



REQUEST FOR PROPOSAL FOR RESPONSIVE CMS WEBSITE DEVELOPMENT

East Village Association (EVA), a management association that oversees the vibrant business district in Downtown San Diego known as East Village. EVA represents the businesses of the district and uses a portion of the revenues from the assessments to promote East Village San Diego and its stakeholders. EVA is seeking a professional services contractor to develop and implement a new content management system website that is mobile responsive and ADA compliant to promote the Association's businesses, initiatives, activities, and events.

The contract period shall commence upon the contract being awarded with the project being completed on a predetermined timeline agreed upon by both parties. The budget for the project budget for is \$7,000-\$10,000. Additional budget for website hosting available.

The selected vendor shall be responsible for collaborating with EVA staff on a sitemap, look and feel of overall site and 3-to-4-page templates for events, business listing, filesharing, etc.

Proposals should include past and existing work with business districts, assessment districts and/or large multi-tenant shopping/dining centers; please include at least 3 references. They must be submitted to the Association via email by 5:00pm on Friday, January 27, 2023.

Please address proposal to:
Terry McCleary, President
c/o East Village Association
1041 Market Street #200
San Diego, CA 92101

Email completed proposals to Dominic Li Mandri, District Manager:
info@eastvillagesandiego.com.

For more information, please contact Christopher Gomez at 619-454-1596.

EAST VILLAGE ASSOCIATION OF SAN DIEGO

845 15th Street ■ San Diego, CA 92101 ■ Phone 619-546-5636
Email: info@EastVillageSanDiego.com ■ Website: www.EastVillageSanDiego.com
Facebook / Instagram / TikTok / Twitter: [@EastVillageSD](https://www.instagram.com/EastVillageSD) ■ [#EastVillageSD](https://www.instagram.com/EastVillageSD)



REQUEST FOR PROPOSAL FOR A RESPONSIVE CMS WEBSITE DESIGN

Released on January 3, 2023

East Village Association (EVA) is a non-profit 501(c)(3) Business Improvement District (BID) that is requesting proposals for a newly designed, mobile responsive, ADA compliant, public-facing CMS website.

DESCRIPTION

- a. The selected vendor must schedule an initial planning and development meeting with EVA staff and Task Force members to discuss wants and needs from the new website.
- b. The selected vendor will prepare a timeline for the project and present it to EVA staff before the project can commence.
- c. The selected vendor will then develop a new site and give periodic updates on progress.
- d. The selected vendor will issue access to Beta website, before the site is published for public access, so the staff and Task Force can review, make final edits, and give authorization to go live.
- e. The website must contain 3-to-4-page styles: home page, events page, business listing page and a generic page design to be used as needed.
- f. The website needs to be responsive to various mobile devices.
- g. The website must be designed as a user-friendly platform for staff to be able to update easily.
- h. The website needs to have the ability to expand.
- i. The website must be created to maximize SEO.
- j. The website must meet all current ADA and accessibility requirements.

BUDGET

- a. The budget range is \$7,000-\$10,000.
 1. The EVA M&SE Committee has given staff the ability to negotiate on contract price based on the experience and scope of work proposed by the firm selected.
 2. Hosting fees are not included in this budget range but are requested as a part of your overall proposal.
- b. The EVA M&SE Committee has given staff and the Task Force authorization to move forward with this project immediately after the selected vendor has been selected (Projected date: Friday, January 20, 2023).

TERMS AND CONDITIONS

- a. EVA must own, have full administrative access and rights to website, and have the right to customize HTML coding.
- b. Terms of proposal:
 1. Proposals must be submitted in a PDF to Dominic Li Mandri at info@eastvillagesandiego.com by 5:00pm on Friday, January 27, 2023. RFP responders must call Chris Gomez at 619-454-1596 to confirm receipt.

EAST VILLAGE ASSOCIATION OF SAN DIEGO

845 15th Street ▪ San Diego, CA 92101 ▪ Phone 619-546-5636
Email: info@EastVillageSanDiego.com ▪ Website: www.EastVillageSanDiego.com
Facebook / Instagram / TikTok / Twitter: [@EastVillageSD](https://www.instagram.com/EastVillageSD) ▪ [#EastVillageSD](https://www.instagram.com/EastVillageSD)

2. Proposals should be addressed to:
Terry McCleary, President
East Village Association
1041 Market Street #200
San Diego, CA 92101
3. Bidder status: bidder must disclose any relevant conflicts of interest and/or pending lawsuits.

PROPOSAL TO INCLUDE

The proposal should focus on addressing the vendor's ability to provide the services outlined in the Overview. Please provide the following:

- a. Cover Letter: A letter signed by an officer of the firm/company/corporation, binding the firm/company/corporation to all comments made in the proposal. Include a primary contact person for the proposal.
- b. Qualifications and Experience: Provide a description of the history, experience, and qualifications of your firm/company/corporation and any proposed subcontractors* to perform work. Please include:
 1. Resumes and biographies of all principals assigned to the project;
 2. List of capabilities corresponding to the Overview;
 3. Samples of projects your firm/company/corporation has undertaken; and
 4. References from similar projects your firm/company/corporation has undertaken.
- c. Project timeline.
- d. Break-down of cost by production hours, tools, functionalities and potential additional fees.

** If any element of the work will be subcontracted, please provide the same information for the subcontracting firm.*

PROVISIONS

EVA assumes no responsibility and no liability for costs incurred relevant to the preparation and submission of the RFP by prospective vendors, or any other costs prior to issuance of a contract.

EVA also retains the right to reject any and all of the proposals submitted, and to make any award deemed to be in the best interest of East Village San Diego.

A contract between EVA and the selected vendor will be subject to and be in accordance with all Federal, State, and local laws as may be applicable.

EVA is an Equal Opportunity Employer. Minority and women-owned business enterprises are encouraged to submit proposals.