



DOWNTOWN LEXINGTON

PARTNERSHIP

REQUEST FOR PROPOSALS – WEBSITE DESIGN, CMS & HOSTING

Issued by the Downtown Lexington Partnership

June 2, 2025

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SECTION 1 – GENERAL INFORMATION

1.1 Company Information

Downtown Lexington Partnership (DLP) is a 501c4 membership organization comprised of mostly organizations, plus a few individuals, uniting the private sector voice into a cohesive unit. DLP is the umbrella that holds Downtown Lexington Corporation, a separate foundation, a dormant Downtown Development Authority, and also serves as the managing agency of the Downtown Lexington Management District.

1.2 Time and Place for Submission of Proposals

One digital proposal must be submitted no later than 5:00 PM EST on July 21, 2025 to Maria Folio, Digital Branding and Communications Coordinator.

Proposals should be submitted via email to: maria@downtownlex.com

Proposals received after 5:00 PM on July 21, 2025 will not be accepted.

1.3 Evaluation Process

Proposals will be evaluated by Allen McDaniel, Executive Director and a small task force of marketing and IT executives from DLP member organizations. The group will review all proposals (and presentations) submitted and select one vendor to partner with on the project.

1.4 Request for Clarification

DLP reserves the right to request clarification from any candidate, to request additional material in order to fully evaluate the candidate, and to modify or alter any or all of the requirements in this request for proposals. In the event of a material modification, candidates will be given an opportunity to modify their proposal in the specific areas that are affected by the modification.

SECTION 2 – GENERAL TERMS AND CONDITIONS

2.1 Rights to Pertinent Materials

All proposals, responses, inquiries, and correspondence relating to the RFP and all reports, charts, displays, schedules, exhibits, and other documentation that are submitted as part of the proposal shall become the property of DLP. Proprietary information should be clearly marked.

2.2 Right to Reject Proposals

This Request for Proposals does not commit DLP to award a contract, to pay any costs incurred in the preparation of a proposal or to contract for the goods and/or services offered. DLP retains the right to reject any or all proposals, or any part of proposals, to waive minor defects or technicalities or to solicit new proposals on the same project or a project which may include portions of the originally proposed project as DLP may deem necessary in its interest. The decision of DLP shall be final.

2.3 Withdrawal of Bids

Any proposal may be withdrawn prior to the above scheduled end of the solicitation period or authorized postponement thereof.

2.4 Modification of Bids

Modifications to proposals already submitted will be allowed if submitted in writing prior to the above scheduled end of the solicitation period or authorized postponement thereof.

SECTION 3 – PROPOSAL GUIDELINES

3.1 Summary

DLP desires to find a vendor that can support the following needs: (1) website design and build, (2) recommend and provide a content management system (CMS) allowing DLP employees to manage the website and make necessary edits to content, images, and links; and (3) website hosting. The website should reflect the organization's desire to create a brand image of luxury, lifestyle, and elegance promoting website users to 'live, work, and play' downtown. The site should utilize best practices and responsive design to enhance the user experience on mobile devices. As our largest branded asset, DLP recognizes the website design may influence other digital and print collateral so that all pieces may work cohesively together.

- DLP is searching for a vendor to provide the following:
 - Access to reports, analytics, and framing required
 - Website Wireframes
 - Site map & user
 - CMS Recommendation

- Content Management System Training for up to 3 individuals
- Customer Relationship Management Integration capability
- Image Sizing Guide
- Design of dynamic website
 - Homepage
 - Contact page
 - Search functionality
 - Child pages
 - 'Play' – events page showcasing the various activities DLP supports throughout the year
 - 'Work' – a landing page that features various office spaces available for lease
 - 'Live' – a page that provides an embedded map/link showing available homes for sale and apartments/condos/townhomes for rent.
 - 'Membership' – an environment that supports the education of how businesses can become members of DLP, and the value they will receive with the membership status
- Ability to update Meta Data to enhance SEO
- Event and campaign template pages
- Hosting Recommendation
 - Security features
 - Up-time guarantees

The information set forth above may be subject to change. We reserve the right to award different components of the RFP to different vendors if necessary.

DLP is searching for a vendor that can deliver a visually stunning website while providing a stable and secure hosting environment, mitigating reputational risk tied to outages and other malicious attacks against our domain.

3.2 Deliverables

The services to be included in the proposal should include, but are not limited to responses to the following:

- Please provide a brief description of your company, including examples of other websites you have developed, built, and hosted in the past 5 years.
- Please provide a clear listing of services provided by your firm. Please distinguish between levels of services that may be available.
- Please provide a Statement of Work (SOW) including:
 - Pricing for all three areas (if applicable) for one-time, annual expenses, and licensing fees and expenses for all direct and indirect costs.

- Timeline for each stage
 - Responsibilities (DLP vs. Vendor)
 - Recommended plug-ins and 4th party vendors needed
- Please provide due diligence on hosting services including:
 - Service Level Agreements & Times
 - SOC II Reports
 - Cloudflare & other Cybersecurity Integrations
- Please describe team members who will be dedicated to the website project during the build phase
- Once the site build is completed, please describe how our site/plan would be serviced: a single point of contact, dedicated team, call center, etc.
- Right to retain and use all images and work
- Please provide three current references

3.3 Miscellaneous Inclusions

The following should be considered in your plan and pricing:

- The new site will need to allow for multiple strings of tracking code to be implemented.
- We will need the ability to make pages unsearchable designed specifically for campaign landing page.
- We are interested in the ability to enable/disable Modal Pop Ups to help promote important messages about products and/or changes.

SECTION 4 – ANTICIPATED RFP SCHEDULE

Release of the RFP	June 2, 2025
Deadline for Receipt of Proposals	July 21, 2025
Presentations	August 2025/September 2025
Follow Up Discussion with Vendors	September 2025
Final Decision	October 2025