



## **DOWNTOWN SPOKANE**

PARTNERSHIP

### **REQUEST FOR QUALIFICATIONS AND PROPOSALS**

#### **Downtown Spokane Website Redevelopment**

#### **Introduction / Mission**

The Downtown Spokane Partnership (DSP) is seeking qualified proposals for the redevelopment of its website, **downtownspokane.org**.

#### **Background**

The DSP is dedicated to creating a dynamic, safe, vital, livable, and sustainable downtown as the foundation of a healthy regional economy. As part of this mission, we aim to enhance the functionality and user experience of **downtownspokane.org** to better serve members, ratepayers, partners, and the public.

#### **SCOPE OF REQUIRED SERVICES**

We are seeking a comprehensive redesign and redevelopment of downtownspokane.org. In addition to core functionality and content improvements, proposers must account for the following site capabilities and committee recommendations:

#### **Core Functional Requirements**

- Simple CMS management (e.g., WordPress, Drupal, or equivalent)
- Fully mobile-responsive design
- Updated visual design aligned with the DSP style guide
- Modern UX navigation based on best practices
- Member/ratepayer login functionality
- Database integration for business directory and events calendar (cross-referenced)
- Front-end submission for events
- Payment integration (QuickBooks plug-in preferred)
- Custom event map plugin for promotions (e.g., First Friday, Happy Hour) with front-end submission
- Social media integration
- Analytics and tracking integration
- Clear segmentation for business audiences and general public
- Turney promotion and project pages.

#### **Content and Engagement Features**

- Emphasize **visual storytelling**, with robust support for **images and video**
- A **video update directory** for easy access to regular multimedia updates
- Robust **business directory** with mapping and clear navigation for directory categories.
- Robust **event calendar** with directory integration, mapping, and clear event categories.
- Strong homepage storytelling and clear call-to-action for both public and members
- Highlight events, programs, and DSP initiatives through dynamic content blocks

- Dedicated **Engagement Page**: "How to get involved," volunteer opportunities, boards, and events
- Accessible **newsroom** feature to promote up to date topics.
- Clearly display **hot topics** and **current projects**
- Highlight **"Who are our members"** and **"How to join"**
- Continuous visual presence of **DSP logos and top sponsors** on all pages (e.g., footer)
- Promote **the value of the DSP organization**
- **Click-and-go policy action** tools for public and member use
- **"Suggestion Box"** feature for member/public input
- **Current Member Events**: public-facing calendar with a "featured for members" visual treatment
- **Streamlined payment portal** integrated with QuickBooks

**Project Budget: \$50,000**

### **Project Timeframe**

- **June 11**: Submissions due
- **June 20**: Agency selected
- **July**: Research and development
- **August–September**: Design, development, and testing
- **October**: Public launch

### **Submittal Requirements**

- A detailed **scope of services**
- **Budget/fee structure**, including total project cost
- Approach to **pre-development market research**, covering:
  - Business function (development, ratepayer/member needs, business recruitment)
  - Public function (retail, entertainment, placemaking, brand engagement)
- Two to four graphic **design concepts**
- Recommendation for **CMS platform**
- Hosting, maintenance, and support plan
- Suggested third-party services or plug-ins
- Development **timeline with milestones**
- Team structure and role definitions
- Brief portfolio (≤3 pages) with examples of relevant work
- Three professional references (include name and contact info)
- Five (5) printed proposals, one unbound copy, and one digital version

### **Deadline for Submittal**

**June 11, 2025 at 5:00 PM**

No submittals will be accepted after this deadline.

### **Submit Proposals To:**

**Downtown Spokane Partnership**  
C/O Elisabeth Hooker  
lizh@downtownspokane.org

818 W Riverside Ave, Suite 120  
Spokane, WA 99201  
(509) 456-0580

## **Evaluation Process**

A selection committee representing stakeholder groups will evaluate all proposals and request presentations as needed. Evaluation criteria include:

- a) Key personnel qualifications
- b) Relevant experience
- c) Ability to meet the scope and schedule
- d) Project creativity and innovation
- e) Familiarity with public/private partnerships
- f) References and previous outcomes

## **Equity and Accessibility**

Disadvantaged, minority, and woman-owned businesses are strongly encouraged to apply. Alternative formats of this RFQ/P are available upon request for persons with disabilities.

## **Legal Notice**

This RFQ/P is not an offer to contract and does not obligate DSP to accept any or all proposals. All rights reserved.