



## **REQUEST FOR PROPOSAL CONTENT MANAGEMENT SYSTEM & MOBILE-RESPONSIVE WEBSITE DESIGN**

**Issued by:** Downtown El Cajon Business Partners, Inc. (DECBP)  
**Contact:** Christopher Gomez  
Brand Communications & Public Affairs Manager  
chris@newcityamerica.com or 619-454-1596

**Issue Date:** Wednesday, June 25, 2025

**Proposal Due:** Wednesday, July 16, 2025 by 5:00pm

### **I. INTRODUCTION**

Downtown El Cajon Business Partners, Inc. (DECBP) is a nonprofit Property Business Improvement District (PBID) dedicated to revitalizing Downtown El Cajon through investments in events, beautification, and community engagement. Funded by self-imposed property assessments, DECBP enhances public spaces, supports local businesses, and promotes a thriving downtown experience.

DECBP seeks proposals from qualified vendors to design and develop a mobile-responsive website built on an intuitive content management system (CMS). The new site will highlight Downtown El Cajon businesses, events, public amenities, and provide public access to DECBP documents, meeting packets, and minutes.

### **II. OVERVIEW**

Respondents must have demonstrated experience in CMS-driven, mobile-responsive website development, with a focus on public-facing sites for downtown districts, retail centers, or neighborhood organizations. Proposals should detail relevant experience, technical approach, and examples of similar work.

### **III. SCOPE OF WORK**

The selected vendor will:

1. Collaborate with DECBP staff to design a user-friendly, fully responsive website
2. Deliver a BETA site for staff and Task Force review prior to launch
3. Include a dynamic Home page with rotating video/images and at least three alternate layout templates
4. Ensure full mobile compatibility without page-specific edits
5. Build on a scalable CMS that staff can update independently

#### **DOWNTOWN EL CAJON BUSINESS PARTNERS, INC.**

200 Civic Center Way • El Cajon, CA 92020  
619-334-3000 • info@downtownelcajon.com • downtownelcajon.com  
Facebook, Instagram, TikTok, X: @dtelcajon • #downtownelcajon

6. Optimize the site for SEO
7. Incorporate a business directory and interactive event calendar
8. Allow public event submissions (pending staff approval)
9. Demonstrate experience with place-based website design and assessment districts or DMOs
10. Include an interactive digital map as a key feature
11. Support public document access in compliance with the California Brown Act
12. Serve dual audiences: general public and DECBP members—without login requirements

#### IV. BUDGET & TERM

- **Budget Range:** \$7,500-\$10,000
- **Negotiation:** Final cost may be adjusted based on vendor experience and proposed scope
- **Ownership:** DECBP retains full ownership and rights to the site and its source code
- **Projected Start Date:** Immediately following vendor selection

#### V. PROPOSAL REQUIREMENTS

Please submit a clear and comprehensive proposal including the following sections:

##### 1. Cover Letter

- Signed by an authorized representative
- Include a primary contact person

##### 2. Qualifications & Experience

- Summary of qualifications and relevant project history
- Links/screenshots of sample work
- Project timeline
- Cost breakdown (by hours, tools, features, and any ongoing fees)
- Bios of team members assigned to the project
- Three (3) professional references

##### 3. Approach

- Description of your proposed strategy and timeline for design, development, and launch

#### VI. SUBMISSION INSTRUCTIONS

**Deadline:** Wednesday, July 16, 2025 by 5:00pm

**Submission Format:** Electronic submission only

**Submit to:**

**chris@newcityamerica.com**

Please confirm receipt with a follow-up call to **Chris Gomez at 619-454-1596**.

**Subject Line:** *DECBP Website RFP*

**Addressed to:**

Paris Landen, DI&P Chair  
c/o Downtown El Cajon Business Partners, Inc.  
200 Civic Center Way  
El Cajon, CA 92020

**VII. ADDITIONAL PROVISIONS**

- DECBP is not responsible for any costs associated with the preparation or submission of proposals
- DECBP reserves the right to reject any or all proposals and to select the vendor deemed most beneficial
- All contracts will adhere to applicable federal, state, and local laws
- DECBP is an Equal Opportunity Employer; minority, veteran, and women-owned businesses are encouraged to apply
- While local vendors are preferred, all qualified proposals will be considered

**VIII. CONTRACTOR REPRESENTATIONS**

By submitting a proposal, the vendor affirms that:

1. They have read and understand the RFP and all attachments
2. They have reviewed the project scope and visited the current site as needed to assess local conditions affecting cost and performance

**IX. AWARD OF CONTRACT**

The contract is expected to be awarded by **Wednesday, July 30, 2025**, with work beginning **Friday, August 1, 2025**.