



From: Gayla Roten, State Director

Date: March 24, 2023

Re: Website Redesign Request for Proposal

Missouri Main Street Connection, Inc. (MMSC) wants to redesign its website currently found here: www.momainstreet.org

You have been selected as a respondent to this request and we would like to ask you to prepare a proposal to accomplish the task that includes timeline, cost, and deliverables. The following RFP includes a background of our organization and describes the purpose of the redesign, its desired functionality, and specific requests relating to the proposal. We understand that details may be subject to change upon vendor recommendation and/or research of more optimal solutions. In your proposal, please feel free to suggest alternatives where noted.

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Format & Proposal Details

Missouri Main Street Connection asks that all RFP's be submitted as a PDF via email to glroten@momainstreet.org by April 21st at 5:00pm CST.

Project Overview

Missouri Main Street Connection (MMSC) is the leading statewide nonprofit devoted to preservation-based economic development through the Main Street Approach™. This RFP seeks to find a service provider that can redesign, migrate, and host our website that is mobile friendly, can be maintained by our staff with frequent content updates, and designed to adapt to future technologies including widget and third-party utilizations. The current website is built on old code with a platform in which maintenance has stopped resulting in nonfunctional and improper display of widgets.

Background

Since 2006, MMSC has served Missouri as the State Coordinating Program for the Main Street Approach™. We serve Missouri communities by providing educational opportunities including webinars, workshops, and an annual conference. By using revitalization strategies to create experiences that preserve our communities and district's history and culture, we are helping create thriving and vibrant communities throughout the state of Missouri.

Through the Main Street America™ movement and our partners, we empower community revitalization by celebrating, supporting, and sustaining Missouri's historic commercial districts in both rural and urban settings.

Project Goals

MMSC seeks to have a website that visitors can easily navigate to find information, resources, and current & future training opportunities. The success of the redesign of our website hinges on the ability for visitors to easily and reliably navigate our website on desktop and mobile using modules to capture information needed for registration and payment information. We currently rate the performance of our website based on the number of users and sessions per month as well as page view. The new website needs to report those metrics as well as expand to include the ability to track conversions of visits to specific resource utilization, viewing and downloading of resources, etc. Another goal is to increase the number of conversions from page visits into training attendance and applications for our grants and programming.

The newly designed website will serve a wide range of needs but share one common denominator, that the visitors are there for information about Main Street. We direct all of our traffic from in-person interactions, social posts, and personalized email contacts to our website

as the hub of information that a community member needs to consider starting a Main Street program, reviewing services we offer, and more, so navigability is of utmost importance.

Those that utilize our website the most are our current top 3 tier community organizations with agreements with MMSC. This group accesses our website to submit their economic data and access resources from our Missouri Main Street Resource Library.

As the State Coordinating program (nonprofit) for the Main Street Approach™ from Main Street America and the National Trust for Historic Preservation, MMSC works with current and potential communities and community organizations in a B2B relationship and donors and other groups in a B2C relationship.

Below is a list of target audiences that have needs this new website will address:

- Program Participants: Organizations' staff and volunteers that have a program agreement with MMSC that need to upload reporting materials.
 - Target Conversion: Submission of required documentation. Registration to workshops and training opportunities.
- Prospective Program Participants: Community members seeking to revitalize their downtown district who come to our website to find out how we can help.
 - Target Conversion: Community member reaching out to our Senior Program Specialist or State Community Development Director.
- Partners & Investors: Other organizations, foundations, etc. that are looking to fulfill their philanthropic needs and invest in a meaningful way through partnership, sponsorship, or other giving methods.
 - Target Conversion: Reaching out to oursStaff or downloading available resources.

Proposed Sitemap

Attached to this RFP are two sitemap documents that have been compiled. They are our proposals for the information design for the new website. During the discovery phase we wish to have the selected company review the sitemap design with our State Director and Communication and Brand Specialist to further discuss the information design. During this discussion we hope that your expertise will refine our proposed design and bring your expert knowledge in navigation schema to make our website more navigable. MMSC will be updating its content and will be responsible for entering in content that will remain the same and content that will be updated.

Scope of Work

MMSC is requesting that the selected candidate from this RFP process fulfill the scope of work outlined below.

MMSC requests an initial meeting with MMSC's State Director and Communication and Brand Specialist to serve as an initial consult to convey our teams' vision for the website over and above what is listed here as well as to exchange ideas on the areas where the expertise of the selected candidate is needed to make a final decision that is on par with current industry practices for nonprofit website development and to refine ideas through the providers content strategy specialty.

MMSC intends this to be an ongoing relationship as the provider will be retained as project manager of the website to implement special projects as needed and provide ongoing support. Currently "Universal Analytics" by Google is being utilized with mandatory switching to "Google Analytics 4 property" as Google is phasing UA out. Any recommendations for analytic software independent of Google or third-party supplementary programs to create the dashboards we need and augment Google to collect the information we are seeking would be appreciated/ Tracking and analyzing our websites performance is an area we are hoping to expand with the ability to track link clicks and page views more precisely.

The contracted provider will be responsible for taking the site map concept provided in this RFP and developing it into a realized web page design which may involve custom software. MMSC is open to WordPress, other hosting sites, or use of custom software as long as the custom software will be supported in perpetuity or the provision of low to no cost migration from the

custom software to another hosting site at the time the custom software is no longer supported via technical support. Through the realization of our sitemap, MMSC expects collaboration between both entities on the visual design with the provider being the implementer of the visual design. Both front-end coding (HTML/CSS, animations) and back-end coding (CMS, 3rd party APIs) may be required to implement the modules and ideas we want for this website redesign, and we have outlined specifics later on in this RFP.

Technical Requirements

The technical requirements we know of at this point for this project include the following areas.

E-Commerce

MMSC currently utilizes PayPal to collect simple and recurring donations and investor dues on our website. We utilize PayPal and Square for fees associated with workshop and conference registrations and purchases at conference for the 5 & Dime merchandise. Developing our websites E-commerce capabilities that allows more information to be captured when making payments are made and setting up donations is one of our priorities going forward. We are having discussions on consolidating only to PayPal if that is possible or utilizing a processing platform that will collect and display all the information of receipts and payments that we need. We are open to the expertise of the selected vendor for recommendations. The integration of automatic confirmation emails with links to add to any calendar is another aspect we are hoping to achieve through this process.

Web Host

MMSC would like to discuss the options for web hosting. Our staff has experience with several hosting platforms but is not restricted to using one in particular, though we want whatever platform for hosting to be one that meets our current needs and will adapt to meet our growing and unknown needs in the future.

Integrations

MMSC utilizes several 3rd party services that will need to be integrated into the website. Additionally, we are always looking for innovative solutions to present and collect information in contemporary ways. Currently we utilize Constant Contact for our email newsletters and other mass communications, which we would like to better link and integrate in our website. Constant Contact also acts as our RSVP system for registrations which we would like to streamline.

Linking Constant Contact with our website for information gathering through contact forms is one avenue of growth we are looking into and will want the selected applicant to be able to implement in our new website. ACT is also utilized as a CRM for donations and contact storing system – we are open to your expertise on how to integrate ACT and Constant Contact together. For our conference website we use Gravity Forms for collecting information and we would like to use something similar for our regular workshops on our website, or a similar feature.

User Accounts

Through MMSC's investor program we require membership management for our site. Most of our website is open to the public but we have special investor perks such as the Missouri Main Street Resource Library on top of collection forms for our local Main Street programs to submit economic data that is inside our pages accessible only by investors via password. We would like this to be retained on our new website.

Accessibility

MMSC would like to increase the accessibility of our website. We have a mix of demographics who participate in Main Street so accommodations for blind or limited-vision users are welcome. We would also like to explore the potential of multiple translations of our website.

Mobile Responsive Design

MMSC is looking to become mobile-friendly by having our website be mobile-optimized.

Special Requests & Widgets

MMSC has big visions for our new website. Contained in the example's section of this document are examples of widgets and other special concepts that we will be asking to be implemented in our new website. Respondents should have a team that can support various technical applications of widget and graphical displays.

Budget – \$15,000 – 20,000

Project Timeline

MMSC wants to go live with our new website before the end of this year. There are two workshops near the end of the year, the first being September 7th and the other being November 8th. Our primary target is to go live following the September workshop so our network can utilize this new website for our November workshop. See below the project timeline outline.

RFP Window Closes	April 21 at 5:00pm
Selection of Vendor	April 28
Kick Off Meeting	May 9
Sitemap & Wireframes Complete	May 30
Initial Design Concepts	June 13
Design Approval	July 6
Programming and Development	August 8
Site in Beta and on Staging Server	August 22
Site “Go Live”	September 8 (after the workshop to use for November workshop)

Special Requests

Ongoing Support / Retainer

MMSC is requesting that respondents are able to enter retainer agreements for support, training, ongoing development, special project implementation and other as needed services that include but are not limited to strategy and search engine optimization. We are prioritizing full-service firms that can deliver more services as our organization grows and requires more services beyond fixing bugs or adding features moving forward.

Analytics

MMSC request that the respondents are able to offer advice on the best vendor for nonprofits to track inbound visitors, the success of our content, and other data. We currently use Google Analytics which is free and works great but is limited in our ability to track utilization of our resources through how many downloads, heat maps of conversion, and additional functionality. If MMSC changes its data tracking vendor, we want the applicant to be able to set our team up to be able to manage and export reports going forward.

Web Hosting

MMSC would like the respondents, upon selection, to provide options at various price points for hosting our new website.

Web Design Examples for Websites RFP

Please see the attachments at the end of the document for examples of web designs that MMSC admires. The examples have been selected from other Main Street coordinating program, Main Street local programs, and other nonprofits with elements that we would like to discuss replicating and implementing into our website's design. Each attachment will correlate to a letter from the list below.

- A. Cortex – Home Page
- B. Main Street Alabama – Home Page
- C. Emporia – Home Page
- D. Main Street America – Home Page
- E. Emporia – Investment stat section
- F. Downtown Texas – Map

Criteria for Selection

MMSC will score respondent's RFP's based on the following criteria with the best RFP demonstrating how your company can best meet our current needs and adapt and grow to meet our future unknown needs. The criteria below are weighted.

Project – 100

- Cost (25)
- Timeline (20)
- Design and Navigability (20)
 - Mobile adaptability – multiple devices
 - Usability
 - User focused design
- Ability of MMSC to make in-house updates after of completion of project. (15)
- How scope of work is met (10)
- Ability to execute the technical requirements of the project. (10)

Vendor – 100

- Service/Response Time (20)
- Location (10)
 - Priority to those in our time zone. (Central)
 - Second priority to those in continental United States.
- Demonstration of quality through RFP and attachments. (15)
- Client References (10)
- Technical Expertise (10)
- Communication (10)
- Flexibility (10)
- Collaboration (10)
 - Provide input and guidance when necessary.
- Stay true to MMSC vision for the project (5)

The use of subcontractors is prohibited. MMSC seeks to work with companies that have in-house engineers/technicians on staff to deliver quality services.

Format & Proposal Details

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Respondents should include the attachments listed below with their RFP upon submission.

Attachments

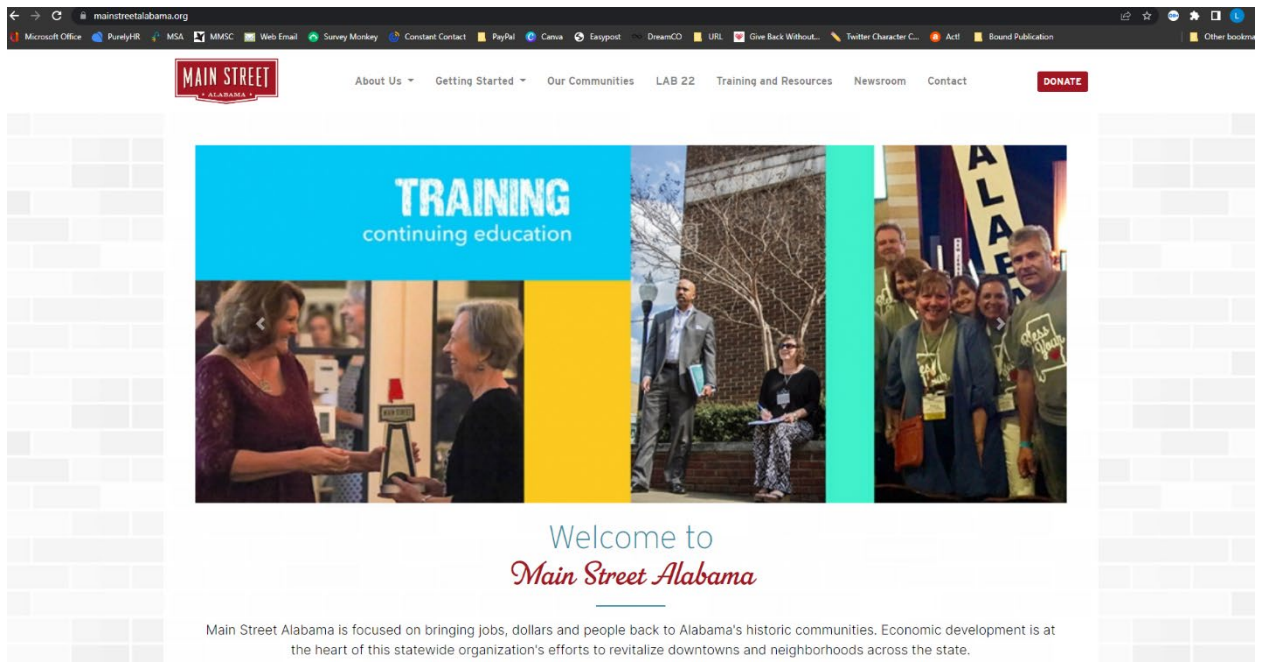
- References: Include up to five past projects that demonstrates your company's capacity and ability to implement our project via similar projects your company with web link and contact information via email or phone.

Missouri Main Street Connection Attachments

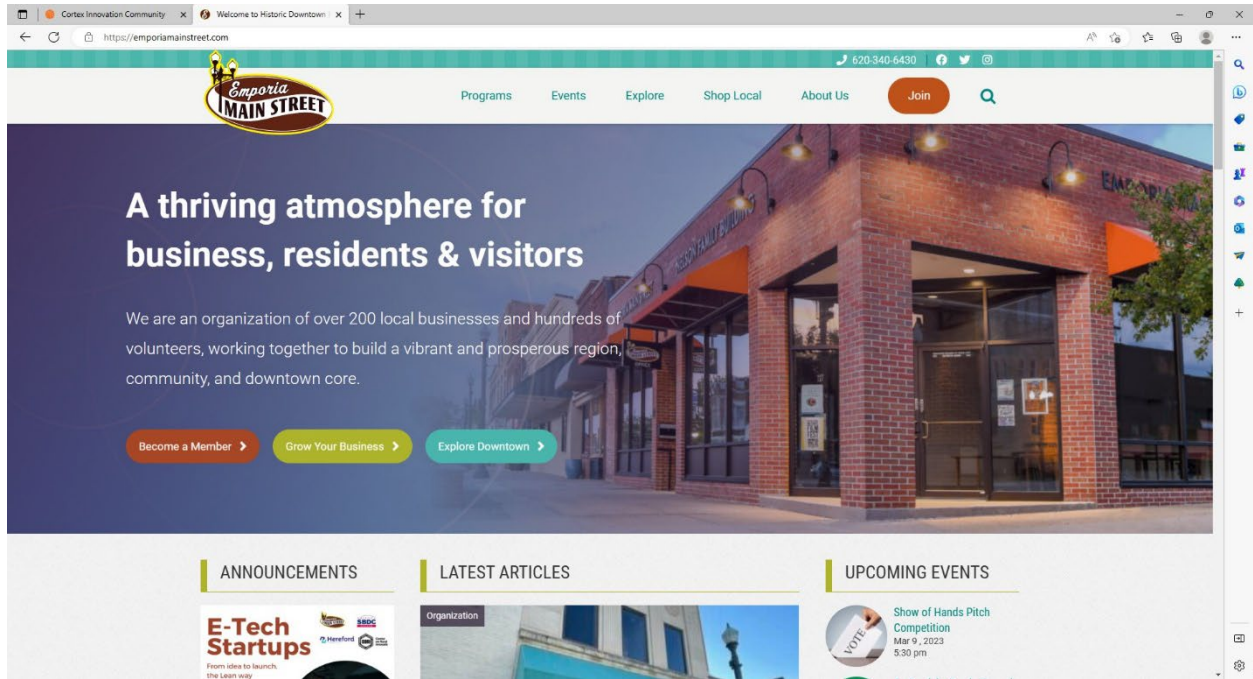
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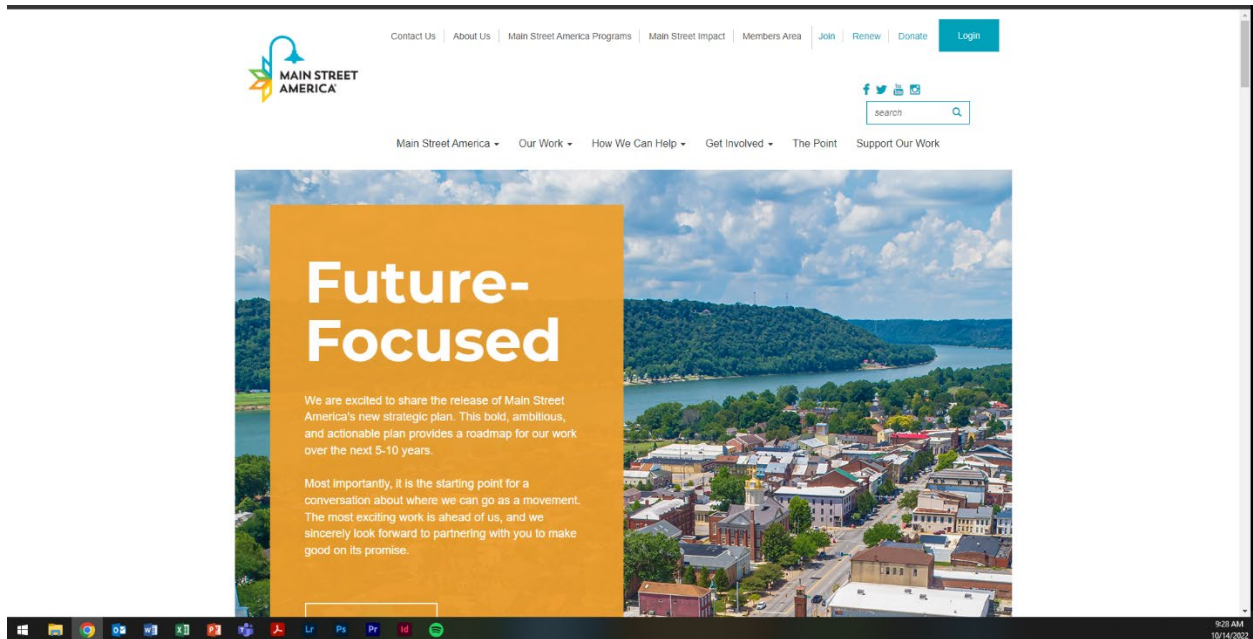
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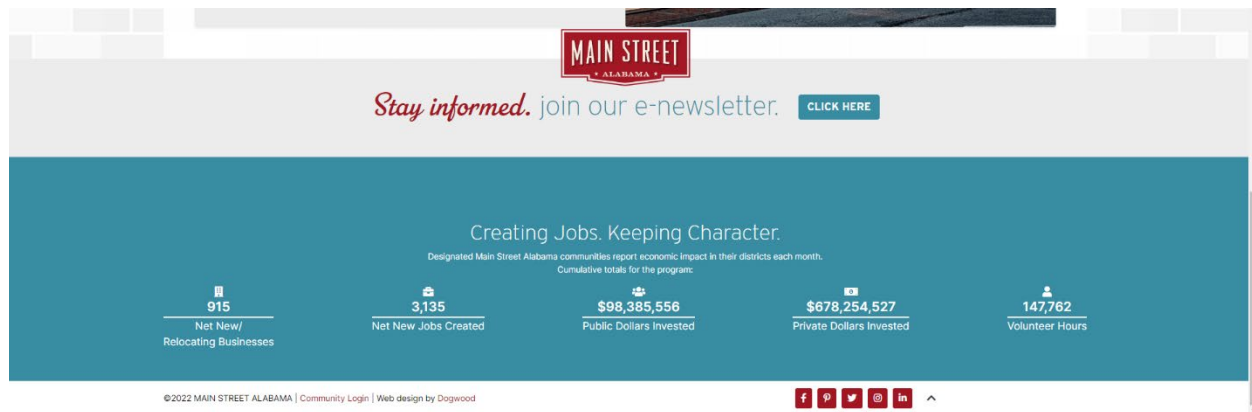
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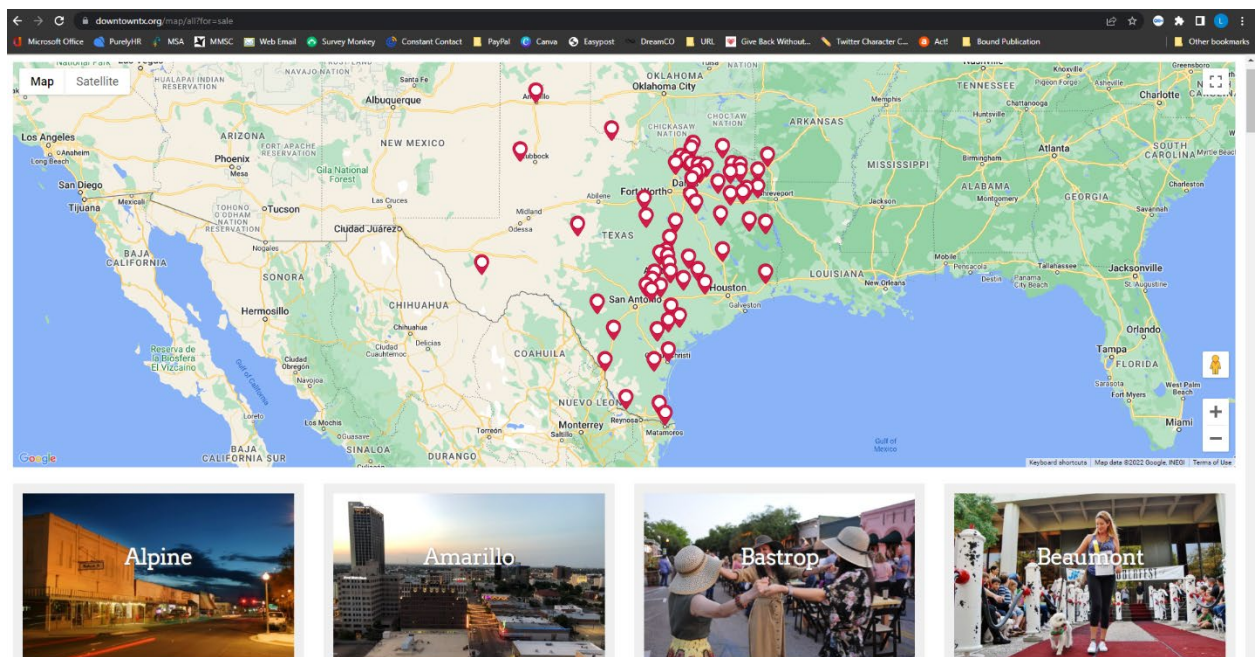
D.



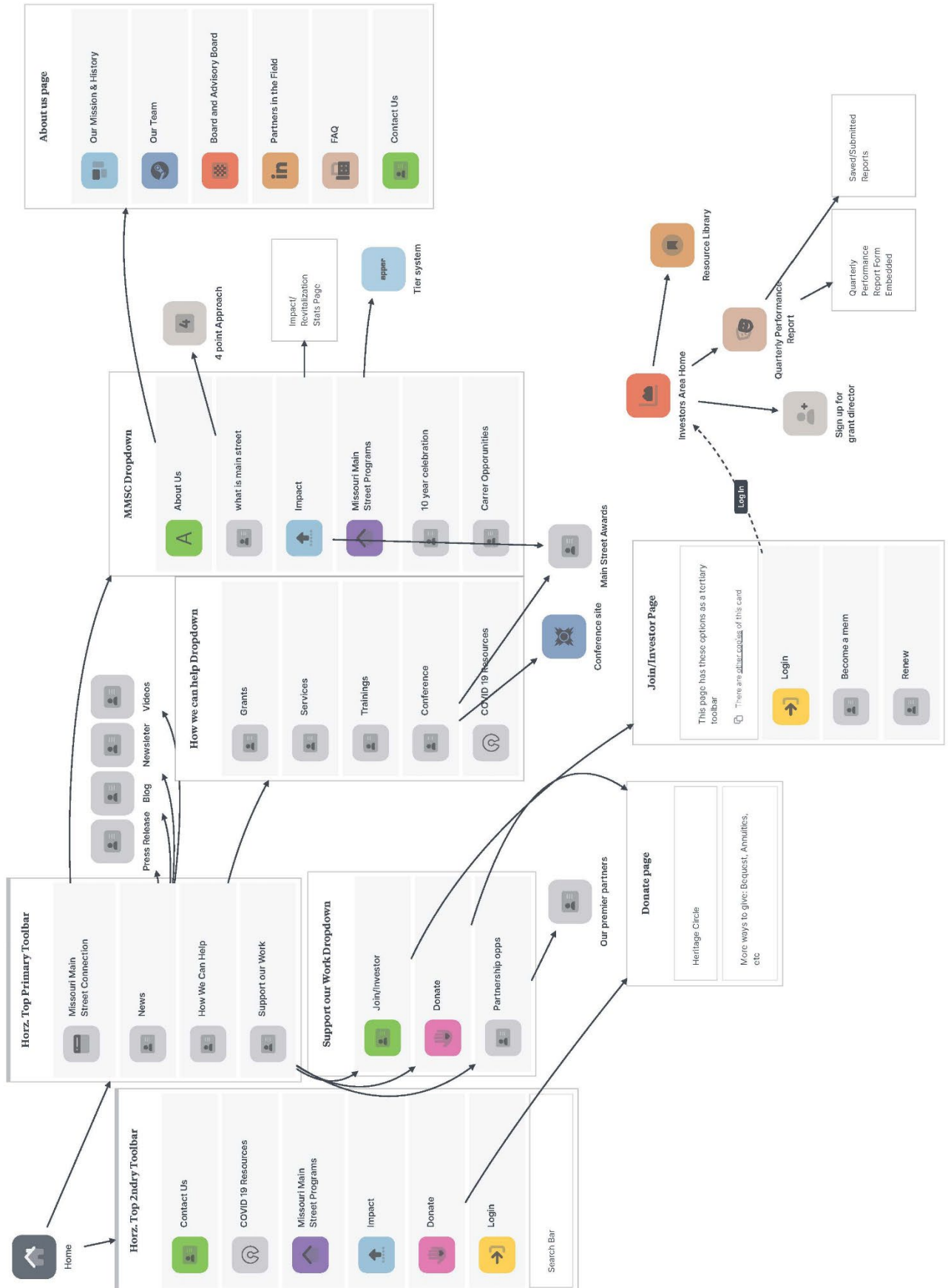
E.



F.



Site Map



Site Map

