

**REQUEST FOR PROPOSAL FOR A RESPONSIVE WEBSITE DESIGN
AND CREATIVE CONSULTING for the Downtown Ontario
Improvement Association**

**Released on, Monday, February 3rd, 2020
Due on Friday, February 28th, 2020 by 3:00 p.m.**

I. Introduction and Background

The Downtown Ontario Improvement Association (DOIA), is a pending non-profit 501(c)(3) Community Benefit District (CBD) that is requesting proposals for a newly designed CMS mobile-responsive website and Creative Agency company.

The DOIA’s primary function is to administer the Downtown Ontario Community Benefit District (CBD or District). The DOIA has a contract with the City of Ontario to administer the revenues for this assessment district. The Fiscal Year 2020 revenues for the CBD are anticipated to not exceed \$ 450,000.00. 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, 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 organization that seeks to improve the overall appearance, building, office, retail and related residential mix and public space improvements within the district.

The selected contractor shall work with and attend all District Identity and Placemaking Committee meetings and work closely with the Chair of that Committee.

The DOIA Board shall retain the right to terminate this agreement with a 60-day written notice, without cause, to the selected vendor. All outstanding payments to the contractor, as per this agreement, shall be paid within 10 days of the termination of this agreement.

DESCRIPTION OF CONTRACTOR SOUGHT:

- 1. Website developer:**
 - a. The website developer must design the website to the DOIA Board’s approval:
 - 1. *Staff will give design ideas for the developer to work from.*
 - 2. *The developer will create 3 story boards or mock-ups for DOIA Board and Staff to review: and*
 - 3. *The developer will provide a BETA website, before going live, for DOIA 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 using predesigned templates.
- 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.

2. Creative Agency related tasks:

In addition, the Contractor sought will work with the DOIA District Identity Committee and Board of Directors to propose:

- a. Branding strategies to promote Downtown.
- b. Submit sample logos to brand the Downtown.
- c. Propose colors that identity the DOIA in all of its uses and applications.
- d. Other tasks as proposed by the Committee.

BUDGET

- a. The budget range is not to exceed \$ 15,000 and
 - 1. The DOIA Board has given staff and its District Identity Committee the ability to negotiate on contract price based on the experience and scope of work proposed by the firm selected.
- b. The DOIA Board has given the Committee authorization to move forward with this project immediately after the firm is selected by the Board.

TERMS AND CONDITIONS

- a. DOIA 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 Executive Director of the DOIA.
 - 2. Proposals must be submitted in a PDF to chris@newcityamerica.com by Friday, February 28th, 2020, 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); and
 - 6. No proposal, with attachments, shall be over 12 pages in length.

PREFERENCE FOR LOCAL COMPANIES

The DOIA Board prefers, however does not require local companies (San Bernardino and Riverside County) 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.
- e. Professional references; and
- f. If relevant, monthly maintenance services charges.

Submittal of Proposals

All bids should be submitted in in PDF format to chris@newcityamerica.com - **No later than 3:00pm on February 28th, 2020.** Please ensure that all bids are addressed to:

**The Downtown Ontario Community Benefit District
c/o Marco Li Mandri, Interim Executive Director
Downtown Community Benefit District (Ontario)
2011 W. California Street, San Diego, CA 92110**

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.

Award of Contract

The award date of the contract is anticipated to be sometime in April 2020.

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