

**Project:**

Fully Re-designed/Re-developed Website for Uptown United and Business Partners, the Chamber for Uptown

**Timeline:**

Anticipated start date – August 2017

Anticipated completion date – November 2017

**About Uptown United and Business Partners – the Chamber for Uptown:**

**Background on Uptown United**

Uptown United is a 501(c) 3 not-for profit corporation located in the Uptown community on Chicago’s North Side. The mission of Uptown United is to provide technical assistance to businesses and economic investors located in and serving Uptown, initiate and participate in strategic planning, encourage economic development to strengthen the community’s economic base, address broad issues pertaining to the quality of life for Uptown’s diverse population, and be a network to encourage partnerships.

**Background on Business Partners – the Chamber for Uptown**

Uptown’s premier business association since 1923, Business Partners - the Chamber for Uptown, is committed to leading efforts to build a strong, unified business environment; facilitate economic development; and strengthen community - all to nurture a diverse, vibrant, thriving, and strong Uptown. This is done through marketing, advocacy, technical assistance, special events and business trainings. Business Partners works to keep businesses and the Uptown business community a top choice for residents, visitors, consumers, and investors.

**Project Background**

In 2016 and 2017, Uptown United engaged in a branding study to guide marketing of Uptown to visitors, residents, and investors. As this branding effort culminates, the organization needs to update its digital presence to reflect this new brand. Uptown United and Business Partners is seeking an experienced web design firm to fully re-design and re-develop the current website: [www.exploreuptown.org](http://www.exploreuptown.org)

**Scope of Work:**

Uptown United seeks a consulting firm to lead the re-design and re-development of a new website presence for Uptown United and Business Partners - the Chamber for Uptown, which will be the “go-to-hub” to find information on events, businesses, and information on Chicago’s Uptown neighborhood. Platform choice should be very user-friendly for all staff to use and training on platform is required.

**Primary Audience:** *Consumers (visitors and residents)*

**Secondary Audience:** *Businesses, developers, and investors*

Required elements

- Updated design that adheres to new Uptown Brand Guidelines
- Recommendations for website structure
- Recommendations for URL (and sub-URLs)
- New event calendar functionality (that can be integrated/linked to Chambermaster, Eventbrite, and/or other event software)
- News feed functionality
- Business directory (using Chambermaster database plugin or API)
- Thoughtful user experience and ease of use
- Final site works seamlessly on all devices (PC, phone, tablet)
- Integration with social media as appropriate
- Plan for initial SEO, and recommendations for ongoing SEO
- Tutorial and style guide document for continued maintenance
- Platform training and ongoing support for staff

Other details

The new Uptown Brand Guidelines will guide the design, development and messaging of the website. Uptown United will provide most written content for the website and may provide much of the photography for the website. Additional photography may be necessary and should be included as optional additional services. Content should be flexible and easy to edit on the staff-end. Some content (Directory) will be fed from an outside API/data source.

**Requirements:**

Proposals must include:

- Total cost and payment schedule
- Proposed approach to the project, timeline, and work plan
- Firm qualifications and qualifications of members tasked to this project
- Strong portfolio which showcases impeccable UI (User Interface) and UX (User Experience)
- At least three (3) references
- Examples of at least three (3) relevant web design and development projects

**Timeline for Proposals:**

Please send proposals by end of business, Tuesday, May 16<sup>th</sup> 2017 (email preferred) to:

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