



REQUEST FOR PROPOSAL (RFP)

- Project Title: Just the Facts" Marketing Campaign
 - Budget: \$25,000
 - Submission Deadline: 11:59 p.m. CST, Friday, February 14, 2025
 - Contact Information: Andrew Hayes | ahayes@worldbusinesschicago.com
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Project Overview

World Business Chicago is seeking a creative and innovative partner to execute the "Just the Facts" Marketing Campaign, a data-driven initiative designed to highlight Chicago's top business rankings and key economic advantages.

This campaign aims to position Chicago as the ideal city for investment, relocation, and expansion, leveraging compelling data, infographics, and video testimonials of business leaders and pro-Chicago decisions.

The selected vendor will deliver a cohesive campaign potentially comprising website development, digital content creation, video production, and paid digital ad promotion.

While we've outlined an overarching concept, we are looking for a partner who can refine and strategize the best way to bring this project to market in a way that resonates deeply with target audiences. The partner with the most innovative and effective approach will win this opportunity.

This initiative, funded through the American Rescue Plan Act (ARPA), is designed to support small businesses, with a particular focus on diverse vendors representing all Chicago neighborhoods. To be eligible under ARPA guidelines, businesses must meet the following criteria: headquarters located within the City of Chicago, fewer than 500 employees across all locations, and established prior to March 12, 2020. This effort seeks to strengthen Chicago's standing as a global business hub, drive the city's post-pandemic economic recovery, and align with World Business Chicago's mission to foster equitable growth and opportunity for all. A key outcome of this initiative is to bolster business tourism and enhance business recruitment efforts, further solidifying Chicago as the premier destination for corporate investment and innovation.

Objective: Reclaiming Chicago's Narrative with Data-Based Facts

The primary goal is to create a marketing campaign that highlights undisputed facts that demonstrate Chicago's strength as a hub for business. The campaign will emphasize Chicago's economic advantages and showcase the impact of its vibrant, diverse business community. We want this initiative to inspire trust and enthusiasm among investors, decision-makers, and the public.

In an era where misinformation and propaganda distort perceptions, Chicago's narrative deserves to be grounded in truth, driven by fact-based, data-backed storytelling that highlights the city's undeniable strengths. The "Just the Facts" campaign is part of a larger effort to dispel myths and showcase the reality:

- **Crime is Not Out of Control:** While challenges exist, data reveals steady progress and a commitment to public safety. This initiative will counter exaggerated narratives with real stories of a thriving, resilient city.
- **Businesses Choose Chicago:** Every year, companies across diverse industries select Chicago for corporate relocation and site selection, creating thousands of new jobs and expanding the city's economic footprint. The decision-makers behind these moves deserve a platform to share why Chicago is their city of choice.
- **Innovation Is Thriving Here:** From the groundbreaking quantum campus announced last summer to advancements in food tech, fintech, and beyond, Chicago is at the forefront of innovation. This project will shine a light on the city's role as a global hub of progress and creativity.
- **We All Have a Stake in Chicago's Narrative:** Chicago's reputation impacts everyone—from local communities to global investors. This effort will invite businesses, civic leaders, and residents to rally behind data-based facts, and a shared vision of the city as a hub for opportunity, collaboration, and excellence.

Purpose & Intention

World Business Chicago (WBC) seeks a partner to develop and execute the "Just the Facts" campaign, a data-driven initiative aimed at showcasing Chicago's strengths as a top-tier destination for business relocation, expansion, and innovation. This campaign will arm stakeholders with fact-based talking points to defend and promote Chicago's reputation — whether across the Thanksgiving dinner table, in conversations with investors, or when engaging potential employees.

Desired Deliverables

We encourage creativity and innovation. While we are flexible on specifics, deliverables may include:

1. Strategic Plan and Concept Development

- Collaborate with WBC to refine the campaign's overarching vision and strategic direction.
- Identify the most impactful platforms, formats, and narratives to ensure the campaign resonates with diverse audiences, including business leaders, policymakers, and residents.

2. Website Development

- Custom Website Design & Development: Create an engaging and user-friendly website that serves as the campaign's hub.
- Mobile Responsiveness & SEO Optimization: Ensure seamless accessibility across all devices and maximize visibility via search engine optimization.
- Hosting Setup & Maintenance: Set up hosting and provide maintenance for the first year of operation.
- Content Management System (CMS) Integration: Enable easy updates with a robust CMS like WordPress or Squarespace.
- Revisions: Include two rounds of revisions to ensure the website meets campaign objectives and WBC's standards.

3. Digital Content Creation & Distribution

- Infographics & Templates: Design visually appealing, data-rich infographics that highlight Chicago's rankings, economic advantages, and success stories.
- Platform-Specific Adaptations: Tailor content for social media, email campaigns, and other digital platforms to reach targeted audiences effectively.
- Editable Files: Provide editable source files for future updates and modifications, ensuring the longevity of campaign materials.

4. Talking Points for Stakeholders

- Develop concise, fact-based talking points that stakeholders can use to defend and promote Chicago's narrative.
- Equip business leaders, residents, and advocates with persuasive materials for conversations with investors, talent, and other key audiences.

Flexibility & Creativity Encouraged

To ensure the campaign's success, we welcome vendors to propose unique ideas and innovative approaches. Rather than prescribing a rigid list of deliverables, we encourage proposals that outline how your vision and expertise will achieve our objectives.

Evaluation Criteria

The winning proposal will demonstrate:

- A strong understanding of Chicago's economic and cultural ecosystem.
- Creative strategies for amplifying Chicago's business advantages.
- A commitment to collaboration and alignment with WBC's mission.
- Clear, actionable plans to bring the "Just the Facts" campaign to life.

Submit your best ideas — the proposal that excites and inspires us the most will move forward!

Proposal Requirements

Interested vendors should submit a proposal, in PDF, that includes:

1. A brief company overview and relevant experience, including current client list.
 2. A high-level concept and strategic approach for the campaign.
 3. A proposed budget (not to exceed \$25,000) and timeline.
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Submission Details

Proposals must be submitted by 11:59 p.m. CST, Friday, February 14, 2025, to Andrew Hayes [ahayes@worldbusinesschicago.com].

For questions or clarifications, a 30-minute virtual meeting can be requested (before deadline). Contact Andrew Hayes to schedule.

Why Work with World Business Chicago?

World Business Chicago (WBC) is the city and region's economic development leader, dedicated to fostering inclusive growth and strengthening the city and region's position as a global leader in business innovation. By partnering with WBC on the "Video Jukebox" project, you'll have the unique opportunity to contribute to a campaign that shapes Chicago's narrative and drives its economic future.

We're looking for bold ideas and inspired thinking. If you believe your team has the vision and expertise to make this project a success, we can't wait to hear from you!