



Chicago Park District

Legislation Details (With Text)

File #: 17-2760-0510 **Name:** Marketing and Branding Services
Type: Action Item **Status:** Passed
File created: 4/18/2017 **In control:** Board of Commissioners
On agenda: 5/17/2017 **Final action:** 5/25/2017
Title: AUTHORIZATION TO ENTER INTO A
CONTRACT WITH DESIGN B & B, LLC FOR MARKETING AND BRANDING SERVICES FOR THE
CHICAGO PARK DISTRICT'S SOUTHEAST SIDE PROPERTIES
SPECIFICATION P-16022
Sponsors: Cultural and Natural Resources
Indexes:
Code sections:
Attachments: 1. Schedule A and Schedule B

Date	Ver.	Action By	Action	Result
5/25/2017	1	Board of Commissioners	adopted	Pass
5/17/2017	1	Board of Commissioners	adopted	Pass

AUTHORIZATION TO ENTER INTO A CONTRACT WITH DESIGN B & B, LLC FOR MARKETING AND BRANDING SERVICES FOR THE CHICAGO PARK DISTRICT'S SOUTHEAST SIDE PROPERTIES SPECIFICATION P-16022

To the Honorable Board of Commissioners of the Chicago Park District

I. Recommendation

It is recommended that the General Superintendent and CEO or his designee enter into a contract with Design B&B, LLC for branding and marketing services for the Chicago Park District's Southeast side properties. The contractor was selected pursuant to a publicly advertised Request for Proposals ("RFP"). No work may commence and no payment shall be made to the contractor prior to the execution of a written agreement.

II. Award Information

Company: Design B&B, LLC
714 S. Dearborn
Chicago, Illinois 60605

Majority Interests: Amy Brussellback 50%
Shelly Boggs 50%

Contract Term: Two (2) years, with three (3) additional one (1) year extension options.

Contract Amount: \$192,000.00 for the initial two (2) year contract term.

Scope of Services: To develop marketing and branding strategies for the Chicago Park District's southeast side properties.

**Affirmative
Action Goals:** The Minority and Women Owned Business Enterprise participation for this contract include: 75% woman

owned and 25% minority owned. Design B&B is a certified WBE.

Authorization: Authorize the General Counsel to include other relevant terms and conditions in the written Agreement.
Authorize the General Superintendent to execute the Agreement and the Secretary to attest as to the signing of the Agreement and keep an original copy of the Agreement on file.

III. Budget and Financial Information

Budget Classification: Operating and Grant
Fiscal Year: 2017
Source of Funds: 151.8450.0564.623020.PG158.16.09.92171
001.8450.8450.623130.01.01.01.01

IV. Procurement Information

Specification Number: P-16022
Date RFP Advertised: December 9, 2016
Number of Proposals Received: Six (6)
Date Proposals Due: January 30, 2017

This contract was publicly advertised as a Request for Proposals (“RFP”). Six (6) proposals were received on the due date and two (2) proposals were found by the Department of Purchasing (“Purchasing”) to be non-responsive with the requirements specified in the RFP and removed from consideration. Accordingly, four (4) proposals were found by Purchasing to be both responsive and compliant.

The Evaluation Committee (“EC”) was comprised of (3) voting members and one (1) non-voting member. The three (3) voting members were all CPD staff, and the non-voting member was an employee of REI, Inc. The EC began their evaluation of the proposals at their first meeting on February 22, 2017, where non-financial proposals were distributed. They met again on March 1, 2017 to discuss the non-financial proposals and distribute the financial proposals. The EC decided at the conclusion of their meeting to invite all of the proposers to oral presentations. Oral presentations were held on March 15, 2017, and each session lasted approximately one hour. The EC met once following oral presentations, and at the end of their meeting on March 15, they decided to send a request for Best and Final Offers to all proposers. Purchasing received the Best and Final Offers on March 22, 2017, and the EC met on March 22, 2017 to continue their evaluation and review of the Best and Final Offers. The EC concluded their evaluation and unanimously scored Design B&B, LLC the highest.

V. Explanation

The Chicago Park District is quickly opening access to our newer Natural Areas on Chicago’s southeast side. These properties are important spaces for the health of Chicago’s ecology and its citizens. The southeast side of Chicago has an industrial or brownfield history and is not perceived as a resource for recreational opportunities. There is sensitivity around the spaces that were once sites to the regions blue-collar jobs. Conversely, these properties offer a unique and valuable blend of native ecosystem and outdoor recreational opportunity. As such, the area needs a special branding, marketing and outreach effort. The challenge in the branding will be to reshape the image while also being sensitive and respectful to the history and culture of the people who live there.

Branding, marketing and messaging for the Park District’s southeast side properties will a collaborative effort between REI, CPD and Design B&B. REI has been a longstanding partner of the Park District and is continuing its association with the Park District with the Park District’s properties on the southeast side. As part of its services, Design B&B will research and develop a solid understanding of the immense complexity of the region to inform branding experts so marketing efforts can be most effective. Design B&B’s services will include: (i) developing branding, marketing, and messaging strategies; (ii) creating and designing marketing and promotional materials; (ii) marketing through social media platforms, ads in radio and print media, billboards; and (iii) continually evaluating the strategies and adjusting them when necessary.

Design B & B is a Chicago based company that has the experience in providing a full range of marketing and branding services including website design and development, and marketing campaign strategies. Design B&B’s clients include The Baltimore Symphony Orchestra, University of Pennsylvania, Johnson & Johnson, Procter & Gamble, Sirius XM Satellite Radio, Pringles, Pantene, and Gillette. Additionally, the principals and staff at Design B&B bring with them many years of marketing and branding experience from the corporate and nonprofit worlds. Design B&B has the resources and experienced staff required to provide the services required, and therefore, it is in the best interest of the Chicago Park District to recommend the award of the contract for Marketing and Branding Services to Design B&B, LLC.

VI. General Conditions

1) *Conflicts*: The Agreement shall not be legally binding on the Chicago Park District if entered into in violation of the provisions of 50 ILCS 105, the Public Officer Prohibited Activities Act.

2) *Ethics*: The Chicago Park District's Ethics Code, Chapter III of the Code of the Chicago Park District, shall be incorporated into and made part of the agreement.

3) *Contingent Liability*: Any agreement lawfully entered into for a period of more than one year shall be executory only for the amounts for which the Park District may become liable in succeeding fiscal years pursuant to Section 17(i) of the Chicago Park District Act, 70 ILCS 1505/17(i). All agreements authorized herein shall contain a clause that any expenditure beyond the current fiscal year is subject to appropriation in the subsequent fiscal year budget.

4) *Economic Disclosure Statement and Affidavit ("EDS")*: The Contractor has submitted a full and complete EDS.