Trenton Downtown Association Background

Established in 1986, the Trenton Downtown Association (TDA) is a nonprofit organization dedicated to making the capital city a more competitive location for business owners and an engaging center for workers, residents and visitors.

TDA is focused on providing guidance and support to the existing businesses in downtown Trenton, a special improvement district (SID) located within the historic section of Trenton. They are the heart and soul of the city, fueling its economy and defining its unique character, and key to attracting new businesses and visitors to downtown.

TDA leads or helps support a wide range of activities and programs aimed to promote economic growth and encourage investment in the city of Trenton. Our staff is involved in the recruitment and retention of businesses, public relations, advocacy, marketing support, partnership development and job creation.

While TDA is a small organization, its impact is significant. Over the years, TDA has hosted many events, such as the Capital City Farmers’ Market, Levitt AMP Trenton Music Series and Patriots Week, that not only attracts visitors but also brings new energy and positivity to the city. They are for all to enjoy.

**TDA’s mission:** Strengthen and revitalize downtown Trenton through partnerships that promote the economic health and viability of New Jersey’s capital city and celebrate its cultural diversity and historic significance.

TDA’s vision for the future of downtown Trenton is bold and ambitious. To succeed, it must include maintenance of a clean and safe commercial district, fervent support of local businesses in its district, continual promotion of community and cultural events, and collaborative public policy planning and advocacy.

This mission and vision for the future of downtown Trenton must be clearly articulated in all of its communications, starting with a new, responsive and visually appealing website.

Request For Proposal (RFP) for Website Development
Project Overview

TDA is issuing a Request for Proposal (RFP) for the development and maintenance of a website on a robust, fully responsive/mobile-friendly, cost-effective and flexible platform. The primary goal is to launch a website that can be easily updated and maintained in the present, and expanded in the future to include more advanced functionality that may be used for fundraising, event registrations, merchandise and ticket sales, and new landing pages for digital advertising campaigns. The website should seamlessly integrate the addition of password-protected pages for specific audiences.

The website developer will work closely with our marketing team, consisting of members from both TDA and Ananta Creative Group, to implement TDA’s evolving brand strategy, including key messaging and positioning, clearly defined graphic standards and digital marketing strategy.

The following will be provided by TDA’s marketing team:

- Results of a content audit
- User flows
- Site map
- Content mapping
- Content — all copy, custom photography, videography and graphics, selection of stock images (as needed)
- Wireframes
- SEO guidelines and requirements
- Style sheet/graphic standards

The following is being requested in this RFP:

1. Implementation of a Website Design. A clean, bold, contemporary design populated with photos and videos of downtown Trenton, its businesses, community members, events and happenings. We want to show downtown Trenton as its best authentic self.


3. Selection and Implementation of a Content Management System. This Content Management System (CMS) must be easy to access and use, and be highly
customizable with the ability to expand its functionality.

4. Website Support & Hosting. Premium hosting for optimal performance and speed; a support and maintenance package to assist TDA with updating and maintaining the website as needed.

5. Website Training for TDA marketing team and other relevant staff.

A Statement of Work (SOW) will be executed immediately upon the selection of a vendor, to be signed once all negotiations are complete by both the Trenton Downtown Association and the selected vendor.

Timeline

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>February 8, 2021</td>
<td>Distribute Request for Proposal</td>
</tr>
<tr>
<td>February 22, 2021</td>
<td>Deadline to submit questions to <a href="mailto:marketing@trenton-downtown.com">marketing@trenton-downtown.com</a> regarding RFP by 5 p.m. EST</td>
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<tr>
<td>March 1, 2021</td>
<td>Sealed proposals due per the guidelines listed below by 5 p.m. EST</td>
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<tr>
<td>March 10, 2021</td>
<td>Notification of short-listed vendors</td>
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<tr>
<td>March 16-19, 2021</td>
<td>Presentation by short-listed vendors</td>
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<tr>
<td>March 29, 2021</td>
<td>Bid awarded to selected vendor</td>
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Evaluation Process

Proposals will be evaluated by the marketing team of TDA, as previously defined as TDA staff and Ananta Creative Group, and its major stakeholders. The requirements outlined in this document must be met to be considered for this project. TDA will assess the merits of the remaining proposals based on the following criteria:

- Company background and experience of staff
- Approach and philosophy
- Technical expertise
- Relevant experience
- Responsiveness and level of service
- Cost and scope of a maintenance agreement
- Previous work samples
- Three professional references

Submission Requirements

All proposals must be submitted via email to marketing@trenton-downtown.com by 5 p.m. EST on Friday, February 19, 2021. Due to the coronavirus pandemic, we are not encouraging that physical copies of proposals be sent. If additional physical copies are submitted, they must also be received by 5 p.m. EST on Friday, February 19, 2021, and must include a digital version uploaded to a USB flash drive.

ATTN: Amanda Donald
Trenton Downtown Association
16 East Hanover Street
Trenton, NJ 08608

Questions

All inquiries should be directed to Amanda Donald, Marketing Director, TDA, at marketing@trenton-downtown.com no later than Monday, February 1st, 5 p.m. EST. TDA reserves the right to deny response to questions submitted after this time. Inquiries should be submitted by email only to marketing@trenton-downtown.com.
Format

The proposal should include the following:

- **Cover Page**: With the name of the company and contact person.
- **Company Background**: Each submission should include the following: name of business; physical address; years in business; number of employees; contact information; summary of services; description of company; relevant industry experience; knowledge of Trenton, NJ; understanding of issues facing special improvement districts, particularly in the era of COVID-19; bios of team members assigned to project.
- **At least three examples of relevant work** including a brief description of each example.
- **Timeline highlighting key milestones**.
- **Process and philosophy**: Please describe your approach to website development, maintenance and training.
- **Communication and response time**: Please describe your preferred methods of communication (phone call, email, job ticket, etc.) and estimated response time.
- **Project specifications** including a detailed description of individual deliverables.
- **Estimated cost for the development of the site**: What is the estimated total cost or cost per hour (based on a range of hours)?
- **Fees for ongoing maintenance, support and hosting**: And how is this billed — monthly, annually or, in the case of technical support, as needed?
- **Three professional references**, including their contact information.

Project Specifications

**Website Development**: The new TDA website must be a fully responsive and optimized website that is fast, secure and contemporary. Above all else, it must deliver a positive experience to the user — that the information they seek is easily found and presents downtown Trenton in a positive yet authentic way.

The development team must be available to the TDA marketing team to assist with updates, create new pages, provide technical assistance, troubleshoot problems and interface with the website host. We expect turnaround times to be within a specified time period.
**Content Management System (CMS):** TDA will own all the content of the website, and will be the owner of its hosting. TDA will be able to oversee, control and/or have access to the following:

- An intuitive and user-friendly CMS
- Admin privileges
- The design, content and structure of all pages
- Ability to add pages and edit content and customize URLs
- Ability to create forms for email signup, event registrations, surveys, giveaways, etc.
- Access to analytics and tracking codes and the ability to add/edit meta information
- Access to a library of photos and videos

**Additional Responsibilities**

**Staff training:** The selected vendor will lead at least one comprehensive training session prior to the launch of the site with the TDA marketing team, and provide tip sheets for easy reference. Every participant will receive training on how to make content updates, create forms, and submit project tickets; it will also detail anticipated response times and process.

**Content migration:** The selected vendor will migrate all content to the new CMS.

**Google Analytics:** A Google Analytics code will be placed on the new site.

**Implementation of redirects & indexing:** Appropriate redirects from the current website URLs to the newly reorganized sitemap URLs will be handled by the selected vendor.

**Creation of an events portal and business director** that allow outside contributors to upload information.

**Submission of sitemap to Google:** The selected vendor will provide indexing to Google.

**Mapping:** The website will include interactive maps via Google Maps.