

Request for Proposals

Mt. Airy USA seeks web design professionals to create two new websites.

Part I: Mt. Airy 'Destination' Website

Mt. Airy USA (MAUSA) will develop a new Mt. Airy neighborhood 'destination' website. The primary goal of the site is to market and promote Mt. Airy businesses and the Germantown Avenue Commercial Corridor both within the community and to regional visitors. The site would become a one-stop shop for all critical information about living, working and recreating in Mt. Airy. It will be used to market Mt. Airy as Greater Philadelphia's premier neighborhood with the goal of making Mt. Airy a destination neighborhood for the aforementioned uses. To that end, the site will host a variety of content designed to meet the needs of businesses and residents while attracting web traffic.

A portion of the site will be devoted to the internal business of the new business association, which will launch this coming fall. This section will host items such as a calendar of meetings/educational workshops and available resources for members.

There is an existing website (never launched) that was created for the former Mt. Airy Business Association which may be able to be used or built upon if desired. MAUSA has access to a licensed copy for the site's cold fusion content management software. The site features an FTP standard protocol for accessing files and the code can be downloaded. It is written in server side processing. Code changes could be developed in any server side processing language and be uploaded into the system. The new site should be designed in a manner that allows non-technical staff to easily make updates and post information.

Below is listing of the content and functionality that we have envisioned for the site thus far.

Mt. Airy Destination Website "Must Haves"

Design/Structure/Functionality:

1. New design/branding for the look and feel of the website. This design/brand will also be used on a variety of print materials and the Mt. Airy USA organizational site.
2. Easy navigation for optimal user experience.
3. Easy, user friendly content management system that allows updating in almost all areas.
4. Integrated Facebook, Twitter and other social media feeds.
5. Ability to post marketing content/promotional specials that are updated regularly.
6. Ability to be accessible, seen and used on smart phones
7. Visual slideshow on main page of some sort with photo content that can be updated regularly.

8. Ability to have secure, password required pages for association members to access member only information.
9. Allows users to sign-up for email distributions and notices about special events

Content/Information

10. Listings of neighborhood businesses, including enhanced listings with web, hours photo etc. for members. Listings should be optimized as much as possible and searchable by business type as well as alphabetically.
11. Business Features and Specials (will match 'e-circular' e-mail blast/newsletter that will be sent out, updated monthly).
12. Events- info, registrations, vendor applications.
13. First Friday info (updated monthly).
14. Newsletter generation (if not directly from site, suggestions for how to link a constant contact format to the website, facebook and twitter, and to include banners for sponsors. Also need e-circular layout, which will advertise business specials etc.)
15. Calendar of Business Association events, promotions and festivals (one in member section, one for community).
16. Business association deadlines for promotional content (i.e; when submissions for e-circulars etc. are due) as well as meetings/events (in member section).
17. Business Resources postings: Workshops, grants, loans, courses, events from outside (in member section).
18. Community Photo Gallery
19. Directions, Public Transit and Parking info: Including maps, schedules etc.
20. Open a Business In Mt. Airy: Information for prospective businesses, including available commercial listings (links to resources, downloadable forms/resources).
21. Business Association: Who We Are, Committees, Membership Benefits (linked in both member section and public section of site).
22. Business Association: Membership Application (linked in both member and public sections).
23. Residential info- links to realtor's listings
24. Web advertisements and banners for sponsors
25. Listing of contractors (construction/building trades)

26. Neighborhood Information

- a. Recreation- Info about the parks and rec. in the area with links to relevant websites.
- b. Listings/links to civic groups etc.
- c. Schools
- d. Listings/maps with libraries, post offices and supermarkets
- e. Farmer's Markets
- f. Hospitals, Doctor's Offices, Pharmacies, Health Clubs, Dance, Yoga & Pilates Studios, and Holistic Health Practitioners (some also link through business listings)
- g. Gas Stations, auto repair
- h. Transportation
- i. Utilities
- j. City Services
- k. Vet. Services, Pet supplies, grooming
- l. Home & Garden
- m. Professional Services (also link through business listings)
- n. Links to other neighborhood organizations (e.g., West Mt. Airy neighbors, East Mt. Airy neighbors, Allens Lane Art Center, etc.)

27. "About Us" with organizational history

28. About Mt. Airy (History/overview)

29. Press

30. Projects: Information about improvement projects etc.

31. Opportunities (including call for artists, RFP's etc.- may be shared with Mt. Airy USA website)

32. Contact Us

Mt. Airy Destination Website "Nice to Haves"

1. Mt. Airy weekly deals, similar to group-on. People can click through and order it directly from the website. Alternatively, this could be a weekly feature or special that is just downloaded and printed, rather than purchased.

2. Ability to register for events on-line.
3. Ability to submit membership and vendor applications on-line.
4. Business Association: Membership Cards – download to replace lost cards.
5. Trip planning feature with a variety of tools to plan visits to Mt. Airy including transportation, events, historic features, Parks/Hikes (perhaps can have community feedback or ratings on this), and businesses.
6. Volunteer Opportunities with registrations and/or contacts.
7. Optimize business association member sites through our site.
8. Interactive mapping tools with layers.
9. An “ I Want To” drop down box (see Center City District site)
10. We are considering hosting content, maybe even just headlines, from Newsworks and/or Patch in some form to give the site some added heft. At a minimum, post headlines to relevant articles about businesses in the neighborhood etc.
11. I-phone apps
12. Ability to develop and host very basic web-pages for members with no websites for an extra charge. Please cost this item out separately as it is a service we are considering offering.
13. On-line copy of “Welcome Packet”
14. Ability to advertise and sell Mt. Airy merchandise (T-shirts etc.) on-line.
15. Donations on-line.
16. Preferred Vendor listings of those offering member discounts (TBD- member section).

Websites to Consider:

www.Manayunk.com-

www.centercityphila.org-

www.parkslope.com- Much broader than we need to be but worth getting ideas from.

www.livebaltimore.com (for information about living and recreating in the neighborhood)

Request for Proposals: Part II: Mt. Airy USA Organizational Website

As we embark on developing a Mt. Airy “Destination” website, we will also be looking to re-vamp Mt. Airy USA’s organizational website concurrently. The two sites will be linked and may even share some content with one another. The two sites should also share either the same or similar design aesthetics for a unified look and feel. Below is a draft site map for the Mt. Airy USA site. The new site should be designed in a manner that allows non-technical staff to easily make updates and post information.

Mt. Airy USA Website: Sitemap

Home Page

Navigation Links

- Home
- About Us
- Our Programs
- Our Neighborhood
- Publications & Videos (links to Plans, newsletters, R&R guide etc.)
- Support Us
- Contact Us

Log-In

- Register for e-newsletter

Welcome to Our Website

- Mission Statement
- Quick Links
- Mt. Airy Destination website
- Real Estate Available
- Housing Counseling Services
- Mt. Airy Neighborhood Plans
- Local Business Support (goes to Corridor Revitalization Area and/or Dest. site)
- Opening a Business in Mt. Airy (goes ‘Destination’ site)

Our Sponsors – updated quarterly

- Logo and link of Sponsor 1
- Logo and link of Sponsor 2
- Logo and link of Sponsor 3

Spotlight

- Room for Feature Highlighted Story and Photo – updated monthly

News and Events

- Scrolling news stories that include headline, two lines of text, read more, share this/RSS feeds – updated weekly (some as links, PDF’s when necc)

About Us

- Mission
- History
- Board
- Staff
- Financials
 - Annual Report
 - Audit
 - 990
- Press
 - Press Releases
 - News Stories
 - Newsletters
- Videos

Our Programs

Commercial Corridor Revitalization

- The Avenue Project
 - History
 - Serving Mt. Airy Merchants (links)
 - Mt. Airy Business Association
 - Design
 - Improving the Streetscape
 - Streetscape Plan
 - Project Updates and photos
 - Improving Storefront Façades
 - Design Guidelines/ photo Gallery
 - Design Days
 - Storefront Improvement Program Grant Applications
 - Promotions (brief explanation and link to “Destination” site)
 - Business Recruitment and Support
 - Business Recruitment Packet (and/or link to other site)
 - Newsletters
 - Business Improvement District (brief description/history and link to BID)

Real Estate Development

- History
- Completed Real Estate Projects
 - Commercial
 - Residential
 - Mixed-Use
- Current Real Estate Projects
- Real Estate Sales and Leasing
- Property Management

Housing Counseling

- Housing Counseling Program
 - History
 - Approach
 - Serving Homebuyers
 - Pre-purchase Counseling
 - Homebuyer Workshops
 - Application for Housing Counseling Services
 - Serving Homeowners
 - Foreclosure Prevention
 - Mortgage Default and Delinquencies
 - Home Repair and Improvement (link to Real Estate/ THPP)
 - Refinancing
- Application for Housing Counseling Services
- Housing Affordability Calculator
- Affordable Housing Available
- Links

Our Neighborhood – (All links back to relevant section on the destination website)

- Our Past and Our People
- Living in Mt. Airy
 - Community Organizations
 - The Arts
 - Education
 - Parks and Recreation
 - Places of Worship
- Shopping and Dining in Mt. Airy
 - Restaurant & Retail Guide – *map-based and category-based interactive listings*
 - Calendar of Events
- Visiting Mt. Airy
 - When to Visit
 - Calendar of Events
 - First Fridays
 - Where to Visit
 - Tourism Links
 - How to Visit
 - Places to Stay
 - Transportation

Support Us

- Donate to Mt. Airy USA – paypal link
- Volunteer with Mt. Airy USA

Contact Us

- MAUSA's contact info
- Email Us

Proposal Requirements

Please include the following information in your proposal. Given the comprehensive nature of this RFP, we are open to proposals with a phased approach to completing parts I and II. In such a scenario, the elements of Part I pertaining most directly to the operation of the Business Association should be completed first, followed by the remainder of the 'destination' site and MAUSA's website.

Company Information and Background

1. Name and contact info
2. Company history
3. Team member resumes
4. Work samples and/or links to at least three other completed sites
5. Client references (minimum of three)

Part I

1. How you will approach this project, including methods, software etc. What is your vision for the site? Please address the scope of work outlined in the "must haves" and "nice to haves." Be sure to reference your experience with and understanding of any special features.
2. How will you ensure search engine optimization?
3. Work Schedule/ Timeline
4. Project Budget/Cost

Part II

1. Please address the site map for the Mt. Airy organizational website. How will you approach this project? What software will be used? Be sure to reference your experience with other organizational websites.
2. Work Schedule/Timeline
3. Project Budget/Cost

Submission Instructions

Please send completed applications to: Mt. Airy USA
Attn: Elizabeth Moselle
6703 Germantown Avenue, Suite 200
Philadelphia, PA 19119

Electronic submissions will also be accepted and may be sent to: emoselle@mtairyusa.org

Application Deadline: Monday, June 13th, 2011 at 12 PM