



**KAILUA VILLAGE BUSINESS
IMPROVEMENT DISTRICT**
75-5751 Kuakini Hwy #202
Kailua-Kona, Hawai'i 96740

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Request for Proposals – Website Upgrades

Scope of Services

The Kailua Village Business Improvement District (KVBID) seeks proposals to improve its website (kvbid.org) as part of our mission to promote Historic Kailua Village as a model sustainable community that is a better place to live, work, play and invest. The new KVBID website will create a user-friendly and informative interface that is easy for non-technical administrators to update and manage content and photos. Branding standards developed for the District must be considered for all design elements. Constant Contact is presently used for database/communications distribution.

Functionality/Scope

1. Graphic re-design
2. Options for adding revenue opportunities through advertising
3. Online sales of District logo items
4. Interactive event calendar with administrative controls
5. Links to designated sites
6. Links to existing District web cams
7. Social applications
8. Interactive Google maps featuring restaurants, shops, points of interest and parking
9. Options for merchant web page templates
10. Feature page for coupons/special offers (interactive with administrative controls)
11. Method to add future brochure(s) content
12. Database opt-in

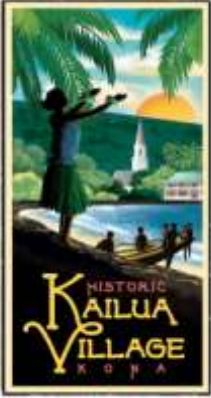
Content

1. Update all content on current site
2. Add photos and content of events, cultural and scenic points of interest
3. Create cultural and historic positioning content for Historic Kailua Village
4. Quarterly content review/update

Your response should outline the following. No actual work product is required as part of this RFP.

- a) Professional qualifications, related work experience and references,
- b) Sample sites you have developed, and
- b) Fee for scope of services.

Proposals are due in on or before February 15, 2010. Deliver to Debbie Baker, Kailua Village BID, 75-5751 Kuakini Hwy #202, Kailua-Kona HI 96740 (808-326-7820), electronically at kailuavillage@gmail.com.



Contractor to provide all equipment and materials necessary for the completion of services as needed. Contractor will be in compliance with all labor and employment laws and provide Workers Compensation Insurance in compliance with statutory minimums. General liability insurance will also be required. The Contractor herein is an independent contractor and KVBID shall not provide liability insurance, Workers Compensation insurance or Unemployment insurance on Contractor's behalf. Contractor shall not act as an agent for KVBID nor shall it be deemed to be an employee of KVBID for any purpose whatsoever. Contractor shall not enter into any agreement or incur any obligations on behalf of KVBID.