

REQUEST FOR PROPOSAL (RFP) GRAPHIC AND MARKETING WEBSITE DESIGN SERVICES

The City of University City (the “Client”) is inviting graphic and marketing website designers (the “Designer”) to submit a proposal and relevant samples of their work for a project involving the design of a website to support the marketing, leasing, and sales of commercial real estate on Olive Boulevard within the city limits of University City, Missouri.

PROJECT BACKGROUND

As one of the City’s new economic development initiatives and in keeping with the City’s Comprehensive Plan Update of 2005, as well as the resulting emphasis on the revitalization/redevelopment of Olive Boulevard, a marketing website should be created to provide a visually pleasing, user-friendly, and comprehensive up-to-date catalogue of the available commercial properties for sale and for lease along the University City portion of the Olive Boulevard Corridor, as well as highlighting marketable assets.

This proposal should include all graphics (i.e. maps, photos, renderings, etc.) to effectively market the Corridor, including the locational advantages (both from a local perspective-proximity to Clayton, Downtown St. Louis, Lambert International Airport as some examples) as well as the logistical advantages from a national perspective (ability to reach 70% of the population of the US and over 60% of US businesses within two (2) days by car or truck).

The proposal should also include the purchase and maintenance of a domain.

Also included in the proposal, but priced separately, should be the cost of development of a site viewable from mobile devices.

The capacity to post news relevant to the area along with the ability to showcase upcoming events should be built into the site. As the website will be updated by the owner, it must also have a content management system that can easily be updated by an administrative professional.

An approximately four-mile section of Olive Boulevard (State Route 340) is one of the two major commercial districts in the City of University City. It runs east/west and serves as a major urban thoroughfare for the northern part of our diverse community. The approximate traffic count along the Corridor is 21,000 cars per day. A majority of the frontage along Olive Boulevard is devoted to commercial uses.

Currently, there are over 230 parcels occupied by over 280 businesses along this commercial corridor within our city. They include such uses as convenience goods stores, restaurants, grocery markets, personal service establishments, and auto service stations. Most of the buildings were built in the 1950’s and prior. Strip development currently characterizes the commercial areas of Olive Boulevard. This commercial district has many strengths and opportunities to build upon, including a diverse ethnic

population, good highway access, high traffic count, and the logistical advantages mentioned above.

This website will be a significant piece of a marketing campaign for the Olive Boulevard Corridor. The goal is to create an identity(ies), such as a thriving international district, and spur additional redevelopment along the entirety of the Corridor by acting as a method of information dissemination for available properties and highlighting the strengths and currently untapped development potential that exists in the Corridor.

Currently, the area is ripe for revitalization/redevelopment, with four distinct districts (map included) described briefly below:

INDUSTRIAL DISTRICT

The "Industrial District" extends from Skinker Boulevard (east city limits) to Kingsland Avenue. This area is presently developed with light industrial and office/ warehouse uses. Although some older residences and retail stores are scattered through the area, the industrial uses are most prominent and will remain as the dominant market use.

PARKWAY DISTRICT

The "Parkway District" extends from Kingsland Avenue to Midland Avenue and is substantially dominated by Heman Park on the south side of Olive Boulevard. Other development within this district includes residences, commercial and light industrial uses.

INTERNATIONAL DISTRICT

The "International District" extends from Midland Avenue to Grant Road. This portion of Olive Boulevard is primarily commercial, including shopping centers; freestanding buildings, industrial uses and large floodplains. The District contains a diverse mix of international ownership and tenants, including a variety of Asian, Latin, and African American shops, restaurants and stores. This massing of ethnic foods and services represents an important opportunity for the creation of a regional market force and a distinctive sense of place.

INTERCHANGE DISTRICT

The "Interchange District" extends from Grant Avenue to the east side of I-170 interchange (west city limits) and includes a mix of new and older office/warehouse space; uses ranging from self-storage units to carpet and lumber stores. Some of the buildings in this area are older and represent an excellent opportunity for redevelopment. Parcels are somewhat larger in size and assembly of land for large mixed use commercial development may be possible.

SCOPE OF WORK

Website Design

The Designer is to design a marketing website as a sister site, similar in look and feel, to the brand new retail website for the Delmar Loop (www.LeaseTheLoop.com), the other major commercial district in the city which is recognized by the American Planning Association as one of the "Great Streets of America". The objective is to provide

entrepreneurs, retailers, real estate brokers and others with up-to-date information on commercial space availabilities, as well as demographic, current tenants and other information about the Olive Boulevard Corridor. The source code for LeaseTheLoop.com will be provided, including any associated files.

Content and layout of the website should be developed by considering the Olive Boulevard Design Guidelines and relevant portions of the 2005 Comprehensive Plan Update to Olive Boulevard redevelopment, and in consultation with City Staff.

Specific responsibilities include, but are not limited to, the following:

- Building upon current successes and future opportunities, create a design/brand strategy to effectively market the Olive Boulevard Corridor to potential tenants and owners.
- Develop user-friendly website architecture with aesthetically engaging and interactive design.
- Design materials that would include, at minimum, appropriate narrative, maps, photos and floor plans for incorporation in the website. It is expected that the Consultant will provide 1-2 concepts and visual mock-ups for Client review and that one would be chosen for final development.
- Develop a template to allow for floor plans to be added as properties/vacancies become available. The floor plans are not intended to show details, but to demonstrate basic size and configuration on overall location.
- Develop budget and production schedule for selected concept.
- Create interactive maps that will provide information, link to other pages within the "Real Estate" section, and links to associated external websites (e.g., real estate broker contact information). Base maps can be provided by the Client.
- Create a unified theme and standardized format which will allow the Client to perform routine content management and easy updates.
- Provide written narrative regarding the Corridor and relevant information and data for marketing purposes.
- Provide photography as needed.
- All documents, including maps and tables, should be in HTML and PDF to provide ease of viewing, printing and downloading onto PC's, Macs, tablets, smartphones, and other devices, with pricing for the development of a mobile site included in the proposal.

PROPOSAL CONTENT

The Designer should demonstrate prior experience in creating marketing materials and website for real estate projects. To be considered as a Designer for this project, you should include the following information:

Letter of Interest

- The letter should describe why your team is interested in this project and your experience with similar projects.

Approach

- If selected, how would you approach this project?

Team Overview

- Provide resumes of staff that would work on this project and their respective expertise for this assignment.

Portfolio

- Submit three (3) samples of previous work which demonstrate your ability to execute this type of project and knowledge of marketing real estate. At least one (1) example should include a coordinated web-based campaign. Accompanying this should be a brief description of the goal of the assignment, the target audience, the reasoning behind the concept you developed and any other information that will help us understand how you would approach our assignment.
- Please include the design fee for each of the projects submitted.
- References for these projects will be required and should include the name, title, phone number and email address.

Schedule

- A schedule which includes meetings and deliverables should be detailed.

Pricing

- Include a fee estimate for carrying out the Scope of Work including meetings. Other expenses should be identified and estimated.

Contact

- On a separate sheet of paper, please identify the name of key contact, address, phone number and email address.

SUBMISSION

Please send two (2) copies of the written proposal including two copies of sample materials and one (1) electronic version to Andrea Riganti, Director of Community Development at 6801 Delmar Boulevard, University City, Missouri 63130 by **March 6, 2014**.

All questions regarding this RFP must be in writing and should be submitted directly to Andrea Riganti at ariganti@ucitymo.org. Questions and responses may be shared with other Proposers.

SELECTION

The City of University City plans to select a Designer based on a number of factors including, but not limited to, the quality of proposals, previous experience in the area of graphic design and website development for the purpose of marketing real estate

projects, and pricing. The Client reserves the right to waive irregularities and reject any or all proposals in its sole and absolute discretion.