

East Village Association, Inc.
Request for Estimate and Proposal: Website/Digital Marketing Redesign
Due Wednesday, May 31, 2017, 6:00 p.m.

Background: East Village Association, Inc.

The East Village Association, Inc. is a nonprofit corporation, public benefit corporation (501c3) that manages the East Village Business Improvement District. EVA's mission is to *support and promote East Village businesses by establishing the community as San Diego's livable urban village*. It's vision statement: *East Village will be recognized as San Diego's vibrant, diverse, urban community where residents and the entrepreneurial spirit thrive—a distinct mix of arts, culture, education, and entertainment*.

Scope of Work

East Village Association is East Village Association is soliciting proposals for a website/digital marketing redesign that will update the EVA website and EVA's approach to digital marketing. In addition to a website redesign this may include an updated logo redesign and the design of templates to use with MailChimp.

Requirements for contracting with the East Village Association for the Website Redesign must include the ability to:

- Create a vibrant website attracting visitors to East Village(EV)
- Highlight the EV neighborhood attributes/attractions
- Emphasize the EV culture
- List EV Events
- Link to mobility website: dotheridethingsd.com
- Ability to create templates for e-news/eblasts made with MailChimp

East Village Website Redesign Functionality

Current Website: <http://eastvillagesandiego.com/>, made using Wordpress

EVA would like to include the following in the website redesign:

- Tell the story of East Village
- Scrolling twitter feed
- Extensive event calendar
- Easy for staff to update
- EV map of businesses for easy access
- Mobile friendly

Budget Details

The budget for the website redesign may not exceed \$5,000

The budget for Mailchimp templates and may not exceed \$1,500

Proposal Requirements

Three references

Examples of previous work
Experience/Background of firm
Pricing and payment schedule

Submit proposals via email to Sunny Lee at slee@eastvillagesandiego.com

RFP Timeline

Deadline for Submissions: May 31, 2017

Digital Marketing Committee Review: mid-June

Presentations: July 6, 2017

Target Website Launch: September/October 2017

Addenda

If necessary, the EVA will modify the RFP prior to the date set for submission of the final proposals by issuance of an addendum to all parties who have furnished notice of the RFP for bidding purposes.

Right to Reject Any and All Proposals

It is the policy of the EVA not to solicit proposals unless there is a bona fide intention to award a contract. However, the EVA reserves the right to reject any or all proposals or to cancel the RFP at any time during the process.

Protests

Any protest must be filed in writing with the EVA, 1041 Market Street, San Diego, CA 92101, within five (5) working days of the notification. Within five (5) working days after filing the protest, the protesting bidder shall file with the EVA a full and complete written statement specifying the grounds for the protest. Such grounds for protest shall be limited to assertions of procedural discrepancy. EVA officials will evaluate the protest and shall furnish a decision in writing within thirty (30) calendar days.

Confidentiality of Proposals

The EVA will be holding the contents of all proposals until issuance of the award. If a protest is filed, the materials may be used by the EVA to justify an award or decision not to award. All proposers must identify at the time of the submittal all of the specific information or materials that are proprietary or otherwise legally protected to retain the claim of confidentiality.

The EVA will employ its best efforts to prevent the release of said materials; however, the EVA will not be held negligent for the inadvertent release of any proprietary or confidential information or materials.

Modification or Withdrawal of Proposals

Any proposal that is received by the EVA before the time and date set for receipt of proposals may be withdrawn or modified by written request by the proposer. However, in order to be considered, the modified proposal must be received by the original time and date as previously set forth in this RFP.