



ORLAND PARK

REQUEST FOR PROPOSALS #26-063

Destination, Livability & Brand Marketing Services

ISSUED
August 20, 2026

SUBMISSION DEADLINE

October 13, 2026
11:00 A.M.

Office of the Village Clerk
14700 S. Ravinia Ave.
Orland Park, IL 60462

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- Certificate of Compliance under separate cover
- References under separate cover
- Insurance Requirements under separate cover
- Business Relationship Disclosure Form under separate cover

I – INSTRUCTIONS TO PROPOSERS



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OVERVIEW

The Village of Orland Park is requesting proposals qualified marketing firms or consultants to develop and launch a comprehensive, results-driven strategy that accelerates economic revitalization, strengthens community identity and pride, attracts new residents, promotes tourism, raises the Village's livability profile, and positions Orland Park as a vibrant destination for living, visiting, and investing. This effort will highlight the Village's recent investments, unique assets, and long-term vision for sustainable growth while ensuring a cohesive brand narrative that reflects quality of life, safety, parks and recreation, mobility, and fiscal stewardship. The duration of this work is twelve (12) months, with the option to extend for two (1) one-year terms, at the Village's discretion.

SUBMISSION DEADLINE

Proposals must be submitted no later than 11:00 a.m., local time, on October 13, 2026. No consideration will be given to proposals received after the stated date and time. Proposals submitted must include all information and documents as requested in this Request for Proposals. All proposals received after the submittal deadline will be rejected and returned unopened. Failure to follow these instructions may result in rejection of the proposal.

Proposals will be opened and evaluated in private and proposal information will be kept confidential until an award is made.

THE VILLAGE RESERVES THE RIGHT TO REJECT ANY AND ALL PROPOSALS AND TO WAIVE ANY IRREGULARITIES.

QUESTION INFORMATION

All questions related to this proposal must be submitted online through [BidNet Direct](#), no later than 12:00 pm local time on September 8, 2026.

Before the submission deadline, the Village will make available to the public answers to questions or any modifications or additions to this Project or RFP in the form of an Addendum to be posted on BidNet Direct. Answers to questions will be posted on BidNet and will not be mailed to potential proposers.

Please "FOLLOW" the solicitation on BidNet Direct to ensure that you receive notification of any addenda that may be issued.

No oral comments will be made to any Proposer as to the meaning of the RFP, Specifications or other contract documents. Answers will be provided in writing to all potential Proposers. Proposers will not be relieved of obligations due to failure to examine or receive documents, visit the Village's website on BidNet Direct or become familiar with conditions or facts of which the Proposer should have been aware and the Village will reject all claims related thereto. Information other than that published on BidNet Direct issued by the Village from any officer, agent, or employee of the Village or any other person shall not affect the risks or obligations assumed by the Proposer or relieve him from fulfilling any of the conditions and obligations set forth in this RFP. In the event of conflict with the original RFP documents, Addendum shall govern to the extent specified. Subsequent Addendum shall govern over prior Addendum only to the extent specified. It is the Proposers sole responsibility to make themselves aware of any addenda and/or additional information that may be issued regarding this RFP.



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PROJECT DETAILS

Scope of Services

The Scope for this RFP #26-063 is attached under separate cover.

The form of proposal included with this RFP in Section III must be completed in full and signed by an officer with authority to execute contracts. All documents in Section III must be completed and submitted with the proposal.

PROPOSAL SUBMISSION

Each proposal submitted to the Village of Orland Park shall include, without limitation, the following information in narrative and/or outline form:

Experience: Describe the experience of the company and your involvement in projects of similar size and scope. Include relevant experience with municipal, tourism, and/or economic development marketing. Include the names of at least three (3) references and provide address and telephone information for each reference. The vendors grant the Village permission to contact said references and ask questions regarding prior work performance.

Operating History: Provide background information on your company that will permit the Village to determine the capability of the firm to meet all contractual requirements.

Qualifications: List the abilities, qualifications, licenses and experience of the persons who would be assigned to the engagement and their experience on similar contracts.

Proposed Fee: The submitted proposal shall include a scope of work pricing sheet (pricing guide). These prices shall include all permits, insurance, goods/materials, equipment, plant/laboratory facilities, work, transportation, documentation and expense necessary to perform the work in accordance with the Specifications included in this request for proposal. The submitted proposal price shall not include any amount for sales or use taxes, or any other tax from which the Village is exempt.

Additional Items:

- Proposed approach and work plan
- Project timeline
- Portfolio samples (if applicable)



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PROPOSAL SUBMISSION REQUIREMENTS

Technical Proposal

In addition to the required forms in *Section III* of this RFP, Proposers must include the information requested as part of the Project Details of this RFP (the "Technical Proposal") with their submittal.

Required Forms

Proposers shall complete and submit the requested forms included in *Section III* of this RFP.

1. *Proposal Summary Sheet* – The Proposal Summary Sheet must be completed and submitted with the proposal. The Proposal Summary Sheet is attached under separate cover.
2. *Certificate of Compliance* – The Certificate of Compliance must be completed, signed, and submitted with the proposal. The Certificate of Compliance is attached under separate cover.
3. *References* – The References form must be completed and submitted with the proposal. Proposers shall provide three (3) references for which they have performed similar work. By providing this information, Proposers grant the Village permission to contact said references and ask questions regarding prior work performance. The Village may use the information gained from Proposer's references to further evaluate Proposer responsibility. The References form is attached under separate cover.
4. *Insurance Requirements* – The Insurance Requirements form must be completed, signed and submitted with the proposal. Proposers may submit with the proposal a current policy Certificate of Insurance showing the insurance coverages the Proposer currently has in force. The Insurance Requirements form is attached under separate cover.
5. *Business Relationship Disclosure Form* – The Business Relationship Disclosure Form must be completed and submitted with the proposal. Pursuant to Village Code, all business relationships between vendors and Officials must be disclosed. Vendors and Officials shall complete the Business Relationship Disclosure Form. Failure to comply shall be considered a violation of the ordinance and can result in penalties. The Business Relationship Disclosure Form is attached under separate cover.

Submission

Proposers may submit three (3) complete, sealed and signed hardcopies. One (1) hardcopy shall be an original unbound version, marked "Original" and must contain original signatures. Two (2) hardcopies shall be complete, identical, bound copies of the proposal. Proposers must submit all proposals in a sealed envelope labeled **RFP #26-063 - Destination, Livability & Brand Marketing Services** in the lower left-hand corner. All sealed proposals must be submitted to Village of Orland Park, Office of the Village Clerk, 14700 South Ravinia Avenue, Orland Park, Illinois 60462.

Or

Proposers may choose to submit one (1) copy electronically through [BidNet Direct](#).

Either form of submissions must be received no later than 11:00 a.m., local time, on October 13, 2026. No consideration will be given to proposals received after the stated date and time. The proposal shall include all requested information, forms, certifications and addendum acknowledgements (if applicable) in each copy in order to be considered responsive.



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Withdrawal of Proposals

Once submitted, no proposal may be withdrawn without the Village's consent, but it may be superseded by a subsequent timely proposal. Any proposal received after the time and date specified for opening, or any postponement thereof, will not be considered. Proposals shall be irrevocable for a period of ninety (90) calendar days after the Village opens them.

Other

Each Proposer is responsible for reading this RFP and determining that the Proposal Specifications describe the Project in sufficient detail.

After proposals have been opened, no Proposer shall assert that there was a misunderstanding concerning the nature of the Project or the quantities and specifications of the material/equipment/items to be delivered, and no such claim shall relieve a Proposer from its obligation to perform. All proposals must be made in accordance with this RFP, which is on file and may be obtained for examination in the Village's Clerk's Office and are made part of this notice as though fully set forth herein.



EVALUATION OF PROPOSALS

The Village of Orland Park will evaluate proposals based on prices, vendor's qualifications, and additional factors deemed relevant.

The Village of Orland Park retains the right to refuse any and all proposals. Conditional proposal, or those which take exception to the Contract documents without prior written approval from the Village, may be considered non-responsive and may be rejected.

The Village may make such investigations as it deems necessary to determine the ability of the Proposer to perform the work in conformity with the Proposal and Contract documents, and the Proposer shall furnish to the Village all such information and data for this purpose as the Village may request.

Scoring Rubric:

- Strategy & approach: 30
- Team experience & capacity: 20
- Community insight & partnerships: 15
- Creative quality & content plan: 10
- Measurement & reporting rigor: 15
- Cost competitiveness & value: 10
- Bonus (up to +5): Southland familiarity; ability to accelerate early wins via existing Village programs (e.g., parks, safety explainers)



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PROPOSAL SUBMITTAL CHECKLIST

In order to be responsive, each Proposer must submit the following items by 11:00 A.M. October 13, 2026:

1. A Technical Proposal as described in this RFP
2. Signed and completed Required Forms from *Section III*:
 - a. Proposer Summary Sheet
 - b. Certificate of Compliance
 - c. Three (3) References
 - d. Insurance Requirements Form and policy specimen Certificate of Insurance
 - e. Business Relationship Disclosure Form
3. Proposers may submit three (3) complete, sealed and signed hardcopies. One (1) hardcopy shall be an original unbound version, marked "Original" and must contain original signatures. Two (2) hardcopies shall be complete, identical, bound copies of the proposal. Proposers must submit all proposals in a sealed envelope labeled **RFP #26-063** Destination, Livability & Brand Marketing Services in the lower left-hand corner. All sealed proposals must be submitted to Village of Orland Park, Office of the Village Clerk, 14700 South Ravinia Avenue, Orland Park, Illinois 60462.

Or

Proposers may choose to submit one (1) copy electronically through [BidNet Direct](#).

Please contact BidNet Direct at 800-835-4603 if you experience trouble with your submission.