

Bridgeport Downtown Special Services District

REQUEST FOR PROPOSAL

Website Development Consultant Contract

INTRODUCTION

The Bridgeport Downtown Special Services District [hereafter “DSSD” or “the District”] serves as the business improvement district for the Park City’s central business corridor. The DSSD is charged with fostering a safe, welcoming urban environment, a center for cultural activity, and competitive setting for business. To accomplish this charge, the Bridgeport DSSD provides environmental maintenance, beautification, and security services. Furthermore, the DSSD – in collaboration with the City of Bridgeport and local/regional cultural organizations – implements special events and also markets downtown businesses, institutions, and cultural events.

SCOPE OF CONTRACTOR

The Bridgeport DSSD seeks to retain a Website Development Consultant to design and develop a web platform to align with new branding and communications goals connected with the Colorful Bridgeport campaign.

Campaign overview: Colorful Bridgeport is a new, integrated marketing and streetscape beautification campaign, which aims to represent the woven tapestry of Bridgeport, while highlighting the beautiful and vibrant overlapping of forms, shapes, and colors that intersect in the Downtown through its people, streets, places, and spaces. One of Downtown Bridgeport’s best qualities is its diversity. From the cultural mecca of food and drink, to the variety of arts and entertainment, to the people of all walks of life. It’s also quite different than the rest of Fairfield County – it’s funky, unconventional, urban, quirky, and fun. It’s quite proud to be unique. It’s many shades of people, food, art, businesses and things are what make it a place of value. And continuing to foster this will only make it more beautiful. This campaign is about celebrating Downtown Bridgeport’s diversity, quirk, and full spectrum of people. It is truly...Colorful Bridgeport.

Project goal: To build a web platform that communicates a sense of place for Downtown Bridgeport using the principles of the Colorful Bridgeport campaign. A sense of place is defined by the feeling and experience a visitor or resident associates with a given neighborhood or location. For example, the sense of place evoked by the urban environment in Times Square in New York City is quite distinct from the experience of South Beach in Miami. In particular, the web platform should communicate that sense of place by highlighting Downtown Bridgeport businesses, cultural institutions, public spaces, residential offerings, events, and programming produced by the DSSD and partner organizations. Please refer to [Visit Oakland](#), [Hartford BID](#), and [InfoNewHaven](#) websites for context.

Project responsibilities: The Consultant will manage the Bridgeport DSSD’s website development process under the creative direction of our marketing agency, The Bananaland. The purpose of the collaboration is to ensure that resulting work product achieves the Colorful Bridgeport campaign goals and expresses our views creatively. Below are high-level responsibilities, as well as examples of specific tasks the DSSD is expecting the selected Consultant to undertake.

- Design and implement a mobile ready storytelling platform that attracts high levels of web traffic, and allows for constituent engagement. The platform must use media queries to allow the website to scale correctly to all mobile devices and be compatible with the last three versions of primary web browsers, such as Chrome, Safari, Firefox, and Internet Explorer.
- Integrate a content management system, preferably WordPress, that is user friendly for DSSD members to generate, edit, publish, and share engaging content daily (e.g. original text, photos, videos, and news), including embedded curated feeds from the DSSD’s social media channels.
- Create space to house content currently in production. Please refer to the attached production timeline for examples of content.

- Migrate selected content from InfoBridgeport.com, including calendar, individual business information, and DSSD-specific reporting requirements.
- Clearly connect the web platform's sense of place for Downtown Bridgeport and the role of the DSSD in that place.
- Set specific metrics and monitoring/reporting processes compatible with the goal of the website, particularly focusing on success factors pointing to search engine optimization, web traffic, and audience engagement.

We anticipate that we would be prepared for the website development process to begin during the week of April 15, 2019, and would expect the delivery of the final web platform by June 15, 2019. This scope of work is contract-based (IRS Form 1099). Proposals are not to exceed up to a maximum of \$15,000 for this scope of activity. The DSSD reserves the right to adjust the billable hours, and staffing levels, of any contractor on a regular basis.

HOW TO APPLY

Proposal Specifications

Applicants should submit a proposal meeting the following specifications in the order requested.

1. **Company Description:** Provide a description of your firm. (staff size, number of professionals, industries served, etc.). Describe engagements your firm currently conducts in the not-for-profit and government sectors. Include a list of not-for-profit and government clients that you believe are comparable to our organization in size, mission focus, and complexity.
2. **Project Plan:** Describe your firm's basic approach to developing a website and the resulting advantages that will accrue to our agency. Include a description of the activities undertaken by your firm to promote and ensure final deliverable quality. In particular, note the number and types of page templates it would take to complete the project, as well as examples of responsive layouts. Indicate the expected timing and budget needed to complete the project.
3. **Implementation Team:** Describe the level of experience of the individuals who would be assigned to our account. Identify the engagement team or individual which/who would be developing the site and include a resume of the qualifications and experience for partners, managers, and staff.
4. Provide any additional information, not specifically requested previously, considered essential to your proposal.

Proposals are due no later than 12:00 p.m. on Tuesday, April 9, 2019 to Lauren Coakley Vincent via email at lauren.dssd@infobridgeport.com or in hard copy to:
 Bridgeport Downtown Special Services District
 Attn: Lauren Coakley Vincent
 938 Broad Street
 Bridgeport, CT 06604

No proposals received after this date will be considered. DSSD will review all proposals for completeness; any that are incomplete may be eliminated. Criteria by which all proposals will be evaluated include:

1. Ability of the proposer to satisfy all requirements for successful completion of the assignment;
2. Cost to the Bridgeport DSSD;
3. Experience in providing the services being requested; and
4. Interview evaluation process, if interviews are conducted.

The DSSD reserves the right to reject any or all of the proposers, to waive any informalities in the proposals received, and to accept the proposals deemed in the best interest of the DSSD. The Bridgeport DSSD also reserves the right to interview and negotiate with selected respondents after all proposals have been reviewed and award a contract as it deems is in its best interest.

Pre-Bid Conference: The DSSD will hold an optional pre-bid informational meeting on **Tuesday, April 2, 2019, at 1:00 PM** at the DSSD offices (938 Broad Street, Bridgeport, Connecticut) for contractors interested in submitting proposals.

APPENDIX: COLORFUL BRIDGEPORT PRODUCTION TIMELINE



Timeline *May thru August*

May 1
OFFICIAL LAUNCH

Facebook, Instagram (Stories), Vimeo
Commercial Video Release on Social

Website
TBD

Print Materials
Guidebook
Business Cards
Postcards
Digital Newsletter

Physical
DSSD Office Decal

May thru June

Facebook, Instagram (Stories), Vimeo
Color of the Month (3 to 5 posts per week)
Ad Campaign

Website
TBD

Print Materials
Flyers
Advertising

Physical
Banners

Color It In
Phase 1

July thru August

Content
Capturing Real Time Events (and Murals?)
Colorful Conversation #2

Facebook, Instagram (Stories), Vimeo
Color of the Month (3 to 5 posts per week)
Ad Campaign
Takeovers

Website
TBD

Event Integration
Instagram Booth
Tees

Color It In
Phase 2