



Request for Proposals Wicker Park Bucktown 2018 Neighborhood Guide

The Wicker Park Bucktown Chamber of Commerce (WPBCC) and WPB SSA #33 is seeking a designer or firm specializing in editorial & print design to produce the **2018 Wicker Park Bucktown Neighborhood Guide** to highlight businesses in the area, specifically detailing the cultural, retail, hospitality business and activities in the Wicker Park Bucktown neighborhood. The intent of the guide is to promote the vibrant business community in Wicker Park Bucktown and draw customers. The intended audience is tourists and residents. The distribution is focused on the downtown hotel concierges and tourism information centers as well as local businesses.

Content is as follows:

The finished product will be a printed piece with the following content:

- A map
- An editorial listing of businesses
- space for WPBCC information
- Advertising space
- Full color photography of the neighborhood and/or highlighted businesses
- Optional: Sponsored listings

Format of the guide is not yet determined. We are considering a folded map, 8.5 x 3" but are open to other formats, so share your best ideas.

Scope of work:

Contractor will be responsible for creating the content of the guide, including the editorial and the map. Contractor will work with WPBCC staff to create incorporate advertising space as sold by the WPBCC. Contractor should also have a means of distributing the guide.

Proposals should include:

- Print Production Estimate for 30,000 guides
- Payment Schedule
- Project Schedule
- Distribution Detail

Please send your resume, portfolio samples, and a proposal detailing your estimated payment requirements.

The deadline for submitting proposals is 5 PM, December 15, 2017, to: hans@wickerparkbucktown.com

For pre-submission questions please call Hans Kumler, WPB SSA #33 Program Specialist