REQUEST FOR QUALIFICATIONS

WEBSITE DEVELOPMENT

DOWNTOWN NEIGHBOR NETWORK

Responses Due
September 25, 2020 by 4:00 PM

Deliver to:
Annamarie Buller, Manager of Neighbor Engagement
Downtown Grand Rapids Inc.
abuller@downtowngr.org

Downtown Grand Rapids Inc. (DGRI) invites interested parties to submit their qualifications to build a website that supports the Downtown Neighbor Network (DNN). This online platform will serve as the central communication tool to keep Downtown residents informed, connected and engaged with activities and initiatives related to Downtown living and qualify of life. The website will also feature basic information of interest to prospective Downtown residents.

The website must be easy to locate, quick to download, intuitive to navigate and compatible with mobile devices. The home and other content pages must allow for DGRI staff to easily update, add or replace content as needed without disrupting overall site operations.

DGRI has a brand identity for the DNN and plenty of photography to support website development. DGRI staff also will provide content for the site. DGRI will maintain ownership of the website, its components, and content, and will maintain the site with internal staff. The site must include a technology solution that allows internal staff to easily and cost effectively update content and perform basic modifications of the site after initial launch.

Submission Instruction

Responses to this RFQ will only be received electronically. Please submit the response and/or any questions to Annamarie Buller at abuller@downtowngr.org.

All responses are due by September 25, 2020 by 4:00 PM. Responses received after this date and time will not be considered.

Project Background

The DNN organized in 2019 to foster and serve a community of Downtown neighbors that are informed, connected and empowered to improve the Downtown living experience. The DNN, an initiative facilitated by DGRI, ultimately aims to help support the development of a vibrant Downtown neighborhood that is home to a diverse population of residents, a key goal of the *GR Forward* Downtown Master Plan. Still in its early startup, the DNN has focused intentionally on communicating key information to residents, hosting events that bring together and connect neighbors and exploring potential advocacy issues to continue improving the Downtown living experience. The website is expected to serve as a central tool supporting this communication, organizing and engagement work.

New Website Objectives

- Increase awareness of the Downtown Neighbor Network and its activities.
- Support more informed and engaged neighborhood leadership.
- Support increased database sign ups and grow the network of contacts.
- Support efforts to promote Downtown living.
- Reinforce the neighborhood brand as a place of choice.
- Promote relevant events, programming and resources in Downtown.
- Archive past publications, projects and DNN meeting assets.

Website Development Guidelines

- Establish an easy content management system that enables non-technical staff to instantly update website content. Its important to have SEO tool that allows for staff management.
- The website must support SEO best practices.
- Visually appealing. The site must have an attractive mix of text, graphics and/or photography.
- Unique URL
- Site must feature related social networking platforms, currently the DNN Facebook Group.

- Capability to feature newsletter sign ups that integrates with MailChimp and/or DGRI contact database.
- Capability to feature an events calendar so folks can click on upcoming events and get details as well as rsvp to upcoming events.
- Capability to support event registration through Eventbrite or some other user-friendly platform.
- Capability to easily upload and feature video content.
- Include a tool to measure and understand basic website user data ie number of page views and other web traffic trends.

Consultant Selection

Submission to this Request should be no longer than 10 pages. DGRI will evaluate responses to this opportunity based on the following criteria:

- Thoroughness, quality and conciseness of the submittal.
- Project understanding and approach for achieving the stated objectives.
- Related project experience and prior work that demonstrates artistic creativity and innovative user-friendly interfaces.
- Demonstrated understanding of urban living / neighborhood trends and dynamics in Grand Rapids, MI.

Project Schedule

- September 8, 2020 – RFQ Released
- October 2, 2020 – Qualifications Due
- October 16, 2020 – Notice of Award
- November 2, 2020 – Commence Project
- February 1, 2021 – Website Launch