

The logo features the letters "BIA" inside a teal speech bubble. Below the speech bubble, the words "austin heights" are written in a lowercase, teal, sans-serif font.

austin heights

WEBSITE REDESIGN PROJECT 2025

BACKGROUND

The Austin Heights Business Improvement Association (“the AHBIA”) is seeking a vendor partner to redesign and refresh our current website at AustinHeights.ca. This will be a concept to completion project.

ABOUT THE ORGANIZATION

The Austin Heights Business Improvement Association is a not-for-profit organization representing businesses located in the Austin Heights neighbourhood of Coquitlam, BC. Officially formed in 2008, the AHBIA’s primary objective was to revitalize the commercial core - cleaning up litter and graffiti, branding the neighbourhood with colourful street banners, supporting local businesses, and bringing the community together. Now, the AHBIA aims to maintain the neighbourhood as a great place to eat, shop, live and work while promoting and supporting the small businesses in our community.

KEY AUDIENCE

The AHBIA’s primary audience consists of members and visitors to the Austin Heights community. This includes, but are not limited to, four main subsets consisting of both members (businesses operating within the Austin Heights neighbourhood) and non-members (the public):

- Visitors to the Austin Heights community that are interested in learning more about the AHBIA events and initiatives, the businesses that operate within the neighbourhood, and the neighborhood in general.
- Individuals living within the Austin Heights neighbourhood that are interested in staying connected with the community.
- Employers and employees of current and prospective Austin Heights businesses who seek to learn more about the AHBIA and get involved with community initiatives.

Our secondary audience is the general public, including residents and visitors of the Tri-Cities and Lower Mainland at large.

WEBSITE OBJECTIVES

The AHBIA website aims to provide a best-in-class user experience for visitors to learn about and access information regarding the BIA and the Austin Heights neighbourhood, our business directory, community initiatives, members, news, upcoming events, and more.

The new website should also act as a space for our members to share their news, opportunities, and upcoming events with the public, with a dedicated members area accessible via a login that is unique to their business.

The primary objectives of the new website are:

- **Improved Backend Experience** — The new website should provide an improved backend and overall editing experience for the AHBIA team when it comes to making website and directory updates, creating events, building new pages, and more.
- **Improved Business Directory** — The new website should improve upon the appearance, format, and functionality of the existing business directory.
- **Establishing an Events Calendar** — The new website should have a dedicated section for upcoming events that is separate from our blog posts, preferably in the form of a calendar.
- **Updated User Experience and Engagement** — The new website should provide an engaging user experience across all platforms (desktop, mobile and tablet) consistent with modern website expectations that keeps visitors returning to the site to find information. The website should be visually appealing; consistent in its design; and easy to navigate. Each page/section should have a common look and feel.

WEBSITE CAPABILITIES & REQUIREMENTS

- **Ease of Customization** — The AHBIA team requires the ability to customize the website, including, but not necessarily limited to, new webpages and blog posts, menu changes, header graphic changes (if applicable), header and footer changes, sidebar widgets (if applicable), etc. As a result, this new website should be built upon an easy-to-use system such as WordPress or other similar alternatives, with preference to drag and drop builders.
- **Browser Compatibility** — The new website should be compatible with all current and supported versions of Chrome, Edge, Firefox, and Safari.
- **Tracking** — The new website should be set up for Google Analytics.
- **Responsive Design** — The new website must be responsive on all devices including desktop, tablet, and mobile. The experience should also be enjoyable on all devices.
- **E-Commerce Capabilities** — The new website must have e-commerce capabilities (i.e., booking/paying for vendor booths at events)

- **Improved Business Directory** — The new website should feature one main business directory (with entries from the previous three directories amalgamated) with categories and filtering functionalities. This new directory should also be visually appealing, ideally with the inclusion and of images and logos, and provide different viewing formats (e.g., grid, list, map, etc.) for visitors to choose between.
- **Events Calendar** — The new website should include a dedicated events calendar (preferably with both a calendar and grid overview).
- **Blog** — The new website should include a blog, with the option to include a preview feed of a few of the latest posts (under certain categories) on the homepage.
- **Campaign Management** — The new website should allow the AHBIA team to pre-edit and schedule updates for existing live webpages.

WEBSITE DESIRED FUNCTIONS

Homepage Features:

- **Slider Feature** — Include a slider to feature events, programs, and initiatives as needed, with different text and button overlay options.
- **Announcements, News & Updates** — Include recent announcements, news, and updates from the AHBIA by displaying recent blog posts.
- **Member Features & New Member Announcements** — Create a dedicated section on the new homepage for member spotlights (e.g., to feature a business of the month member) and for new member announcements.
- **Upcoming Events** — Display a list of upcoming events that are visible only when upcoming events are planned.
- **Fixed Section for AHBIA Partners**— Include a fixed section at the bottom of the homepage to highlight AHBIA partners.

Dedicated Members Area:

- **Member Updates** — Create an area where members can update their directory listings and post job opportunities, updates, and upcoming events.
- **New Member Signup** — Include an option to sign up to become a member, and perhaps a BIA boundary map to determine whether the business falls within the BIA's border.
- **Prospective Business Area** — Include a prospective business area with resources for business owners looking to do business in Austin Heights including commercial listings, member resources/info, member benefits, neighbourhood plan, City of Coquitlam resource links to starting a business, etc.

Additional Pages:

- **Job Board** — Create a public-facing job board that the AHBIA can use to post job opportunities presented by members.
- **Dedicated Page for AHBIA Partners** — Create a dedicated page to feature AHBIA partnerships.
- **How to Get Here Page** — As Coquitlam’s original walkable neighbourhood, the current AHBIA website is missing a page with instructions/ways for visitors to get here. This may be something to include in the new website.

Additional Functions:

- **Website Search Box** — Include a search function that enables visitors to easily search through the entire site. The search box should be prominent and clearly distinguished from the rest of the user interface. The search results should display in order of relevance rather than date, with hidden advanced options for page categories, filters, exact matching, etc.
- **Social Media Feed Integration** — Having the ability to easily integrate AHBIA’s social media feeds onto the website including, but not limited to, Instagram.
- **Updated Footer** — Update the existing footer to improve navigation and visual appearance (e.g., include the AHBIA logo, add in social media links, update the existing pages included to pages such as the about page, blog, main directory page, to sign up for email updates, etc.).
- **Integrated Photo Gallery and Video Section** — The AHBIA would like a section of the website dedicated to featuring our photo albums and videos of past events and initiatives. Videos should be embedded from our existing YouTube channel.

Overall, this new website should provide visitors with a welcoming experience that allows for easy access to information about the BIA and the neighbourhood, our business directory, upcoming events, news, and initiatives. The appearance of the website should also be consistent with AHBIA branding, including colours, fonts, and logos.

Please note that all written content will be supplied by the AHBIA in the form of newly written content or previously written content to be transferred from the old website.

ONGOING MAINTENANCE

The AHBIA would like to secure ongoing website maintenance from the web developer, including but not limited to plugin updates, bug fixes, website backups and general guidance as required.

BUDGET

Our budget for this project is **\$12,000**. All proposals that are reasonable within this range will be considered and weighed based on their merits.

PROPOSAL REQUIREMENTS & OTHER INFORMATION

We are looking for a web developer/designer that is:

- **Technically Proficient** — Having the ability to understand all the various components involved and make recommendations.
- **Proactive** — Understanding of our needs, and makes recommendations based on their experience with web tech.
- **Communicative** — Keeping us in the loop as the project moves through phases and understanding what will happen-when; communication is key.
- **Customer Service Oriented** — Having ongoing healthy relationships with several existing clients; we want to make sure we're taken care of.
- **Experienced** — Having had multiple, successful website builds under their belt, with experience working with not-for-profits or business organizations an asset.

Please include the following in your proposal response:

- Overview of how you will meet our objectives
- Explanation of your proposed platform
- Outline of your website design and strategy
- Proposed website timeline from kickoff to launch
- Recent design & development examples
- Post-project management details
- References
- Any key differentiators about you
- Pricing
- Terms & Conditions

RFP TIMELINE

The timeline for responses and awarded contract are as follows:

- RFP Open to Submissions: Feb 12th, 2025
- Responses Due: Feb 27th, 2025
- Evaluation of Responses and Selection: Feb 28th & March 3rd
- Planned Contract Award Date: March 7th, 2025

The goal for project completion is June 6th, 2025

CONTACT INFORMATION

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