



REQUEST FOR PROPOSALS WEBSITE DESIGN & DEVELOPMENT

PROPOSAL RELEASE: January 31, 2022

PROPOSAL DEADLINE: February 28, 2022

NARRATIVE

Village Capital Corporation (VCC) is a Cleveland-based Community Development Financial Institution (CDFI) that provides financing for catalytic real estate projects that strengthen and revitalize urban communities. The organization is a wholly-owned subsidiary of Cleveland Neighborhood Progress, a nationally recognized community development intermediary located in the City of Cleveland's Buckeye neighborhood. VCC is a reliable community partner that brings local expertise and financing assistance to high-profile, challenging, and impactful development projects. VCC is a leading advocate for equitable community development and racial equity in lending. VCC provides financing, technical assistance, and advising to small business owners within the real estate sector in neighborhoods across the region.

VCC finances market-rate and affordable residential, commercial, retail, industrial, and mixed-use real estate projects in Northeast Ohio. It provides acquisition, construction, and permanent loan facilities to its borrowers, which are both for-profit companies and non-profit organizations. Over its history, VCC has provided over \$100 million in loans to support almost \$1 billion total development costs for over 200 separate real estate projects. Village Capital's financing activities have helped to create and preserve over 8,100 residential units and nearly 2 million square feet of commercial space. Recent programming additions involve direct assistance to minority contractors and lending support to women of color business owners.

Throughout its existence, VCC's online presence has always been hosted on its parent company's website [clevelandnp.org] and has relied largely on its parent's branding and marketing assets. As it continues to grow and develop new and innovative programming, VCC aims to establish an independent web presence to better reach and serve its client base and partners. This new website will serve as the foundation for more assertive marketing efforts by the organization. It will host important organizational information, allow for enhanced branding opportunities, and promote a variety of VCC-led programs, services, and lending products.

From its onset, the new website must serve as an online promotional resource for VCC. Community partners, funders, and clients (active, former, and prospective) must have access to information on VCC and its offerings.

PROJECT SPECIFICATIONS:

A basic overview of the anticipated website content includes, but is not limited to:

- Home page
- About us (mission, staff, board)
- Programs, Services, Lending Products (including VCC's Access program, Contractors on the Rise program, and other lending products)
- News/Organization updates
- Resources
- Project archives
- Contact information
- Inquiry form(s)

The selected vendor will employ best practices when developing this website. VCC desires a dynamic, visually

appealing website that highlights the people and the communities it serves just as much as the programs it offers. The website should follow ADA recommendations and offer responsive design, including optimization for mobile devices. The site should be fully accessible and indexable by search engines.

VCC looks forward to working with a vendor to create this valuable marketing asset for the organization on a user-friendly platform, preferably WordPress. Once completed and launched, it is expected that website responsibilities are handed off to VCC, as staff will address updates and editing as needed. However, any proposed billing structure for future website additions and/or maintenance is welcomed.

In the future, VCC desires to provide online applications for its clients and exchange important, and oftentimes confidential, documentation via its website. VCC would like to receive your input on future growth opportunities and expansion for this asset. The site should be developed with this in mind. Website copy and website image assets will be provided by VCC.

The organization currently holds the following domain name: VillageCapitalCorporation.org

TIMELINE

January 31, 2022	RFP release
February 28, 2022	RFP deadline
March 18, 2022	Vendor selection
April – June 2022	Anticipated website build-out by the selected vendor
June 30, 2022	Anticipated website completion

BUDGET

VCC is soliciting responses from a variety of northeast Ohio-based web developers. This includes small to midsize agencies and freelance developers. We anticipate spending between \$8,000 - \$15,000 on this website development project. As noted previously, we would be willing to entertain longer term engagements that may exceed this limit.

CONTACT

VCC has engaged Civic Push Consulting to manage the release of this RFP and supervise the development of the website. For specific questions concerning this RFP, please contact Jeff Kipp:

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For any other inquiries, you may contact:

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