This document is a request for proposals (RFP) from agencies and/or individuals with extensive experience in developing destination brands that capitalize on a community’s assets and unique attributes to positively impact the community and its local economy.

**GENERAL REQUIREMENTS:** Proposers are to submit one (1) original and nine (9) copies to the following location:

**SUBMISSION LOCATION:** Village Clerk’s Office  
Village of Tinley Park  
16250 South Oak Park Avenue  
Tinley Park, IL 60477

**SUBMISSION DATE:** Monday, March 25, 2016 by 10:00 AM. Proposals received after the time specified will not be opened/accepted.

**CONTACT/QUESTIONS:** Submit questions via email to: Village of Tinley Park, attention Donna Framke, at dframke@tinleypark.org Questions are required no less than three (3) business days prior to the proposal opening date. Absolutely no informal communication shall occur regarding this RFP, including requests for information, or communication between offerors or any of their individual members and any Village elected official or employee. All questions will be answered with a copy of the question and answer to each proposer.

**CONTENTS:** The following sections, including this cover sheet, shall be considered integral parts of this solicitation:

* Notice of RFP  
* General Terms and Conditions  
* Project Overview/Scope  
* Additional Submission Requirements
GENERAL TERMS AND CONDITIONS

1. **Negotiations:**
The Village of Tinley Park reserves the right to negotiate specifications, terms and conditions, which may be necessary or appropriate to the accomplishment of the purpose of this RFP.

2. **Confidentiality:**
RFP’s are subject to the Illinois Freedom of Information Act.

3. **Reserved Rights:**
The Village of Tinley Park reserves the right at any time and for any reason to cancel this RFP or any portion thereof, and to reject any or all proposals. The Village reserves the right to waive any immaterial defect in any proposal. The Village may seek clarification from a proposer at any time, after the submission date, and failure to respond promptly is cause for rejection.

4. **Incurred Costs:**
The Village of Tinley Park will not be liable for any costs incurred by respondents in replying to this RFP.

5. **Award:**
Award will be based on the lowest responsive, responsible proposer, as determined by the Village.

6. **Local Vendor Purchasing Policy:**
The Village of Tinley Park Local Vendor Purchasing Policy provides local vendors preferential treatment when competing for contracts with the Village. A local vendor is defined as a business that has an actual business location within the Village of Tinley Park. When considering contracts, the Village reserves the right to forego the lowest bid in favor of a local vendor when the amount of the local bidder exceeds that of the otherwise lowest bid as follows, provided both bidders are found to be responsive and responsible:

<table>
<thead>
<tr>
<th>Contract Value</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0 to $250,000</td>
<td>5%</td>
</tr>
<tr>
<td>$250,000 to $500,000</td>
<td>4%</td>
</tr>
<tr>
<td>$500,000 to $750,000</td>
<td>3%</td>
</tr>
<tr>
<td>$750,000 to $1,000,000</td>
<td>2%</td>
</tr>
<tr>
<td>$1,000,000 to $2,000,000</td>
<td>1%</td>
</tr>
</tbody>
</table>

Maximum amount a local vendor’s bid may exceed lowest responsive and responsible bid is $25,000.
7.  **Interpretations or Correction of Request for Proposals:**
Proposers shall promptly notify the Village of any ambiguity, inconsistency or error that they may discover upon examination of the RFP. Interpretation, correction and changes to the RFP, if any, will be made by written addendum. Interpretation, corrections or changes made in any other manner will not be binding.

8.  **Addenda:**
Addenda are written instruments issued by the Village prior to the date of receipt of proposals, which modify or interpret the RFP by addition, deletions, clarifications, or corrections. Each proposer shall ascertain prior to submitting a proposal packet that all addenda issued have been received, and by submission of a proposal packet, such act shall be taken to mean that such proposer has received and understands fully the contents of the addenda.

9.  **Taxes:**
The Village is exempt from paying certain Illinois State Taxes.

10.  **Non-Discrimination:**
Proposer shall comply with the Illinois Human Rights Act, 775 ILCS 5/1-101 et seq., as amended and any rules and regulations promulgated in accordance therewith, including, but not limited to the Equal Employment Opportunity Clause, Illinois Administrative Code, Title 44, Part 750 (Appendix A), which is incorporated herein by reference. Furthermore, the proposal shall comply the Illinois Drug Free Workplace Act, Title 44, Chapter 10.

11.  **Change in Status:**
The Proposer shall notify the Village of Tinley Park immediately of any change in its status resulting from any of the following: (a) vendor is acquired by another party; (b) vendor becomes insolvent; (c) vendor, voluntarily or by operation law, becomes subject to the provisions of any chapter of the Bankruptcy Act; or (d) vendor ceases to conduct its operations in normal course of business. The Village of Tinley Park shall have the option to terminate any contract with the vendor immediately on written notice based on any such change in status.

12.  **Submittal and Evaluation Factors:**
The contract will be awarded to the lowest responsible, responsive proposer, as determined by the Village, or any other proposer determined by the Village of Tinley Park to be in the best interest of the Village, who meets or exceeds the criteria, sought by the Village. The Village reserves the right to reject any or all proposals or to waive any details in the proposals received whenever such rejection or waiver is in the best interests of the Village. The Village also reserves the right to reject the RFP of a proposer who has previously failed to satisfactorily perform, has not completed contracts on time or whom, upon investigation, is found not to be in a position to perform the contract.
PROJECT OVERVIEW

The Village of Tinley Park, located 25 miles southwest of Chicago, is a dynamic metropolitan community offering a wide range of entertainment options including a large, outdoor amphitheater; cultural opportunities, superb dining, great shopping and a convenient, enviable location – all within easy reach of Chicago’s world-renowned attractions. The community is conveniently situated with two interchanges off of Interstate 80 and boasts two stops (each housing an enviable train station) along the Chicago Metra Rock Island commuter rail line. The Tinley Park Convention Center and (1,000 room) hotel district draws tens of thousands of visitors annually. Nearby is a robust commercial and industrial area drawing hundreds of employees daily.

PROJECT SCOPE

The Village of Tinley Park is in the process of developing a brand for the Village of Tinley Park. The Village has not had a consistent brand image in the past and is seeking to cross-functionally market Tinley Park to drive tourism, business, relocation and general perception with a consistent branding image. Under the contract to be awarded through this RFP, the Village seeks to develop a strategic assessment of the “brand” and recommendations for developing and conducting a sustainable branding campaign. The Village seeks a professional, experienced organization to analyze, conduct and interpret research as well as demonstrate extensive experience with creating destination brands. The goal is to identify a clear, strong brand identity that represents the Village of Tinley Park.

The strategic assessment and recommendations would consist of the following:

• Develop a clear understanding of the current brand awareness of the Village of Tinley Park and identify existing challenges and opportunities
• Recommend additional information, if needed, and augment research as necessary
• Facilitate surveys of key constituents
• Craft the destination brand, and corresponding graphics, based upon results and visioning
• Deliver an action plan to assist Village staff and key stakeholders in marketing Tinley Park

Responders should provide the Village with a detailed plan of how they would accomplish the tasks/assignments described in the proposed project scope. Proposers may also add/describe any additional recommendations that they believe may be in the best interest of the Village.

EVALUATION CRITERIA

To simplify the review process and obtain the maximum degree of comparability, the proposal must contain and will be evaluated on:

• Qualifications of the Firm – 25%
• Experience of Staff or Team 25%
• Approach – 30%
• Fee Schedule – 20%

As part of its evaluation process, the Village may seek additional information form firms found to have resources and methodologies best suited to this project.
SELECTION PROCESS

The selection process will involve two steps: written submittals will be evaluated and scored and then oral interviews will be conducted with the highest-ranking firms.

SCHEDULE

<table>
<thead>
<tr>
<th>Task</th>
<th>Completion Date</th>
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<tbody>
<tr>
<td>a) RFP Issuance/Advertisement</td>
<td>February 29, 2016</td>
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<tr>
<td>b) Deadline for Questions</td>
<td>March 22, 2016</td>
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<tr>
<td>c) RFP Due Date</td>
<td>March 25, 2016</td>
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<tr>
<td>d) Interviews</td>
<td>Week of April 11, 2016</td>
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<tr>
<td>e) Negotiation of Contract</td>
<td>Week of April 18, 2016</td>
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<tr>
<td>f) Village Board approval</td>
<td>May 3, 2016</td>
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<tr>
<td>g) Start of Work</td>
<td>June 2016</td>
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ADDITIONAL SUBMISSION REQUIREMENTS

Section 1.0 – Executive Summary
Provide a brief summary, which describes and highlights your firm’s experience, qualifications, and expertise and why your team would be the best choice for this project. Please state your firm’s business organization type (Sole Proprietor, Partnership, Corporation, etc.)

Section 2.0 – Relevant Experience
Provide a detailed description and project profile sheets for similar projects containing services previously described. Emphasis should be placed on work completed within the last three years by the specific personnel being proposed to work on this project. Experience with governmental projects is preferred.

Section 3.0 – Management Team
Provide an organization chart graphically illustrating how your firm would staff and structure your proposed team for the project. Include delegation of responsibility and assignment of authority and interaction points with the Owner. List specific personnel proposed for the project team, including the project assignment and role or area of responsibility of each individual. Provide a resume for each proposed team member, specifically stating tenure with your firm, experience and qualifications of each individual.

Section 4.0 – Firm Differentiation
This section represents one of the most important sections for the selection of the recommended firm. Please respond to the individual questions carefully and succinctly.

Team Leadership
- Who on your team will provide consistent day-to-day leadership and management for the project?
- How much time will they spend on the project on a day-to-day basis?
- What meetings are they expected to attend during the project?
- What are your expectations for performance of this individual with regard to management of your project team?
- List and rank 10 key attributes or abilities the individual possess that the Owner is looking for.

Schedule
- What commitments and manpower are available from the firm to meet the project schedules, after they are established?
- What steps would the firm take in order to make up schedule time if that were required?

Innovation
- Describe the most innovative relevant project undertaken by your firm in the last five years and how it affected the owner.
- Provide a description of the attributes, processes and/or experiences that differentiates your firm from other firms.
**Budget**

- How does your firm maximize and maintain high quality projects while maintaining tight budget constraints? Cite examples of specific things that you have done on other projects to meet this objective?
- Please provide a specific cost proposal to complete the proposed scope of work described in this RFP.

**Quality of Documents**

- List the steps and describe the quality control processes we can expect from the firm during the project to assure careful coordination of all disciplines and a high quality end product/final report.
- Why is careful coordination and quality of documentation important to the firm?

**Section 5.0 – References**

Provide three (3) company references and three (3) references for the proposed project manager.