



Northalsted Business Alliance
Request for Proposal:
Website Redesign

RFP Timeline 2023

Issue Date:	January 6
Proposals Due:	February 6, 5pm
Proposal Review & Interviews	February 7-17
Vendor selected by:	February 20

Project Timeline 2023

Phase 1: Development (8wks)	February 24-April 21
Phase 2: Implementation (4wks)	April 21-May 17
Phase 3: Testing/Training (1wk)	May 18-23
Launch date:	May 24

Contact:

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(773) 857-1563

Summary

Northalsted Business Alliance (NBA/Northalsted) is accepting proposals to redesign the website northalsted.com. Overview and improvements include:

- Site Speed, User Experience, Branding Consistency, SEO Optimization
- Plan for ongoing maintenance/support service & best practices
- Optimized Wordpress, mobile first, GDPR compliant, responsive website

About Us

Northalsted Business Alliance (NBA) is a 501(c)6 chamber of commerce within the Lakeview district of Chicago, IL. Recognitions include:

- [Chicago Historic Landmark](#)
- [Most Incomparable Gay Neighborhood - Out Traveler](#)
- [Best of GayCities - Timeless Gay Neighborhood 2022](#)

Northalsted area businesses represent a diverse group of bars, restaurants, nightlife, entertainment, niche retail, lifestyle services and more.

Northalsted organizes two annual LGBTQ+ community events: Chicago Pride Fest® (est. 2001) in June and Northalsted Market Days® (est. 1982) in August, which together draw upwards of 200K visitors.

NBA also organizes smaller events like the Haunted Halsted Halloween Parade (attendance 10K), and several food/beverage tasting and neighborhood/bar crawls (attendance <500).

Project Team:

Website Project Manager
Del Nakamura, Marketing Manager
del@northalsted.com
733-857-1563

Kevin Barbeau, Executive Director
kbarbeau@northalsted.com
773-883-0500

Niko Zistakis, Website Committee Chair
niko@elevatecoffee.us

Budget

The budget for this project is \$10,000 - \$16,000.

Project Challenges

The current Wordpress multisite was implemented in May 2018.

- The customized theme plus many plugins are having compatibility issues
- Site performance is a significant issue
- We need a flexible and robust hosting solution
- We lack an SEO strategy integrated in the site structure and content
- UI/UX needs improvement
- Ongoing maintenance is lacking

Goals

- Decrease bounce rate with updated CMS and improved site performance.
- Increase business owner engagement and ease of finding resources.
- Increase user engagement and repeat traffic to multiple points of interest and events.
- Increase visibility and brand awareness for the chamber, events, and members.
- Provide a central hub for information about programs, neighborhood happenings, and events.
- Promote member businesses and their products or services.
- Offer resources and support for small businesses and entrepreneurs.
- Enhance communication and engagement with chamber members and the community.

Audience

Traffic (290K users/yr) is characterized by 3 audience types seeking: festival details (92%), local business info (6%), and chamber/SSA resources (1%). The audience is mostly seasonally driven by the LGBTQ+ Festivals & Parade Events. We want to create more overlap among the audience types by eliminating the multisite setup, while maintaining each festival's identity. The user base has an affinity for premium foods and services as well as live entertainment and dining.

1. LGBTQ+ Festivals & Parade Events

Users search for event details, talent lineup, performance schedules, directions, map, etc.

2. Local Events & Things To Do

As a dining/entertainment destination, Northalsted.com is a news resource to find out what's going on in the neighborhood, to learn about fun events this weekend, eg. where to go eat, seasonal and holiday activities, etc.

3. Business Owners

Seek resources, chamber info, rebate forms, event participation details, membership benefits.

Functionalities & Deliverables

1. CMS (Wordpress), Mobile Responsive Design
2. Newsletter Signup (MailChimp Integration)
3. Analytics
 - a. Google Analytics/Google Search Console
 - b. Meta Pixel
4. Ecommerce (Ecwid integration using existing shop)
5. Forms + CAPTCHA (Gravity Forms, Fluent Forms, or similar)
6. Slider (Revolution Slider, or similar)
7. CDN (Cloudflare, or similar)
8. Caching (WP Rocket, SWIS, or similar)
9. Redirect Plugin
10. Automation Plugin (Zapier)
11. Security Plugin
12. Automated Backups
13. SMTP Plugin (Send in Blue, or similar)
14. GDPR / Privacy / Cookie Disclaimer Plugin
15. Image Optimization Plugin (Smush It, or similar)
16. SEO Plugin (Yoast SEO, or similar)
 - a. Optimized SEO structure, content and metadata, templates & guidelines
17. Social Media Plugin (Instagram Feed)
18. Modal Plugin
19. Map & Business Directory Embed (Google Maps with custom styling)

- a. Searchable business directory with tags, categories
- b. Dynamic content
 - i. Event calendar
 - ii. Business details
- 20. CPT (Business, Newsletter, Events, etc)
- 21. Custom header for festival pages and template
- 22. Gallery Plugin
- 23. A process for migrating existing site content (NBA will execute during Phase 2)
- 24. Reliable hosting capable of handling up to 25k users/day during peak loads, typically <10k users/month
- 25. Ongoing maintenance/support proposal
- 26. Documentation & Training
- 27. Performance optimizations: theme, plugins, code, caching, and host selection

Pages and Page Templates

- 1. Home
 - a. Newsletters
 - b. Festivals & Events
 - c. Business Directory
 - d. Store
 - e. Membership & Chamber Info
 - f. SSA#18
 - g. Contact
- 2. Festival
 - a. Pride Fest (custom header & template)
 - i. Event Info
 - ii. Schedule/Map
 - iii. Performers
 - 1. All
 - 2. Bios
 - iv. Sponsorship/Vending
 - v. Gallery
 - vi. Store
 - 1. Merchandise
 - 2. VIP Pass
 - b. Market Days (custom header & template)
 - i. Event Info
 - ii. Schedule/Map
 - iii. Performers
 - 1. All
 - 2. Bios
 - iv. Sponsorship/Vending
 - v. Gallery
 - vi. Store
 - 1. Merchandise
 - 2. VIP Pass
 - c. Halloween (custom header & template)
 - i. Event Info
 - ii. Map
 - iii. Registration
 - iv. Sponsorship
 - v. Gallery

3. Events
 - a. Calendar
 - b. Pride Fest
 - c. Market Days
 - d. Halloween
 - e. Neighborhood Events
 - f. Photo galleries
 - g. Newsletters and Blog Posts
4. Business directory
 - a. Search
 - b. Categories & Tags
 - c. Map
 - d. Premium listings
5. Chamber Membership
 - a. Information
 - i. About
 1. Committees
 2. Annual reports
 3. Bylaws
 4. Staff and Board
 - ii. Application
 - b. Resources & Programs
 - c. Events
6. SSA 18
 - a. General information
 - i. Commissioners
 - ii. Meetings
 - iii. RFP's
 - iv. Map
 - v. Audits
 - vi. Agreements
 - vii. City guidelines
 - b. Programs
7. Store
 - a. Gift cards
 - b. Merchandise
 - c. Shopping cart/checkout
8. About
 - a. Neighborhood History
 - b. Crosswalks
 - c. Murals and sculptures
 - d. Legacy Walk
 - e. Contact
 - f. Policies (privacy, terms, etc)

Model Websites

1. Loop Alliance Chicago - loopchicago.com (format)
2. Motown Records - motownrecords.com (design)
3. Visit Seattle - visitseattle.org (tourism)
4. Winter Party Festival - winterparty.com (festival)
5. San Francisco Travel - sfravel.com (style)

Submissions

Please send submissions to info@northalsted.com in PDF format, by February 6, 2023, 5pm including the following:

1. Summary
2. Technical Proposal
3. Proposed Timeline
4. Qualifications & Expertise
 - a. Background
 - b. Team Bios, Roles
Awards, Certifications
 - c. Client References
 - d. Relevant Projects
5. Price Proposal
 - a. Breakdown as much as possible to line items
 - b. Support/maintenance (monthly) proposal
6. Proposal letter signed / dated by authorized person
 - a. Terms & Conditions

Contractor Selection

NBA may request a presentation from selected respondents during a meeting to review the proposal and exchange questions/answers during the interview/presentation period: February 7-17, 2023. Not all proposals will be interviewed.

Due to budget limitations, the scope of the project may need to be modified during the contractor selection process. Respondents are encouraged to separate their proposal into discrete components (as practical) in order to accommodate fine tuning a service package.

Vendor selection should be completed by Feb 20, 2023.