



**Request for  
Qualifications For  
Public Relations  
Firm**

**Roderick Burch, Executive Director, WCA, Service  
Provider  
SSA#16 (Greektown) & Frank Caputo, Chairman, SSA  
#16**

**Submissions are due no later than October 15, 2020,  
5pm**

**Greektown SSA#16  
306 S. Halsted St 2nd Fl  
Chicago, IL 60661  
312-255-7280**

# **Special Service Area #16 (“SSA #16”)**

## **Request For Qualifications For Public Relations Firm**

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# REQUEST FOR QUALIFICATIONS

## REGISTRATION FORM

This form will be used to communicate information with respect to questions and addenda as needed. Please fill out and email to [contact@greektownchicago.org](mailto:contact@greektownchicago.org). If we do not receive a **completed** form, there is a risk that you will not receive important information.

Applicant Name:

Address:

Contact:

Telephone:

Fax:

E-Mail:

## SECTION 1.0 OVERVIEW

### 1. RFQ Objective

The West Central Association, on behalf of the Special Service Area #16, is seeking a qualified public relations firm to represent the SSA #16 (Greektown).

At a high level, the qualifying firm may perform a range of duties including:

- Media relations strategies for the SSA # 16 as a whole.
- Crisis communications management.
- Media outreach to promote SSA #16 community events, projects and stakeholders.
- Developing and executing media strategies to market the SSA #16 Greektown corridor as a “destination.”

### 2. Background: Special Service Areas Generally

Special Service Areas (SSA), known as Business Improvement Districts or BIDs in other cities, are local tax districts that fund expanded services and programs through a localized property tax levy within contiguous areas. The enhanced services and programs are in addition to those currently provided through the City.

SSA-funded projects typically include but are not limited to: public way maintenance and beautification; district marketing and advertising; business retention/attraction, special events and promotional activities; auto and bike transit; security; façade improvements; and other commercial and economic development initiatives.

Mayorally- appointed SSA Commissioners for each SSA district oversee and recommend the annual services, budget and Service Provider Agency to the City. There are currently more than 50 active SSAs in Chicago.

### 3. Special Service Area #16 Greektown (“SSA #16”)

SSA #16 includes property on both sides of Halsted Street bounded by Madison Street on the north and Van Buren Street on the south.

See Map attached.

West Central Association (WCA) is the Service Provider for the SSA#16. In this role, the WCA is responsible for daily activities and contracts with the city of Chicago to perform a range of requisite duties.

The SSA #16 provides services/programs in the following areas:

- Strategic planning
- Marketing & market research
- Business assistance and recruitment
- Capital Improvement projects
- Street cleaning and Security programs
- Art projects
- Street banners and Holiday decorations
- Enhanced lighting
- Seasonal landscaping (planters)
- Branded waste receptacles
- Community building
- Economic programming
- Outreach communications via website and Monthly E-newsletter.

The SSA#16 has a logo (See above) and the tagline “Our culture. Your adventure” appears on the website: [Greektownchicago.org](http://Greektownchicago.org)

#### **4. Introducing Chicago’s Greektown.**

Greektown is a legacy cultural district within the Chicago metropolitan area. It has long been associated with its concentration of Greek restaurants and businesses which have been open for decades with one business being established in 1922. Greektown forever remains in every Greek’s heart and mind, representative of their past and a flagship of their cultural roots. Open to many patrons and visitors, it has been a compelling and exciting place for all to experience the famous Greek “philoxenia” or hospitality offered by all establishments.

Events that highlight Greektown businesses such as The Taste of Greektown, The Greek Heritage Parade, the Christmas Tree Lighting Ceremony which takes place at Greektown’s very own Elysian Field-located on Halsted and Van Buren, and the Street Art Program allow Greektown to showcase its offerings of hospitality and Greek tradition. In addition, the “karavakia” displayed in various businesses during the holiday season bring visitors to view these unique works of art. The Greek cultural experience is further enhanced by the opening of the National Hellenic Museum in 2011 and the presence of the Greektown Educational Foundation promoting the continuation of Greek language education and cultural initiatives in

Greek schools throughout the Chicagoland area. Modern sculptures, sponsored through Chicago Sculpture Exhibit, grace the ancient temple elements and further enliven the Greektown community.

Greektown today remains a bustling, vibrant, commercial district with several Greek dining establishments—a constant reminder of the enterprising Greek immigrants that first established their businesses along Halsted Street many decades ago—along with an expanding number of services, supermarkets, and independent businesses that serve the growing West Loop neighborhood. And, with the addition of new and stunning residential buildings, Greektown shows itself to be an inviting, livable and desirable neighborhood.

Greektown is positioned to take advantage of growth in the West Loop and to capitalize on its unique history, culture, and business base to evolve as a dynamic neighborhood, offering a unique Greektown experience for residents and visitors alike.

## SECTION 2.0 SCOPE OF WORK

The public relations scope of work may include, but is not limited to, the following tasks:

- Create media relations for SSA#16 community events, projects and stakeholders.
- Monitor and manage all media inquiries.
- Compile and maintain a folder of PR materials and clippings.
- Coordinate media strategies with WCA and SSA#16 staff and Boards.
- Develop and execute a *crisis communications* strategy.
- Write press releases.
- Write articles, advertorials and op-ed pieces.
- Organize media and familiarization tours for Greektown (when conditions allow).
- Maintain calendar listings in key media.
- Generate opportunities for WCA and SSA#16 Board/staff speaking engagements.
- Develop and implement a solid social media strategy and track results.
- Develop and execute communication strategy for Greek-language media.
- Generate ideas for partnerships and collaborations.
- Create ideas/designs for themed events and programs.
- Work with the Greektown Arts Committee to promote art projects.
- Create interesting visuals, i.e., take photographs, video's, etc., to showcase Greektown.
- Build relationships with and among individual business owners.
- Assess and articulate Community needs.
- Communicate efforts and strategies to all stakeholders
- Develop and execute a media strategy to communicate the SSA#16's initiatives and to market Greektown as a "destination."
- Attend & report at SSA#16 CCommission meetings and any other meetings as necessary.

## SECTION 3.0 QUALIFICATIONS SUBMITTAL / REQUIREMENTS

The WCA requests (1) one original and (10) ten copies of a Statement of Qualifications. Please include the following information with your response.

### 1. Letter of Interest and Executive Summary

Attach a letter of interest that explains your firm's interest in working on this Project. Include an "Executive Summary" which explains your firm's qualifications and experience as they pertain to this particular Project. Also, include the names and titles of the persons who will be authorized to make representations for the Proposer.

### 1. Proposer Profile

Provide the following information regarding your firm. If you intend to subcontract some of the proposed work to another firm, similar information should be provided for each subcontractor/sub-consultant.

- A brief history of your firm, including the year it was established.
- The names and curriculum vitae of your firm's principals. Indicate the amount of involvement the principal(s) will have on this account.
- The curriculum vitae of the team leader that will have the primary responsibility of managing the day-to-day oversight of this account. Include curriculum vitae on other key personnel that will work on this project.
- A list of ongoing contracts/projects with their current status and projected termination dates.
- An organizational chart.
- The most recent annual report and related informational brochures.
- Samples of relevant work.

### 2. Proposer's Experience, Past Performance, and Approach

Provide the following information regarding your firm:

- *Past Performance*: Describe the firm's past performance and experience.
- *Firm Strengths*: Describe the firm's strengths and approach in the following areas:

1. Communications for promoting a "destination" concept.

2. National and International Media Relations
3. Regional and Local Media Relations
4. Social Media, Campaign Development and Execution

- *Comparable Projects*: Provide a detailed description of comparable projects (similar in scope of services to those requested herein) which the Proposer has either ongoing or completed within the past three years. Where possible, list and describe those projects performed for similar size public or private entities and any work performed for the WCA. Please specify whether each project is completed or ongoing. The description should identify for each project:

1. The client
1. A description of work
2. The duration of project
3. The contact person and phone number for reference
4. The results/deliverables of the project

#### **4. Strategic Approach**

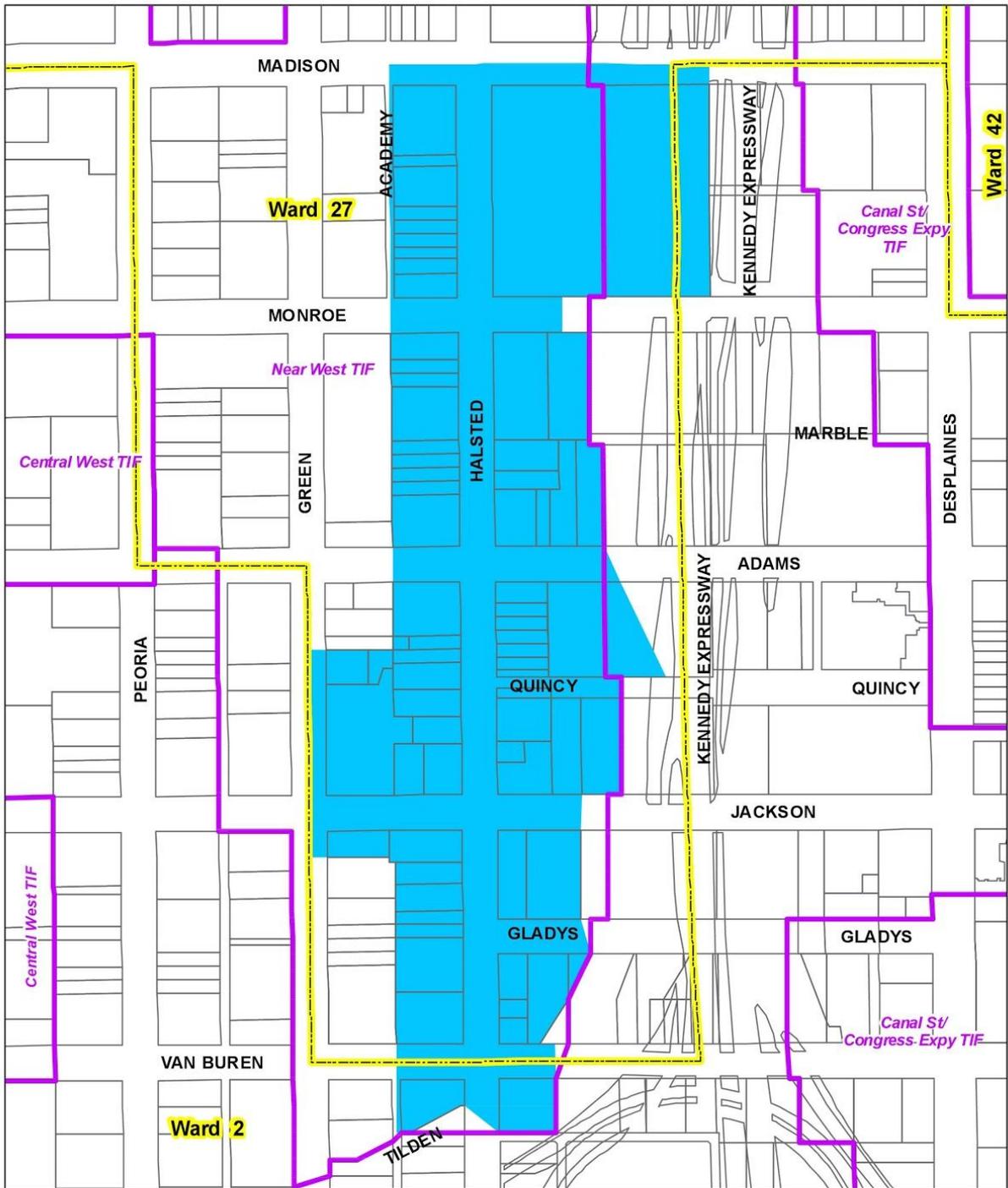
Proposer should prepare an Outline for the proposed media approach, tailored for Greektown as a “destination.” The outline should consider the unique role of the WCA/SSA#16 as an advocate, facilitator, planner and executor of strategies that strengthen Greektown’s appeal as a dynamic residential and commercial community.

Consideration should also be given to current national, state and local economic conditions.

#### **3. References**

Provide names, addresses, and phone numbers of up to four (4) references that would be capable of explaining and confirming your firm’s capacity to successfully complete the scope of work outlined herein.

Thank You.



- Legend**
- SSA
  - Greek Town
  - TIF
  - Ward

**Greek Town  
SSA #16**



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