

Website RFP

WEBSITE REDESIGN



Respond to

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Deadline

1 December, 2024

RFP issued by

Great Lakes Bay Regional Alliance
www.greatlakesbay.com
122 Uptown Drive, Ste 204
Bay City, MI 48708

OUR MISSION

The mission of the Alliance is to champion and support regional collaboration and initiatives that grow the Great Lakes Bay Region.

PROJECT BRIEF

The current website (greatlakesbay.org) is geared toward drawing business to the Great Lakes Bay Region by providing industry specific information and benefits. The redesigned website should be able to not only help draw new talent, but to provide resources and information on what it means to live in the Great Lakes Bay Region.

Example website: <https://findingnwa.com/>

An ad hoc committee put together an initial list of items that should be included in the website redesign:

- Entertainment
- Food and Drink
- Housing (realtors, rentals, VRBO/Air BNB, Temporary Housing, etc.)
- Neighborhoods and Communities
- Childcare
- Education
- Professional Development Opportunities
- Resume/Interview Resources
- Career Fairs
- Colleges/Universities
- Volunteer Opportunities
- Clubs, Civic Groups
- Faith
- International
- Healthcare Providers (top 5, taking new patients)
- Culture in the region
- Shopping Areas
- Core functions or Uniqueness
- Safety
- Cost of Living (Coli.org)
- Infrastructure (internet/cell service)

PROJECT GOALS

The website redesign should offer all information and resources that an individual would look for when relocating or exploring the Great Lakes Bay Region, and should be:

- Easy to navigate
- Appealing
- Welcoming
- Inclusive

PROJECT SCOPE

Our team is working with regional and marketing specialists and HR professionals to provide content and develop mapping strategies. The project will require:

- Initial build of the website
- Website update training
- Occasional website maintenance assistance

WEBSITE FEATURES & FUNCTIONALITY

FUNCTIONALITY FEATURES

- Direct links to resources
- FAQ's and Answers
- Email our team

MARKETING FEATURES

- Videos
- Social Media integration
- Interactive blogs and groups

OTHER FEATURES

- Cost of living calculator

SUBMISSION REQUIREMENTS

- Project budget
- Timeline
- Support needs

RFP DEADLINE

RFP Sent: November 5, 2024

Proposals Due: December 1, 2024

Winner Selected By: December 15, 2024