



# Website Update RFP

**Deadline for Proposals: November 19, 2018 by 4:00pm**

October 29, 2018

Main Street Hanover (MSH) is requesting proposals from qualified firms for a update and partial re-development of our website [www.mainstreethanover.org](http://www.mainstreethanover.org). The website is the front door to our organization and serves multiple audiences including the Hanover community, downtown stakeholders, potential donors and visitors. The website should align with the Main Street Hanover's current brand and mission, and should be responsive, fast, user-friendly, and designed with SEO in mind. This project is being paid for through grant dollars from the York County Tourism Grant fund and has a budget of \$10,000.

#### History of the Organization

In 2013 Main Street Hanover was formed through the partnership between the Hanover Area Chamber of Commerce, the Borough of Hanover and the York County Economic Alliance, and through a fiscal sponsorship of the Partnership for Economic Development of the County of York. At that time, through funding of the partners, a full time staff member from the York County Economic Alliance was dedicated to the effort. Over those years the managers have helped this effort grow to the point of creating a stand-alone non-profit organization – Main Street Hanover, Inc. designated this year as a 501c3.

Following the 4-point approach of the National Main Street Center, as an accredited community, and with designation from the Commonwealth of Pennsylvania as a Keystone Community, this partnership has worked at stimulating downtown/neighborhood business revitalization in Hanover, PA. Through organizing and encouraging cooperation and building leadership in the business community, creating a positive image for downtown Hanover by promoting downtown Hanover as an exciting place to live, shop and invest, improving the appearance of downtown Hanover, and receiving, administering and distributing funds in connection with any activities related to the above purposes.

By late 2017 it was clear that the current program had outgrown its fiscal sponsorship and needed to go forward formally, as a stand-alone non-profit organization, with newly adopted by-laws and original mission statement: *To expand the economic capacity of downtown Hanover, thus improving the business environment by combating the underlying causes of economic deterioration, enhancing the quality of place, and increasing community synergy.*

That formalized organization will continue to simulate the downtown and neighborhood business revitalization in Hanover. Our efforts will continue to impact the downtown and subsequently impact the ability of local businesses to attract new talent and grow the tax base of the Borough of Hanover.

## New Website Objectives

- Position MSH as the go-to organization on all things downtown Hanover with a current, mobile-friendly website.
- Tell the MSH story and highlight our progress and initiatives as we grow.
- Align the website's current design with new a newer website page structure to interact with our target audiences.
- Celebrate downtown Hanover businesses.
- Offer tools for those seeking to start a business in downtown Hanover.
- House a comprehensive list of downtown Hanover events and happenings.
- Highlight the history of Hanover in an accessible experiential way for visitors and those deciding whether to visit.

## Current Website

Current website is only three years old. We like its current design with a few tweaks, but its functionality is not compatible with our needs any longer.

## Current Challenges:

- MSH does not have the control over the site we desire.
- Expressions Engine is not a user-friendly platform for the staff.
- Users are not sure where to find what they are looking for due to the minimal pages currently available. Navigation is not intuitive.
- Events are not highlighted well on the main page.
- Homepage is overall very clunky, we'd like to streamline and make it easier for our audience to understand that the website is for.
- Site does not allow for photo galleries or video content.
- Important information such as donation section and information about economic development is difficult to find.
- Does not make good use of parking information for consumers.
- Business listings are not helpful for those unfamiliar with downtown Hanover.
- While the design evokes the history of our community, there is not a section to explore that history in greater detail as it relates to the downtown.

## Project Details –

### Scope of Work - Primary Functionality

- Transition site to a new content platform – potentially Wordpress, but we are open for other recommendations.
- Determine user-friendly information architecture that appeals and can function for following audiences:
  - Downtown Stakeholders and Businesses
  - General Public
  - Potential Donors
  - Visitors
  - Economic Developers
  - Downtown Residents and Community Residents (locals)
- Find a way to create a native app for the website in a way that is economical for the organization.
- Include in that app a walking tour component that does not require duplication of information in a second platform – allowing for photography, video, and text and links all to tell the visitors or potential visitors about a

specific attraction or historic asset. We want to have website skin app that will be interactive without web access, can be downloaded.

- Walking tour must be available via the website and the mobile application in map form or as a list of attractions.
- Update the user interface with input from the MSH Staff and Promotions Committee.
- Completely develop backend and frontend of site in a manner such that the MSH staff can quickly and easily update information as needed, create pages, and event and marketing landing pages.
- Integrate York 365 county-wide calendar with a new website event calendar that is easy for outside organizations or businesses to input upcoming events, so that the MSH does not have to directly input or duplicate information – including option for photo uploads. Include functionality to search events. Allow staff to set-up recurring events easily. Events should allow some level of security, potentially staff approval, prior to posting on the live page.
- Design an interactive Parking Map that could locate the user on their mobile phone, or through entering a point of interest, and it could show the nearest parking lot locations around them along with hours and cost to park. This must be easily updatable as over the holidays parking costs and enforcement hours do change.
- Business Directory must have a map component so the user can see the overall business district and it's density of options available when deciding to visit or shop in downtown Hanover.
  - Must include interactive mapping that assists the user in understanding the downtown Hanover layout. Add the ability to view a map with all the locations of shops, restaurants, and businesses in the downtown.
  - Intuitive content management system with ability to put downtown businesses in various groups.
  - Tweak the design of how each business listing looks.
- Add capability to create forms for event registrations, and volunteer and sponsor interest.
- Design a sponsorship page that is easily updatable that encourages donations and allows for easy online PayPal donations to the non-profit.

Scope of Work - 'Wish list' Functionality – please price out separately in proposal

- Business listing logins that provide a way to allow the business owners downtown to log onto their listing and make changes to their page on their own.
- E-Commerce capability in the future.
- Site Translation is something we are looking to explore.
- Ability to create blog with RSS features.

Website Requirements

- Responsive Mobile-friendly
- Sustainable design changes that are easy to update
- Strong search engine optimization
- Training
- Security
- Ongoing support
- Fast load speed
- Accessible for the visually impaired

Provided Assets

- Photography

- Video, where necessary
- Main Street Hanover logo
- Content

Interested parties should submit:

- Detailed project proposal
- Relevant experience
- Sample work
- Pricing (Budget - \$10,000)
- Ongoing maintenance and support proposal
- References

Timeline

- RFP Issued on October 29, 2018
- Proposals due by 4pm on November 19, 2018. Please send electronically to [jtrucksess@mainstreethanover.org](mailto:jtrucksess@mainstreethanover.org)
- Questions should be emailed to [jtrucksess@mainstreethanover.org](mailto:jtrucksess@mainstreethanover.org) by November 9, 2018
- New site launch goal: May 1, 2019