REQUEST FOR PROPOSALS

Introduction.
The [Portland Business Alliance](#) – Greater Portland's Chamber of Commerce – was founded in 1870 and represents the largest, most diverse business network in the region. The Alliance brings together nearly 1,900 members represented by dynamic and varied employers from around the Portland region and offers a strong source of support, information, advocacy, engagement, and professional development opportunities. It is largely funded by membership dues and sponsorship.

The Alliance seeks a company to design a new brand for the organization and redesign its website on a secure platform to ensure maximum engagement of members; facilitate and ensure the smooth migration of the site to a new server with an assured service level; and, to ensure and provide website maintenance and search engine optimization. The primary users of the site will be members of the Portland Business Alliance, civic leaders, partners and the general public.

Objective.
The Alliance is inviting proposals from reputable and qualified companies with a track record of success in designing and producing dynamic and interactive websites as well as in facilitating and executing rebrand strategies, planning, coordination, and announcements.

As a membership organization that seeks to more meaningfully engage its member base, prospective members and the community at-large, the Alliance seeks to create a new, flexible, informative, up-to-date website that is easy to maintain, intuitive, and user-friendly. We wish to develop a website that allows for easy interface with users and that allows for information to be shared to and from the site. The goal of the rebranding is to build cohesion around its membership, program offerings, and events, and to design a marketing message that illustrates a strong direction for the organization while conveying that Portland is the dynamic city that unites us.

Project Scope.
The selected company will work closely with the Alliance's Communications team to provide a comprehensive recommendation for a dynamic new brand and engaging website. The selected company will be given access to Alliance staff, including leadership, and board members during the course of the project. It is expected that the selected company also will conduct and interpret user research, primarily from (but not limited to) the Alliance's staff, member base and key partners.

At the conclusion of the project, the selected company will deliver to the Alliance:

1. An executable brand package (as described below), a new logo, a compelling tagline, and a standards brand manual to guide staff in seamlessly executing the new brand; and,

2. A visually powerful and dynamic, problem-free website that incorporates all relevant and critical feedback from the Alliance's stakeholders.

The Portland Business Alliance currently has a highly-interactive website that encourages engagement with current and prospective members, community partners, local elected leaders and the regional business community. The website is a resource of information; a place for registering attendance for upcoming events; a way to encourage engagement on policy issues; and, includes a member portal where users can update business information tied to the searchable online business directory.

We encourage companies to offer suggestions and be creative in responding to this RFP.

Project Details.
For the <u>rebranding</u>, the Alliance envisions an executable brand package that includes:
- Detailed treatment of marketing materials (with graphic elements, fonts and color palettes).
- A smart and memorable tagline.
- A standards manual that will guide staff in seamlessly executing the new brand.
- A redesign of the Alliance's current logo.

For the <u>website</u>, the selected company will develop a new, redesigned site that incorporates the following:
- Conducts and interprets user research to better understand web audience, their needs, and concerns. The Alliance will provide access to focus groups.
- The Alliance will write all copy for the new site in consultation with selected company with a view to writing copy for web readability and SEO.
- Provides a modern design based on user experience best practices that enables different audiences to access information relevant to them.
- Incorporates design for an optimal user experience (UX) that can be measured for effectiveness and tracks how users interact with the site.
- Integrates social media widgets and allows for sharing of content across the website and social media platforms.
- Selected company will advise on best practices related to basic SEO strategies.
- Utilizes responsive design with the latest technologies to provide a consistent user interface across common modern devices, including desktop, tablets, and mobile devices.
- New website will include the same expectations for members interactivity and engagement that currently exists with the goal of improving user experience where there are opportunities.
  - Current website integrations with GrowthZone feature:
    - Searchable member directory
    - Online registration of events
    - Secure member portal to create a user profile and update company information that is displayed in member directory
    - Place for members to post their organization's events and discounts within member portal
    - Member engagement on policy issues by signing up to be part of committees
  - Integrates with critical third-party software, including:
    - GrowthZone: a web-based CRM and association database management tool (APIs available)
    - VoterVoice: a web-based policy alert tool that helps mobilize our members to influence policy outcomes (APIs available)

- Utilizes a web-based, open-source content management system that allows key staff to easily update content without directly accessing source code (we have a strong preference for WordPress, but are open to other options.) .
- Provides an archival system for press releases, photos, videos and moves historical data to a searchable database.
- Incorporates a strong in-site search function, allowing users to find content across the site.
- Allows users to take action on site (e.g. register for events, enroll in membership, update their member profile, sign up for a newsletter, share a story on social, etc.
- Integration of Constant Contact sign-up for email list building and member communications
- Selected company will conduct usability testing with real users (e.g. focus groups, online usability testing, etc.)
- Describe your recommended hosting solution and include annual cost.

Ownership of Final Product/Intellectual Property.
As part of the RFP response, firms will need to provide a brief statement regarding the ownership of the produced materials (including, but not limited to: website, logo, tagline) or provide the firm's policy regarding intellectual property issues. Please include in the proposal what will be required for the Alliance to own the final work produced.

Estimated Project Duration.
Upon execution of a contract, the Alliance expects that the website and rebrand project will take approximately 12 months to complete. It is also expected that the contracted firm will proactively advise the Alliance of any project problems and/or delays.

Assumptions and Agreements.
The Alliance reserves the right to dismiss any proposal for any reason.

The proposal shall include portfolio examples (online links are acceptable) and references of businesses with which the firm has worked on similar assignments.

Submittal Requirements.
Proposals must be submitted in a .pdf format to Vanessa Briseño at vbriseno@portlandalliance.com.

Proposals must include the following:
1. Acknowledgement of Terms of the RFP process by the Company's Owner.
2. A Company profile that includes the length of time in business, a description of core competencies, and short bios of core staff.
3. Description of the company's design philosophy and methodology.
4. A website design portfolio of similar work (three examples) completed for previous clients that demonstrates how new websites improved on the old design by solving specific problems, improving engagement, etc.
5. A comprehensive package illustrating rebranding through tagline development and design elements and colors carried through a variety of promotional pieces.
6. Description of the company's availability to begin the project in accordance with the schedule (see below). Provide a proposed timeline for implementation and delivery.
7. Provide a suggested project schedule detailing the time required for each major step or phase of the project. Include details of how you intend to communicate with the project lead at the Alliance during the period of design/development, and at what intervals.
8. Description of recommended hosting solution and include annual cost.

9. List service fees for the completion of the projects as requested and present the total estimated cost to complete the project, the hourly fees (with number of hours estimated) or flat rates. Include all project phases and tasks, along with a line-item breakdown of costs.
10. Biographies for key individual(s) assigned to the project including tenure with the firm. Please note: if your firm is selected as a finalist, you will be asked to bring to the interview only those key individuals who will be working on the account.
11. Three references including the type of work done for each project and the date of completion.
12. Please include company name, address, phone number and contact name.
13. A summary explaining why your firm is most qualified.

All submissions must be sent electronically as a .pdf.

Preferred consideration will be given to proposals that <u>also</u> address the following:
• Project Management Tools — Your company's process for tracking and documenting project status.
• Deliverables — Detailed outline the products and/or services that will be delivered.
• User Training and Support — Provide details on the user training and support included for our content editors along with the training support format (i.e., live web, chat, email, phone-based, hard copy, other documentation, etc.).
• Hardware — List any hardware necessary to host and/or support the projects identified.
• List any recommended configurations for a robust and reliable environment.
• Include hardware redundancy and/or disaster recovery recommendations.
• Payment — Include any requirements or preferences regarding invoicing and payment.
• Include your company's terms and conditions on the projects identified, including general expectations of Alliance stakeholders.

Commitment to Diversity, Equity and Inclusion.
The Alliance is committed to enhancing diversity, equity and inclusion. As such, we encourage companies that embrace these values and that have a track record of developing websites that are inclusive. The Alliance values working with minority-owned businesses to support equity and inclusion. Business owners with certified and/or special socio-economic status are encouraged to apply.

Companies that submit a proposal do not need to be a member of the Portland Business Alliance at the time of submission, though we ask that you become a member if selected.

Selection Process.
The following details the two-step process the Alliance's Communication's Department will use to determine the interest, qualifications and selection of a final partner for the project:

1. Submission of qualifications: Pre-qualification the Marketing Department will determine which firm(s) is best qualified to complete the project based on the information requested in the RFP. Qualified proposals will be presented to the Alliance's leadership team and select Board Members for review, consideration, and selection of a maximum of three (3) finalists.

2. The Communications Department will ask the finalists to make a presentation to Alliance staff and key stakeholders providing initial observations and recommendations and presenting a case study about a project of similar scope. Following the completion of all presentations, a firm will be selected based on best fit.

Schedule for Selection Process.

Issuance of RFP:	January 18, 2022
Questions Due:	January 26, 2022
Responses to Questions Due:	January 31, 2022
Responses Due:	February 9, 2022
Finalists Notified by Phone:	Week of February 14, 2022
Finalist Interviews:	Week of February 21, 2022
Award of Contract:	March 1, 2022
Anticipated Commencement of Project:	March 15, 2022
Anticipated Completion of Project for User Testing:	March 15, 2023
Anticipated Announcement of New Website and Brand:	April 15, 2023

Request for Additional Information.
The Alliance reserves the right to request any additional documentation that it deems necessary to assist with the review and contract award process.

Cancellation of Request for Proposals.
The Alliance reserves the right to cancel this request for professional services at any time, to elect not to award the work listed, to reject any or all of the responses, to waive any informality or irregularity in any response received, and is the sole judge of the merits of the respective responses received.

While the Alliance intends to award all tasks included in this request for proposals to one firm, the Alliance also reserves the right to contract any task or portion of this work separately.

Acknowledgement of Terms of the RFP process.

On behalf of _____ (Company Name),

I, _____ (Owner Name), have read and understand the

requirements for professional services to the Portland Business Alliance and will abide by them.

Project: *Organizational Website Development and Rebranding.*

FIRM NAME: _____

MAIN FIRM CONTACT: _____

SIGNED: _____   DATE: _____

<u>This signed document must be included in the RFP response.</u>