

# Statement of Work

## Strategic Communications Through Leadership Services

STATEMENT OF WORK | Issued Monday, June 15, 2026 | Submissions Due Monday, June 29, 2026 by 5:00 p.m.

### OVERVIEW

The Cook County Land Bank Authority (CCLBA) seeks a strategic communications and thought leadership partner to elevate the organization’s profile through executive visibility, content development, strategic narrative positioning, and issue-based public engagement.

This engagement is distinct from prior communications work focused on branding, media relations, and events. It is centered on establishing CCLBA—through the voice and leadership of key spokespeople—as a leading authority on land banking, neighborhood revitalization, equitable redevelopment, vacant property transformation, housing innovation, and community reinvestment across Illinois and nationally.

### SCOPE OF SERVICES & DELIVERABLES

Services Include	Proposed Deliverables
<ul style="list-style-type: none"><li>• Strategic issue identification and program development</li><li>• Targeted thought leadership platform development</li><li>• Transformative storytelling initiatives</li><li>• High-impact narrative development across all organizational pillars</li><li>• Coordination with national field partners—such as the Center for Community Progress, which leads the National Land Bank Network and serves as the premier technical assistance and policy resource for land banks across the country—to amplify CCLBA’s thought leadership platform and advance shared goals in land banking practice, policy, and community reinvestment, where applicable</li></ul>	<ul style="list-style-type: none"><li>• Annual editorial strategy and thought leadership calendar</li><li>• Executive messaging platform</li><li>• Monthly content development</li><li>• Executive social media content strategy</li><li>• Strategic speaking engagement recommendations</li><li>• Quarterly visibility and impact reports</li></ul>

### ENGAGEMENT GOALS

The selected partner will help CCLBA:

- Expand local, statewide, and national recognition
- Shape conversations surrounding redevelopment, neighborhood revitalization, and equitable investment

- Increase credibility and influence among policymakers, civic leaders, investors, and developers
- Strengthen CCLBA’s visibility as a leader in land banking and community redevelopment
- Advance public understanding of the role and impact of land banks
- Build long-term institutional influence and thought leadership capacity
- Establish CCLBA as a leading voice in redevelopment innovation and equitable community reinvestment

## DESIRED QUALIFICATIONS

CCLBA seeks a firm with demonstrated expertise in the following areas. Preference given to firms with prior experience serving government agencies, economic development entities, or land banking and neighborhood stabilization organizations.

<ul style="list-style-type: none"> <li>• Strategic executive positioning and thought leadership</li> <li>• Economic impact, capital deployment, and public-private financing communications</li> <li>• Urban redevelopment and housing/community development storytelling</li> <li>• Civic, policy, and executive social media strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Land banking, property tax policy, and delinquent tax systems</li> <li>• Thought leadership campaigns and public narrative development</li> <li>• Redevelopment finance and community reinvestment communications</li> <li>• Strategic communications and narrative development for mission-driven organizations</li> </ul>
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## PROPOSAL REQUIREMENTS

Submissions should include the following:

- Firm overview and relevant experience
- Demonstrated experience communicating economic impact, capital deployment, and redevelopment investment strategies
- Approach to executive thought leadership and strategic visibility
- Three to five examples of long-form content, thought leadership campaigns, or executive positioning initiatives
- Proposed project team and key personnel
- Proposed engagement structure, workflow, and implementation timeline
- Pricing structure and fee schedule (this engagement carries a not-to-exceed budget of \$200,000 annually; proposals should be structured accordingly)
- References from comparable engagements

<p><b>Evaluation Criteria</b></p> <ul style="list-style-type: none"> <li>• Relevant experience and subject matter expertise</li> <li>• Demonstrated understanding of CCLBA’s mission and objectives</li> <li>• Quality and relevance of prior work</li> <li>• Creativity, innovation, and strategic approach</li> </ul>	<p><b>Term of Engagement</b></p> <p>Initial one-year term with a one-year renewal option based on performance, organizational needs, and mutual agreement. This engagement carries a not-to-exceed budget of \$200,000 annually. Final scope, deliverables, and contract structure will be determined by CCLBA.</p> <p><b>Reservation of Rights</b></p>
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- Capacity and ability to serve as a collaborative partner
- Cost effectiveness and overall value

CCLBA reserves the right to request additional information, negotiate scope and pricing, and select the proposal deemed to be in the best interest of the organization.

**M/WBE Participation**

CCLBA strongly encourages the participation of Minority-Owned Business Enterprises (MBEs) and Women-Owned Business Enterprises (WBEs) certified by Cook County or the City of Chicago. Respondents are encouraged to identify any MBE/WBE participation, subcontracting arrangements, or firm certifications in their proposal submission.

Submit proposals electronically by **Monday, June 29, 2026 by 5:00 p.m.** to [jessica@cookcountylandbank.org](mailto:jessica@cookcountylandbank.org) and [darlene@cookcountylandbank.org](mailto:darlene@cookcountylandbank.org) — Questions regarding this Statement of Work may also be directed to this address.