



# REQUEST FOR PROPOSALS (RFP)

Website Redesign & Development

Littleton Downtown Development Authority (LDDA)

## 1. Introduction

The [Littleton Downtown Development Authority](#) (LDDA) is seeking proposals from qualified firms to redesign and develop a new website for Downtown Littleton.

The current website has served as a foundational tool, and LDDA is now seeking a website to actively support downtown visitation experience and economic activity by reducing friction from discovery to arrival, strengthening district identity, and better serve downtown businesses and stakeholders through a more dynamic, user friendly platform.

LDDA intends to select a vendor that can provide professional website design, development, and ongoing hosting support aligned with the needs outlined in this RFP.

## 2. About Littleton DDA

LDDA supports the vitality, economic health, and experience of Downtown Littleton. The district includes a mix of locally owned businesses, restaurants, cultural attractions, and community gathering spaces. The website should reflect Downtown Littleton as both:

- A destination with things to do and places to explore
- A business district with resources and support for the business community

## 3. Project Goals

The purpose of this project is to:

- Improve the experience for visitors exploring Downtown Littleton
- Clearly showcase businesses, events, and activities in the district
- Clearly present parking options and navigation information to support visitor arrival and movement throughout Downtown

- Offer a clear and organized section for business resources, resident resources, major project hubs, etc.
- Ensure LDDA staff can maintain, update, and manage the site without technical expertise
- Accessibility compliance

## 4. Target Audiences

The website should serve:

- Visitors and tourists
- Local residents
- Downtown business owners
- Property owners and stakeholders

## 5. Scope of Work

This project includes design, development, implementation, and training. LDDA expects the selected vendor to lead the website's visual design and user experience in addition to technical build.

### A. Website Design & User Experience

LDDA has existing brand guidelines and access to photography and video assets; however, LDDA does not have in-house design staff to create website layouts or digital design systems.

The vendor shall:

- Translate LDDA's brand into a cohesive digital design
- Develop the visual look and feel of the website
- Create page layouts and user interface design
- Ensure the design supports clear navigation and usability
- Recommend structure and layout based on user experience best practices

### B. Business Directory

- Searchable and filterable directory
  - 'Open now' or 'Great for...' ( kids friendly, date night, quick bite) filtering
- Categories (dining, retail, services, etc.)
- Each business is tied to a map location
- Staff-editable listings
- Featured business rotation

## C. Interactive Map(s)

- Map showing businesses, parking, and points of interest
  - Where to park *by activity* (coffee vs dinner vs events)
  - Walking distances between clusters
  - Accessibility notes (ADA parking, curb cuts, benches)
- Easy-to-use interface
- Easy to update and modify

## D. Event Calendar

- Public submission form
- Approval workflow
- Recurring event capability
- Seasonal landing pages (Summer in Downtown, Holidays, etc.)
- Past events should remain searchable and indexed for SEO
  - A clear label: "This event has passed."
  - A callout like: "This event returns annually. Sign up to be notified."

## E. Visitor-Focused Content

- "Things to Do" or similar sections
- Highlighted experiences or guides
- Strong visual storytelling
- Feedback and survey tools / integration

## F. Business Resources Section

- Area for documents and forms
- Updates and announcements
- Catalogue of all board meeting agendas and minutes

## G. Email & Marketing Integration

- Newsletter sign-up functionality
- Integration with LDDA's email platform
- Integration with LDDA's social media platforms

- Not required/optional: CRM functionality to easily track businesses within the district's directory

## H. Content Management System (CMS)

Must be simple for non-technical staff to use. Staff must be able to update pages, businesses, events, and documents.

- Data & Insights
  - Analytics must be integrated into the new website platform
  - Staff must be able to pull data, insights and reports for board use and reporting including:
    - Event clicks, map usage, directory clicks, email sign up

## I. Accessibility & Technical

- Mobile-friendly design
- Standard accessibility practices
- Search engine-friendly structure
- Secure hosting environment

## J. Content Migration

Vendor shall outline an approach for transferring existing website content into the new site.

## K. Training

Training for LDDA staff on how to manage the website.

## 6. Budget

- Website design and build: Up to \$25,000
- Annual hosting and maintenance: Approximately \$5,500
- Proposals must clearly separate one-time and annual costs.

## 7. Ongoing Hosting & Support

Proposals must describe:

- Hosting environment

- Backup and security practices
- Technical support availability
- Software updates and maintenance

## 8. Ownership

LDDA shall retain ownership of all website content, data, and design assets created under this contract. Vendors must describe how LDDA can access and export its data if services are discontinued.

## 9. Selection Process

Proposals will be evaluated by a selection committee comprised of Littleton DDA staff and Board Members. Firms will be assessed based on evaluation criteria, relevant experience, demonstrated results, and team qualifications.

## 10. Evaluation Criteria

- Relevant experience
- Visitor experience approach
- Staff usability
- Functional capabilities
- Design quality
- Cost
- Timeline

## 11. Proposal Requirements

Interested firms should submit a proposal that includes:

1. Company background
2. Experience with similar projects
3. Website design examples
4. Description of approach
5. CMS overview
6. Timeline

7. Cost breakdown
8. Hosting/support description
9. Example case studies demonstrating similar website projects
10. At least three professional references

## 12. Project Timeline

- RFP released: March 2, 2026
- Deadline for questions: March 9, 2026
- Deadline to submit: 5pm MST on March 16, 2026
- Hold for interviews: March 23-31, 2026
- Contract negotiations: through April 10, 2026
- Notification of award: April 16, 2026
- LDDA's goal is to launch within 4-6 months of the contract being awarded

## 13. Submission Instructions

To submit a proposal, please send an electronic copy of proposal to [info@downtownlittleton.org](mailto:info@downtownlittleton.org)

## 14. General Conditions

LDDA reserves the right to reject any or all proposals, request additional information, or modify the scope prior to contract award.