

CHOOSE CHICAGO
REQUEST FOR PROPOSALS
Neighborhood Strategy: Graphic Design
(Revised 7/6/2023)

INTRODUCTION

Choose Chicago is the official destination marketing organization and convention bureau for the City of Chicago. Our mission is to attract regional, national, and international business and leisure visitors to our amazing city for the economic benefit of the entire community.

The focus of the scope of work will be to develop, design, and produce marketing promotional items and advertisements, such as, but not limited to, brochures, magnets, event graphics, digital ads, wayfinding, OOH, year-end reports, presentations, and advertising in multiple formats. We are looking for a creative partner to provide recommendations and manage the production of various creative concepts and delivery to media agency as required, based on existing branding and style guides

The design assets will feature the people, places, and things that illustrate the unique and vibrant quality of Chicago neighborhoods. Choose Chicago anticipates involving the respective neighborhood Chambers of Commerce or similar organizations to assist with content development as possible

BACKGROUND

Chicago is a world-class destination thanks in large part to our vibrant and diverse neighborhoods. Equity, diversity, and inclusion are the foundation of our work at Choose Chicago, and it is our privilege to represent and share the diversity of our neighborhoods, our people, and our partners, with the millions of visitors who enjoy this city each year. Since March 2021, Choose Chicago has undertaken a robust strategy to highlight local business districts, international cuisines, distinctive architectural attractions, beautiful parks and gardens, and locations where important Chicago history took place. With financial support from the City of Chicago, Department of Cultural Affairs and Special Events (DCASE), our Neighborhood and City-wide Marketing Campaign expanded in 2023.

Choose Chicago is looking for ongoing design support to produce various graphic design products. Our goal is to build “brand” awareness, drive web traffic, and increase tourism to the neighborhoods and communities highlighted.

The ideal vendor:

- Has extensive experience in producing high-quality, creative, engaging, impactful and result-driven design marketing and promotional items as listed in the deliverables
- Has experience in providing strategic creative recommendations for design work in various formats
- Can provide a highly responsive, collaborative, and transparent communication process in partnership with our other agencies and internal teams
- Has a clear process for ideation, production, revision, and final delivery in line with vision presented by Choose Chicago

DELIVERABLES

In keeping with our need to have user-friendly content across multiple media and in partnership with the Neighborhood Strategy team, the selected vendor must:

- Design marketing promotional items and advertisements, such as brochures, magnets, event graphics, digital ads, year-end reports, presentations, and advertising.
- Create compelling designs that reflect the diversity and vibrancy of Chicago's neighborhoods in line with existing Choose Chicago branding guidelines
- Encourage Chicago residents and tourists to visit the neighborhoods featured
- Provide editable raw files that will be the property of Choose Chicago

DEADLINE FOR SUBMISSION

The deadline to respond to this RFP is Friday, July 14, 2023, by 5 pm CST and submitted by email to Ayanna Thomas, Director of Grants and Compliance at athomas@choosechicago.com. The selected agency partner will begin work no later than Wednesday, August 1, 2023.

The selection process will conclude, and vendor notifications will be sent no later than Wednesday, July 26, 2023. <mailto:athomas@choosechicago.com>

You are welcome to send any questions to Ayanna Thomas, who will make them available to all respondents.

SUBMISSION REQUIREMENTS

Applicants should submit a thoughtful, clear, and well-organized proposal package that includes the components listed below:

- Proposed Scope of Services, including the following:
 - Develop and produce design artwork for marketing promotional items such as brochures, magnets, event graphics, digital ads, OOH, year-end reports, presentations, and advertising in multiple formats.
 - Demonstrated ability to respond quickly to creative revision requests for campaign optimization
 - Work collaboratively with the Choose Chicago team to create engaging products and consult on content development as appropriate

- Address the Selection Criteria (below)
- Proposed timeline and budget
 - Include a projected budget for the creation of the several types of graphic design assets
 - Suggested timeframes for completion of requests (e.g., one day turnaround for ad)
- Key team member resumes and identify which team members have the following responsibilities:
 - Project lead / Account manager
 - Designers
- A written statement indicating if you are an MBE/WBE organization and provide a DEI statement that provides the diversity of your organization and your commitment to hire or subcontract with diverse and marginalized populations
- References: Please provide at least three references. Include name, title, company, telephone number, email, and nature of the relationship
- Creative Examples: Please provide at least two (2) high-quality examples of your creative work: Print, OOH, digital ads, event graphics, or other examples of multichannel marketing experience are welcome.

SELECTION CRITERIA

- **Qualification of Team.**
- **Chicago Experience/Knowledge.** Knowledge of key issues and influences that impact Chicago neighborhoods, and a deep knowledge of Chicago as a travel destination is a plus
- **Cost.** Attention will be given to teams that can produce high quality content within the budget provided.
- **Quality of Performance History.** Demonstration of effective cost control, work quality, adherence to schedules/deadlines
- **Flexibility and Creativity.** We value collaboration and transparency, as well as teams/individuals that think outside the box
- **MBE/WBE Requirements.** Choose Chicago has a commitment to equity, diversity, and inclusion, and we value partners who also champion these initiatives. This is an opportunity to support women and minority-owned businesses. Special attention for teams that are based in Chicago and are 51% owned and controlled by a minority or woman and are M/WBE certified.

We appreciate case studies and examples that clearly demonstrate how the agency or individuals' previous work is well aligned with our organization's mission and strategic pillars.

BUDGET AND TERMS OF CONTRACT

We anticipate anywhere from 20-50 hours of design work per month, depending on event schedules and seasonality. Please propose the minimum and maximum hours available, as well as hourly rate.

TERM

The terms of the contract between the agency partner and Choose Chicago will be for an initial 6 months. Both parties will be required to give 30 days written notice if either wishes to terminate the contract prior to expiration. Full details will be included in the engagement agreement.