

REQUEST FOR PROPOSALS

Wicker Park Bucktown Chamber of Commerce & SSA #33



Wicker Park Bucktown Special Service Area 33 (WPB SSA 33) is seeking a graphic designer to develop and design a branded Wicker Park Bucktown Chicago Arts Guide/Map. This is a contracted, short-term project with potential for subsequent follow-up work. The goal of the Arts Guide development is to highlight, promote and draw customers to the Wicker Park Bucktown business community—in this case, the historic and iconic gallery district and surrounding art & design cohort(s) within the WPB community area.

1. Contractor Responsibilities

- Join an ideation session with WPB SSA 33 Staff and Commissioners at the outset of the project to collect information and inspiration for Guide design.
- Create a Wicker Park Bucktown Art Guide/Map to be released during Fall 2024. Design should serve as an evergreen guide to the Wicker Park Bucktown community area i.e. the emergent gallery district and all gallery/performance art spaces contained within the SSA's boundaries (see map below for WPB SSA 33 boundaries). WPB SSA 33 envisions a 8.5 inch x 6 inch, 2x4 folded, double-side printed map, and can provide inspiration prior to the aforementioned designer-hosted ideation sessions. That being said, WPB SSA 33 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 for October 15th.
- d. Submit a portfolio of work.

3. Submission

Proposals should be sent via:

Email (preferred method) to: ssa33@wickerparkbucktown.com

Or in person or by mail to:

Wicker Park Bucktown Chamber of Commerce

Attention: SSA #33

1414 N Ashland Ave

Chicago, IL 60622

Please Note: All proposals must arrive at the Chamber of Commerce office by **5pm Friday, September 20th, 2024**. Late submissions will not be accepted or considered.

4. Contract Rider

1. All contracts are made with Wicker Park Bucktown Special Service Area 33. Project management will be the responsibility of SSA staff. All invoices and inquiries shall be directed to SSA staff.
2. Contract is to be billed in two installments: one at the outset of project and one at its completion.
3. WPB SSA 33 and its Commissioners reserve the right to withhold payment if deliverables fail to meet the terms of the contract. If work is not deemed satisfactory, SSA staff will notify the contractor of issues identified by SSA staff and/or the 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.

Exhibit A: SSA 33 Boundary & Map

The boundaries of the SSA are:

- East side of **Western Ave.** between **Division St.** to **Fullerton Ave.**
- West side of **Western Ave.** between **North Ave.** to **Fullerton Ave.**
- Both sides of **Damen Ave.** from **Schiller St.** to the **Kennedy Expressway (90/94)**
- Both sides of **Ashland Ave.** from **Division St.** to the **Kennedy Expressway (90/94)**
- Both sides of **North Ave.** from **Western Ave.** to the **Kennedy Expressway (90/94)**
- North side of **Division St.** between **Western Ave.** to the **Kennedy Expressway (90/94)**
- South side of **Division St.** between **Western Ave.** to **Milwaukee Ave.**
- Both sides of **Milwaukee Ave.** from **Division St.** to **Western Ave.**



Wicker Park | Bucktown
SSA #33 Service Map



Mission & Core Values Of SSA #33

The Commission of WPB (SSA #33) has a set of core values that are at the heart of all decisions. These values guide the Commission, influencing goals, priorities, and allocation of funding for projects.

Environmental best practices are preferred, and should be incorporated into all projects. Being in a well-established urban area presents unique environmental challenges. Green space is limited, while hard, impervious surfaces abound, especially on the commercial streets of WPB. Alternatives to conventional methods of managing stormwater runoff should be explored and implemented whenever possible. As natural resources become more and more limited, the need to recycle as well as find alternative methods for powering vehicles, buildings, etc. is becoming more imperative. The Commission of WPB is committed to finding ways to encourage recycling and a more “green lifestyle” to lessen the burden on infrastructure and resources.

Walking, bicycling, and public transit are preferred methods of transportation. Traffic congestion and parking are major concerns in the Wicker Park and Bucktown neighborhoods. The Commission of WPB feels that it is important to maintain the neighborhoods as safe, interesting, and inviting places to walk and bike. When residents are walking and biking, they are more likely to use transit. The private vehicle is here to stay and needs to be considered in planning, however, the Commission of WPB desires to put the needs of walkers, cyclists, and transit riders first, as they are the more sustainable means of transportation in an urban setting.

Public space, particularly streets, are an integral part of making a neighborhood exciting. When people talk about a great neighborhood, they are often referring to the public life of the neighborhood, an experience that can only be had in the public way, on streets or sidewalks. An active, exciting, and interesting street life is the backbone of successful neighborhoods, as it serves residents, visitors, and businesses of all kinds equally. When people talk about a great neighborhood, they rarely speak of the interior of houses or stores, but rather the people they watch, the storefronts that catch their eye, the outdoor spaces where they relaxed, and the overall experience of being in the neighborhood as experienced from its sidewalks. To this end, the Commission of WPB is interested in maintaining the unique atmosphere of Wicker Park and Bucktown that can only be experienced in the public way.

Honoring the heritage of the neighborhoods while progressing into the future. The Wicker Park and Bucktown neighborhoods have been home to many artists, musicians, writers, and others in the creative community for many years. Unfortunately, there has been a decline in the creative community, a detriment to the culture and liveliness of the neighborhoods. Similarly, the neighborhoods have a wealth of architectural history that has also been lost. The Wicker Park and Bucktown neighborhoods are at an important crossroads: find ways to nourish the creative community and preserve architectural heritage so that it continues to flourish or risk further decline and the loss of what has helped define the neighborhoods for so long.

Any community process should be open and transparent to its stakeholders. WPB is funded through property tax dollars, and exists as a public body. Any planning, budgeting, or decision-making process shall be open to the public. Innovative methods to solicit public comment and input are expected; WPB considers transparency and engagement to be paramount to its success and validity in the community.