

# Chicago Sister Cities International Website Redevelopment

Request for Proposals---2/17/17

## About Chicago Sister Cities International

Chicago Sister Cities International (CSCI), a division of World Business Chicago (WBC), provides leadership to develop, manage and coordinate comprehensive programs with Chicago's 28 international sister cities. CSCI expands Chicago's global reach for the benefit of the City of Chicago, its residents and businesses.

In order to best communicate with our stakeholders and the public, CSCI seeks to redevelop its website.

## Project Objectives

- I. Expand the reach of CSCI's message and brand by presenting useful web content with a clean, efficient and engaging user experience
  - a. Showcase CSCI's position as the center point of Chicago's global strategy
  - b. Feature the ways in which CSCI programs enhance Chicago's global reputation
  - c. Highlight CSCI as the leading sister city organization in the world

## Project Overview

- II. Gather user feedback on the current website (frontend and backend) to inform best-practices
  - a. What works
  - b. What can be better
  - c. What functionality should be added/subtracted
- III. Optimize site architecture for ease-of-use
- IV. Refreshed branding
  - a. Incorporate recently updated mission and focus areas of programming
    - i. Cultural Arts and Tourism
    - ii. Global Education
    - iii. International Business
    - iv. Government Relations
  - b. Refresh with clean, contemporary visual identity
  - c. Develop content with consistent, engaging voice and style
- V. Site should be responsive across all screen sizes
  - a. Mobile-first design process

## Project Scope

- I. Design overall look and feel of site
  - a. WBC Creative Director will lead project
- II. Develop a streamlined site architecture that seamlessly guides users to the information they're looking for
  - a. This will include design comps, wireframing, style tiles, etc.
- III. Develop a Mobile-first, responsive site with mega-menus
  - a. Will require solid knowledge of HTML5, CSS3 and JavaScript libraries
- IV. Optimize site architecture and content for favorable placement in search engine results
  - a. Vendor to provide before/after measurements of success
- V. Migrate current site data from current WordPress site to new WordPress site
- VI. Migrate to optimum server environment
  - a. Content distribution network for speed
  - b. Backup system
  - c. Seamless upgrade path accounting for customizations, plugins/modules etc
- VII. Backend customization built for CSCI business use cases
  - a. Built-in photo editing
  - b. Custom taxonomy based on internal language for ease-of-use by WBC and CSCI staff
- VIII. The ability to simply embed maps, video, audio and other web apps

## Considerations

- Brand essence and messaging guidelines will be provided to vendor
- Vendor will be expected to provide training on the use of the new site to CSCI/WBC staff upon launch
- Vendor will be expected to deliver ongoing technical and maintenance support after site launch

## Timing

- |           |                               |
|-----------|-------------------------------|
| • 2/17/17 | RFP IssueDate                 |
| • 2/24/17 | End of Q&A Period             |
| • 3/3/17  | Proposals due                 |
| • 3/10/17 | Job awarded to vendor         |
| • 3/20/17 | Start UX and design phase     |
| • 4/17/17 | Start implementation phase    |
| • 6/30/17 | Project completion / training |

# WBC/CSCI Expectations

We are seeking agencies that, like WBC, value partnership and share a passion for Chicago and its unique position as a global leader situated in the heart of the Midwest.

We seek and expect:

- Chicago knowledge: demonstrated experience with Chicago's civic and business environment.
- Expertise: high level of technical acumen in the identification and use of design strategy and tactics.
- Proactivity, initiative, attention to detail and timely follow-through based on realistic and agreed upon deadlines.
- Accountability; results-based execution against agreed-upon goals and measurable targets.
- Shared-value understanding and a potential willingness to significantly reduce standard rates, providing pro-bono and low-bono support.

## Proposal Format

Proposal presentation/document must include the following:

- Vendor overview
- Project approach
  - Goals for measurement of success
- Budget
- Recommended development timeline
- Team and services outline
- Team capabilities
- Relevant experience

## Confidentiality

All information included in this RFP is confidential and only for the recipient knowledge. No information included in this document or in discussions connected to this document may be disclosed to any other party.

Proposals submitted become the property of WBC and will not be returned. All proposals or submissions received will be treated as confidential and will not be disclosed to any third parties. All proprietary information should be clearly marked.

# Contacts

Submit proposal to:

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