



Applewood Business Association, Re-Branding Initiative

Request for Proposal

Phase Two – Website development (front end) & Phase Three - Website development (back end)

Background:

The Applewood Business Association (ABA) is a volunteer business association dedicated to the promotion, expansion and development of its members by providing services that directly aid, support and promote their business and by expressing and supporting common goals for the protection, identity and growth of Applewood Businesses and the community.

- To create a policy for ABA which expresses a common statement of its goals, i.e. the protection, identifications and growth of its business members.
- To create an ideal set of standards and methods of business practices and services which each member will seek to attain.
- To educate the public on the benefits of doing business within the Applewood business community.
- To develop a liaison effort to act on behalf of ABA, relative to other organizations, groups and governments; the sole purpose being to perpetuate the Applewood Business Association, by interaction and by informing other groups as to what the ABA is and represents.
- To create beneficial services specifically for the ABA members, i.e., operate a web site and other service opportunities for local business.
- To generate and support events which improve the quality of life in the community.

Goals:

It has been some time since the ABA updated its website or branding. As such the ABA Board of Directors is looking for a candidate or candidates to help with rebranding the organization and the development of a website with multiple functions as to be laid out in this Request for Proposal. This project is anticipated to contain multiple phases: I. Brand development; II. Website development (front end); III. Website development (back end); IV. Print and digital collateral; and V. Social media. Candidates can bid on the whole project or select phases of the project where they can deliver the most value.

P. O. Box 5177 • Wheat Ridge, CO 80034-5177

www.applewoodbusiness.com

Proposal Requirement:

The purpose of this Request for Proposal is for Phase Two – Website development (front end); and Phase Three – Website development (back end).

All proposals *must* include a bid for *each stage* with the cost and estimation of time to complete, including the review process.

Stages for Proposal:

PHASE II

Website Development:

Front End

1. Assess and establish the hosting requirements and suggest providers, if necessary, to achieve the functionality required.
2. Assess the current website against baselines via Google Analytics to establish new metrics to measure success.
3. Help the marketing committee and/or board to develop goals, so that we are measuring the correct KPI's to meet our goals.
4. Help us develop the User Journey for the website based on the three completed personas.
5. Develop the Architecture for the website: the number of pages, the purpose of each page, and main user goals for each page. This will include the Sitemap and Wireframe for the site.
6. Set up Google Analytics (if not in place).
7. Develop the look and feel of the site based upon the Brand Guide, Personas, Messaging and Architecture.
8. Create Content requirements for each page, based on the Architecture. For example, the About page should describe the association and the key benefits for members. The Events page should excite the reader about events and make it easy to see what events are occurring.
9. Develop overall and secondary page goals, based on the objectives of the user of each page (and how ABA wants user to interact). Examples
 - a. Events Page, overall goal visibility for current and upcoming events
 - b. Events page secondary goal, allow user to sign up and pay for events (easily)
 - c. Tertiary goal Board or Committee members ease of posting official events
 - d. Fourth goal, Ease of members to post their events
 - e. This page will include a calendar, Call to Actions (CTAs) for sign-up for events
 - f. Page will also allow for testimonials (moderated) about events post event
10. Organize above content for hand-off to the web developer for coding.
11. Integrate the content provided and indicate if additional material is needed during development.
12. Pages and images should be optimized for load speed and usability across channels (mobile, Pc, Tablet).
13. Recommend any plugins that will optimize the user experience.
14. Recommend CRM for members and guests, including web-email-social users
15. Work with the board/committee to calibrate the vision and goals during development.
16. Ongoing support to gather, curate, and design pages based on the brand guide to include Buttons, headers, logos, etc.

PHASE III

Website Development:

Backend

1. Develop and integrate CRM for members and guests, including web-email-social users
2. Integrate the membership directory with the site. This should be dynamic and adaptable in the moment as new members join and or leave the organization.
3. Integrate event postings and calendar of events on the site. From these events guests should be able to select, register and pay for any event and immediately get conformation of their success and payment.
4. Integrate a payment system with the event scheduling system for an easy and user-friendly experience.
5. Link the site to our social media channels LinkedIn, Facebook, and Instagram.
6. Pages and images should be optimized for load speed and usability across channels (mobile, Pc, Tablet).
7. Any additional security needs to be assessed and recommended.
8. Provide a prototype of the site for testing and review before launch.
9. Upload, launch and provide training for the site for board/committee members to maintain and update content as required. (i.e., Small changes like events, newsletter, blog posts, etc.)
10. Ongoing support to gather, curate, and design pages based on the brand guide to include buttons, headers, logos, etc.
11. Design the site to be ADA compliant.
12. Establish HTTPS security protocols.

Ongoing maintenance support:

The Applewood Business Association is currently supported on a monthly basis by our web host/designer to maintain our technology needs. Final phases of the ABA Rebranding initiative include an RFP for digital content and social media consulting where we anticipate awarding partial or full web services support. Bidders are welcome to include the maintenance fees that go beyond the required scope of Phase II & III above as a separate section for evaluation in your proposal.

Estimated response timeline:

Deadline for submission – Friday, January 29th, 2021 by 5pm MST.

Award of contract – February 2021

Website development – February thru May

Prototype deliverable – May 31st

Final live website – June 30th (latest possible deliverable)

Proposal Submission:

For questions or to submit your proposal for Phase Two & Phase Three of the ABA Re-Branding Initiative please contact:

Andrew Coonan, acoonan@morrisonholdings.co &

Tish Gance, Tish@apexdbydesign.com

Proposals are due not later than 5pm Mst on Friday, January 29, 2021.

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