

RFP Circulation Date: **June 10, 2009**
Proposal Submission Deadline: **July 15, 2009**

Fairfield Downtown Association Request for Proposal

For re-design of the Fairfield Downtown Association Web site

Introduction and Scope of Project

The Fairfield Downtown Association (FDA) is seeking the services of an experienced Web site design company to re-design the association's existing Web site www.fairfielddowntown.com. This project will utilize existing information and implement new information, products and features as suggested by FDA and the vendor selected.

FDA reserves the right to reject any and all proposals. In the event that all proposals are rejected, the FDA reserves the right to solicit a secondary RFP. Proposals become the property of the Fairfield Downtown Association and are treated as privileged documents and will be disposed of according to FDA policies.

Upon award of the bid, the successful vendor will immediately begin work with the FDA to refine timelines and the strategic goals and needs of the Web site. Additional advice regarding Web site capabilities and philosophies is expected.

Contact information

For questions or more information, please email Laura Cole-Rowe, Interim Executive Director at director@fairfielddowntown.com. Please include in the subject line: **Web site RFP**

Web site Objectives

The goal of the FDA's Web site is to serve as a communications tool for FDA members and the community to make residents and visitors aware of the businesses, services and promotional events of the FDA. The Web site should provide easy access to FDA member services, visitor/event information, be adaptable to current and changing technology, and provide content management capability for FDA staff. The redesigned site should also have a branded theme promoting Fairfield Downtown Association.

General and Desired Enhancements

A. Cost effectively recreate and greatly enhance the FDA's Web site to serve as a marketing asset that is attractive, useful, interactive and resourceful. The site needs to be flexible enough to support the FDA's Internet needs for a minimum of three years.

B. Visually appealing – Create a consistent and standardized format with enhanced graphical look, thereby keeping a unified theme throughout the FDA's Web site. The

site must have an attractive mix of text, photos, web calendars, videos and graphics, with easy access for FDA staff to customize and update as needed.

C. The Web site should accommodate the capability for future expansion of categories or topics, to be created by FDA staff.

D. Allow for interactivity. Include e-mail responses, surveys, visitor information request forms, event submission forms, calendars, and video streaming. Web site must have links or embedded plug-ins such as Java Script and Adobe Reader for opening, viewing and downloading of online documents.

E. Graphic files should be relative to site.

F. Search engine friendly with keywords that can easily be updated by FDA staff.

G. Ability to access statistical information such as unique visitors, page views, and other web statistics as needed.

H. Member Directory should be easily searchable and clearly presented, by contact name, keyword, alphabetical or by specific category.

I. Provide ability for authorized FDA staff to perform routine content changes to allow select FDA staff members to create and/or edit and publish content easily. These content developers will have varying skill levels must be able to create and publish content quickly and easily for a variety of purposes and audiences. The interface should be intuitive yet flexible to accommodate users of varied skills.

Although the FDA has some specific requirements as listed above, we are also interested in your ideas for content, and more specifically, your approach in re-designing the style of the FDA's Web site. We encourage respondents to consider and propose alternative solutions, recommendations and improvements.

Other requirements and features:

A. The vendor will facilitate the smooth transition from the old Web site to the live launch of the new site, ensuring links and other functions are working properly

B. Requests or changes should be responded to within 48 hours during normal operating hours (M-F 8:00am – 5:00pm).

C. The site must be designed for continuous operation 24 hours a day, 7 days a week with exception times for scheduled maintenance.

Hosting/Domain Ownership

A. Vendor to provide hosting options – including user email(s), capabilities and costs

B. All accounts shall be owned and registered under the Fairfield Downtown Association.

Proposal Submissions:

Please submit an electronic copy (PDF required) of your response by **July 15, 2009** to director@fairfielddowntown.com (with Web site RFP in subject line). Proposals received after **July 15, 2009** will not be accepted.

Responses should include the following information:

1. Introductory letter

2. Company Information

Provide a short description of the company and its principals; describe the services / capabilities of the vendor; describe relevant experience, including any with specific relevance to this RFP. Identify any key individuals and their qualifications as related to the project.

3. Project Proposal

Vendors should specifically provide:

- A. Project Summary: provide a statement(s) that demonstrates Vendor's ability to undertake and complete the proposed project in a thorough and timely manner. Describe your basic understanding of the project based on the information provided in the RFP, an evaluation of the current Web site, your vision of the new Web site and its capabilities and your experience with other Web sites that are similar to the requested redesign.
- B. Include a comprehensive timeline for each phase of the Web site redesign, including meetings with FDA staff, re-design development, draft presentation, implementation, hosting and training.
- C. Provide at least one mockup of a possible **fairfielddowntown.com** homepage design.

4. Budget

- A. Provide a quote for the completion of the project that includes all project-related costs including, time, resources, etc. Respondent should list the recommend software and licenses that the FDA will need to purchase for the continued maintenance of the Web site. Also include deposit and final payment requirements.
- B. Provide fees and hourly rate for ongoing maintenance issues that FDA staff cannot complete after the Web site is released back to the FDA. (Example: hosting or updating headers)

5. References

Please provide contact information for three to five clients for whom you have completed similar work. Include the following information about each reference: Name, address, contact, telephone number, and Web address, and description of work performed and tenure of service to client.