



ORLAND PARK

RFP #26-063

Destination, Livability & Brand Marketing Services

PROJECT DETAILS

Background

The Village is seeking a qualified marketing firm or consultant 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.

Objectives

- Promote Orland Park as a shopping and tourism destination, leveraging natural, cultural, and economic assets to increase visitor spending and tax revenue.
- Attract new residents, remote workers, entrepreneurs, and young professionals to boost the local workforce and housing market.
- Support economic development by increasing foot traffic, small business growth, and investor interest.
- Increase qualified economic development inquiries via landing pages and broker outreach.
- Expand exploratory calls and interest from target sectors.
- Increase Orland Park's livability standing across widely used, transparent frameworks, focusing on inputs the Village can influence via communications.
- Boost resident pride and satisfaction, measured by survey deltas and engagement KPIs.
- Attract and retain residents and employers, improving lead indicators (prospect inquiries, relocation interest, talent attraction metrics).
- Review the Village's current brand platform and toolkit, and enhance it so that it is usable across departments and partner organizations.

Existing Resources

- Previous years' worth of captured collateral from various Village of Orland Park ceremonies and events.
- Multiple social media pages (Government, Police, Recreation, etc.) on multiple social media platforms (Facebook, Instagram, X).
- Other marketing outlets such as YouTube, REACH digital signage, printed publications (OP Newsletter, Senior Newsletter), email newsletter messaging, Cable channel, and Village website.
- Access to local media through distribution of press releases.
- Staff in communications / marketing roles within the Village.
 - Four (4) within Communications & Marketing Department
 - One (1) Public Information Officer
 - One (1) Special Events Coordinator (Recreation & Parks)
 - One (1) Public Information Consultant (PubliCity Communications)



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Scope of Work

The selected organization will be responsible for delivering the following components:

Discovery and Research

- Conduct a community branding audit, including public perception analysis.
- Review existing marketing efforts, Village plans, tourism data, economic trends, and relevant reports.
- Baseline of Orland Park's standing across frameworks; social listening; sentiment analysis; audience segmentation (residents, prospects, employers, remote workers).
- Discovery with departments (Police, Recreation & Parks, Public Works, Development Services, Finance), boards/commissions, and partner institutions.
- Resident survey instrument and panel management (pre/post), designed to capture perception changes attributable to the campaign.
- Document findings in a Research & Insights Report summarizing the results.

Marketing Strategy Development

- Define target audiences, including demographic and psychographic profiles.
- Identify unique value propositions and messaging platforms for each audience (e.g., young families, retirees, shoppers).
- Develop a brand positioning statement and key message framework that reflects Orland Park's identity, opportunities, and aspirations.
- Compare and contrast Orland Park with similar communities and describe how Orland Park's distinctiveness can be leveraged as a strength.
- Identify storytelling opportunities that authentically reflect Orland Park's community, history, and future aspirations.
- Present at least one (1) "big, bold idea" that challenges the Village to think beyond conventional strategies.

Creative and Tactical Plan

- Recommend branding, messaging, and storytelling approaches, including slogans, taglines, and visuals.
- Propose tactical strategies for implementation, including but not limited to:
 - Digital marketing (social media, SEO, video, paid ads)
 - Public relations and media outreach
 - Community engagement initiatives and events
 - Print and promotional materials
 - Wayfinding and signage
 - Strategic partnerships, tourism bureaus, and regional stakeholders

Implementation Roadmap

- Provide a phased implementation plan, including:
 - Timeline
 - Roles and responsibilities
 - Recommended platforms and tools
 - Budget estimates
 - Measurable performance indicators (KPIs)
 - Recommend internal team structure for staff to manage ongoing marketing efforts.



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Livability Target Indices & Measurement Frameworks

Proposers must explain how communications can move local inputs (engagement, neighborhood convenience, parks use, safety perception, health access) to improve Orland Park's comparative positioning in regional media and suburb-focused rankings.

Proposers must align strategy and measurement to recognized methodologies:

- AARP Livability Index — categories: housing, neighborhood, transportation, environment, health, engagement, opportunity.
- Niche "Best Places/Suburbs to Live" — cost of living, schools, safety, housing, diversity, resident reviews.
- U.S. News Best Places to Live — weights value, quality of life, desirability, job market; communications to elevate desirability & value narratives.
- Trust for Public Land Park Score — access, investment, amenities, acreage, equity; messaging pillars for parks ROI and 10-minute access.
- Livability.com criteria — economy, housing/cost, amenities, transportation, environment, safety, education, health.

Final Deliverables

- A written Strategic Marketing Plan, including research summary, an executive summary, and presentation materials
- Resident spotlight series and "New to Orland Park" starter pack
- Brand messaging toolkit
- Media & PR plan with placement schedule
- Social media and content calendar templates
- Sample creative assets or mockups
- Livability Hub (UX, content, analytics plan)
- Partner activation kits (schools, health systems, businesses)

Initial Marketing Launch Activities

Following Village Board approval of final deliverables, plan a twelve (12) month round of social media campaigns, digital advertising, or print-based outreach to kick off the marketing effort utilizing both existing internal resources as well as external resources.

Measurement & Reporting

- Dashboard with monthly KPI roll-up and quarterly outcomes:
 - Measurement dashboard + pre/post resident survey results
 - AARP category movement (especially engagement/neighborhood/transportation)
 - Growth in verified resident reviews and positive sentiment (Niche inputs)
 - Awareness/usage proxies
 - PR impressions and desirability signals consistent with U.S. News inputs

Please note, Shortlist Presentations are tentatively scheduled for October 26-30, 2026.

It is expressly understood and agreed to by both Parties that in no event shall the total amount to be paid by the Village for the complete and satisfactory performance of services, exceed the proposed amount. Said price shall be the total compensation for Consultant's performance



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hereunder including, but not limited to, all work, deliverables, materials, supplies, equipment, sub-Consultant's fees, and all reimbursable travel and miscellaneous or incidental expenses to be incurred by Consultant. In the event the Consultant incurs cost in excess of the sum authorized for service, the Consultant shall pay such excess from its own funds, and the Village shall not be required to pay any part of such excess, and the Consultant shall have no claim against the Village on account thereof. For the avoidance of doubt, in no event shall Consultant be entitled to receive more than the proposed amount and this amount includes all costs incurred by Consultant in connection with the work and services authorized hereby, including, but not limited to: (i) any known or unknown and/or unexpected condition(s); (ii) any and all unforeseen difficulties; (iii) any unanticipated rises in the cost of labor, materials or equipment, changes in market or negotiating conditions, and errors or omissions made by others; (iv) the character of the work and/or services to be performed; and (v) any overrun in the time or cost necessary for the Consultant to complete the work due to any causes, within or beyond its control. Under no circumstances shall the Village be liable for any additional charges if Consultant's actual costs and reimbursable expenses for such work, service or deliverable exceed the proposed amount. Accordingly, Consultant represents, warrants and covenants to the Village that it will not, nor will Consultant have anyone on its behalf, attempt to collect an amount in excess of the proposed amount agreed to by the Consultant.