



GEORGETOWNDC.COM

## **REQUEST FOR PROPOSALS / AUGUST 2018**

### **Georgetown BID Website Refresh & Potential Logo Refresh: BRIEF AND SCOPE OF WORK**

#### **INTRODUCTION/PROJECT OVERVIEW**

A key mission of the Georgetown BID, on behalf of its 1000+ member businesses, is to keep Georgetown top of mind for local, national and international visitors. The BID's marketing program strives to do this via an integrated mix of marketing and communications channels to promote Georgetown: the official neighborhood website, a weekly human interest blog, social media channels, press coverage, email marketing, events and advertising.

The BID's official website for the Georgetown commercial district, [georgetowndc.com](http://georgetowndc.com), is a key storytelling and visual channel for diverse audience segments, from locals to tourists, to BID member businesses and prospective businesses wishing to locate in Georgetown. The current site (and mobile site) was newly developed in 2011 as part of a larger branding initiative with the tagline 'Georgetown: Come Out and Play', and refreshed with a redesign in 2014.

#### **PROJECT GOALS**

The purpose of this request for proposals and brief is to invite vendors and partners who can assist the BID in refreshing the website to ensure its maximum performance as a powerful marketing and information tool, and the official source for all things Georgetown.

Simultaneously, we are considering a potential logo refresh, and invite vendors and partners to review our current logo—designed in 2011 as part of a larger branding refresh—and incorporate a refreshed design into the overall scope of work.

Recently, the BID has made a concerted effort to change the voice of the organization; to humanize the brand, focus on storytelling, and share information in a fun, approachable, clever and unique way—through website content, social media, a redesigned weekly e-newsletter, and a weekly blog that profiles Georgetown business owners/employees/residents/etc. We need our website to better emulate this voice, both visually and in its functionality.

When Georgetown underwent its last website refresh in 2014, there wasn't nearly as much competition from other DC neighborhoods. Today, NoMa, Capitol Riverfront, Shaw, The Wharf, and many more neighborhoods are all vying for both tourist and local visitor traffic. The website must reflect the message that Georgetown is more than a beautiful but old neighborhood with its heyday in the past; it is a diverse and exciting commercial district with some of the most forward-thinking programs and initiatives in the District. Georgetown is unlike any other place in the region and the website should reflect that.

#### **ABOUT THE GEORGETOWN BID**

The Georgetown BID is a 501(c)6 not-for-profit organization chartered by the District of Columbia that was started in 1999, and is the fourth largest BID (by revenue) in the Washington metropolitan region. Its 1000+ members include all owners of commercial property within the BID boundaries (see the BID map enclosed)



GEORGETOWNDC.COM

and their tenants, such as restaurants, hotels, retail and service establishments, as well as corporations and their employees working in office buildings. The mission of the Georgetown BID in serving its members and the community is in making and keeping Georgetown a world-class neighborhood that is safe, clean, accessible and top of mind. The BID's program areas include streetscape, street services, public safety, marketing, economic development, transportation and public space management. [A map of the BID can be found below.]

The BID is a catalyst to move the commercial district forward with positive impacts for all stakeholders, and completed a nine-month long strategic planning process in December 2013 called **Georgetown 2028** -- a 15 year vision and action plan with 76 recommendations in transportation, public space and economic development. The Plan can be read on the BID's website [here](#). Additionally, information on the BID's programs can be found in its **Annual Report** [here](#).

#### **WWW.GEORGETOWNDC.COM: BACKGROUND**

**FOCUS/PURPOSE:** It is the official site of the Georgetown commercial district and is sponsored, managed and maintained by the BID. The goal/primary focus of the consumer site is to be 'the go-to source' for all things Georgetown, whether looking for points of interest in Georgetown, parking information, new neighborhood initiatives, listicles (i.e 15 Things to Do in the Fall), or events.

The BID microsite, [bid.georgetowndc.com](http://bid.georgetowndc.com), was created for BID members, as well as commercial real estate brokers, government agency partners, and those looking for more in-depth information on BID programs and development projects. It also contains a Member Center that can only be accessed by our BID members with a login and password.

#### **AUDIENCES/USERS:**

- Local, regional, national and international visitors
- BID Members (1000+) – retail, restaurants, service, office/professional, property owners
- Government officials/agencies – mainly DC government
- Georgetown residents
- University students and families – GU and GWU
- Prospective businesses wishing to locate in Georgetown – retail, restaurant, office, etc.
- Real Estate brokers – retail, restaurant, office
- Media: local, regional, national, international

#### **KEY CONTENT/FUNCTIONALITY:**

- BID Member directory/landing pages – each BID member has a landing page, known as a Point of Interest
- Georgetown Events – BID sponsored major events; BID member individual event listings
- Georgetown Newsroom – press coverage, press releases, press contacts
- Parking/Getting here/Transportation – locations, modes of transportation, links
- Maps – BID, points of interest, transportation lines, interactive map & mobile 'my favorites' tool, neighborhood sub-sections (i.e. Georgetown Design District, Book Hill)



GEORGETOWNDC.COM

- Opening a Business in Georgetown/Finding Office Space – for brokers, prospective businesses
- Georgetown History/Points of Interest – mainly for tourists
- About the BID: current projects/programs/publications/initiatives to improve Georgetown
- Connecting/integration with other BID marketing platforms: BID member e-newsletter sign-up, social media platform access
- Imagery of the neighborhood is key
- Future: A fully integrated platform for video, most likely on the homepage

### SITE METRICS

The BID uses Google Analytics to measure site performance. Some key metrics from January 2017 - February 2018:

- Top page views were: 25 Things to Do in Georgetown (7.7% of all pageviews), Homepage (6.5%), Explore/Fashion (4.4%), Transportation/Parking (2.4%), Events/French Market (2.1%), Events/Glow (2.1%), Visit/Getting Here (1.75%), Sunset Cinema (1.74%), Explore/Fashion/Page 2 (1.67%), and Explore/Dining (1.58%).
- The top 10 pages (above) accounted for 32% of all pageviews.
- By comparison, the most popular page on the BID microsite was only #45 on the list – About the BID/BID Staff – with .32% of pageviews.
- Approximately 1.18 million pageviews and 450,000 users (338,615 came from organic search).
- Average time spent on the site is 1:21 minutes.
- Bounce rate is 73.85%
- 65% of users are female; 33% of users are ages 25-34
- While traffic remains healthy, it has plateaued in recent years. Part of this may be attributed to traffic redirected to georgetownglowdc.com and georgetownfrenchmarketdc.com – two Squarespace sites we recreated for our biggest signature events.

More analytics can be shared during the process.

### WHAT'S WORKING

We recently surveyed website users to get a better sense of their experience on georgetowndc.com. We received 135 responses, reflected below.

- Meeting visitors' overall needs. 86% of survey respondents indicated the website does this very / extremely well.
- Well organized. 79% of respondents said it was very / extremely easy to find what they were looking for.
- Visually appealing. 80% of survey respondents said the website is very / extremely visually appealing. Visual strengths include strong photography, colorful site with a lot of personality
- Website speed. 90% said it took about as long as they expected, or less, to find what they were looking for.
- Copy is clear. 86% said it was very or extremely easy to understand info on the website.



GEORGETOWNDC.COM

- Very easy to add website pages, events, points of interest, etc. For the most part, admin interface is great.

#### WHAT NEEDS IMPROVEMENT/IS LACKING

- Fresher, more modern design/look and feel – introduce new (or refreshed) fonts, text treatments & color palette for pages.
- The current dimensions of the homepage billboard/hero images are very challenging. Consider moving to something squarer. A good example is the NOMA BID homepage ([www.nomabid.org](http://www.nomabid.org)).
- The dimensions of the cover image at the top of individual pages are also very challenging (currently extremely horizontal and narrow)
- Events Calendar – include time and location of event under each listing on the Events homepage. It would also be nice to filter by calendar. See [www.rosslynva.org/events/calendar](http://www.rosslynva.org/events/calendar) and [www.capitolriverfront.org/things-to-do/events](http://www.capitolriverfront.org/things-to-do/events) for examples.
- Too many navigation options – echoed by several survey respondents. Particularly overwhelming on mobile.
- Light refresh on points of interest pages for individual businesses (color palette / text treatment, etc).
- Better cohesion between desktop and mobile. Current dimensions for billboards, hero images, etc. doesn't serve mobile well – often sacrificing one for the other.
- Improved search functionality that recognizes variations of correct spelling. For example, if you're currently looking up Dog Tag Bakery, but type Dg Tag Bakery, it returns no results.
- Consider removing the second navigation bar (in purple) and reorganizing where those Points of Interest live – too cluttered at the moment.
- Consider combining Georgetown BID Annual Events & Weekly Store Promotions into one page.
- Points of Interest should be integrated with Salesforce.

#### LARGER CONSIDERATIONS

- BID Microsite. 53% of survey respondents didn't know the BID microsite ([bid.georgetowndc.com](http://bid.georgetowndc.com)) existed. Another respondent indicated they were confused by the two sites because they look so similar to one another. Due to the volume of content, we think it is likely still necessary to have the microsite. However, we would like to reevaluate the purpose of this site under the umbrella of [georgetowndc.com](http://georgetowndc.com), and are open to alternative recommendations.
- Squarespace Event Pages. Due to the popularity / breadth of information for two of our signature events--Georgetown GLOW & Georgetown French Market--both have individual Squarespace pages ([georgetownglowdc.com](http://georgetownglowdc.com) / [georgetownfrenchmarketdc.com](http://georgetownfrenchmarketdc.com)). These have been very successful, but are pulling traffic from our main site. We would like to reevaluate whether or not that's problematic, and if there is a better way to incorporate those pages on our main site.
- Incorporating video and neighborhood maps. Where / how can we host a video library, as well as neighborhood maps.
- ByGeorge blog. We currently have a blog dropdown in our navigation that redirects visitors to our dedicated ByGeorge Squarespace site. Is there a better way to handle this?



GEORGETOWNDC.COM

### **WEBSITE REFRESH SCOPE OF WORK – THE ASSIGNMENT**

- Review overall layout, color palette and tone/look and feel – provide recommendations for refresh – both design and development.
- Refresh responsive/mobile site in conjunction with site refresh.
- Review overall site architecture to recommend any changes that may be needed to maximize user experience: functionality, navigability, SEO.
- CMS – review/recommend/design and develop any needed changes based on refresh
- Review effectiveness of maps/recommend changes (currently use Google Maps)
- Review treatment and functionality of BID microsite, bid.georgetowndc.com.

### **LOGO REFRESH SCOPE OF WORK – THE ASSIGNMENT**

- Review current logo and provide recommendations for refresh.
- Provide recommendations in the context of an overall website refresh.
- Provide logo concept designs and style guide as it would apply to an entire suite of needs for Georgetown and Georgetown BID—from email newsletter, to tourism ad, social media, promo items, letter head, and Clean Team shirts, trashcans, and truck.
- \*The BID can provide additional research on Georgetown as part of last logo process, if helpful.

### **PROPOSAL REQUIREMENTS**

1. Experience and qualifications: please provide experience and qualifications including any examples of relevant work/case studies/client success stories.
2. Approach/process/timeline: please provide the process and approach to the scope of work, including a proposed timeline for completion and statement of deliverables, noting desired target completion dates in below timeline.
3. Detailed estimated budget: please provide an estimated budget with a break out of costs for all elements, including a) website refresh; and b) logo refresh. To include compensation structure/approach and ongoing contract work/maintenance.
4. A summary of at least three (3) similar contracts and references.

### **Conditions:**

- All data and work products resulting from this project shall be considered the property of the Georgetown BID.
- Any work to be performed by a subcontractor shall be clearly identified and qualifications provided. Such subcontractor must be approved by the BID prior to contract issuance.

### **EVALUATION**

Proposals will be evaluated on the following criteria:

- Written statements as noted above and ideas therein
- Responsiveness on approach to each item in the SOW
- Cost
- References and sample work



GEORGETOWNDC.COM

**Proposals should be sent by COB Friday, September 14, 2018 to Lauren Boston at the Georgetown BID: [lboston@georgetowndc.com](mailto:lboston@georgetowndc.com).**

Lauren Boston, Communications Director  
Georgetown Business Improvement District  
Phone: 202.298.9222, x215

**TARGET TIMELINE: RFP & SELECTION PROCESS TO PROJECT COMPLETION**

- |                                      |                    |
|--------------------------------------|--------------------|
| ➤ RFP Issued                         | August 10          |
| ➤ RFP Questions (Calls & Meetings)   | August 20-24       |
| ➤ Proposals Received By              | September 14       |
| ➤ Proposal Evaluation and Meetings   | September 24-28    |
| ➤ Vendor selection made              | By October 5       |
| ➤ Work/planning commences on project | Week of October 22 |
| ➤ Target Project completion          | June 1, 2019       |

**RFP DATE: August 10, 2018**

**The Georgetown BID serves its members and manages programs in the commercial district within the geographic boundaries outlined in the map below.**



GEORGETOWNDC.COM

