

REQUEST FOR PROPOSAL

2025 Resident Sentiment Survey



CHICAGO
CHOOSE CHICAGO

INTRODUCTION

Choose Chicago is a private, nonprofit 501c(6) organization with an affiliated 501c(3) Foundation, both of which have a calendar year end of December 31st.

We are the destination marketing organization tasked with promoting the greater Chicago area as a top destination for both business and leisure travelers. Choose Chicago is contracted by the City of Chicago and the Metropolitan Pier and Exposition Authority to serve as the official sales and marketing agency for the city and McCormick Place Convention Center. Our efforts are overseen by a Board of Directors, and we receive funding from both public and private sources.

We are a partnership-driven organization representing the entire hospitality, travel and tourism industry, from leisure travel to meetings and events of all sizes, including diverse sectors like sports and public tradeshows. Our partners include city hotels, restaurants, museums, attractions, theaters, event and meeting venues, chambers of commerce, community leaders, and more.

Chicago is also 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 city, neighborhoods, our people, and our partners, with the millions of visitors who enjoy this city each year. Choose Chicago has undertaken a robust strategy to highlight local business districts, diverse cuisines, distinctive architectural attractions, beautiful parks and gardens, and locations where important Chicago history took place, making Chicago the best big city in the world.

[About us Company Resources](#)

[Choose Chicago Strategic Plan](#)
[Choose Chicago Annual Report](#)

Social handles: IG/Twitter/Pinterest/Facebook/Linked In: choosechicago

[Mission](#)

Enrich our community by attracting meetings, events and leisure travelers

[Vision](#)

Elevate the brand of Chicago as a must-experience global destination

[Business Diversity Commitment](#)

Choose Chicago seeks to identify the best vendors and suppliers, support our core value of Excellence, ensure partner satisfaction, increase our sustainability, and promote diversity while reflecting, supporting, and maintaining a positive impact on the communities we serve.

Choose Chicago also actively promotes inclusive diverse business spending throughout the

organization. As part of this initiative, Choose Chicago requests that if a non-diverse business secures the bid, good faith efforts will be made to award 15% of the contract, when possible, to a diverse owned business, preferably local.

OUR TEAM

Our Neighborhood Strategy team works collaboratively to achieve common goals, the selected vendor's primary points of contact will be Delaney Klundt, Director of Grants and Compliance.

Choose Chicago is committed to equity, diversity and inclusion and offers resources and initiatives fostering a welcoming and inclusive culture.

We recognize and appreciate the importance of creating an environment in which employees feel valued, included, and empowered to do their best work.

Each employee's unique experiences, perspectives and identity add significance to our ability to deliver an equitable destination experience, for clients, partners and the local community. It is expected that any vendors Choose Chicago works with hold the same values and commitment within their own organizations.

PURPOSE

The purpose of this Request for Proposal (RFP) is to gauge resident perceptions of Chicago, Chicago's neighborhoods, and tourism in Chicago through a Resident Sentiment Survey.

SCOPE OF WORK

Choose Chicago is seeking proposals from qualified research firms to design, execute, and analyze a Resident Sentiment Survey. This study aims to understand how tourism impacts quality of life, economic benefits, and community engagement, as well as to identify areas for improvement in tourism management. The vendor will be responsible for the survey design, collection of survey responses, and the final analysis of the survey results.

QUALIFICATIONS

1. Vendor must have familiarity with Chicago, survey design, data analysis, or case studies from similar projects.
2. Vendor must provide statistically relevant and representative data strategies that incorporate Chicago's neighborhoods including the South and West sides.
3. Vendor must be able to complete the contracted services by December 2025 and is aligned with the proposed timeline.

BUDGET

Choose Chicago was awarded a grant from the City of Chicago Department of Cultural Affairs and Special Events (DCASE) for the Resident Sentiment Survey to support our neighborhood work. The budget for this project is \$130,000. Distribution of funds will be determined with the selected vendor as agreed upon with the vendor, Choose Chicago, and DCASE.

VENDOR SELECTION

Proposals will be reviewed, evaluated, and scored by the Choose Chicago Neighborhood Strategy team.

REQUIREMENTS

Proposals must address each item listed, giving specific details of techniques to be used in achieving these requirements. Proposals may be rejected if minimum requirements are not met. All proposers wishing clarification of this RFP must submit questions in writing to Choose Chicago, no later than May 15, 2025 (due by 5:00 pm, CST), and sent by email to dklundt@choosechicago.com.

Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by Choose Chicago.

RFP Proposals must contain the following information:

- a) Executive Summary
- b) Services and activities including elements noted in scope of work: Provide description of the nature of the organization's services and activities. Note when the business was established, brief history and location. List the location(s) of the office(s) from which the primary work on this contract would be performed.
- c) Conflict of Interest: Client relationships that could potentially be considered a conflict of interest must be listed.
- d) Contract Manager/Team: Identify one individual on the proposer's account team who will manage the contract work. Identify the role of each member who will service the account. Current resumes must be attached for each person who would in any way be associated with this account.
- e) Budget and cost
- f) References: Provide at least two references.
- g) Timeline, Project Plan, and Research Methodology
- h) MBE/WBE Commitment - Please note your diverse business classification & certification (if applicable) in your proposal as well as the opportunity to award part of the contract to a diverse owned business. (Refer to Attachment Tier 2 Diverse Spend Template)

TENTATIVE SCHEDULE

This tentative schedule may be altered at any time at the discretion of Choose Chicago. Choose Chicago reserves the right to reject any and all proposals, or any part thereof; waive an

informality in the proposals and accept the proposal that best meets the needs of Choose Chicago.

Proposal Release	May 1, 2025
Proposal Due by 5:00 pm CST)	May 15, 2025
Proposal Evaluation by scoring committee	May 23, 2025
Notice of Intent to Award Contract	May 30, 2025

PROPOSAL SUBMISSION INSTRUCTIONS

Please submit your proposal by May 15, 2025 to:

Email: dklundt@choosechicago.com

Subject Line: RFP for Resident Sentiment Survey

Any questions or requests for clarification regarding this RFP should be directed to dklundt@choosechicago.com

EVALUATION AND CONTRACTING

All proposals satisfying the requirements of this Request for Proposals will be evaluated to establish which of the providers best fulfills the needs of Choose Chicago and this RFP. This Request for Proposals in no way commits Choose Chicago to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered. Choose Chicago reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified providers or to cancel this Request for Proposals. After awarding the contract, the schedule will include a period of collaboration between Choose Chicago and the selected Contractor to better define, elaborate upon, and establish the Contractor's final Scope of Work and general Terms and Conditions.