



April 16, 2020

## NEIGHBORHOOD BUSINESS DISTRICT DIGITAL PLATFORM DEVELOPMENT REQUEST FOR PROPOSAL (RFP)

**Project Overview** Bloomfield Development Corporation, Bloomfield Garfield Corporation, and Lawrenceville Corporation have joined together to collaboratively offer assistance to small businesses owned by the organizations. As part of the multi-neighborhood collaboration, the organizations are creating new digital platforms to support local neighborhood commercial districts. The organizations seek a professional digital design firm to create a digital brand and design for the collaborative effort and 3 separate websites and e-commerce platforms for each business district. Platforms should be designed so that they can be utilized for special events and scaled internally as needed.

**Project Background** The three community development corporations immediately responded to the current COVID-19 crisis by helping businesses explore and embrace new operational models, providing technical assistance to business owners applying for loans and grants, and advocating for business-friendly policies. Through this work, opportunities were identified to build the capacity of small businesses with specific focus on women and minority-owned businesses within these communities, as well as to more efficiently support and promote the business districts digitally.

By creating digital platforms, the organizations can market the business district and businesses through an interactive business directory, can drive customers to businesses through an e-commerce platform that enables each business to highlight and sell specific products, and can coordinate, host, and advertise, community-wide business district events.

In addition to the creation of these digital platforms, the organizations will be connecting current business owners with technical assistance to develop their own individual and online presence, will be launching a gift card program to encourage and incentivize the purchase of gift cards, and will be redesigning and launching events to market local businesses in order to attract existing and new customers.

Both the project and approach have not been seen in Pittsburgh, in terms of business district work, it has been rare for multiple organizations to join together for the promotion of an all-businesses, and the online event approach coupled with an e-commerce platform does not currently exist in the region. This presents a unique opportunity to develop a model for business districts across the region confronting these challenges.

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