

Request for Proposals (RFP)

Redesign of Five Points Business Improvement District Website

Issue Date: June 14, 2024

Proposal Due Date: July 14, 2024

I. Introduction

The Five Points Business Improvement District (BID) is seeking proposals from experienced and innovative web designers to redesign our current website (www.fivepointsbid.org). The goal of this project is to create a modern, user-friendly, and accessible website that effectively serves our community and stakeholders. The redesigned site will need to be hosted and operated on Squarespace.

II. About Five Points BID

The Five Points Business Improvement District aims to enhance the business environment and overall quality of life in the Five Points area through various initiatives and services. Our current website provides information about our programs, services, events, and community news. However, we seek a refreshed and more engaging digital presence to better serve our community.

III. Project Scope

Objectives

- Redesign the existing website to be visually appealing, user-friendly, and accessible.
- Ensure the new website is compatible with Squarespace.
- Include modern design elements and interactive features.
- Enhance navigation and user experience.
- Ensure the website meets all relevant accessibility standards (e.g., WCAG 2.1).
- Integrate social media and other interactive components.
- Provide training and documentation for ongoing maintenance.

Key Features

- **Homepage:** Engaging and dynamic layout with clear navigation.
- **About Us:** Information about BID's mission, history, and team.
- **Services:** Detailed descriptions of BID services and programs.

- **Events:** Interactive calendar of events.
- **News/Blog:** Section for latest news and updates.
- **Contact Us:** Easy-to-use contact form and contact information.
- **Business Directory:** A searchable directory of local businesses.
- **Accessibility Features:** Compliance with WCAG 2.1 guidelines.

IV. Submission Requirements

Interested designers should submit a detailed proposal that includes the following:

1. **Cover Letter:** Introduction to your company or freelance services, highlighting relevant experience.
2. **Portfolio:** Examples of previous website designs, particularly those done on Squarespace.
3. **Professional References:** Contact information for at least three professional references who can attest to your previous work.
4. **Project Plan:** A comprehensive plan that outlines your approach to the redesign, including:
 - Design and development process
 - Proposed timeline and milestones
 - How you will ensure the site's accessibility
 - Innovative features you plan to incorporate
5. **Budget:** Detailed cost estimate, including any recurring costs.

V. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- **Experience and Portfolio Quality:** Demonstrated ability to create engaging and functional websites on Squarespace.
- **References:** Positive feedback from previous clients.
- **Project Plan:** Clear and detailed plan that meets our objectives.
- **Innovation and Accessibility:** Creative and accessible design solutions.
- **Cost:** Reasonable and transparent pricing structure.

VI. Timeline

- **Informational Virtual Call:** July 8, 2024 | 5:00 pm
- **Proposal Due Date:** July 14, 2024
- **Project Completion Date:** September 1, 2024

VII. Submission Instructions

Please submit your proposal via email to Fivepointsbid@gmail.com by July 14, 2024. Include "Five Points BID Website Redesign Proposal" in the subject line.

VIII. Contact Information

For any questions or additional information, please contact:

- Norman Harris
- fivepointsbid@gmail.com
- 720-831-9342

Questions regarding proposals can be submitted to Fivepointsbid@gmail.com.

IX. Additional Information

Five Points BID reserves the right to accept or reject any or all proposals, to waive any informality or technicality in any proposal, and to accept any proposal deemed to be in the best interest of the BID.

We look forward to receiving your proposals and working together to create an exceptional website for our community.

Thank you for your interest in working with Five Points Business Improvement District.