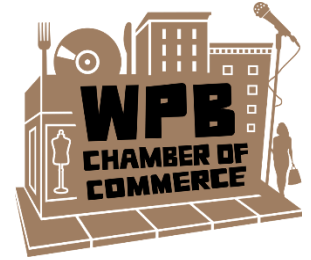




## REQUEST FOR PROPOSALS

### Wicker Park Bucktown Chamber of Commerce & SSA #33



The Wicker Park Bucktown Chamber of Commerce (WPBCC) and Special Service Area #33 (SSA #33) are seeking a public relations firm to provide PR services for a 12-month period beginning mid-September, 2024. The goal is to promote the vibrant business community in Wicker Park Bucktown, draw customers and to educate the public on WPBCC and SSA #33.

#### **Scope of Work:**

- Generating press material, including press releases and press kits
- Developing key messaging for the PR campaigns and advising with ad buys when necessary
- Acquiring consumer-based media placements
- Assisting in developing an annual PR calendar in conjunction with key events, campaigns and initiatives
- Securing live event coverage and assisting press in attendance at events and serving as our media liaison
- Corresponding with influencers/creators to develop organic WPB business-centric content to be shared on WPBCC and SSA #33 social media pages.
- Monitoring press coverage and compiling monthly press recaps to assess the success of campaigns
- Soliciting local businesses monthly for news of upcoming events and stories suitable for promotion.
- Developing 2-3 pieces of content per week, highlighting WPB businesses or hotspots, to be shared on the official WPBCC social media pages.

#### **Proposals should include:**

- A detailed budget, including monthly retainer fee and any additional anticipated costs.
- Press and Social media samples
- 3 references

#### **Proposals should be sent via:**

Email (preferred method) to: [ssa33@wickerparkbucktown.com](mailto: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 Thursday, August 29<sup>th</sup>, 2024**. *Late submissions will not be accepted or considered.*



## 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.

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# Wicker Park | Bucktown SSA #33 Service Map