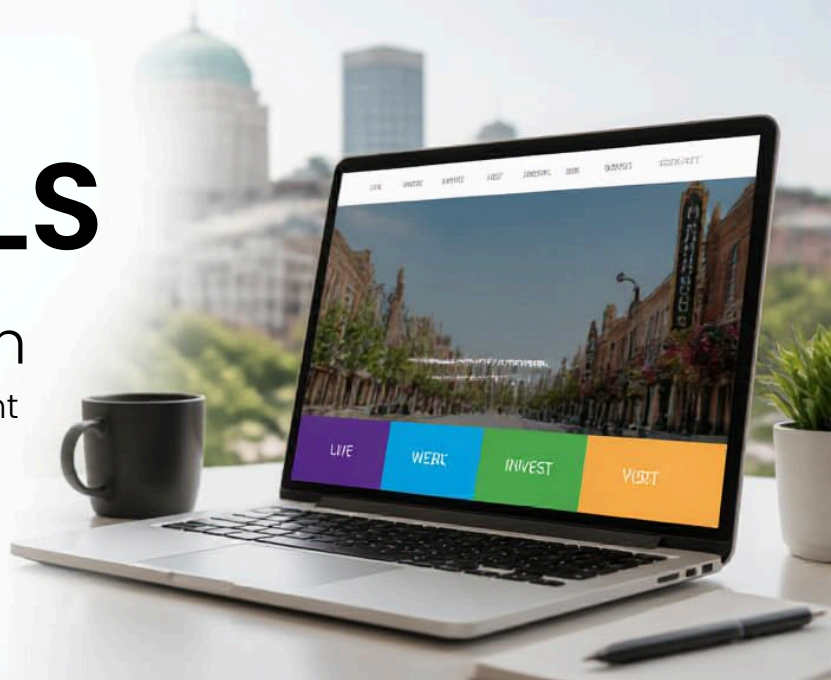


REQUEST FOR PROPOSALS

Downtown Jackson Website Design and Development



Downtown Jackson Website Design and Development

1. Request for Proposals / Project Overview

The Jackson Downtown Development Authority (DDA) is seeking a qualified and creative website designer or developer to create a new website for Downtown Jackson.

The new website should serve as the one-stop shop for Downtown Jackson—simple, highly visual, easy to navigate, mobile-friendly, interactive where it adds value, easy for staff to maintain, connected to the DDA's social media presence, and designed to help build a direct relationship with people who care about Downtown Jackson.

Important: New build (no migration)

The existing website will not be migrated or recreated. The current website should be treated as a reference source only. The project starts fresh with a new structure and content approach.

Budget (Maximum)

\$3,500

Proposal Submission Contact

Beth Kuiper, Executive Director, Jackson Downtown Development Authority

Email: jacksondda@cityofjackson.org

Phone: 517.800.1445

2. About Downtown Jackson

Downtown Jackson is the heart of the community—an active district where people gather for events, dining, arts, shopping, and local experiences. The DDA supports downtown vitality through programming, partnerships, communication, and public-facing information and services.

The new website should be a clear, welcoming, and practical hub for residents, visitors, businesses, partners, and anyone interested in Downtown Jackson.

3. Primary Website Navigation

Primary navigation should include:

- **HOME | EVENTS | EXPLORE | PLAN YOUR VISIT | SUPPORT | DO BUSINESS | ABOUT | CONTACT**

Minor adjustments may be recommended for usability (e.g., wording, order, or grouping), but the above structure should be used as the baseline for planning and estimating.

4. Website Requirements by Section

The website should be simple, highly visual, easy to navigate, mobile-friendly, interactive where it adds value, and easy for non-technical staff to update and maintain (events, basic content, business information, photos, contact submissions, and basic website content).

Third-party costs must be disclosed

Proposals must clearly identify any required plugins, integration costs, subscription costs, or other third-party fees—especially for Eventbrite integration and PayPal donation support—plus any ongoing costs after launch.

Home

- Highly visual landing experience that communicates the bright, vibrant, active, and creative feel of the DDA's existing visual identity.
- Clear pathways into Events, Explore, Plan Your Visit, Support, Do Business, About, and Contact.
- Strong calls-to-action that connect social media to the website and then to direct contact (email sign-ups and inquiry pathways).

- Mobile-first layout and fast, accessible browsing.

Events (including event system needs + Eventbrite integration)

- An easy-to-manage events experience for staff, with a clear public calendar and event detail pages.
- Address Eventbrite integration, including any required plugins, integration costs, subscription costs, or other third-party fees.
- Support event categories, featured events, and “What’s Happening” sign-up options to build a direct relationship with audiences.
- Events should be easy for non-technical staff to add/edit, including images, dates/times, and key details.

Explore (interactive map/directory ideas + low-maintenance data handling)

- Provide a simple, visual, low-maintenance Explore solution—possibly using an interactive map, directory, or both.
- Propose a practical approach to keeping data current with minimal staff time (e.g., simple fields, batch updates, optional forms for updates, and clear admin workflows).
- Support browsing by category (e.g., dining, retail, services, arts/venues) and highlight downtown places and experiences.

Plan Your Visit

- Visitor-friendly information that helps people plan a trip downtown (parking, getting around, what to do, and seasonal highlights).
- Highly visual content blocks and clear links to Explore and Events.

Support Downtown (Volunteer, Donate, Get Involved)

- Support volunteer interest capture with a simple form and automated confirmations or response messaging.
- Support donation pathways and PayPal donation support. Address transaction fees, third-party fees, plugin costs, subscription costs, and ongoing costs.
- Support sponsorship/partnership information and inquiry capture, with automated confirmations or response messaging.

Do Business

- Information and pathways for businesses, property owners, developers, and partners.
- Support a “Business & Development” sign-up option to build a direct relationship with this audience.

About

- Include public information for the DDA, including mission, purpose, board, staff, plans, reports, meeting information, public documents, and legally required public information.
- Organize content so it is easy to find and maintain over time.

Contact

- Make it easy to update contact information (staff contacts, general inboxes, phone) and receive inquiries through a secure contact form.
 - Include automated confirmation messaging for contact submissions.
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5. Social Media and Audience Building

The website should connect social media to the website and then to direct contact, with sign-up options for:

- What’s Happening
- Events
- Get Involved / Volunteer Opportunities
- Business & Development

The DDA should retain access to and ownership of contact information collected through the website, subject to privacy and communication requirements.

6. Visual Content & Creative Direction

The website should carry forward the bright, vibrant, active, and creative feel of the DDA’s existing visual identity, using existing photography and visual assets efficiently.

The DDA does not want to duplicate another community’s website and wants a practical process for organizing photos for the new website (e.g., shared folders, naming conventions, and a simple curation workflow).

7. Content Approach

Content should be structured for clarity and scanning, with concise page sections, strong headings, and visual modules that highlight what matters most.

The current website should be treated as a reference source only; the DDA is not seeking a migration or recreation of existing pages and structure.

8. Website Management

The website should be simple enough for non-technical staff to manage events, basic content, business information, photos, contact submissions, and basic website content.

Proposals should describe the recommended platform, editing experience, and any training or documentation included to support staff success after launch.

9. Local Talent & Community Connection

The DDA values proposers who understand Downtown Jackson and can reflect the community's character in a practical, welcoming, and highly visual website experience.

Proposals should describe any local knowledge and/or use of local talent that will support authenticity, responsiveness, and long-term value.

10. Proposal Requirements

Proposals should be clear, concise, and aligned to the budget maximum of \$3,500. Please include the following numbered sections:

1. Firm/individual overview, primary contact, and relevant qualifications.
2. Understanding of the project goals and vision for a one-stop shop website for Downtown Jackson (starting fresh; no migration).
3. Recommended platform and technical approach, including any plugins, integrations, and hosting/ongoing cost considerations.
4. Design approach and creative direction, including how you will maintain a bright, vibrant, active, and creative feel and use existing visual assets efficiently (without duplicating another community's site).
5. Functional plan by primary navigation section (Home, Events with Eventbrite, Explore with low-maintenance map/directory approach, Plan Your Visit, Support with Volunteer/Donate/Get Involved including PayPal, Do Business, About public information, Contact form with confirmations).
6. Project plan and timeline, including key milestones and an anticipated project start early October / October 2026.
7. Budget and value: a detailed cost breakdown within the \$3,500 maximum, and clear disclosure of any third-party fees (Eventbrite integration costs, PayPal-related fees, plugin/subscription costs, and ongoing costs).
8. Training, handoff, and ongoing maintenance approach, including how non-technical staff will manage updates and how the DDA will retain access to and ownership of contact information collected (subject to privacy and communication requirements).

11. Questions

Questions must be submitted by **September 18, 2026**.

Questions and proposals should be directed to:

Beth Kuiper, Executive Director, Jackson Downtown Development Authority
Email: jacksondda@cityofjackson.org
Phone: 517.800.1445

12. RFP Timeline

- **RFP release date:** September 3, 2026
 - **Question deadline:** September 18, 2026
 - **Response to questions issued:** September 22, 2026
 - **Proposal submission deadline:** September 30, 2026
 - **Review of proposals:** October 2026
 - **Selection of vendor:** October 2026
 - **Anticipated project start:** early October / October 2026
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13. Proposal Evaluation

Proposals will be evaluated based on the criteria and point values listed in the scorecard below.

Reservation of Rights

The DDA reserves the right to request clarification, conduct interviews, negotiate with respondents, reject any or all proposals, or select the proposal that provides the best overall value and fit for Downtown Jackson.

14. Proposal Evaluation Scorecard

Criteria	Points	Proposal Notes/Comments (optional)
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Understanding of Project & Vision	20	
Design Approach & Creativity	20	
Experience & Relevant Work	15	
Functional Needs & Integrations	15	
Project Approach & Timeline	10	
Budget & Value	10	
Local Knowledge & Use of Local Talent	5	
Ease of Ongoing Maintenance & Training	5	
Total	100	