



Request for Proposal

Website Redesign & Development

Organization Background

The Vancouver Farmers Market (VFM) is a large vibrant market with more than 270 small businesses located in Vancouver, Washington. Our Downtown flagship market is year-round and we have additional markets in the summer at other locations. Operating since 1990, the VFM is a hallmark of Vancouver and is well known and respected in the community, welcoming over 500,000 shoppers a year. The VFM has a wide range of programming focused on food access, small business development, and inspiring the next generation of entrepreneurs and healthy eaters. The VFM is managed by 7 full-time staff and is overseen by a volunteer Board of Directors composed of both market business owners and community members.

Project Overview and Goals

The Vancouver Farmers Market is looking for an agency team or web developer to collaborate on a redesign of our website. The primary objective is to enhance VFM's online presence and create an engaging website that provides an intuitive and easy-to-use experience for market customers, vendors, and community partners. The current website can be found at vancouverfarmersmarket.com.

Goals:

- Update aesthetics to visually reflect the vibrancy and diversity of the VFM, including the utilization of provided photo, video, and written content. Implement a modern and visually appealing design that aligns with the organization's values and identity.
- Effectively organize content to make it easy for market stakeholders to access information that is relevant to them.
- Develop a user-friendly back-end to allow staff to easily edit and update website content.
- Create a dynamic platform for storytelling to attract new small businesses, customers, and community partners.
- Integrate social media and newsletter content to enhance engagement and reach.
- Integrate the organization's [Foundation](#) and [Market Box](#) websites onto the main website, with potential for an online storefront for Market Box and possibly merch sales.
- Explore and implement accessibility features to ensure the website is accessible for all community members.

Timeline and Budget

We would like to start in March of 2024 and have a completed website by June 2024. Our budget for this project is \$10,000-\$15,000, though all reasonable budget proposals will be considered. In addition to the original website project scope, we request information about any additional or ongoing fees and what level of support and maintenance the website will require.



RFP Timeline:

- RFP Sent: February 1, 2024
- Responses Due: February 22nd, 2024; end of business
- Finalists Selected & Contacted: February 29nd, 2024
- Winner Selected & Contacted: March 7th, 2024
- Project Kick-off: March 12th – March 15th, 2024
- New Website Launch Target Date: June 1st, 2024 preferred, but negotiable.

Website Audience

The Vancouver Farmers Market caters to a diverse audience, each with distinct needs. The website needs to effectively communicate to each of the following stakeholders:

Market Customers

- Customers need to be able to easily find information on:
 - market hours, dates, and parking details
 - our vendors, including our interactive market map
 - details about food access programs
 - special events at the market

Market Vendors

- The website serves as a hub of information for both current and prospective vendors by providing information on:
 - how to apply and participate in the market
 - rules, regulations, licenses, and best practices for a successful market day
 - small business resources and services

Community Partners & Sponsors

- Community partners and sponsors play a pivotal role in the success of our market and its programs. The website should facilitate engagement with organizations looking to support the market and include information on:
 - how community partners can get involved, sponsor programs, or collaborate on food access initiatives
 - outcomes of our community programs and partnerships



Website Requirements

To achieve the goals outlined in the project overview, we've identified these requirements:

- A thorough reorganization of all existing information on the website, including the integration of Market Box and Foundation websites, to improve navigation and user experience.
- Creation of a simple consistent brand style guide, requirements such as colors, fonts, and tone for website
- Optimize website for seamless mobile-friendly functionality
- Integrate a dynamic blog style section and engaging “Meet the Vendors” page to showcase vendor profiles, program features, and market stories.
- Integration of VFM newsletter and social media including [Instagram](#) and [Facebook](#). We currently use mailchimp for our newsletter and are open to other platforms
- Implement accessibility features and comply with standards such as WCAG.
- Establish reliable and secure hosting for the website.
- Outline a plan for recommended ongoing maintenance.
- Provide training for staff so they can easily update the website.

Website Examples

We like the following websites:

<https://foodwise.org> – for the organization of information and search bar function, the way the organizations many priorities are balanced, the “Our Sellers” page, the produce seasonality charts, and the “Recipes” page that is organized by season

<https://www.greencitymarket.org/who-we-are/our-vendors> - for the organization and search features of the “Our Vendors” page, as well as the “Your Impact” section on the “Help Us Grow” pages

<http://www.sfmamarkets.com/vendor-resources> – for the “Vendor Resources” page

<https://www.portlandfarmersmarket.org/community/latest-news/>– for the “Latest News” blog section and the page with expandable steps about [how to become a vendor](#)

<https://www.bellinghamfarmers.org/vendorschedule> – for the searchable and sortable vendor schedule page

Criteria for Selection

We seek an agency team or web developer who has:

- Documented experience in completing projects of a similar size and scope.
- Previous experience working with small businesses or community organizations with many diverse stakeholders.
- The ability to mobilize, undertake and provide the services requested by this RFP within the desired time frame.
- Availability to assist staff with troubleshooting after the website is complete.
- A proposal that aligns with our project budget



If you have experience working with farmers markets or small businesses please include that in your submission.

Submission Process

Please provide the following information in your submission:

- Agency/business name, email, address, website and contact details.
- Names, titles, and bios of team members working on the project.
- Examples of three brand style guides (can be from previous website design projects)
- Recommended approach to key functionality listed under website requirements
- Project budget and timeline
- Recommended budget and approach for ongoing maintenance
- Contact information for two previous client references.

Submit your proposal in PDF format to Kelsey Allan, k.allan@vancouverfarmersmarket.com, by 5:00 pm February 22nd, 2024.

All submissions and questions regarding this RFP should be directed to:

Kelsey Allan, Director of Operations

360-737-8298

k.allan@vancouverfarmersmarket.com