



Request for Proposals Wicker Park Bucktown Special Service Area #33 Annual Report

Intent

The Wicker Park Bucktown Chamber of Commerce seeks to retain a contractor to create an annual report for Special Service Area (SSA) #33. This report will be an attractive, graphically rich, easy-to-read document that profiles the SSA #33 to be mailed and available online. The outline will include four main items:

- “Hello” message
- Map and budget information
- An overview of the 5 program areas of the SSA with dollar investments depicted graphically.
- mailer page with a “how to get involved” call-out

Scope of Work

The SSA will provide:

- data
- general text
- photographs

The contractor will provide:

- 8-12 graphics to depict committee information and the budget
- layout
- editing/ some copywriting/ final document text
- photo editing

Recommended Timeline:

- Proposals due Friday, December 15, 2017
- Committee Review, January 4, 2018
- Final Decision, Wednesday, January 17, 2018
- Notification, Thursday, January 18, 2018
- Draft Due, March 3, 2018
- Printing and mailing by the end of March, 2018

The proposal should include itemized pricing for design, printing 4000 pieces and mailing 3400 pieces

Proposals are due by Friday, December 15, 2017, by 5 pm. No late proposals will be accepted. If you have any questions, please call Hans at 773.384.2672 or email

Proposals should be emailed to:

hans@wickerparkbucktown.com



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Background on WPB SSA #33 and Core Values

What is WPB SSA #33?

WPB SSA #33 is the Special Service Area for the Wicker Park and Bucktown neighborhoods of Chicago. The mission of WPB SSA #33 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 the SSA is working to preserve and encourage, as indicated in the mission statement above.

Core Values

The Commission of WPB SSA #33 has a set of core values that are at the heart of any and all decisions made. These values guide the Commission, 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 SSA. Alternatives to conventional methods of managing stormwater 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. The SSA Commission 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. The SSA Commission 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, the SSA Commission 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 streetlife 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, the SSA Commission is interested in maintaining the unique atmosphere of Wicker Park and Bucktown that can only be experienced in the public way.



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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. The SSA 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; the SSA considers transparency and engagement to be paramount to its success and validity in the community.