



August 10, 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 served 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 small 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.

Bloomfield Garfield Corporation | 5149 Penn Ave #1625, Pittsburgh, PA 15224 | bloomfield-garfield.org

Bloomfield Development Corporation | 4900 Friendship Ave, Pittsburgh, PA 15224 | bloomfieldnow.org

Lawrenceville Corporation | 100 43rd St., Suite 208, Pittsburgh, PA 15201 | lvpg.com



Project Scope As part of this engagement, the organizations hope to:

- Create three neighborhood-based ecommerce platforms that each sync with the organizations' existing websites.
- Develop and launch e-commerce platforms that will:
 - Celebrate a unique and neighborhood-focused brand and identity;
 - Market neighborhood small businesses and their products through an interactive business directory and e-commerce platform;
 - Enable the purchase of selected products from local businesses, as well as gift cards as part of a gift card matching program through an online storefront e-commerce platform;
 - Support events that will include demonstrations, live streaming musical performances, dynamic business district mapping, live auctions, mixing traditional event activities with a heavy push towards supporting small businesses directly;
 - Potentially develop the platform as a downloadable app; '
 - Develop a kit of marketing materials and templates to be used on social media, in e-newsletters and traditional media, and in flyering to advertise the platform and the online business district.
 - Use identical platforms, with one being built first and then the other two being replicated quickly.
 - Enable an intuitive back end, training staff and small business owners to use and updating the platform.

Project Budget The budget for this project is approximately \$40,000.

Project Timeline

Monday, August 10 th	RFP Release Date
Wednesday, August 26 th	Designer Questions Due Date
Friday, August 28 th	RFP Response Due Date
Friday, September 4 th	Designer Selection Deadline
September 7 th – 18 th	Strategic Planning Meetings with Designer
Friday, October 2 nd	1 st Neighborhood Website Launched
October 5 th – October 13 th	Strategic Planning Meetings with Designer
Friday, October 23 rd	Final Deliverables and 2 nd and 3 rd Neighborhood Websites Launch



Proposal Submission Questions related to the RFP may be emailed to LC Operations Manager Sarah Murphy at sarah@lawrencevillecorp.com through Wednesday, August 26th.

All proposals must be received by 5:00 pm on Friday, August 28th. Proposals should be submitted via email to sarah@lawrencevillecorp.com.

Designer selection will take place by Friday, September 4th.

Required Submission Materials A complete proposal should include:

- Project Scope
- Budget
- Timeline
- Firm Qualifications
- Relevant Sample Work
- MWBE Status

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