

REQUEST FOR PROPOSAL

Civic and Business Leadership Engagement Strategy for Chicago's Post-COVID Economic Recovery

- Request for Proposal Issued by: World Business Chicago
- Title: Civic and Business Leadership Engagement Strategy for Chicago's Post-COVID Economic Recovery
- Contact: Andrew Hayes, ahayes@worldbusinesschicago.com
- Deadline for response: 11:59 p.m. CST, February 6, 2025

Project Overview & Submission Timing

World Business Chicago (WBC) seeks proposals from experienced public affairs and communications firms to provide strategic support for corporate communications, issues management, and business stakeholder engagement. This initiative, funded through the American Rescue Plan Act (ARPA), aims to bolster Chicago's reputation as a global business hub, drive the City's post-pandemic economic recovery, and ensure alignment with WBC's mission of promoting equitable growth and opportunity.

Proposals should be submitted in PDF format to ahayes@worldbusinesschicago.com with the subject line: **Civic and Business Leadership Engagement Strategy RFP**.

Objective

The selected firm will:

- Position Chicago as a leader in innovation, business tourism, and economic resilience.
- Promote significant achievements in tech, manufacturing, and emerging industries such as the blue & green economy and quantum technology.
- Ensure consistent, impactful messaging to stakeholders in the city's business community, including key stakeholders in the city and region business community.
- Provide real-time support for media inquiries, proactive announcements, and issues management.
- Inspire collaboration among civic and business leaders to accelerate Chicago's recovery and growth.

Scope of Work

The firm will provide strategic counsel and project management support in the following areas:

1. Corporate & Crisis Communication

- Proactive Announcements: Develop and execute communication plans for announcements, including drafting press releases, media strategies, and messaging timelines.

- Media Inquiries: Collaborate on response strategies, draft statements and talking points, and prepare WBC spokespeople for interviews.
- Issues Management Communications: Create issues management plans, including holding statements, scripts, and media monitoring for real-time issues.
- Message Consistency: Review and ensure cohesive messaging across media, stakeholders, and board communications.

2. Chicago Business Network of Leaders and Influencers Communications

- Audit & Strategy Development: Conduct a communications audit to assess strengths, gaps, and preferences for WBC’s business community engagement.
- Rubric & Protocols: Create a framework to guide future communications with key stakeholders and business community, outlining key considerations such as timing, audience, and channel.
- Materials Development: Draft materials tailored to board needs, including emails, talking points, and presentations, ensuring they are informed and aligned with WBC’s strategy.

3. Civic & Business Engagement

- Leadership Roundtables: Organize discussions with civic and business leaders in key industries (e.g., STEM, workforce, tech).
- Public Events & Campaigns: Highlight Chicago’s economic recovery efforts through targeted campaigns and citywide events.
- Stakeholder Alignment: Facilitate collaborations between WBC, board members, and external partners to amplify messaging and achieve shared goals.

4. Metrics & Reporting

- Performance Tracking: Monitor and evaluate engagement metrics to refine strategies.
- Feedback Integration: Conduct surveys and focus groups to gather insights and inform future efforts.
- Comprehensive Reporting: Provide regular updates on progress, outcomes, and opportunities for improvement.

Deliverables

Proposals should outline the following deliverables:

- Comprehensive communication plans for proactive announcements and crisis situations.
 - Messaging frameworks and templates for stakeholders and board members.
 - Event and campaign strategies to engage civic and business leaders.
 - Regular performance reports and recommendations for optimization.
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Budget Guidelines

The budget for this program should not exceed \$12,500 per month and must include:

- Detailed labor costs and vendor fees.
- Anticipated expenses for materials, travel, or media buys.
- Any applicable discounts or in-kind contributions.

Evaluation Criteria

Proposals will be evaluated on the following:

- Alignment with WBC's mission and ARPA's economic recovery goals.
- Expertise in public affairs, stakeholder engagement, and strategic communications.
- Creativity and innovation in proposed strategies.
- Budget feasibility and transparency.
- References and examples of prior relevant work.

Proposal Submission Requirements

Submissions must include:

- Executive summary of the proposed approach.
- Detailed scope of work, timeline, and budget.
- Team bios and relevant qualifications.
- Examples of previous work aligned with the RFP objectives.

Proposals are due by 11:59 p.m. CST, February 6, 2020 WBC , and should be sent to ahayes@worldbusinesschicago.com