

# Request for Qualifications



## WPB Marketing Materials

**RFQ Released  
October 7, 2009**

**Contact:**

**Jason Giarmo, WPB Contracts Coordinator**  
**[Jason@WickerParkBucktown.org](mailto:Jason@WickerParkBucktown.org)**  
**773.235.6385**

**Submissions Due  
October 28, 2009, noon**

**NO LATE SUBMISSIONS WILL BE ACCEPTED**

## **Intent**

WPB, the Special Service Area for the Wicker Park and Bucktown neighborhoods of Chicago, seeks creative designer to develop marketing materials to promote and inform residential, business and building owners of existing programs available from WPB. Such materials should serve to encourage merchants and owners to take advantage of the services WPB currently provides.

## **What is WPB?**

WPB is the special service area for the Wicker Park and Bucktown neighborhoods. The mission is: To sustain and promote the prosperity and unique qualities of life of the Wicker Park/Bucktown neighborhood and commercial district, whilst preserving its diverse character for the benefit of its residents, visitors, and businesses through the wise and discerning investment of resources to enhance our public ways.

WPB uses property tax levied on the commercial streets to fund projects in fulfillment of the mission. Examples of programs/service we currently provide or will be involved with include:

- sidewalk snow removal
- sidewalk debris removal
- graffiti abatement and education program
- landscaping

## **Deliverables**

With coordination of WPB staff, the selected designer will be required to design the following:

1. A USPS mail-ready informational piece to include details about programs (see below) and a pull-out or tear-off portion of quick reference information.
2. A template door hanger (created in Adobe InDesign) to be updated by WPB staff for distribution by WPB vendors to indicate work completed.

WPB uses an established style guide with logos, color palette and fonts. The materials designed for this project must use the established style guide.

The brochure will outline the programs services WPB offers. The contracted designer will be given additional information about each program and service, but will be expected to create copy to describe each program and service. The following is a list of items that will be considered for inclusion:

- Graffiti Abatement Program
- Façade Rebate Program
- WPB Standard Services

- Landscaping
- Sidewalk Cleaning
- Snow Removal
- Holiday Decorations
- WPB Commission Meeting Schedule
- List of Commissioners
- Lists of Committees
- Pull out easy reference action card, detailing what to do or who to call in case of:
  - Graffiti
  - Counterfeit Money
  - Robbery
- Other issues common to WPB residents and building/business owners.
- Map of District
- Recycling and shredding events
- Link to Master Plan
- Wicker Park and Bucktown Chamber of Commerce membership information
- Neighborhood resources
- WPB activates and accomplishments

**Additional Considerations**

The brochure will be designed with the intent to be mailed, but will also be used throughout the year to inform business/building owners, residents, new chamber members and meeting attendees of the programs and services WPB offers. The brochure will also be available for distribution at the 1<sup>st</sup> and 32<sup>nd</sup> Ward Aldermanic offices.

The door hanger template should be designed with flexibility to provide information about a variety of services (i.e. snow removal, sidewalk cleaning, street closures, parking restrictions, etc).

The final design, files and marketing materials will be sole property of WPB and will be made available upon completion of contract for future updates.

The design and theme of the marketing materials should be reflective of and consistent with both the Mission Statement and Core Values of WPB outlined within this RFQ.

**Submission Requirements**

Please include a letter of interest, describing your qualifications and relevant experience. Also include samples of recently completed work that demonstrates ability to complete this task. Include resumes of the key designer(s) that will work on the project. Finally, please include a schedule and a detailed budget.

Please submit qualifications packet via email ONLY to:

Jason Giarmo  
WPB Contracts Coordinator  
jason@wickerparkbucktown.org

**Budget**

WPB has budgeted a total of \$3,000.00 for this project, to include design fees and printing. Postage does not need to be included in the budget.

**Timeline**

- 7 October 2009: RFQ released
- 28 October 2009, noon: Qualifications due
- 3 November 2009: Clean, Green and Safe (CGS) Committee meets, determines which vendor will receive contract
- 4 November 2009: Contract awarded to vendor; meeting scheduled to review content of deliverables, provide necessary information, etc
- 4 November – 25 November: ongoing communication with selected vendor as they create materials
- 25 November 2009: final draft of materials submitted to WPB
- 1 December 2009: final draft presented to CGS Committee
- 2 December 2009: upon final approval from CGS Committee and WPB staff, selected vendor helps coordinate printing of final materials to be ready for mailing by 14 December 2009

## **Background on WPB and Core Values**

### What is WPB?

WPB is the Special Service Area for the Wicker Park and Bucktown neighborhoods of Chicago. The mission of WPB is to sustain and promote the prosperity and unique qualities of life of the Wicker Park/Bucktown neighborhood and commercial district, whilst preserving its diverse character for the benefit of its residents, visitors, and businesses through the wise and discerning investment of resources to enhance our public ways.

The Wicker Park and Bucktown neighborhoods are vibrant, urban areas of the City of Chicago that exhibit a rare combination of nightlife, culture, family, and art that define the neighborhoods as unique in the City. These are qualities that WPB is working to preserve and encourage, as indicated in the mission statement above.

### Core Values

WPB has a set of core values that are at the heart of any and all decisions made. These values guide WPB, influencing goals, priorities, and allocation of funding for projects.

*Environmental best practices are preferred, and should be incorporated into all projects.* Being located 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 the district. Alternatives to conventional methods of managing storm water 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. WPB is committed to finding ways to encourage recycling and a more “green lifestyle” in order 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. 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, 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, 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.