

REQUEST FOR PROPOSAL (RFP)



- Project Title: "Video Jukebox" of Business Testimonials
 - 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 (WBC) is seeking a creative and strategic partner to bring to life the idea of a "Video Jukebox," an initiative to amplify Chicago's position as a premier destination for business investment, growth, and expansion via video testimonials of Chicago business leaders, decision-makers, and pro-Chicago decisions. This project aims to spotlight authentic stories of businesses that have chosen Chicago, using compelling testimonials and supporting digital assets.

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 campaign that highlights Chicago's strengths through business testimonials while providing versatility for use across digital platforms. 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 "Video Jukebox" project 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.

Desired Deliverables

While we are open to new ideas and flexible on specifics, the deliverables may include:

1. **Strategic Plan and Concept Development**
 - Collaborate with WBC to refine the campaign's vision.
 - Identify the most effective platforms, formats, and narratives to ensure the campaign resonates with diverse audiences.
2. **Testimonial Video Production**
 - Develop and produce a series of short, engaging video testimonials featuring business leaders and small business owners.

- Highlight key industries and Chicago's competitive advantages.
- 3. Digital Assets and Distribution Strategy
 - Create supporting digital content (e.g., graphics, infographics, pull quotes) that complements the videos.
 - Recommend a distribution strategy for social media, web, email, and other platforms.
- 4. Landing Page or Platform Integration
 - Explore options for hosting or showcasing the "Video Jukebox," whether via a dedicated landing page, social media playlists, or another creative solution.

We are intentionally keeping the deliverables flexible to encourage creative solutions. Vendors should propose their vision for achieving our objectives and outline the deliverables they believe will best accomplish this.

Evaluation Criteria

We will assess proposals based on the following:

1. Innovation: The creativity and originality of the concept proposed.
 2. Alignment: How well the proposal aligns with WBC's mission to promote Chicago as a leading global business hub.
 3. Impact: The potential of the proposed strategy and deliverables to resonate with our audience and achieve campaign goals.
 4. Experience: Relevant experience and past success in similar projects.
 5. Feasibility: The ability to deliver within budget and timeline.
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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. Examples of past projects that showcase similar work.
4. A proposed budget and timeline.

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. Contact Andrew Hayes to schedule same.

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!