

West Town Special Service Area #29-2014



STRATEGIC PLANNING SERVICES

REQUEST FOR PROPOSAL

RELEASE DATE: July 15, 2025

SUBMISSION DEADLINE: October 10, 2025

The West Town Chicago Chamber of Commerce and West Town Special Service Area (West Town) are soliciting proposals from a qualified and experienced consultant to facilitate a Strategic Plan to include both planning and implementation phases. The objective is to foster a thriving, connected, and resilient community through careful strategic investment and civic collaboration continuing the West Town SSA's mission of maintaining and improving the shopping, dining, and nightlife within the SSA boundary by providing a cleaner, safer, and more attractive commercial environment for consumers, residents and business owners.

Purpose West Town is seeking to formalize its economic development strategy through a comprehensive study of spending patterns, market gaps, sales leakage, pedestrian and transit activity, as well as an assessment of the neighborhood's infrastructure, community assets, and overall climate. The findings will help guide realistic and effective initiatives — from business attraction and retention programs to physical improvements that support both existing and emerging uses along the commercial corridors — and aid in designing incentives and technical assistance that empower independent retailers and small businesses to grow and contribute to a more resilient, connected, and thriving community as well help inform and contribute to the reconstitution efforts of 2028.

SCOPE OF SERVICES Respondents will be responsible for the planning and implementation phases of this engagement in conjunction with West Town. All deliverables shall be provided in native and PDF format, and shall be compatible with Google Suite and/or Microsoft Suite.

Using the general guidelines below, please provide two options for the plan's scope.

Option 1. **Comprehensive Scope** - This should reflect your expert opinion on what is most needed to produce a realistic, actionable, and impactful strategic plan for West Town. Please outline all tasks, deliverables, timelines, and costs associated with this preferred approach.

Option 2. **Essential Scope** — This should present your expert opinion on an economical approach that would still produce a realistic, actionable, and impactful strategy, focusing on essentials while reducing costs. Please identify what elements you propose reducing or simplifying, and how this may affect the final outcomes.

PLANNING PORTION

- Data Resource identification including gathering existing plans
- Public outreach, including community surveys, stakeholder meetings, and media campaigns
- Collection and synthesis of all data
- Workshop with the West Town SSA Commission
- Final report to aid in developing future strategies

IMPLEMENTATION PORTION

- Assist in developing an implementation plan
- Provide framework for timelines, metrics, and reviews
- Support for navigating future phases and policy reviews
- Final implementation report
- Framework Report for agency to update annually

SELECTION CRITERIA & PROCESS Proposals will be evaluated based on criteria including professional and technical competence, project approach, cost, and ability to collaborate with stakeholders. The team will pay particular consideration to a consultant's experience with community-development funding districts and their ability to produce realistic, actionable plans that align with community priorities, as well as any added value identified including locality.

TENTATIVE SCHEDULE

- RFP issued: July 15, 2025
- Proposal submission deadline: October 10, 2025
- Candidate interviews: October 14-17, 2025
- Final selection: October 21, 2025

SUBMISSION INFORMATION Proposals should include Comprehensive Scope and Essential Scope Option outlining all tasks, deliverables, timelines, and detailed budget including retainer fees and any additional anticipated costs associated with each approach, three references, background and links to samples or previous work.

Proposals must be submitted no later than October 10, 2025, 11:59PM

Proposals should be sent to: Susan Aldous, Executive Director

By mail :
West Town Chamber of Commerce
1819 W. Chicago Ave.
Chicago, IL 60622
Att: Susan Aldous

Or by email (preferred)
To: SSA29@westtownchamber.org
Subject Line: Strategic Plan Proposal

If you have any questions prior to submission, please contact
Susan Aldous, Executive Director
(312) 850 - 9390 x4
susan.aldous@westtownchamber.org.

Exhibit A: Contract Rider

1. All contracts are made with the West Town Chamber of Commerce. Project management will be the responsibility of WTCC staff. All invoices and inquiries shall be directed to WTCC staff.
2. 15% 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 15% of 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, the contractor will address issues identified by WTCC staff and/or SSA 29 Commission, and will receive payment upon satisfactory inspection of work completed.
4. Proof of proper insurance certificate and additional insured must be submitted before any contract will be fully executed.
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

