



Request for Proposals: Website Re-design & Mobile Optimization

The Helena Business Improvement District and Downtown Helena Inc. are requesting qualifications and proposals from website designers to redesign the downtownhelena.com website.

Background

The website was originally designed in 2012 but with rapidly changing technology, the website has not kept pace with the need for dynamic content and ability to access well on smart phones and tablets. The content will transfer over to the new design but additional work will need to be done to add dynamic content. There are no drop down menus – a user currently has to click on a tab and then click on another tab and potentially another tab to reach content. In addition, the site has a lot of unutilized space that could be used for photos, videos, more content, etc. This website should be the primary place to find information about downtown and guide visitors to points of interest and things to do.

Scope of Work

HBID is seeking a designer or design firm to create a dynamic contemporary website that still honors the historic qualities of Downtown Helena. The site should use large images to help tell stories and highlight elements of interest. The visit.mt and helenamt.com are two sites that the HBID sees as leaders in our industry of attracting visitors. We want our site to fit well with both the Montana and Helena brand, while at the same time first and foremost promoting Downtown Helena, the HBID and Downtown Helena brands distinctly. A site map and menu will be initially developed by HBID staff but feedback by the designer will be requested. The business directory portion should be dynamic, easy to use, have images of each business and links to their Facebook and/or website. Some combined areas need to be split into their own pages. New content will be developed by HBID staff (local recommendations/local tips/photo galleries) but feedback by the designer will be requested. Payment options for events and membership need to be included (currently on the site). The content should be easily accessed from all platforms – PC, smart phone, and tablet.

Timeline

Six – eight months. HBID anticipates the new website to be operational in early 2017.

Budget

Not to exceed \$12,000. Funding for this project is in part grant dependent.

Submission instructions

If you are interested in being considered for this project, please submit a letter of interest, a company profile or resume for individuals, a list of links to active websites designed by your firm, an itemized budget for the proposed work, and a short description of your process. Bonus preference will be given to companies who offer design suggestions or content categories they feel would benefit the

downtownhelena.com website. Electronic submissions are preferred. Send submissions to treich@helenabid.com. **Deadline for submissions is August 17, 2016 at 5 pm.**

Selection Process

HBID will review all applications and select 1-3 finalist to interview within two weeks of the closing date. All candidates will be notified of their status. Interviews will be 30-45 minutes and consist of a presentation by the finalist focused on why HBID should hire your firm/you. Final selection will be based on collaborative approach, creativity, ability to deliver, and cost. Finalists will be notified within one week after the interview if they were selected or not.

Direct any questions to Tracy Reich at treich@helenabid.com or 406-447-1535.



About the organizations:

Helena Business Improvement District

The Helena Business Improvement District is an assessment district approved by property owners in the Downtown Helena area. Revenues go to manage the district "environment" by administering programs to enhance property values, downtown's physical appearance and overall visitor experience. The mission of the Helena Business Improvement District (BID) is to be a leader, catalyst, facilitator, provider, and advocate for a planned, creative program that results in the continual improvement of property values and properties within the district.

Downtown Helena Inc.

Downtown Helena Inc. is a membership organization that provides programs to benefit its members and events and promotions that enhance the vibrancy of Downtown. Downtown Helena Inc.'s mission is to promote and publicize Downtown Helena in our community; encourage and develop a spirit of cooperation among members; establish and develop cooperative advertising and promotional campaigns and activities; and foster favorable public relations for Downtown Helena in various communities, organizations and agencies in the area served by Downtown Helena.



**Helena Business Improvement District / Downtown Helena, Inc.
318 Fuller Avenue, Helena, MT 59601**