

REQUEST FOR PROPOSAL FOR A RESPONSIVE WEBSITE DESIGN
Released on February 1st, 2019
Due on March 1st, 2019

I. Introduction and Background

The Downtown Downey Improvement Association (DDIA), is a pending non-profit 501(c)(3) Community Benefit District (CBD) that is requesting proposals for a newly designed CMS mobile-responsive website.

The DDIA’s primary function is to administer the Downtown Downey Community Benefit District (CBD or District). The DDIA has a contract with the City of Downey to administer the revenues for this assessment district. The Fiscal Year 2019-20 revenues for the CBD are anticipated to not exceed \$ 232,000. This will be the first year of operation of the District.

The special benefit services funded by this CBD include maintaining security, cleanliness and order in the public rights of way, improving district identity, running the web site and all district events, serving the corporations’ administrative needs and advocating on behalf of the areas property owners, business owners and residents. The function of the CBD is also one of an advocacy organization that seeks to improve the overall appearance, building, office, retail and related residential mix and public space improvements within the district.

DESCRIPTION OF CONTRACTOR SOUGHT:

- a. The website developer must design the website to the DDIA Board’s approval;
 - 1. Staff will give design ideas for the developer to work from; and
 - 2. The developer will provide a BETA website, before going live, for DDIA Board and staff to review, edit and approve.
- b. The website must contain a “Home” page with rotating photos and copy, and 3 designed page styles to choose from for alternate pages;
- c. The website needs to be mobile-responsive and reactive to various devices;
- d. The website needs to have the potential to expand in number of pages;
- e. The website must be a Content Management System (CMS) and created in WordPress or similar platform that is easy to manage and edit; and
- f. The website must be created to maximize SEO.

BUDGET

- a. The budget range is \$6,000-\$10,000; and
 - 1. The DDIA Board has given staff the ability to negotiate on contract price based on the experience and scope of work proposed by the firm selected.
- b. The DDIA Board has given staff authorization to move forward with this project immediately after the firm is selected;

TERMS AND CONDITIONS

- a. DDIA must own, have full access to and have the right to customize site code;
- b. Terms of proposal:
 - 1. Proposals should be addressed to Marco Li Mandri, Interim Director of the DDIA;
 - 2. Proposals must be submitted in a PDF to chris@newcityamerica.com by Friday, March 1st, 2019, no later than 3:00 pm;
 - 3. All proposals must include a statement of authorization to bid by a principal of the responding firm;
 - 4. Bidder status: bidder must disclose any relevant conflicts of interest and/or pending lawsuits;
 - 5. Proposal must include items listed under “Proposal to Include” (below).

PREFERENCE FOR LOCAL COMPANIES

The DDIA Board prefers, however does not require local companies to bid on this proposal. However, the Board will consider any and all applications.

PROPOSAL TO INCLUDE

- a. Executive summary;
 - 1. Qualifications and experience: relevant case histories with screen shots and links to design and formatting examples;
- b. Project timeline;
- c. Break-down of cost by production hours, tools, functionalities and potential additional annual/maintenance fees;
- d. Biographies of all who will work on the account; and
- e. Professional references.

ALL PROPOSAL SHALL NOT EXCEED 7 PAGES

Submittal of Proposals

Four copies of all bids should be submitted in a sealed envelope marked “DDIA Website RFP” - **No later than 5:00pm on Friday, March 1st, 2019.** Please ensure that all bids are addressed to:

**The Downtown Downey Improvement Association
c/o Marco Li Mandri, Interim Director
New City America
710 W. Ivy Street, San Diego, CA 92101**

RFP Responses may also be e-mailed to: chris@newcityamerica.com by the listed due date and time.

Contractor's Representations:

The Contractor(s), by submitting a bid, represents that:

- a. The Contractor(s) has/have read and understands the contents of the RFP information pack and the bid is made herewith.
- b. The Contractor, before submitting a proposal, understands that the Contractor must:
 1. examine the RFP information pack and exhibits;
 2. visit the existing site and become familiar with all local conditions which may in any manner effect the cost, progress or performance of the services.

Award of Contract

The award date of the contract is anticipated to be no later than May 1st, 2019.

The DDIA staff or Board reserves the right to accept, amend, reject or completely alter the use of a private contractor in this RFP process.