



Project Overview

The Downtown Detroit Partnership (DDP) is seeking a vendor(s) to design and create a new website for the organization and its business units. The new site will utilize modern site architecture, integrate all appropriate and necessary digital communications for DDP, be easy to navigate for all DDP audiences, reflect and help promote the brand of the partnership and Downtown Detroit and serve as a model for other Downtown organizations. Deadline for proposals is May 26, 2021

Organization Description

The Downtown Detroit Partnership strengthens and supports Downtown Detroit through strategic initiatives and programs. We convene business, philanthropic and government partners to create a vibrant and resilient urban core for Detroit and the region. These strategic initiatives include six Downtown Parks and the Downtown Business Improvement Zone (BIZ).

Website Audience

DDP directly serves its board members, stakeholders, Downtown Detroit real estate and businesses and customers of Downtown Detroit – residents and visitors. Audience groups can have very different needs and entry points to the DDP website and can have overlapping qualities.

Website Audiences:

- DDP and BIZ Board Members
- Downtown Detroit Businesses
- Regional Detroit businesses and leaders
- Detroit residents (youth, families, singles, ethnic communities)
- Detroit visitors (local, regional, national and international) tourists / sports & entertainment
- Policy maker
- Downtown workers
- Other similar organizations

Website Objectives

Primary:

Position as one of the top 1 to 3 sites for all Downtown Detroit audiences. Convert these audiences into customers of the Downtown Detroit Partnership or one of its business units.

Secondary:

Serve as a model of virtual engagement for a distinct geographic area with various audiences and interdependent goals.

New Site Content and Functionality Needs

- Strong SEO based off of goals and audience segments
- Multiple points of entry based off of web search, social media, traditional media and DDP shared content
- Strong connection to select social content
- Automatic population of associated DDP databases and digital accounts (social media, professional discussion boards, etc.)
- Sustainable architecture that will allow for growth and endure (5+ years)
- Content management system available to DDP staff
- Marketplace for membership and event participation.
- Ensure ability for other potential future marketplace ventures or needs
- Strong corporate and community engagement
- Board member recognition and connection to the mission of DDP
- Clearly position DDP's mission and key messaging specific to business units.
- Entry points via various digital platforms for specific audiences that build on site visits (event, media, partner organizations, stakeholder communications, social media, etc).
- Integration of media coverage (across various platforms – broadcast/print, social/digital)
- Press release/advisory and original content placement, as well as connections to other digital resources – both on the site itself and to other sites
- Data resources and connections to those resources at other points on the site itself and in other digital platforms
- Automatic integration of DDP databases and audience tools (Salesforce, Eventbrite, MailChimp)
- Clear visual footprint and connection to other geographies throughout the city of Detroit

- Integration of new technologies

To be supplied by the Downtown Detroit Partnership

- Content
- Social media connectivity
- Most visual assets
- Beta test members

Applicants

Applicants should describe their team, objectives, past experience as it relates to non-profit organizations, events-based sites, sites with flexible and adaptable designs and multiple audiences. Please list any affiliations and ownership of firm. Applications should include a timeline and approximate time allocations per team member and project leadership.

Applicants should highlight any dynamic or unique elements of their proposal. Applicants should also highlight any distinctive talents or capabilities of their team as a whole or of specific individuals who will be working on the team to design and build the DDP website.

Proposal Requirements

All proposals should include an overview of the team and if the team is made of multiple vendors. The team overview should describe the role of each team member for the DDP website project. Proposals must include pricing and if applicable options for enhancement (or reduction). Clearly describe the project in your own words and describe the associated deliverables your team will complete. Include references, previous work examples, insurance and an agreement to keep all information from DDP confidential. In the agreement, also understand that any reference to work with DDP will require approval from DDP leadership.

Proposals should include the number of pre-live site reviews and edits. Proposals should include the amount of post launch time period for available repairs or edits. While not a requirement, proposals can include an option for ongoing site maintenance. If offered, include pricing.

Desired Timeline

Proposal Open	April 30 – May 26
Pre-Proposal Meeting	May 13
Contractor Selection & Announcement	June 3 – 7
Site Build Out	June 7 – August 12
Beta Testing, Site Fixes, Staff Review	August 12 – September 30
Executive Review, Site Fixes, Finalize Site	October 1 – 31
Launch	November 1

Proposals are due no later than May 26th at 5 p.m. EST and must be submitted via email to rfp@downtowndetroit.org.

Questions about the project can be addressed to this email. Interested applicants are also welcome to attend a pre-proposal meeting with DDP where project-related questions will be answered. The meeting will take place on Thursday, May 13 from 11:30 a.m. to 1 p.m. The link to join the meeting is <https://us02web.zoom.us/j/84105536197>

Awardees will be notified by June 7, 2021

<https://downtowndetroit.org/about-ddp/request-for-proposals/>