

SPECIAL SERVICE AREA #61  
Website Redevelopment and Maintenance  
Request for Proposal

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Entities submitting a response to this request for proposal (RFP) will hereafter be referred to as Respondents.

**I. BACKGROUND**

Special Service Area #61 (“SSA61” or “Requestor”) is the local business district that funds the expanded services and programs through a localized property tax levy within contiguous areas. The enhanced services are provided in addition to those currently offered directly through the City of Chicago. The services currently provided within the SSA61 boundaries include, but are not limited to, litter abatement, security patrol, snow removal, landscaping and customer attraction.

SSA61’s local, non-profit provider is the South East Chicago Commission (“SECC” or “Service Provider”). The selected Contractor will be selected by and retained by the Service Provider to perform the services as outlined in this RFP and as negotiated in its response with oversight from the Requestor. The selected Contractor will adhere to and comply with all applicable provisions cited in the Service Provider’s agreement with the City of Chicago.

Special Service Area #61 is comprised of the 53rd and 55th Street business corridors connected by Lake Park Avenue. SSA61 has established and currently manages the brand known as Downtown Hyde Park Chicago, which is directly associated with SSA61 as a virtual and physical destination.

**II. OVERVIEW**

Special Service Area #61 is soliciting proposals from Respondents to develop a plan and effectively execute an approved plan to design and develop a comprehensive website as a communication portal for SSA61’s outreach to various stakeholder groups: City of Chicago, SSA61 property owners, SSA61 business owners/operators, and the general public (local residents, neighbors and visitors).

SSA61 currently delivers website content through two independent websites and via the Service Provider’s website at [www.secc-chicago.org/ssa61](http://www.secc-chicago.org/ssa61)

Current domains/sites published by SSA61 include:

- [www.downtownhydeparkchicago.com](http://www.downtownhydeparkchicago.com) (primary domain)
- [www.hydeparkcares.com](http://www.hydeparkcares.com) (secondary domain)

Currently all content is hosted with the same third-party hosting company, and all sites utilize WordPress as the content management system. Respondents are expected to continue the same hosting service and content management system.

### **III. OBJECTIVE**

- A. Service Provider seeks a qualified contractor to redevelop the primary website (“The Website”) published at [www.downtownhydeparkchicago.com](http://www.downtownhydeparkchicago.com) and to offer a service agreement (“Website Maintenance”) for monthly site administration, basic security monitoring, content updates and support for website communications.
  
- B. The Website should meet the unique needs of the SSA61 stakeholder community and represent the innovative, modern, and exciting growth taking place in Hyde Park. Respondents should employ a strategic research-based and data-driven process to gather, input, and design a consistent, user-friendly navigation framework for The Website.

### **IV. TIMEFRAME**

- A. The Website project will begin by December 15, 2021, with targeted completion by February 28, 2022.

### **V. SCOPE OF WORK**

- A. The Selected Contractor shall provide the services set forth in this section:
  - 1. Meet with the Service Provider and/or its representatives to assess existing content to maintain and new content needed.
  - 2. Develop and submit site plan.
  - 3. Save and/or archive all files currently hosted under the Primary domain.
  - 4. Copy any files or code from Secondary domain to implement on the new Primary domain.
  - 5. Upload/build a formatted directory of businesses to be supplied by Service Provider.
  - 6. Integrate all content into the WordPress content management system.
  - 7. Adjust metadata and tags to improve search engine optimization (SEO).
  - 8. Maintain, or expand if needed, the installed Google analytics code.
  - 9. Submit The Website design for review for final approval and edit as needed before publishing.
  - 10. Publish the newly designed website.
  - 11. Deliver quarterly and annual visitation data reports of Google Analytics through the contracting term.

**VI. REPORTS**

- A. Respondents will provide a Google analytics report that reflects quarterly visitation data for The Website during the term of the service agreement. This report will be submitted to the Service Provider no later than 15 days after the quarter ends.
- B. Respondents will provide a Google analytics report that reflects the annual visitation data no later than 15 days after the year ends.

**VII. EXCLUSIONS**

- A. Exclusions to The Website and Website Maintenance service:
  - 1. Hosting services, server maintenance, and/or hosting account management
  - 2. Domain registration and/or account management
  - 3. E-mail set up, hosting, and/or account management
  - 4. E-commerce or event registration setup and/or account management

**VIII. STAKEHOLDER AUDIENCES**

- A. The Website should effectively communicate the activities of Special Service Area #61 for the benefit of all key stakeholders and target audiences including:
  - City of Chicago
  - Property owners and developers in the district
  - Business owners and operators/managers currently in the district or considering relocation to the district
  - Residents and potential residents of varying backgrounds, reading, and language ability
  - Visitors or tourists
  - State/local government and non-profit agencies that support the district
  - Local educational institutions and students

**IX. SELECTED CONTRACTOR**

- A. The Service Provider will choose one selected contractor (“Contractor”) from the Respondent submissions on or before December 10, 2021.
- B. Contractor is expected to have the following qualities and capabilities:
  - 1. English fluency with exceptional grammar and spelling.
  - 2. Knowledge of website design best practices.
  - 3. Detail-oriented with comfort in fast-paced environments.
  - 4. Strength in project management and organization skills.
  - 5. A strong understanding of SSA61 target market.
  - 6. Advanced experience with WordPress platform, Google Analytics, and database publishing.

7. Experience with industry-standard image editing software, as well as other relevant web-oriented software.
  8. Ability to communicate design plans, progress reports, recommendations, and all project-related requirements and obstacles to the Service Provider and/or its representatives.
- C. Related services outlined as Exclusions (Section VII) are not the responsibility of the Contractor, unless otherwise explicitly described.
- D. Changes or modifications to the Scope of Work may be required to reach final agreement between the Service Provider and the selected Contractor. Changes or modifications would serve only to clarify intention without being material to the overall service requested.

**X. INVOICES**

- A. Contractor will provide an invoice via email to the South East Chicago Commission, service provider for SSA #61 d/b/a Downtown Hyde Park Chicago.

**XI. TERMS**

- A. Website development service is considered a project-based service that will begin by December 15, 2021, or the date of agreement and will be completed by February 28, 2022.
- B. Website Maintenance will be a 12-month service agreement beginning March 1, 2022, through February 28, 2023, with an option to cancel prior to the end of the term and the option for renewal.
- C. Invoice payment terms will be net 15 days. Monthly retained services for Website Maintenance should be billed at the end of each month's service period.

**XII. PROPOSAL SUBMISSION AND DEADLINE**

All proposals should include details about the Respondent's business structure, ownership/management, an overview of services or capabilities, certifications, and any distinguishing considerations that benefit the Project or the Requestor.

Please respond to the RFP with email submission before 5:00 pm Thursday, December 9, 2021. Proposals will not be accepted in person.

E-mail: [Raymonde@secc-chicago.org](mailto:Raymonde@secc-chicago.org)  
Office: (773) 324-6928

Please address responses and invoices to:  
Special Service Area #61

South East Chicago Commission  
1511 East 53rd Street  
Chicago, IL 60615