

Lafayette Square Restoration Committee

Website Redesign & Development

Request for Proposal

This RFP is for redesign and development services for a new website for Lafayette Square Restoration Committee – lafayettesquare.org

RFP to be Published: June 4, 2020

Responses Due: June 15, 2020

Send any questions on the RFP to: Dixie Gillaspie – dixiegillaspie@gmail.com

Send proposals to: Matt Negri – president@LafayetteSquare.org

Budget for new website: \$7,500 to \$10,000

Goal for new website launch: September 1, 2020

Lafayette Square Restoration Committee (LSRC) Overview

The Lafayette Square Restoration Committee exists as a hub for the Lafayette Square Community and a support structure for the ongoing preservation, enrichment, and revitalization of this historic neighborhood. As a non-profit neighborhood association, the LSRC is made up of volunteers who donate hours, effort, and money to make the Square a safe and vibrant place to live, work, and visit and to maintain the Square and its iconic park as the jewel it is today.

Our Audience

The site should be designed with three different audience groups in mind:

- Non-residents who may visit our neighborhood and seek information about attractions, amenities, events, history, real estate and other content.
- Neighborhood residents and business people who seek information about resources, public safety, rules and regulations, and other content that instructs their participation in the community.
- Members of LSRC (and possibly other organizations in the square) who seek resources pertinent to those organizations.

New Website Objectives

- Raise the level of positive activity in the Lafayette Square neighborhood
- Increase visibility of volunteer opportunities

- Improve ease of volunteer sign up and organization of efforts
- Provide transparency into LSRC role and functionality
- Improve e-commerce functionality to drive sales of:
 - Association memberships
 - Event tickets
 - Commemorative bricks
 - Merchandise
- Improve e-commerce functionality to drive donation activity such as:
 - Legacy and stock giving
 - Matching donation listings
 - Specific fund contributions (i.e. fountain, benches, etc ...)
- Promote neighborhood businesses.
- Reduce time, effort and cost associated with ongoing website maintenance and updates. (Make it easier for non-technical users to manage and update the site).
- Provide resources for LSRC residential and business members.
- Provide resources for residents.

Current Website Concerns

- Built on an outdated and unsupported theme.
- Is not visually appealing or easy to navigate.
- Is difficult to teach a non-technical person to perform simple tasks like adding a blog post.
- Does not meet many of the functionality requirements listed below.

New Website Functionality Requirements

Our new website will need:

- Wordpress content management system with an integrated visual page-builder (such as Divi, Beaver Builder, or similar)
- Intuitive navigation and page structure (see below).
- Mobile-responsive design.
- Visual consistency across pages and posts. Example: Featured images should be the same size on all posts.
- Event Calendar with Integrated Ticketing (as outlined below)
- E-commerce (merchandise sales) as outlined below.
- Membership purchase (subscription) as outlined below.
- Neighborhood business directory as outlined below
- Online donations (as outlined below)
- All applicable content imported from current site.
- Optimized with SEO best practices, based on keyword research conducted by vendor. Yoast SEO plugin required, and all pages and posts must rate “good” or better by Yoast for SEO and Readability.
- Social media integration (share buttons, follow buttons, etc.)

- Email sign-up form
- Volunteer sign up form
- Contact Form
- Separate login area for clients/wholesalers
- Chat bot for visitors to interact with neighborhood personnel or “leave a message” when the chat is not being monitored
- Facebook feed in sidebar or footer
- Photo galleries. Assume five galleries with 25 photos each to begin. Photos to be supplied by LSRC.
- Space in sidebar and/or footer for participating businesses to advertise on the site. Functionality to rotate advertisements in shared spaces.
- Blog

Intuitive Navigation and Design

We anticipate most, if not all, of the content on the current site to carry-over with some copy rewriting. But we wish to consolidate and simplify the site map (see Attachment 1: Proposed Site Map). We expect the vendor to review the site map and recommend revisions as necessary to make the site as intuitive and user-friendly as possible.

Events Calendar

The current website uses The Events Calendar plugin, integrated with WooCommerce for ticket sales. We would prefer to retain this functionality. But we are open to alternatives if the same functionality can be retained and, perhaps, extended. We also want to EXPAND the events calendar to show all events hosted in the square.

Ecommerce Details

We currently sell a handful of products on the site through WooCommerce. We would like to expand our online store. For estimating purposes, assume 10 products, each with variations (i.e. size and/or color). Products would be displayed on a single page, although we may employ product categories to filter the display. Would also require the functionality for a trained/experienced user to add/edit products in the future.

Membership Purchase (Subscription)

We currently sell annual memberships as “products” via WooCommerce. We wish to separate membership purchases from Woo. The new system must give members the option of purchasing membership as a monthly, recurring subscription (renews until cancellation) or as an annual fee. Annual memberships will not automatically renew, but the system must automatically notify members that their expiration/renewal date is approaching, and members must be able to renew online. We wish to automate this process as much as possible. We currently have seven membership levels. The system that manages membership purchase should also control page/post access for members-only content.

Online Donations

Our current donation page offers options as products (via Woo). We wish to separate donations

from Woo. We would like a single page where a donor can select from multiple “pre-priced” options or enter a donor-designated amount. Donors can complete the transaction (via credit card on the single donation page). Donors may also choose to make a recurring monthly donation (subscription, charged to the credit card).

Neighborhood Business Directory

We currently use the Wordpress “Portfolio” plugin to generate a directory of 66 businesses, in nine categories. We want to enhance the business directory to:

- Allow businesses to submit their information to us through an online form.
- Auto publish business listings based on such submissions without having to cut/paste.
- Enable “premium” listings for which we can charge businesses.
- Include interactive map with flags/pins for each business listed.

Visual/Video Showcase

We would like to present galleries and videos of the Square, possibly including password-protected video tours that would be available to members of the LSRC and/or donors.

Additional Considerations

We would like to work with a vendor who is connected to the Square or to a historical district, and/or who is experienced in non-profit communications, marketing, and fundraising, and/or has marketing experience and expertise over and above website design and who can/will include some ideation and guidance on how a website can best serve the LSRC and the audiences for whom it is designed.

Budget Details

As listed in the summary, our budget for this project is \$7,500 to \$10,000. While we of course prefer the most cost-effective solution, all proposals that fall reasonably within this range will be considered and weighed based on their merits. Proposals that offer flexibility in billing for non-required elements added to the website after initial launch will also be considered, as we may be able to budget for additional funding for these additional website elements or ongoing marketing efforts.

Proposal Requirements

Please include the following in your proposal response:

- Overview of your company
- Overview of how you will meet our objectives
- Explanation of your proposed platform/CMS
- Outline of your website design & development strategy
- Proposed website timeline from kickoff to launch
- Details about your team
- Recent design & development examples
- References

- Any key differentiators about you?
- Pricing with optional elements line-itemed
- Terms & conditions

RFP & Project Timeline Details

RFP to be Published: June 4, 2020
Responses Due: EOD June 15, 2020
Finalists Selected & Contacted : EOD June 22, 2020
Winner Selected & Contacted : EOD July 1, 2020
Project Kick-off : Determined by Availability
New Website Launch Target Date: September 1, 2020

Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response.

If you have any questions, please contact Dixie Gillaspie at dixiegillaspie@gmail.com

Proposals can be submitted prior to EOD May 15, 2020 to Matt Negri, LSRC President at President@LafayetteSquare.org

ATTACHMENT 1: PRELIMINARY SITE MAP

Home

About

- History

Visit

- Sites of Interest

- Shopping

- Interactive Map

Events

- Calendar

- Ticket Sales

Shop Online

- Merchandise

Community

- Schools

- Emergency

- Government Directory

LSRC Member Resources

Blog

- News

- Archives

Contact