

## Request for Proposals

### Rebuild of NBBA Website, [www.newbuffalo.org](http://www.newbuffalo.org)

The New Buffalo Business Association (NBBA) is the business membership association for the New Buffalo area. We are a partnership of business and community members sharing a common goal to promote healthy business growth in New Buffalo through activities and events.



In order to better support our mission, we need an updated website that will enhance our ability to market our events and the greater New Buffalo Business community. Our current site is outdated technology that is difficult to maintain and lacks flexibility. We seek a new website that is more functional, with an updated look and that can be maintained by our staff and volunteers/Board.

**Response Deadline:** August 9, 2019.

**Contact:** Please send proposal to Adam Burck at [nbbaadam@gmail.com](mailto:nbbaadam@gmail.com) and you may contact him via email or phone (773-339-3420) to discuss this RFP further.

#### Priorities:

- Site that is easily managed and updated by users with average computer and technical knowledge. No HTML knowledge required. Easy ability to add and delete pages.
- Drag and drop functionality, as much as practical.
- Robust database functionality: member database, events calendar, vendor registrations.
- Online payment processing
- Affordability, so we are open to adjustments to site features that will achieve this goal.

#### Main Site Pages:

1. Home Page: current announcements, upcoming events, news, ad rotator(s)
2. Searchable member directory
  1. Ability to set member categories and add/update as needed
  2. Searchable on specific criteria, including biz category/type, biz name.
  3. Member profile page: text description, logo field, image field(s) for photos of business, contact info, URL & social media fields, link to member's events in calendar of events
  4. Ability for members to update their profile, admin approval needed.
2. Calendar of Events
  1. searchable by date, type of event, name of event
  2. Event categories include NBBA events, Member events, featured events (revenue generation), community events
  3. Ability for members and community organizations to submit events for calendar listing, with admin approval required. Log-in limited to that functionality.
3. Information pages:
  1. Community resources page with listings of city, township, fire, police, schools, etc.
  2. Business Info & Resources page
    1. links to good articles and information of interest to local businesses
    2. overview of local business permitting processes
    3. links to business support organizations, e.g. SCORE, small biz assoc. etc.

4. market area demographics and/or census data
4. Newsletter page – we would like to post our newsletters to website. Ideally an automated widget that pulls them from Constant Contact, current newsletter and archive.
5. About the NBBA page
  1. Org information
    1. Board & Stafflist
    2. By laws
    3. NBBA history
  2. City of New Buffalo history

### **Key Site Features:**

1. Easy online form creation and associated database:
  1. Member Registration Form
  2. Vendor registration forms
  3. Event participation forms
2. Online payment processing capability
  1. Integrated with form processing (membership, vendors, etc.), so applicants can pay any related fees, e.g. annual membership, vendor fees, etc.
  2. Need to be able to set various price levels and product descriptions. For example, 10x10 booth at x price, 10x20 booth at x price, etc.
  3. Recurring payment option
3. Additional options/widgets
  1. Social media integration/feeds, so that posts to SM appear on the website
  2. News feed
  3. Weather widget
4. Email:
  1. Advise whether to have email hosting on website vs. separate email host
  2. Ability to have vanity email addresses with our URL, e.g. [membership@newbuffalo.org](mailto:membership@newbuffalo.org) that direct to our google email account.

### **Scope of Work:**

1. Work with Board and staff to problem-solve and finalize design and content for new website
2. Extract and save all pages and data from current website
3. Confirm website pages and structure with Board/ED, finalize outline and data/info.
4. NBBA to provide new text and/or data as needed.
5. Build new website and populate with extracted data as appropriate and new info where needed
6. Communication with Board/ED and/or work sessions to complete the site design process.
7. Design/layout of site pages
8. Performance data: GA enabled on the website, SEO Optimization program for first year, with quarterly report of keywords and other SEO performance metrics, if additional cost include as separate line
9. Cost breakdown by feature
10. Cost for various maintenance plans