other party. In the event of termination, West Town Chamber of Commerce will be invoiced for time worked and expenses incurred to the date of receipt of the notice of termination.

About the West Town Chamber of Commerce and the West Town Special Service Area

The West Town Chamber of Commerce fosters community and economic development by empowering businesses with information, networking opportunities, marketing, and other programming. The chamber extensively promotes the unique elements of the West Town neighborhoods and strives to engage the public through the organization of special events that highlight existing businesses and attract consumers and new businesses to the West Town area. The chamber serves as a channel through which members can cultivate a diverse, symbiotic, and growth-oriented community.

The West Town SSA works to improve the business districts by providing services that support businesses and bring visitors to West Town so that it continues to be a destination for shopping, dining, professional services, nightlife and culture.

Exhibit A: SSA 29 Boundary & Map

The boundaries of the SSA are:

- Chicago Avenue from Halsted Street to Western Avenue
- Division Street from Milwaukee Ave to the Kennedy Expressway (south side only)
- Milwaukee Avenue from Erie Street to Augusta Blvd (both sides) and Augusta to Division (east side only)
- Ogden Avenue from Fry to the Kennedy Expressway
- Damen Avenue from Chicago Avenue to Huron Street
- Ashland Avenue from Chicago Avenue to Division Street