



Edgewater Brand Research 2021

Request for Proposal by: October 11, 2021

Estimated work period: November - January 2022

Introduction:

The Edgewater Chamber of Commerce (ECC) invites interested consulting teams to submit proposals to assist ECC with a market research study and resulting strategy. The project will identify the competitive position of the commercial corridors and community as a Chicago destination, uncovering its perceived weaknesses and areas of opportunity as identified by three target groups: Consumers, Developers and Residents.

Current Opportunities:

On May 16, the Chicago Transit Authority (CTA) started the first of two phases of major station and track reconstruction between the Lawrence and Bryn Mawr Red Line stations. This is part of the agency's transformational \$2.1 billion Red and Purple Modernization (RPM) Phase One Project. RPM will rebuild the 100-year-old Lawrence, Argyle, Berwyn and Bryn Mawr Red Line stations and tracks. The new stations will be modern, larger and fully accessible stations and will include elevators, wider platforms and vastly improved amenities.

On the other side of the community starting later in 2021 the \$15 million new Metra station will be built on the northeast corner of Peterson and Ravenswood Avenues and will include on-site parking, a drop-off cul-de-sac and covered waiting areas. Metra will rehab the rail bridges spanning Peterson Avenue and Ridge Boulevard.

Current Challenges:

Edgewater lacks brand recognition and a clearly articulated brand promise that resonates in the marketplace. A compelling case could be made that the marketplace loves Edgewater – it's just that the market doesn't fully understand that it's Edgewater they love. Andersonville, located within the Edgewater community area is already one of Chicago's great place brands. And the Bryn Mawr Historic District has a distinct character, and Edgewater enjoys a position with direct lakefront access. But, a whole host of other amenities exist in the community that have yet to be fully leveraged as distinctively Edgewater.

Submission of Proposals:

Noon on Monday, October 11, 2021, via email. All proposals should be emailed to christina@edgewater.org.

RFP Documents:

All documents pertaining to this RFP will be posted on edgewater.org during the duration of the procurement period.

Contact:

Any questions regarding this RFP shall be directed to:

Christina Pfitzinger
Edgewater Chamber of Commerce
Executive Director
christina@edgewater.org
773-561-6000

Please do not contact anyone else on the ECC Staff or Board of Directors about this procurement between the RFP Launch and Consultant Selection dates listed under the Timeline section of this RFP.

Project Objective:

Edgewater is seeking a qualified consulting firm with solid experience in marketing research (both quantitative and qualitative) and messaging/positioning to develop a comprehensive brand that enhances the general perception of the community, drives business attraction and retention, energizes current residents, and positions the community as a desirable place for relocation.

Market Research (November/December 2021)

Market research should identify the community's position, perceived advantages/weaknesses, and areas of opportunity, to assist with future marketing initiatives. The study should be conducted with key stakeholder groups as identified below in a manner proposed by the consultant as part of their research plan. The proposal should outline type of research, approach, outreach methods, software/ tools utilized for the process, and deliverables.

Suggested constituent groups are as follows (Contacts provided by ECC based on consultants' determined criteria):

- Current & perspective business owners
- Existing business customers
- Aldermen and local government officials
- Edgewater community organizations & influencers
- Loyola University, students & other local school leaders
- Property owners, realtors, real estate developers, and rental agents
- Current residents (Edgewater community has 16 block clubs)

Brand Messaging and Strategy (January 2022)

After obtaining and analyzing data about our constituents, their perceptions of the neighborhood, their use of the neighborhood, and their desires for the neighborhood this phase will create the brand positioning and a strategy for the community. The marketing strategy should enhance the Edgewater brand to (1) attract local and regional businesses and customers to Edgewater and (2) strengthen Edgewater's existing businesses and citywide perception.

The deliverables should include:

- Positioning Statements to influence all future messaging
- Define market and recommend ways to articulate the brand to target audiences
- Brand Architecture to define and address the identified business districts
- Identify opportunities to better promote and create brand awareness

Phase 2: Branded Elements & Campaigns (Summer 2022)

These newly defined target audiences and new positioning will need respective brand imaging and campaigns to communicate Edgewater's myriad of benefits, attractions, diversity, lakefront location and vitality. A second RFP in Spring 2022 will address elements identified in Phase 2 to drive the design of future initiatives.

- Develop visual brand elements based off Phase 1 research
- Align a comprehensive communications plan to the brand strategy
- Prioritize specific tactics including an estimated budget and timeline for each item in plan
- Recommend metrics to evaluate the success of the communications and promotional avenues

Submissions:

Prospective agencies should submit their proposal no later than noon on Monday, October 11, 2021. Preferred receipt is via email to christina@edgewater.org. All proposals will be acknowledged upon receipt.

Proposal to include the following:

- a) Proposed approaches or methodology with respect to the anticipated scope of services
- b) Time frame for completing the research and marketing strategy
- c) List of deliverables you agree to provide
- d) Consultant qualifications and/or partners that will work on the project
- e) Comparable projects and samples of work by firm or included partners
- f) Projected cost of services for each portion of the project
- g) Any terms or conditions you require

Costs involved in the creation of the proposal will be the responsibility of the prospective vendor and will not be reimbursed.

Selection Criteria:

The final recommendation will be approved by the Edgewater Chamber of Commerce SSA#26 Commissioners. It is anticipated that proposals will be reviewed by October 20, 2021, and bidders advised by October 25, 2021. Many aspects of the proposal will be evaluated, and the cost of the project will not be the sole determining factor for selection. Below are areas of selection criteria:

- *Suitability of Proposal.* The proposed creative approach to community listening that accomplishes the needs and criteria set forth in the RFP.
- *Expertise in Branding.* Prior work demonstrates a creative and thorough approach to branding as evidenced by the proposal, references, and/or prior work.
- *Staff.* The candidate has appropriate staff and/or partnerships to execute the project in the time frame needed.
- *Proposed Budget.* Price is commensurate with the value offered and reflective of expertise.
- *Passion for Chicago Neighborhoods.* Proposal demonstrates a genuine enthusiasm and knowledge of Chicago's 77 neighborhoods. Our intent is to select a local firm that has an understanding and passion for Chicago's unique communities.

Thank you for your time, talents, and consideration.