



LAX COASTAL CHAMBER WEBSITE REQUEST FOR PROPOSAL

To: LAX Coastal Chamber of Commerce From: Chad Maender

Re: Website RFP Date: 3/20/2023

BACKGROUND

Mission: The LAX Coastal Chamber of Commerce promotes business and enhances the vitality of the community through DEIA (diversity, equity, inclusion, and accessibility), member services, educational programs, strategic partnerships, community outreach and legislative advocacy.

History: Since 1953, our Chamber has taken the lead on every meaningful issue affecting the business and residential communities it represents, keenly aware of balancing what is good for businesses with what is good for local residents. Our goal is to be the strongest voice possible for the business community, to connect with government to solve problems, to work with the community to address quality of life issues and to connect businesses with each other.

The [LAX Coastal Chamber of Commerce](#) is a network of 600 local businesses working together to develop and promote events, programs and services within the communities of Westchester/LAX, Marina del Rey, Playa Vista, Playa del Rey, Del Rey, Ladera Heights and surrounding beach cities of Los Angeles, California. The Chamber is comprised of a 35 member board of directors. The Chamber has 3 full time staff and 2 part time staff. Our current website can be viewed at [laxcoastal.com](#) Our typical website user is a Southern California-located business owner or executive seeking to get involved with or join our organization.

PURPOSE

The purpose of the building a new LAX Coastal Chamber website is to bring forward the Chamber's commitment to its mission, vision, and newly established core values. The website is an information hub for Chamber members and the greater business community. It is a source for key resources in important spaces such as DEIA (Diversity, Equity, Inclusion, and Accessibility). The website is member centric in that it provides easy to find places to learn about upcoming events, programs, and opportunities for engagement. A successful website would prioritize the following:

1. Clearly demonstrate the mission, vision, and values of the Chamber in its branding, but also through the programs, events, and content.
2. Website design and layout is easy to navigate and geared towards our current Chamber members as well as prospective members and partners.
3. Clearly articulates the cohesive culture of the Chamber as a vibrant, fun, and innovative business organization that is built on transformational relationships.

SCOPE OF WORK

1. Design a new LAX Coastal Chamber of Commerce website that reflects the mission, vision, and core values of our organization. Design qualities reflect the feel and culture of the LAX Coastal Chamber and its members. Website must have high levels of safeguards to protect member's information and also must be fully accessible to all.
2. Website must be incredibly user/member friendly, easy to update for staff and our communications consultant, and interface with our member management software - ChamberMaster. It must also be mobile friendly.
3. Key components of the website must include all of our current pages and information listed on our website: event calendar, program pages, online member directory, policy positions, staff & volunteer leaders pages, membership "join now" page, resource pages, etc.

4. The website design should be modern, clean, easy to navigate and appeal to a diverse audience. It should follow the Visual Identity System (which will be made available May 1, 2023).
5. The website must be able to interface with our member management system software – ChamberMaster. Pages that must interface with ChamberMaster include: Our Members Page (online directory, Event Calendar (Chamber Events & Community Events), Job Postings, Hot Deals (Member Incentives Page), and Join Now (Online Membership Application).
6. Ease of navigation is critical and the website should include a site map page in addition to the defined content pages.
7. Each page should include search engine optimization (SEO) descriptors and well-defined meta tagging and information.
8. Navigation tabs should be prioritized based on the site map. The Chamber will provide the Site Map organization and relevant pages.
 - Order of Importance (highest traffic pages):
 - Events calendar
 - Our members
 - Join Now
 - Power of Membership
9. Website integration with social media is critically important. Buttons connecting to social media accounts should be easily accessible and visible for users.
10. Website should be able to be easily maintained and website developer will be required to train Chamber staff and designated consultants and vendors on its use.
11. Website developer will be required to provide tech support, including tutorials (either in person or online) at no cost for at least the first year of its operation.
12. Website developer should provide a manual to the LAX Coastal Chamber of Commerce describing the process for making page/content updates, creating new pages, wireframe updates – if possible, SEO optimization.
13. The website should be video compatible. Videos should be able to be played directly on the website.
14. The website should have a visible and prominent image gallery featuring images from recent events and promotions. These images should be viewable directly on the website rather than navigating a third-party link.
15. Page content updates will be provided by the Chamber staff.

The goal is to have a new website in place by July 1, 2023.

SCHEDULE

The planning and website creation process shall commence on May 1, 2023, and be completed within 2 calendar months. The following schedule provides the target dates for the selection process and the services to be performed for the strategic planning process:

ACTIVITY	DATE
RFP Launch	March 20, 2023
RFP Submitted to Chamber	April 3, 2023
Notify finalists selected for interviews	April 10, 2023
Presentation and interview finalists	April 17-21, 2023
Selection of contractor	April 28, 2021
Contract signed by both parties & work begins	May 1, 2023
Potential roll out to task force/board	June 15, 2023
Final plan completed	July 1, 2023

COMPENSATION FOR SERVICES

The LAX Coastal Chamber of Commerce will expend appropriate funds for completion of a high-quality website that meets all of our criteria. Each contractor's bid should be inclusive of all fees, expenses, supplies, printing, travel, overhead, insurance, and any other expenses attributed to the process for building the website.

SUBMISSION REQUIREMENTS

Applicants shall submit a proposal with the following elements:

1. Title Page should include the Request for proposal subject, name of firm or lead contractor, address, telephone, email, contact person and date of submissions.
2. Table of Contents must state the proposal's materials by section and page number. Any attachments should be numbered and listed in the table of contents.
3. Profile of the Contractor must include:
 - a. Please provide a brief overview of your business' background and number of years in operation.

- b. A minimum of three references for which the contractor has provided comparable contractual services to those specified in the RFP along with the subcontractors and contacts where applicable.
 - c. Please share contractor's experience in building websites for similar sized nonprofits/organizations and samples of the contractor's work on similar projects.
 - d. Resumes of key individuals associated with this proposed project.
 - e. If subcontractor(s) will be used, please include resume and qualifications of the subcontractor.
4. A Work Plan that incorporates the scope of services outlined. The work plan should generally identify the expected duration of each task and reflect associated personnel and other resources required for all tasks to be performed. This should include a schedule for all deliverables. There should be a clear delineation of contractor's and LAX Coastal Chamber's task responsibilities.
 5. Project Fees must include a line-item project expense budget indicating all costs for carrying out the proposed work, including personnel, software, supplies, materials, overhead and all other necessary expenses including website upkeep.

SELECTION PROCESS

1. LAX Coastal Chamber staff will review and examine all proposals received. Those proposals that do not respond to the requirements of the RFP will be rejected.
2. A committee of the Chamber board and staff will review the proposals and will choose a limited number of contractors for 30 to 60 minute presentations.
3. Contractor will make an official presentation that will be followed by committee questions.
4. Selection will be made based on the best value to the LAX Coastal Chamber of Commerce and the quality of the proposal.
5. Selection committee will approve final candidate.

BID RESPONSE AND REQUIREMENTS

All responses must be returned no later than April 3, 2023

If you have any questions regarding the bid process or need a clarification on a question within this RFP, you may contact Chad Maender, President/CEO 612.747.1341 or chad@laxcoastal.com.

Please return all bids to the LAX Coastal Chamber of Commerce, 9100 S. Sepulveda Blvd., Ste. 210, Los Angeles, CA 90045, Attn. Chad Maender, President/CEO or chad@laxcoastal.com by no later than March 31, 2023.

1. Homepage: <https://laxcoastal.com/>
2. Membership
 - a. Our Members: <https://business.laxcoastal.com/list/>
 - b. News: <https://business.laxcoastal.com/news>
 - i. Press Release: <https://business.laxcoastal.com/news/details/bbsa-earns-green-america-s-business-certification-08-16-2022>
 - c. The Power of Membership: <https://laxcoastal.com/the-power-of-membership/>
 - d. Products and Services: <https://laxcoastal.com/products-services/>
 - e. FAQs: <https://laxcoastal.com/faqs/>
 - f. Join Today: <https://business.laxcoastal.com/member/NewMemberApp/>
3. Programs
 - a. Event Calendar: <https://business.laxcoastal.com/events/calendar/>
 - b. Sponsorship Opportunities: <https://laxcoastal.com/sponsorship-opportunities/>
 - c. Programs and Events: <https://laxcoastal.com/our-events/>
 - d. 4th of July Parade: <http://laxcoastalonparade.com/>
 - e. Leadership Academy: <https://laxcoastal.com/lax-coastal-leadership-academy/>
 - f. Binge Live: <https://laxcoastal.com/binge-live/>
 - g. Job Board: <https://business.laxcoastal.com/jobs>
 - h. Hot Deals: <https://business.laxcoastal.com/hotdeals>
 - i. Kentwood Players: <https://business.laxcoastal.com/hotdeals/info/kentwood-players-kentwood-players-presents-ken-ludwig-s-baskerville-a-sherlock-holmes-mystery-02-21-2023>
4. Advocacy
 - a. The Voice of Business: <https://laxcoastal.com/the-voice-of-business/>
 - b. Chamber Positions: <https://laxcoastal.com/chamber-positions/>
 - c. Our Representatives: <https://laxcoastal.com/our-representatives/>
5. About
 - a. About the Chamber: <https://laxcoastal.com/about-the-chamber/>
 - b. Mission, Vision, Values: <https://laxcoastal.com/mission-vision-values/>
 - c. DEI: <https://laxcoastal.com/dei/>
 - d. Newsletter: <https://laxcoastal.com/newsletter/>
 - e. Coastal Comments Blog: <https://laxcoastal.com/blog/>
 - f. LAX Coastal Magazine: <https://laxcoastal.com/magazine/>
 - g. Photo Gallery: <https://www.flickr.com/photos/139842392@N04/albums>
 - h. Resources: <https://laxcoastal.com/resources/>
 - i. Contact Us: <https://laxcoastal.com/contact-us/>
6. Join Today: <https://business.laxcoastal.com/member/NewMemberApp/>

Uncategorized Links:

The future is Up to You: <https://laxcoastal.com/the-future-is-up-to-you/>

Leadership Academy Brochure: https://laxcoastal.com/wp-content/uploads/2016/01/LAXChamber_LeadershipAcademy_2022A.pdf

Academy Photos: <https://www.flickr.com/photos/139842392@N04/sets/72157710832509527/>

DEI Report: <https://laxcoastal.com/wp-content/uploads/2016/01/11.18.2020-DEI-Report-Final-Board-Approved.pdf>

Magazine Ad Rates: https://laxcoastal.com/wp-content/uploads/2016/01/2022-Magazine_Ad-Rates_Early-Bird_Final.pdf

Building a Better Community Together: https://laxcoastal.com/wp-content/uploads/2016/01/22_Membership-Brochure_complete.pdf

2016 Pitch Deck: https://laxcoastal.com/wp-content/uploads/2016/01/22_LAXCC-Pitch-Deck.pdf

2016 Get Involved: https://laxcoastal.com/wp-content/uploads/2016/01/22-Getting-Involved_Events-Committees.pdf

2016 Chamber Toolkit: <https://laxcoastal.com/wp-content/uploads/2016/01/19-Chamber-Toolkit-1.pdf>

2016 Digital Advertising: <https://laxcoastal.com/wp-content/uploads/2016/01/20-Advertising.pdf>

2016 Lunch and Learn: https://laxcoastal.com/wp-content/uploads/2016/01/19_LNL-Application-1.pdf

2016 Business Scholarship: <https://laxcoastal.com/wp-content/uploads/2016/01/19-Scholarship-App.pdf>

2016 Promotional Ceremonies: <https://laxcoastal.com/wp-content/uploads/2016/01/19-Promotional-Ceremony.pdf>

Log In: <https://business.laxcoastal.com/login>

Privacy Notice: <https://laxcoastal.com/privacy-notice/>

Chamber of Commerce Examples:

Tampa Bay Chamber: <https://www.tampabaychamber.com/>

Vendor: Accrisoft

Seattle Metro Chamber: <https://www.seattlechamber.com/>

Vendor: Accrisoft

LA Area Chamber of Commerce: <https://lachamber.com/>

Vendor: Accrisoft

Wichita Chamber of Commerce: <https://www.wichitachamber.org/main/welcome-to-wichita/>

Note: Site map at the bottom

Vendor: Accrisoft

Greater Irvine Chamber of Commerce: <https://www.greaterirvinechamber.com/>

Inland Empire: <https://iechamber.org/>

Vendor: Glue Up

Website Template Companies:

Squarespace

Wordpress

Wix

Growth Zone (owns ChamberMaster): <https://www.growthzone.com/association-website-design/website-gallery/>

Accrisoft (also provides Chamber management software)

Questions to ask when determining the website's most important functions...

- **What is the currently most visited page outside the homepage?**
 - This will help determine what information to prioritize on the home page. Ex. If events is the most visited page, then you'll want quick access to upcoming events listed on the homepage.
- **What is the main website goal?**
 - If the goal is for people to become Chamber members, you're going to want the Join Now call to action as a prominent feature.
- **What excites the Chamber the most about the website?**
 - Is it the History of the Chamber?

- DEI?
 - Strategic Plan?
 - Membership – you'll want this featured too.
- **What are the documents that you want to retain on the website? See the PDFs above. Are those all up to date and current.**
- **When you visit other Chamber websites, what content are you searching for?**