



Agenda Item Summary

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Submitted By

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Reviewed By

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Agenda Item Title

A Resolution Approving a Professional Services Agreement With the Oak Park-River Forest Chamber of Commerce to Create a 2021 Holiday Gift Guide for the Benefit of the Oak Park Business Community in an Amount Not to Exceed \$10,000 and Authorizing its Execution

Overview

In 2021, as part of the American Recovery Plan Act (ARPA) listening sessions, businesses indicated that the Holiday Gift guide would be an important marketing tool this coming holiday season. Village staff is recommending entering into a contract with the Oak Park River Forest Chamber of Commerce to create a 2021 Holiday Gift guide for the benefit of the Oak Park business community.

Recommendation

Approve the Resolution

Fiscal Impact

\$10,000 would be allocated under the American Recovery Plan Act (ARPA) funds.

Background

Since the onset of the COVID-19 pandemic in Illinois, local retail and restaurants have operated with significant capacity restrictions ranging from online and curbside services only to limited indoor capacity. Additionally, due to the rapidly changing nature of the rate of positive cases and community spread of COVID-19, often commercial retail and restaurant businesses public health guidance and operating restrictions have changed rapidly and with short notification.

At the November 9, 2020 Village Board meeting, a request for proposals was discussed to create and provide a shop local/dine local campaign and/or other concepts to support the retail/restaurant economy in Oak Park. At the November 23, 2020 Village Board meeting, staff reported that the Business Recovery Task force recommended that the Village enter into an agreement with a company names a5 to create a marketing campaign. As a part of that campaign, a5 created a 2020 Holiday Gift Guide for the benefit of Oak Park businesses. The response to the 2020 Holiday Gift Guide was very positive from Oak Park business owners.

At a recent listening session regarding the use of the ARPA funds, businesses requested that the Village use funds to again create a Holiday Gift Guide for the 2021 season. The Oak Park River Forest Chamber of

Commerce has partnered with the Wednesday Journal to launch a Holiday Gift Guide in 2021 and staff is recommending that the village support this effort instead of trying to create a separate, competing initiative. A summary of the Chamber and Wednesday journal initiative is attached to this agenda item, along with a photo of a "Coming Soon" ad announcing the effort.

The Chamber intends the 2021 Gift Guide to be published on December 8, 2021 in the Wednesday Journal and the Forest Park Review. The Guide will be produced in hard copy as well as an on-line digital version that can be easily shared.

Alternatives

Request more information related to the businesses request for use of the ARPA funds

Previous Board Action

On November 23, 2020, the Village Board directed staff to enter into an agreement to create a marketing campaign. The 2020 Holiday Gift Guide was one of the results of that effort. This proposed 2021 Holiday Gift Guide is a continuation of those efforts.

Citizen Advisory Commission Action

NA

Anticipated Future Actions/Commitments

NA

Intergovernmental Cooperation Opportunities

NA