Request For Proposal

Website Development for Small Business

National City Chamber of Commerce

Background:

While developing the website DiscoverNationalCity.org the Chamber came to realize that there are many small local businesses that have no online presence. According to Google Analytics the national average for non-chain restaurants to have a dedicated website is 68.5%. While developing the website and connecting our over 275 restaurants located in the 7.2 square miles that is National City only 39% of non-chain restaurants have a dedicated website.

During the Global pandemic we saw a high correlation with restaurants that have an active website that were able to survive during this time. We at the Chamber through a grant with Wells Fargo and LISC San Diego have received a grant to help one hundred restaurants and other small business get help in developing a website and learn the valuable skills needed to connect with their customers digitally.

When the Chamber ask many of these local companies why they did not have a website the most common response where:

- “I don’t understand or have the skills to build one”
- “They are too expensive”
- “They don’t help bring in anymore revenue”

With the current digital age, it is vital for these businesses to see the value in having an online presence to be able to adapt to the currently volatile trends of COVID 19.

The Goal:

The goal of this program is to create a simple template for our local businesses to use. Where they can meet with Chamber staff and attend workshops where they can bring in photos, logo’s, menu, inventory, or services on a simple landing page. The website would need to capture extremely simple data such as: email address, number of hits, and where people are viewing the site.

They will attend workshops to learn how to pull information for digital campaigns to do outreach and marketing with their customers. Or if they still feel uncomfortable with this the system would need to be set up to where the Chamber would have access to the website to help facilitate this assistance.
Proposal Requirements:

This RFP is open to a variety of process and ideas on how to accomplish the below ideas. Submitted proposals must address all issues below and be within the $12,000 budget.

- Create and present a process for:
  - Selecting domains for the new websites
  - Setting up the domain under WordPress platform
  - Find and recommend a server, CRM, or other method to host these websites.

- Create Simple Theme for the Chamber to use and own after completion of the project.
  - The Theme must include the following and may be adjusted during the development process.
    - Place for logo
    - Photo space for Banner
    - Area to display or fill in with items such as
      - Menu Items
      - Services
      - Inventory
      - Prices
    - Hours of operation
    - Contact Information and Contact Form
    - Optional: The site could have a second page to contain this some of this information.

- Awardee must be willing to host three, two-hour workshops for local businesses to learn about the process of uploading. During the workshop computer will be available for business to upload and work on their individual website. The format of these workshops will open for awardee to recommend a process and subjects for each of the workshops.

- An additional workshop will need to be in Spanish. Chamber staff will be available for translation if awardee is not bi-lingual.

- Train chamber staff on:
  - Access to the site
  - How to edit the theme if needed
  - Where the theme is stored for later access should the chamber want to offer it in the future.
  - How to close the sites should it be required.

Funding:

Because of the Grant process and budgets the total allocation for services for this grant will total $12,000 exactly. Bids that are under 5% of this amount will need to be approved by the grantor and this will take an additional 2 to 3 weeks. Payment schedule will be based on reimbursement for services rendered. Payment schedule will be discussed after selections have been made.

There are additional funds set aside for costs related to registering the website and fee to cover the first three months of hosting. The Chamber will be responsible for directly paying these fee’s the server selected by the awardee. See budget below for amounts:

- Domain Registration: $20 per website
- First three months of hosting: $25 per month per site

Payments will be net 30 agreements after monthly cost invoices are submitted to the Chamber of Commerce. Payments will only be made via Check to the specific account and name on Checks must match a submitted W-9. Expense should follow the agreed upon payment schedule and can’t exceed monthly budgets for the schedule, but they can be less than the agreed upon amounts.

**Budget and/or Quote Submission:**

Applicants must submit a detail quote or budget on this proposal. It must include expected hours and costs for project. Do not include costs related to URL fees and hosting costs as this will be covered by the Chamber.

**Selection Process and Timelines:**

All proposals will be review by the BRC (Business Resource Consultation) committee. Finalist will need to be schedule and do a 10-to-15-minute presentation to this committee prior to selection. Should a committee member wish to apply for this RFP the must recuse their position on the committee until after the selection process is completed.

- Applications Open March 3, 2022
- Question Deadline: March 9, 2022
- Proposal Submission Due Date: March 16, 2022
- Notification for Finalist: March 23, 2022
- Finalize Interviews: March 30, 2022
- Start of Project: April 6, 2022
- Completion of Project by August 31, 2022

**Submissions:**

The submissions for proposals must be made by EOD for all the dates above. Please submit proposal and questions via email to:

Chad Matkowski
President/CEO National City Chamber of Commerce
Re: Website Development RFP
chad@nationalcitychamber.org

**Required Documentation to be Submitted with Proposal**
- W-9
- Copy of Insurance for:
  - Workers Comp
  - General Liability

**Additional Notes:**

This RFP encourages applicants to show a creative solution for this issue. Proposals should be kept simple for ease of the committee’s understanding. Please remember those we are developing these sites for have limited technical knowledge, with the goal of simplicity. If you wish to discuss your idea or proposal prior to submission, please schedule an appointment with Chad Matkowski.