



## **West Town Public Relations Request for Proposal**

RELEASE DATE: October 6, 2022

The West Town Chamber of Commerce and West Town SSA are seeking an experienced public relations firm to provide and manage PR services and efforts for a one-year period beginning January 1, 2023 through December 31, 2023 with option to renew. The goal of West Town's PR strategy should be to highlight, promote and draw customers to the vibrant West Town business community, as well as educate the public on the West Town Chamber and West Town SSA services throughout the year with ongoing campaigns.

### **1. Vendor Responsibilities**

Vendor will be responsible for creating press opportunities that focus on West Town as a destination neighborhood. Vendor will work with the West Town Chamber Staff to establish ideas for the year's themes and campaigns, identify West Town's news and special events and publicize the same.

In addition, the Vendor will provide consultation to the West Town Chamber as needed. Such consultation shall include, but not be limited to, creating media content, technical and planning expertise, communication lead with press contacts, forward facing media point of contact, etc. Vendor will also be responsible for creating reports summarizing articles written, press hits and website hits.

Some key responsibilities will be:

- Generate press material and acquire media placements with local and national press contacts
- Serve as main point of contact for press
- Secure live event coverage and assist press in attendance at events
- Create content and media pitches for neighborhood and event highlights
- Manage e-press kit distribution
- Gather / clip media placements for use on social media
- Consult and help manage ad buys for social media and print
- Monitoring press coverage and compiling comprehensive reports of press hits and assess the success of the campaigns *\*including customized quarterly and annual reports*
- Participate in bi-monthly meetings regarding ongoing PR and specific campaign programs

## **2. Proposal:**

- a. Explain how Vendor will meet responsibilities outlined above in Section 1.
- b. Include a detailed itemized budget, including monthly retainer fee and any additional anticipated costs.
- c. Include anticipated hours worked on areas in contract
- e. Submit portfolio of work, including press samples, if applicable.

## **3. Submission**

**Proposals are due by 5:00p.m Wednesday October 20th and should be sent to:**

WTCC Director of Communications Kaylen Ralph ([kralph@westtownchamber.org](mailto:kralph@westtownchamber.org))

## **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: 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. 50% of the full contract amount will be held until full and satisfactory completion of the contract. If the contract is to be billed in installments, then each invoice will be held until full and satisfactory completion of the contract.
3. WTCC reserves the right to pay invoices upon satisfactory inspection of work completed. Inspection of work will take place within 5 business days of receipt of invoice. If work is not deemed satisfactory, contractor will address issues identified by WTCC staff and/or West Town SSA Commission, 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.

**Exhibit B: 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

