



EXPLORE MILLBURN SHORT HILLS - Website Development Project Request for Proposal

ABOUT US

Explore Millburn Short Hills is the new non-profit organization established to support and promote the businesses throughout the five areas of the Special Improvement District (SID). See below for links to additional information.

PROJECT

We are seeking the right partner to design and implement our website. You have been identified for this RFP based on your expertise in website development and our preference to work with an agency based in the Millburn-Short Hills Special Improvement District. As a new, non-profit organization with a limited budget, we seek a high quality, quickly implemented, cost-effective solution. We will provide public recognition to the agency selected.

www.ExploreMillburnShortHills.org is secured (as well as .com and other variations) at Wix. We had selected Wix as an easy way for us to do our own content updates and additions--if you recommend an alternative platform, please specify why it is a better choice.

Note re: logo: The initial logo has been developed (it is still being tweaked, such as the colors, and may evolve over time). The logo font is SS Nickson One. Related branding guidelines are in development.

TIMING

RFP Issued	November 27
Acknowledge proposal interest	December 2
Submit proposal/rough budget	December 11
Agency selected	December 18
Website development	December – January
Targeted website launch	End of January

Proposal should include

- Recommend if Wix is the optimal platform, or if alternative is recommended and why
- Show examples of relevant work
- Basic recommendations re: site architecture and functionality (e.g., directory format, other special functions such a map), referencing websites that you consider best-in-class for Special Improvement Districts (in NJ and across the U.S.)
- Preliminary design concepts (if you choose)
- Budget
- Detailed schedule that achieves launch by end of January
- Level/timing of website support to be provided post-launch

Please confirm your interest by December 2, and submit your proposal by December 11 to:

Marla Itzkin

Marketing Consultant

Explore Millburn Short Hills

marketing@exploremillburnshorthills.org

(908) 247-0570

PROPOSED PROCESS/SCOPE OF WORK**Phase 1: Kickoff & Discovery**

Define the strategic objectives and gather necessary materials

- Client Interviews
- Asset Gathering
- Background Research

Phase 2: UX & Website Architecture

Recommend template/theme that best represents the organization and optimizes the user flow

- Produce a sitemap/website architecture that defines how users will navigate and experience the site
- Match ideal user requirements to Wix Templates
- Present options in cases where appropriate
- A key element will be the Directory of Businesses within the website
 - determine the right format for the Directory of Businesses (ultimately, several hundred businesses) that will be the heart of the website – to include at a minimum: business name, location/contact info, website, SID area, business category
 - discuss how to categorize/tag/structure – to navigate or search

Phase 3: Content Production

All website copy produced and migrated to a centralized location for review. Copy and visuals will be provided by Explore Millburn Short Hills (and we welcome the agency to supplement visuals as appropriate)

Potential site sections/functions – agency to recommend based on analysis of best-in-class, similar category websites:

- About Explore Millburn Short Hills/SID: About us, the team, 5 SID districts, contact us, newsletters
- Resources for current Businesses and Commercial Property Owners
- Resources for prospective Businesses: including available space
- Upcoming Events: calendar, registration, acceptance of payments
- Business Directory – business name, address, SID area, contact info, website, other info
- About Millburn Short Hills – overview of the township, community partners, helpful links to other Millburn Short Hills resources
- Social media feed and links to social media
- Forms functionality - ability to sign up for emails using a content gathering form (Mailchimp integration?), other forms
- Photo gallery

Phase 4: Design & Production

Work within the selected platform to recommend fonts, colors and layouts.

- Select final website template
- Populate content & media
- Search Engine Optimization metadata added

Phase 5: Review & Feedback

- Pre-launch client review and feedback
- Train client on how to use website Content Management System (CMS)

Phase 6: Quality Assurance & Launch

Ensure that the website is ready for launch and launched to the public

- Final Search Engine Optimization
- Analytics Tracking deployed- Google Analytics, other?
- Ensure cross-browser compatibility with current versions of all major browsers
- Mobile compatible/friendly on iphone, ipad, android phones, and tablets

RESOURCES

Overview of the SID - Poster:

<https://twp.millburn.nj.us/DocumentCenter/View/5614/Proposed-Special-Improvement-District-Information-Sheet-PDF?bidId=>

SID overview – slides from November 2020 Annual meeting

<https://bit.ly/MHSIDoverview>

Example of other Business Organizations that manage special improvement districts in NJ and throughout the U.S.

NJ:

<https://www.downtownnj.com/membership/members/>

including:

<https://www.westfieldtoday.com/>

<https://downtowncranford.org/>

<http://www.downtownsomerville.com/>

Others in U.S. A random selection...

<https://www.burlingtondowntown.com/>

<https://encinitas101.com/>

<https://downtownspokane.org/>

<http://www.communitymainstreet.org/>