

8D



**VILLAGE OF
BURR RIDGE, ILLINOIS**

REQUEST FOR PROPOSALS

FOR

PROFESSIONAL MARKETING SERVICES

**RELATED TO THE PREPARATION OF MARKETING PLANS FOR
VILLAGE OF BURR RIDGE HOTELS AND RESTAURANTS**

**Village of Burr Ridge, Illinois
7660 County Line Road
Burr Ridge, Illinois 60527**

VILLAGE OF BURR RIDGE

REQUEST FOR PROPOSAL

PROFESSIONAL MARKETING SERVICES RELATED TO THE PREPARATION OF MARKETING PLANS FOR VILLAGE OF BURR RIDGE HOTELS AND RESTAURANTS

A. Introduction

The Village of Burr Ridge, Cook and DuPage Counties, Illinois, population 10,559, is located approximately 19 miles southeast of downtown Chicago. In 2005, the Village embarked upon a marketing campaign to promote its hotels, increase awareness of the hotels as a group and individually, and to establish a meaningful “brand” for the group of four Burr Ridge hotels. In 2013, the Village initiated a modest marketing campaign for its restaurants. In 2018, the Village joined the DuPage Convention and Visitors Bureau (DCVB) to promote overnight tourism and spur economic development.

Both the hotels and restaurants each have their own Marketing Committee comprised of business owners and/or their General Managers. The Committees review recommendations made by the marketing firm and, in conjunction with the marketing firm, develop annual marketing plans for recommendation to the Village’s Economic Development Committee and, ultimately, the Village Board. Although the Village’s Hotel Marketing Committee and Restaurant Marketing Committee are separate entities, both groups have worked together on joint marketing efforts in the past and expect to continue to do so in the future.

B. Purpose

The Village of Burr Ridge seeks the services of a professional marketing firm to develop, manage and maintain an annual marketing program for both its hotels and restaurants, using a mix of various mediums to reach its target audiences, improve awareness, and increase market share.

C. Project Background

Hotel Marketing

The Village has conducted a marketing campaign for its hotels, utilizing Hotel/Motel Tax Funds, since 2005. Although funding levels are determined on an annual basis by the Board of Trustees, for the past several years the amount available for marketing has been \$325,000. Most recently, marketing efforts for hotels has focused on the business market, the group travel market and the social leisure market, using the following marketing elements:

- Website
- Online ads

- Magazine ads
- Radio promotions
- Newspaper ads
- Facebook and other social media outlets
- Website
- Guidebooks and directories

Special attention has been focused on organizations and publications such as Choose Chicago, Meeting Planners International (NPI), Premier Travel, Midwest Meetings, Illinois Meetings and Events, the Business Ledger, Hinsdale Magazine, Trib Local and West Suburban Living. As stated previously, the Village is also a member of the DuPage Convention and Visitors Bureau. Please visit www.burrridgehotels.com for more information and/or our Facebook page www.Facebook.com/BurrRidgeHotels.

Restaurant Marketing

The Village has conducted a modest restaurant marketing campaign since 2013, by using \$25,000 in revenues generated by the restaurant “Place of Eating” tax. Elements of this marketing effort include the following:

- Website
- Newspaper ads
- Magazine ads
- Radio promotions
- Online ads

Please visit www.burrridgerestaurants.com for more information and/or our Facebook page www.Facebook.com/BurrRidgeRestaurants.

D. Description of Services Required (Scope of Work)

The Village of Burr Ridge seeks the services of a professional marketing firm to develop, manage and maintain a marketing program for both its hotels and restaurants for the balance of Fiscal Year 2018-19, beginning on January 1, 2019.

Services to be provided are to include, but not limited to, the following:

- Review and critique of current marketing efforts
- Analyze current market trends, as they affect the hotel and restaurant industries
- Solicitation of input from members of the Hotel and Restaurant Marketing Committees
- Identification of marketing plan goals and objectives
- Development of contemporary and effective ideas to help “brand” our hotels and restaurants, increasing awareness and market share
- Development of draft marketing plans, including proposed costs, for both hotels and restaurants for review and comment by the two Committees
- Preparation of a final report to be presented to the Economic Development Committee for recommendation to the Village Board

- Execution of the final marketing plans throughout the fiscal year

E. Selection Process

The anticipated project schedule is as follows:

- September 25, 2018 – deadline for submittal of RFP response
- October 2018 – selection of firms to be interviewed
- October 2018 – interviews
- October 2018 – selection of preferred firm
- October/November 2018 – meet with the Hotel and Restaurant Marketing Committees
- November 20, 2018 – Present marketing plans to the Economic Development, Hotel Marketing, and Restaurant Marketing Committees
- January 1, 2019 – implement Hotel and Restaurant marketing plans

F. Type of Contract

The Village will use a mutually agreed upon contract for the requested services.

G. Qualifications and Selection Criteria

Each of the submitted proposals will receive careful and thorough review and evaluation by the Village of Burr Ridge. A 6-8-member Selection Committee consisting of the Mayor, Village Administrator, Assistant to the Village Administrator, Communications and Public Relations Coordinator, and members of the Economic Development, Hotel, and Restaurant Marketing Committees will conduct this evaluation process. It is expressly prohibited for a consultant to make any effort to contact any member of the Selection Committee, elected official, or staff member regarding the selection process other than the Assistant to the Village Administrator.

H. Interested firms should submit eight (8) copies of a bound proposal, each of which shall include the following:

- **Contact Information:** Provide the name, address, phone number and email address of the responding firm and the specific individual who would be the Project Manager.
- **Form of Organization:** Describe whether or not the firm is a partnership, corporation, or sole proprietorship, where it is organized, and the names of principals, officers, and directors of the firm.
- **Project Personnel:** Provide the names of key personnel that may be involved in the project, their respective titles, experience, periods of service with firm, and a brief description of their roles in this project.
- **Statement of Previous Experience/Qualifications/References:** Present a list of references and the type of work done for each reference listed. Provide the name of the business for each project and, if applicable, provide enough detail

about each project to enable a comparison with the marketing-related issues facing the Village of Burr Ridge.

- **Work Program:** Provide a suggested work program that your firm may follow to complete this project. Be specific with regards to the recommended steps in the work program, consultant responsibilities, Village responsibilities and anticipated deliverables. Explain how your firm's approach may be unique and differ in a positive way from your competitors.
- **Tracking Performances:** Explain how you will track performances and gauge success of the marketing campaign.
- **Project Schedule:** Describe the anticipated project schedule, based on a tentative work program and the experience of the firm on similar projects.
- **Price:** Provide an outline of costs for your firm to develop, manage and maintain a contemporary and effective marketing program for Burr Ridge hotels with an estimated budget of \$325,000.

Provide an outline of costs for your firm to develop, manage and maintain a contemporary and effective marketing program for Burr Ridge restaurants with an estimated budget of \$25,000.

Provide hourly rates for all professional services.

- **Copies:** Eight bound paper copies of your firm's proposal are required.

H. Directions for Submission

All responses, questions, and inquiries related to this Request for Proposals must be submitted to the Village of Burr Ridge, Assistant to the Village Administrator, before 5:00 p.m. on September 25, 2018, at the following address:

Evan Walter
Village of Burr Ridge
7660 County Line Road
Burr Ridge, IL 60527-4721

ewalter@burr-ridge.gov
630-654-8181 ext. 2010

Responses shall include eight (8) bound copies of all proposal materials and shall be marked "Proposal for the Village of Burr Ridge Hotel and Restaurant Marketing Plans." Submittals will not be accepted by facsimile machine or email. Submittals received after the announced time and date, by mail or otherwise, will not be considered.