

## **Request for Proposal**

### **Sample: 1 - Website design and hosting for the Main Street BIA**

#### **Background**

Main Street BIA has recently completed a branding exercise creating the moniker: *Main Street - Our Neighbourhood East of Park*.

As the next step in our marketing program, we wish to develop a website as our primary communication tool. The site would support the Main Street BIA promotions, member promotions and the membership in general, as well as provide directions to the area.

#### **Strategic Goals**

- To create a site that supports the marketing of Main Street to local residents as well as the tourist market.
- To create a site that illustrates to government and corporate partners the potential benefits of working with the Main Street BIA.

#### **Macro Deliverables**

To create a Main Street site that would achieve the following goals:

- Provide more information about all individual BIA Main Street members. Include, if possible, an exterior photo of the business, a description of the business and a link to the business website.
- Support individual member promotions through pop-up coupons for download.
- Include photos and sound to extend the ambience and the experience of to the user.
- Support events such as the Main Street Summer Festival,

Christmas Main Street and additional promotions and events.

#### **Micro Deliverables**

- All Main Street BIA members must be offered the opportunity to be listed on the website (BIA Co-ordinator to provide member contact information).
- The web designer is responsible for arranging photography of each store. Photos would be downloadable.
- All Main Street BIA members who wish to offer “pop-up” promotions will be offered the opportunity at a special rate. Rate to be determined by the Main Street BIA Board of Management in consultation with the web designer (expect web designer to provide competitive direction with respect to this area).
- The Main Street area will be photographed in all four seasons and the photo pages will change to reflect the season. The photos will not create a virtual tour of the area.
- The Main Street home page would have a monthly feature (e.g., recipes from restaurants, Home Décor special, fashion tips). Feature to be facilitated by the BIA Co-ordinator.
- An interactive form would be added to encourage visitors to enter their e-mail address to receive information about promotions offered by the Main Street BIA or its members.
- Main Street e-mail address to be answered by the BIA Co-ordinator.

- A review of search engine registrations would be conducted to determine if the site is listed appropriately.
- A map of the Main Street to be created (by the web designer) that would include pop-up windows with photos of that section of Main Street.

**Responsibility of the Web Designer**

- Carry out the above deliverables and others as may be jointly agreed upon over the term of the contract.
- Provide comprehensive monthly statistical reports to the BIA Board of Management.
- Create an area on the site for any “plug-ins” required so that the visitor can access the site quickly and easily.
- Create the new Main Street site by DATE.

**Opportunity for the Web Designer/Host**

- Main Street BIA will provide promotional opportunities for the successful web designer. The web designer would be entitled to include his/her information on the site.
- Banner ads can be sold on the Main Street site assuming the ad does not conflict with a member

or sponsor (e.g., Home Depot could not advertise as it would conflict with Home Hardware). Main Street would receive the advertising revenues and then would assign 10% of the ad revenue to the web designer if s/he attracted the advertising.

- Outside costs such as photography would be covered either by the Main Street members or the BIA itself. All potential outside costs must be listed in the response to this RFP with average cost items.
- Main Street BIA has limited funds for this project. Proposals must reflect this reality.
- All web statistic reports must be submitted monthly.
- The contract is a one-year contract expiring on DATE.

**Deadline for submissions**

This RFP is open to all web designers. Submissions addressing the macro and micro deliverables must be provided to xxxx office in writing in a sealed envelope no later than DATE by 5:00 p.m. Interviews will be held the week of DATE.