



REQUEST FOR PROPOSAL: WEBSITE DESIGN AND BRAND REFRESH

Downtown Santa Monica, Inc. (DTSM, Inc.), a non-profit dedicated to promoting economic stability, growth, and community life within Downtown Santa Monica, is requesting proposals for a newly designed, responsive, ADA compliant website, as well as a brand refresh.

PROJECT OVERVIEW

DTSM, Inc. seeks to update its branding and website with the goal of creating a best-in-class user experience both in person and online for Downtown Santa Monica residents, visitors, and employees.

The updated branding and new website should reflect the vibrancy of Downtown Santa Monica, highlighting its appeal as a global beachside destination that is welcome to all. Our goal is for it to be visually appealing while maintaining optimal functionality.

DELIVERABLES

- Updated Brand Identity: Provide DTSM, Inc. staff with new brand kit including updated color palette, new fonts, and updated look and feel for the DTSM, Inc. brand
- Website: Responsive, easy to update, easy to use, and incorporates Updated Brand Identity

SCOPE OF WORK

Updated Brand Identity

The selected vendor will present up to three initial design concepts for the Updated Brand Identity and Website from which DTSM, Inc. staff will select one to refine. An initial meeting will be scheduled between the vendor and staff to review goals for new brand identity and review challenges with the existing assets. DTSM, Inc. is not looking for a new logo at this time.

Website

DTSM, Inc. is looking for guidance with site architecture, content strategy, SEO analysis and



overall recommendations for maximized user experience and engagement. The website CMS must allow for flexibility and give DTSM, Inc. staff full ownership of its web content. A key feature of Downtownsm.com is its business directory, which highlights all businesses in the area. The directory should be broken down by business type and feature an interactive map. Mailchimp and Google Analytics integration are required.

- The website needs to be responsive to various mobile devices and tablets.
- The website must be designed as a user-friendly platform for staff to be able to update easily.
- The website must be scalable.
- The website must be created to maximize SEO.
- The website must meet all current ADA and accessibility requirements.
- DTSM, Inc. staff must have full administrative access to the website, and have the right to customize HTML coding.
- Option(s) for ongoing maintenance must be included.

BUDGET

The budget is \$40,000. Additional budget is available for website hosting and ongoing maintenance.

PROPOSAL REQUIREMENTS

Please include samples of past and current work, a proposed timeline for the project, and estimated budget breakdown.

Proposals must be submitted to Ariana Gomez, Director of Marketing and Partnerships, at ariana@downtownsm.com no later than Friday, Apr 14, 2023 at 5 p.m.

ABOUT DTSM, INC. and Downtown Santa Monica

DTSM, Inc. manages the Property-based Business Assessment District bounded by Ocean Avenue to the west, Wilshire Boulevard to the north, Lincoln Boulevard to the east and the Santa Monica Freeway to the south. The district includes the world famous Third Street Promenade, boutique hotels with ocean views, award winning restaurants and a bevy of local shops.