



Midway Business Association
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The Midway Business Association (MBA)'s mission is to promote the economic prosperity of our member businesses.

Midway is situated roughly "mid-way" between Portland and Mt. Hood. One of the larger districts in Portland, it stretches from I-205 east to Gresham and from Market St. south to the county line. Household income in Midway is \$12,000 lower than the citywide average. As is true with low income residents, Midway businesses are disproportionately offline. The MBA website project seeks to bridge the digital divide for businesses in Midway.

The new website is intended to introduce Portlanders to Midway: The Way to work, to shop, to live. Our goal is to strengthen public perception of Midway and increase traffic to our member businesses. While the design will be public and customer facing the site will also be a strong membership benefit by offering Midway Business Association members a business profile page and a spot on a map of the district, a first time online presence for most. Less than 20% of businesses in our district have any online presence, much less an active one.

Despite this digital divide, Midway is home to a unique mix of over 300 businesses, an increasingly diverse population, and incredible natural beauty. MBA seeks a partner to design a website that can seamlessly integrate the vibrancy of the "public facing" assets of Midway while highlighting member businesses.

The new site will ultimately build business district capacity and help market our member businesses. Additionally, we believe this is a great business development opportunity for our website partner to help get Midway businesses online. MBA will use the web site redesign process as a case study for our members; providing guidelines and best practices for their businesses as we aim to transition them to having an online presence of their own.

MIDWAY BUSINESS ASSOCIATION

Request For Proposal

RFP Guidelines

I. Firm Eligibility

To submit qualifications, firms must meet the following criteria:

- Physical presence in Portland, OR (extra credit if located in the Midway Business District)
- Willingness to interview and provide samples.

II. Proposal

Proposals may be a maximum of 10 pages (5 double-sided pages) excluding cover letter and/or examples of work/portfolio. Proposals must include the following:

- Cover Letter
- Complete responses to all questions
- Budget
- References with contact information (up to 5)

To submit, provide an electronic version of the proposal. Incomplete proposals will not be evaluated.

III. Evaluation Process

Qualification will be evaluated by Midway Business Association's Website Committee based on proposal review and in-person interviews.

IV. RFP/Website Timeline

- 4/6/16 – RFP Announced
- 4/22/16 – RFP's Due by 12pm
- 4/27/16 – RFP Interviews
- 4/29/16 – Contract Awarded
- Week of 6/1/16 – First draft of website structure presented
- 6/10/16 – Website preview goes live (home page and business profile template), content creation by MBA (business info, copy, photographs).
- Through 7/30/16 – Content finalized, adjustments, staff training, functionality testing

Midway Business Association Website RFP

Biographical Data:

- Name of Firm
- Contact Information (include address, phone, fax, and email)
- Number of Years in Business
- Project Lead(s) (include title, bio, contact information)

Please answer all questions fully. Total proposal maximum is 10 pages (5 double-sided pages) excluding cover letter and/or portfolio.

- 1. What qualifies you to build Midway Business Association's website, bringing it in line with both the organization and district's brand and ensuring appropriate functionality (see list below) to serve and market member businesses?**
 - Platform that can be easily maintained and updated by volunteer MBA board members, including the ability to add functionality as the association grows
 - Responsive website
 - Calendar of MBA events, member events, and community events
 - Map of the district pinpointing member businesses
 - Member business profile pages featuring photos, text, business hours, contact info
 - Newsletter sign up/archive
 - Search engine optimization
 - Social media integration/sharing
 - Online payment for member dues and sponsors
 - Ad space for sponsors
- 2. What experience do you have developing small business websites including responsive templates, SEO, user-friendly navigation, easy-to-use content management systems, dynamic calendars, interactive maps, multi-language translation options, payment functionality, tile ads, photos and video? What experience do you have producing collateral in conjunction with a new website (electronic communication, social media integration, style guide, case study, training manual, etc)? How do you typically manage a website building process?**
- 3. How would you incorporate Midway Business Association's mission and values into the website?**
- 4. What is your favorite Portland-based website and why? What components could you see integrated into Midway Business Association's website?**
- 5. What experience do you have working with nonprofits, business associations or volunteer-run organizations? What experience do you have working with**

municipal governments? What project management best practices will you employ while working with our volunteer Website Committee? Please provide a list of nonprofit, association, and government clients.

- 6. What change would you recommend making to Midwayba.com immediately? If you didn't have any budget constraints, what component would you say Midway Business Association should not live without?**
- 7. Please provide an estimated budget (not to exceed \$3,500) for this project plus the in-kind service contributions you will provide (we hope to leverage at least \$1,000 in donated services in exchange for business referrals and sponsor recognition in our website footer, for a total site value of \$4,500). Explain your commitment to manageable costs – keeping the project on time, on budget, and including the following components:**
 - Platform that can be easily maintained and updated by volunteer MBA board members, including the ability to add functionality as the association grows**
 - Responsive website**
 - Calendar of MBA events, member events, and community events**
 - Map of the district pinpointing member businesses**
 - Member business profile pages featuring photos, text, business hours, contact info**
 - Newsletter sign up/archive**
 - Search engine optimization**
 - Social media integration/sharing**
 - Online payment for member dues and sponsors**
 - Ad space for sponsors**
- 8. Explain your company's commitment to sustainable practices.**
- 9. Why do you want the job?**