



## REQUEST FOR PROPOSAL (RFP) MULTI-PLATFORM MARKETING SERVICES THINK MUNDELEIN FIRST/SHOP LOCAL CAMPAIGN

The Village of Mundelein issues this Request for Proposals for the purpose of selecting a qualified marketing, public relations, or communications firms (and teams of qualified subcontractors) to assist in the process of launching a multi-platform marketing campaign to leverage the Mundelein business community. Proposals must be received no later than July 20, 2020 by 5:00 p.m. at the Mundelein Village Hall, 300 Plaza Circle, Mundelein, Illinois. Firms must submit six hard copies, delivered to Communication & Marketing Manager, Village Hall, 300 Plaza Circle, Mundelein, Illinois 60060 and one digital copy to [info@mundelein.org](mailto:info@mundelein.org). Proposals received after the stated date and time or in any other location other than the Village Hall will not be considered.

### Community Background

Rich in history and exhibiting great benefits for its 31,000+ residents and those considering a move here, Mundelein fosters an exceptional quality of life, superb housing values, solid schools, a strong industrial base, and responsible government. Collectively, these unique attributes make the Village an ideal place for families and new businesses to grow and thrive. With a distinctive identity, Mundelein is a true gem located in Central Lake County, Illinois.

Mundelein rebranded and redefined itself, and over the past decade embarked on a very exciting growth period. Through strong leadership, the Village is making significant investments in redefining itself to reflect the changes of the community. There is a solid commitment to making the community a welcoming place. Much of this effort is centered in the downtown core, as the area shifts from primarily industrial and manufacturing-based, which has experienced growth in industrial parks within the Village, to an increasingly communal space. In fact, creating a sense of place in the downtown for people to live, visit, work, and simply enjoy is an ongoing priority for the Mayor and Board of Trustees.

Mundelein provides support for business attraction, expansion, and relocation as well as resources for economic development and assistance with site selection, real estate, and finance. It also has a tax increment financing district (TIF). Financial support mechanisms, such as the business incentive grant (BIG) program, help businesses make necessary exterior and interior improvements, all of which contribute to creating a welcoming and modern sense of place.

Local business can solicit financial assistance from the village for improvements such as signs, façades, and landscaping. For larger projects with the potential to generate substantial sales taxes, Mundelein also offers a sales tax sharing program.

The Village of Mundelein has an open and transparent approach to government and collaborates on development with neighboring jurisdictions to benefit the community and the region.

## **Project Purpose**

The coronavirus pandemic created economic hardship on local businesses. To help Mundelein businesses emerge from this public health and economic crisis, Village officials are proposing a “Think Mundelein First” marketing and communication campaign to assist local businesses recover as quickly as possible. Mundelein officials are operating from the premise that supporting local businesses through a community-wide marketing campaign is the best way to empower entrepreneurs, to support the local economy, to create jobs, and to facilitate a better quality of life for everyone. We believe one of the first steps in this process is to develop a comprehensive marketing campaign that reminds people to simply, “Think Mundelein First.”

## **Project Overview**

In an effort to communicate the Village of Mundelein’s support of the local business economy and to expedite Mundelein’s economic recovery from the devastating impact of the COVID 19 pandemic, officials are seeking to launch a coordinated, comprehensive, and ongoing buy local campaign with the goal reminding residents to alter their behavior and become more deliberate about choosing local, independently-owned businesses first, thus improving customer loyalty, sales, and the local economy.

## **Scope of Services**

**The successful firm is expected to provide the following:**

1. Preliminary meeting with a 6-member Steering Committee to discuss creative concepts and ways to engage the business community.
2. Develop a marketing and communication plan that addresses branding and digital deliverables. Include goals, timelines, scope of deliverables, creative approach, messaging, social media campaign, and business engagement strategies.
3. Create a campaign theme/tagline
4. Content Development-Creative messaging should focus on educating residents about the positive ripple effect of thinking and shopping locally first and foremost. Messaging should create a sense of community and campaign buy-in.
5. Develop strategies to create partnerships with local business owners to promote their business and the Shop Local initiative
6. Marketing Collaterals will include: Posters/signage, social media posts, email campaign, print and radio advertising, press releases, kick-off events
7. Website-Develop Campaign Subsite
8. Engage the local business community with a YouTube video campaign
9. Prepare engaging social media posts, including graphics or video
10. Anticipated virtual and in-person meetings with staff
11. Anticipated public engagement meetings

## **Submission Requirements and Evaluation Criteria**

**The following must be included in the proposal. Omission of these items may result in disqualification of eligibility.**

1. Narrative demonstrating an understanding of the project.
2. Provide a brief project outline highlighting the firm’s creative approach to the campaign and the elements of the intended Scope of Services from above

3. Extent of experience on similar campaigns and completion of comparable multi-platform campaigns.
4. Examples of similar campaigns produced for other municipalities and/or organizations.
5. Examples of marketing collaterals that demonstrate the firm’s creativity and scope of creative work.
6. Background information on the firm including project team and qualifications
7. Cost proposal including:
  - All-in number
  - Estimate of hours for each task, hourly rate and number of staff assigned to tasks
  - Cost per meeting of additional meetings above and beyond the all-in number
  - Graphics bank for graphics requested above and beyond the all-in number

Cost of the campaign is a consideration to the Village of Mundelein but may not be considered the key differentiating factor in the final award of the Think Mundelein First campaign.

8. Representative imagery and materials demonstrating quality of product for the Mundelein Scope of Services.
9. References (3).

**Timeline\***

**The successful applicant shall provide a project timeline compatible with the Village of Mundelein’s timeline as noted below:**

➤ RFP Submissions Due	July 20, 2020
➤ Conduct Interviews	July 27-30, 2020
➤ Village Board Contract Approval	August 10, 2020
➤ Concept Development and Marketing Plan Review	Week of August 17, 2020
➤ Campaign Kick-off	August 24, 2020
➤ Status meetings with committee	Ongoing

*\*Timeline is subject to change based on committee availability and changing dynamics during the COVID-19 Pandemic.*

**Selection Process**

**Final selection of the design firm/team will follow a multi-step process.**

1. First, the qualifications and costs provided under this RFP will be thoroughly evaluated by a 6-member Steering Committee. Committee members include: two (2) Economic Development Commission (EDC) members; two (2) Village staff; and two (2) Trustees.
2. Second, the top three qualified firms will be interviewed by the review team. The committee reserves the right to add or subtract the number of firms to interview.
3. The committee will work to finalize a scope of services, cost, and contract with the finalist firm. If unable to reach an agreement, the committee reserves the right to negotiate with the other qualifying firms until an agreement can be reached.
4. The committee will forward the contract, scope of services, and cost to the Village Board for consideration of approval. The Village Board has final approval.

Responses received after 5 p.m. on July 20, 2020 will not be considered. The Village of Mundelein reserves the right to short-list (up to 2) firms for more detailed technical and creative proposals or schedule interviews with the short-listed firms.

The Village reserves the right to select the second ranked consultant if negotiations with the first selected consultant are unsuccessful. The 6-candidate review team will administer the project and Mundelein's Community Development Planner and Communication and Marketing Manager will oversee the initiative.

### **Evaluation Criteria**

**The design firm/team will be evaluated utilizing the following criteria. Each standard will have a coordinating point value.**

**30 POINTS:** Ability to execute a multi-platform campaign and availability.

**25 POINTS:** Previous Shop Local or similar campaign experience and overall creativity showcased in similar projects/campaigns.

**20 POINTS:** Strength of team qualifications/experience.

**15 POINTS:** Local affiliation.

**7 POINTS:** Quality of materials submitted

**3 POINTS:** Cost for professional services

### **General Instructions to Bidders**

- **Due Date: July 20, 2020 at 5 p.m.**
- Mail or hand deliver proposal to Mundelein Village Hall, Attention Communication & Marketing Manager, 300 Plaza Circle, Mundelein, Illinois 60060.
- Deliver one digital copy to [info@mundelein.org](mailto:info@mundelein.org).
- Interested parties are required to include all items listed under "Evaluation Criteria" with submission.
- The proposal must clearly identify the firm, individual, or organization that is submitting the proposal.

**Questions regarding the proposal specifications can be directed to:**

**Taylor Wegrzyn, Planner  
Community Development  
Staff Liaison Economic Development Commission**  
300 Plaza Circle  
Mundelein, Illinois 60060  
[twegrzyn@mundelein.org](mailto:twegrzyn@mundelein.org)  
847-949-3238

**Or**

**Dawn Jenich, Manager  
Communication and Marketing**  
300 Plaza Circle  
Mundelein, Illinois 60060  
[djenich@mundelein.org](mailto:djenich@mundelein.org)  
847-949-3227

