



## Request For Proposals

### **Website Developer - E Commerce Marketplace**

Spokane Independent Metro Business Alliance (SIMBA)

RFP open until filled

Budget: \$20,000 - \$30,000

Timeline: Present through May 31, 2023

### About SIMBA

SIMBA is the independent business alliance of the Spokane-Coeur d'Alene metro region. We build a prosperous, equitable, and local economy by organizing and educating regional businesses, consumers, and partners.

SIMBA envisions a connected, interdependent, supportive, and collaborative local economy with shared opportunities, broadened ownership, and unique community character.

### PROJECT OVERVIEW

The purpose of this project is to benefit low-income, underserved, and rural communities by helping businesses that are members of these communities thrive through participation in the Live Local INW Community Marketplace.

Across the Inland Northwest in both urban and rural communities, under-represented and smaller-sized businesses lack reliable, easy-to-use, and values-aligned tools to promote their businesses and products and reach the much larger pool of local-first customers outside their town or county. This is especially noted along the main streets of smaller and rural communities in the region like Colfax, Kettle Falls, Palouse, or Colville. This project will help diverse, local, independent businesses in these areas bridge the rural-urban gap by connecting them with regional market consumers looking for their unique goods and services. It will also support businesses by closing the digital divide that keeps many entrepreneurs limited to Facebook, email, and foot traffic promotion to find, engage, and serve a much larger audience of "good fit" customers.

This Live Local INW Community Marketplace project will create an online and mobile app-powered community marketplace platform that attracts and equitably directs the economic

potential of individual consumers, locally-owned businesses, and institutions across Washington State who want an easier way to shop and buy locally.

By expanding our existing commitment to provide the resources and tools for local businesses and business serving organizational partners, this project will make it much easier for regional consumers to support a diverse network of rural and urban microenterprise businesses.

This project will serve to catalyze invaluable opportunities for the newly-formed Business Equity Coalition of the Inland Northwest (BECiN) to strengthen relationships among its coalition members and community partners, and to give regional consumers and institutions another way to strengthen the resilience and equitable representation of our local and regional economies. In addition to the marketplace, the project consists of outreach to partner organizations and local businesses, and grantmaking.

## STATEMENT OF WORK

### Overview

The contractor will develop a new Live Local INW website that matches the functionality, structure and appearance of the current website and will serve as an online community marketplace platform that attracts and equitably directs the economic potential of individual consumers, locally owned businesses, and institutions across Central and Eastern Washington State who want an easier way to shop and buy locally.

The selected contractor will possess the skills required to develop, maintain, and support a new e-commerce website – including security requirements pertaining to payment processing – and to provide essential analytics and reporting as required.

### Services

The contractor will provide the following services as part of this project:

	<b>Service</b>	<b>Hours (if applicable)</b>	<b>Cost Subtotal</b>
1	<i>Website Creation:</i> <ul style="list-style-type: none"><li>• Understand and capture all requirements from SIMBA</li><li>• Develop plan to recreate or migrate data from existing website platform</li><li>• Provide clear documentation of requirements of and impacts to existing online marketplace members</li></ul>		

2	<p><i>Business support:</i></p> <ul style="list-style-type: none"> <li>• Provide training and support to SIMBA in how to make updates to content, website applications, website management software and graphics throughout the site.</li> <li>• Train a SIMBA team member on how to manage all types of users and user-generated content on the platform.</li> </ul>		
3	<p><i>Website Hosting, Maintenance, Analytics, Compliance, and Support Provisions:</i></p> <ul style="list-style-type: none"> <li>• Website hosting and maintenance in compliance with state and federal standards to include hosting on a dedicated, secure web server.</li> <li>• Secure checkout and payment processing.</li> <li>• Analytics reporting as requested/established by SIMBA.</li> <li>• Implement a site backup protocol for data recovery if ever needed.</li> <li>• Identify, troubleshoot, and resolve site issues; recommend and implement preventive measures to avoid future problems.</li> </ul>		

## Requested Scope of Services

Should time and budget allow:

	<b>Service</b>	<b>Hours (if applicable)</b>	<b>Subtotal</b>
1	<p><i>E-Commerce Expansion:</i> Coordinate with Mobile App Developer to make new local rewards option available for participating businesses through the Live Local INW website.</p>		

## BUDGET AND TIMELINE ACKNOWLEDGEMENT

We want to highlight and provide context for the RFP timeline requirements, which are unique to this opportunity.

This contract is being funded through a special, one-time grant from the Washington State Department of Commerce that was – by design – required to be disbursed and executed in a short timeframe. The contract is through May 31, 2023. This timeframe is, by association, reflected in our RFP process.

SIMBA is committed to ensuring that this process is as accessible and supportive for you as possible, given the unique parameters. We understand this is a tight turnaround and want to remain agile in working through logistics with you. If you have questions, especially if you are perceiving potential roadblocks or need more clarity, please reach out to Tiffany Harms, our RFP point person at [team@spokaneindependent.org](mailto:team@spokaneindependent.org) or 253-224-8080.

## EVALUATION METRICS

SIMBA will evaluate bidders and proposals based on the following criteria:

- Previous experience/past performance history.
- Projected costs.
- Experience and technical expertise.
- Bidders must demonstrate the organizational capacity to conduct the work required by this project.
- SIMBA shall grant preference to SIMBA members and partners, in accordance with Federal law.
- SIMBA shall award contracts only to responsible contractors possessing the ability to perform successfully under the terms and conditions of this project.

SIMBA will not pay for travel, lodging, or per-diem unless specifically mandated in the requirements.

## SUBMISSION REQUIREMENTS

Bidders must adhere to the following guidelines to be considered:

- Submissions are to be directed to Tiffany Harms at [team@spokaneindependent.org](mailto:team@spokaneindependent.org).
- Include samples and references with your proposal.
- Proposals should not be more than 10 pages. Failure to comply with this guideline will result in an automatic rejection.
- A proposed schedule must also be included and clearly expressed.
- Include pricing using the table provided above under Statement of Work.
- If you are interested in more than one open RFP opportunity, you must submit a separate proposal for each.

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## CONTACT INFORMATION

For questions or concerns connected to this RFP, please don't hesitate to reach out to:

**Tiffany Harms** (*pronouns: she/her*)

Recruiting and HR Consultant, Juno Collaborative Consulting

Spokane Independent Metro Business Alliance

[team@spokaneindependent.org](mailto:team@spokaneindependent.org) | 253-224-8080