

## **REQUEST FOR QUALIFICATIONS**

### **Westshore District Website Redesign**

#### **OPPORTUNITY**

The Westshore Alliance (WSA) is seeking a qualified creative services firm to redesign the existing website for Tampa's Westshore District. The current website ([www.choosewestshore.com](http://www.choosewestshore.com)) is 10 years old and is showing its age. The WSA website is used to generate awareness and is informational for real estate developers, business leaders and property managers looking to invest resources in the District. It is used as a tool for active participants but is not a primary driver of sales. We're looking to overhaul the information architecture as well as improve the organization and usability of the website for key audiences while motivating people to participate in the organization.

In support of this, WSA would like a CMS that is long lived and easy to maintain by WSA staff. The new site should be visually appealing, simple and streamlined with less clicks and real time publishing capabilities. Vendor will need to complete hardware validation, software validation and installation. Vendor will also provide training to WSA staff.

#### **INTRODUCTION**

Tampa's Westshore District is the center of regional activity not only in Tampa, but also on Florida's west coast. Located at the intersection of several major highways and an interstate, Westshore is home to Florida's largest office submarket with more than 12 million square feet of office space, 4,000 businesses and 102,000 employees. The District also boasts many of Tampa's finest restaurants, world-class shopping, Cigar City Brewing Co. and the largest concentration of hotels in the county. It is home to Raymond James Stadium and George Steinbrenner Field, which host professional sports, annual community events, and music concerts featuring world-renowned performers.

Westshore has evolved from its roots as a 9 am to 5 pm office district to a vibrant 24/7 community with 15,000 people calling Westshore home. Westshore is also the regional gateway for more than 22 million people who travel through Tampa International Airport each year. Located on the western edge of the City of Tampa, Westshore is approximately 10 square miles bounded by Kennedy Boulevard to the South, Himes Avenue to the East, Hillsborough Avenue to the North and Old Tampa Bay, including Rocky Point to the West.

#### **ABOUT THE WESTSHORE ALLIANCE**

The Westshore Alliance is a not-for-profit organization of business and community leaders recognized as the voice of Tampa's Westshore District. The Alliance has a 37-year track record of getting things done, including significant progress in the areas of transportation, urban development, marketing, public safety, education and connecting our community. With 450+ member businesses and scores of volunteers, the Alliance's mission is to promote, shape future growth and foster economic prosperity of the Westshore Business District.

## **WEBSITE REDESIGN SCOPE OF WORK / DELIVERABLES**

The selected firm will:

- Provide a website which will integrate with Growth Zone, Constant Contact, the ESRI ArcGis interactive development map (on current website) and include a secure page for Board members
- Utilize existing content, no new content anticipated
- Deliver a site that is fully accessible across all platforms, systems and devices
- Produce a site with analytics, metrics and tracking accessible by WSA staff
- Provide a website with a user friendly CMS, allowing staff to easily update
- Perform site migration, transfer files and databases, configure site with new host
- Deliver completed website by end of 2020 and within budget

## **RFQ SUBMISSION REQUIREMENTS**

Submissions should not exceed 5 pages and should include the following items:

- Name, title, phone and email address of person responding to the RFQ
- Company name, principal business address, mailing address, phone, web address, and number of years in business
- Provide the names and qualifications of those who will work on this project and explain the role of each core team member
- Provide descriptions and links of similar projects the company has successfully completed along with contact names and numbers for three completed projects as references
- Submissions should clearly and concisely express the company's understanding and approach to the project, and include scope of work with specific deliverables
- Include a proposed timeline for key activities
- Provide the cost for scope services and deliverables, as well as billing policies and invoicing timeline
- **Submissions should be sent electronically to Ailsa Hudson at [HUDSON@westshorealliance.org](mailto:HUDSON@westshorealliance.org) by Wednesday, March 4, 2020.**

## **SELECTION PROCESS**

Evaluation criteria is based on project understanding and approach, as well as qualifications and past performance in the successful completion of similar projects. The selection of a company is solely at the discretion of WSA. WSA reserves the right to consider all or parts of any submission and is under no obligation to accept any submission. WSA reserves the right to negotiate further with any bidders after the receipt of submissions. Companies that are not selected will be notified via email.

## **CONTACT:**

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