



Old Town Merchants and Residents Association
1543 N. Wells St., Lower Level
Chicago, IL 60610
P: 312.951.6106
www.oldtownchicago.org
otmra@oldtownchicago.org

Request for Proposals - OTMRA Public Relations

Organizational Background

The Old Town Merchants & Residents Association is a 501(c)(6) nonprofit corporation founded in 1971 to encourage business growth and aesthetic improvements of the historic Old Town neighborhood on Chicago's near north side. OTMRA's 125+ dues-paying member businesses represent a variety of trades: bar/restaurant, retail, health & fitness, beauty, office, live theater/comedy, as well as community tentpoles such as religious institutions, support services, government representatives, and schools.

Details of Request for Proposals

OTMRA is seeking a firm to help with the organization in media relations for the Old Town neighborhood and its member businesses. We are looking for assistance in the following areas:

- Serve as a full service public relations agency to generate exposure for the Old Town neighborhood, including development and implementation of comprehensive communications campaigns using traditional and nontraditional media to reach target audience and general public.
- Develop media stories that highlight Old Town as a premiere tourism destination, as well as a great place to live, work and be entertained
- Secure feature articles and broadcast placements for the Old Town neighborhood and for OTMRA member businesses through various media outlets in the Chicagoland area
- Manage an aggressive, proactive media relations strategy for select OTMRA events (such as LiveWell Week, December holiday season, Old Town Restaurant Week, and Old Town Theater Week) and important news regarding Old Town.
- Collaborate with the OTMRA staff to develop communications strategy, press releases and story ideas.
- Advise the OTMRA on social media strategies and tactics to ensure greatest ROI for social media promotion and strategy.
- Monitor efficiency of public relations campaigns by providing monthly reports of progress and analyses that measure results and tracks media coverage
- Perform all necessary services related to successful development and execution of an over public relations strategy for the OTMRA
- Provide client management through in-person meetings and conference calls

Deadline and Additional Directions

The organization is accepting project bids and development until **Tuesday, May 15, 2018**. Complete scope of work is available on page 2. For questions, please call Ian M Tobin, Executive Director of the Old Town Merchants and Residents Association. For more information on Old Town and to review its current web presence, visit:

Website: www.oldtownchicago.org

Twitter: www.twitter.com/OldTownCHI

Instagram: www.instagram.com/OldTownCHI

Facebook: www.facebook.com/OldTownCHI

Youtube: www.youtube.com/OldTownCHI

Wells Street Art Fest:

www.wellsstreetartfest.us



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Scope of Work:

Responding firms will need to think about this assignment logistically and creatively. The Old Town Merchants and Residents Association welcomes suggestions for communication strategy, based on the firm's existing experience with community-focused campaigns, neighborhood chambers of commerce, and/or small businesses and its specific knowledge of effective public relations strategy.

Budget:

The approved budget cannot exceed **\$10,000.**

Selection Process and Criteria:

This RFP is for a one-year contract with the OTMRA, with the option for renewal. Marketing Committee members and OTMRA staff will participate in the process of selecting the appropriate firm. Proposals will be evaluated based on:

1. The firm's understanding of effective public relations needs for non-profit organizations, neighborhood chambers of commerce, and/or small businesses.
2. The firm's creative competency and experience with non-profit organizations, neighborhood chambers of commerce, and/or small businesses.
3. Timeline for completion of campaign stages
4. Three references (with link) for past public relations experience with non-profit organizations, neighborhood chambers of commerce, and/or small businesses.
5. Budget
 - a. Cost of development of strategy and execution
 - b. Total amount of staff to be used for project, total cost of staff time
 - c. Expected cost per element of strategy (preparation; implementation, etc.)

Proposals should be sent to:

itobin@oldtownchicago.org (email is preferred)

No later than Tuesday, May 15, 2018 at noon

Or

Ian M Tobin

Executive Director

Old Town Merchants and Residents Association

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