# Upham's Corner Main Street

## Website Design Request for Proposal (RFP)

## SUMMARY

Upham's Corner Main Street (UCMS) is accepting proposals from qualified vendors to design, develop, and host a new organizational website. This project will encompass concept development through full production and launch.

Proposals are due by Midnight, Monday, March 15, 2026  and must be submitted electronically via email to **director@uphamscorner.org**. Please include **"Website Proposal"** in the subject line.

## PURPOSE

The UCMS website will reflect our role in the Upham's Corner community as a promoter and supporter of local businesses and organizations. The website will highlight ongoing workshops, district directories, commercial and residential development projects, and fundraising efforts.

UCMS will assume full responsibility for website content, maintenance, and administration following launch. All content, code, and graphics produced as part of this project will become the sole property of UCMS.

## GOALS

1. Promote Upham's Corner as a great place to set down roots, purchase a home, and grow a business
2. Promote strong community leadership and local cultural initiatives
3. Clearly express the vibrancy and history of Upham's Corner through images and content

4. Provide a map for visitors to the district highlighting local restaurants and businesses
5. Serve as a resource for stakeholders to access new development proposals
6. Distinguish the UCMS website as a trusted resource for anyone seeking information about the district
7. Promote UCMS's mission as an organization dedicated to economic development and small business support
8. Be visually appealing and accessible to diverse audiences
9. Ensure an intuitive, clean interface that functions seamlessly across all platforms and devices

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# SPECIFIC STRATEGIES

## 1. Increase awareness of UCMS's mission and services among key audiences

- Residents can explore local businesses and learn about UCMS workshops and community projects
- Existing businesses and property owners can learn about UCMS programs and services that support growth
- Volunteers can learn about opportunities to assist with UCMS-led events
- Visitors can locate district businesses and link directly to their websites
- UCMS can receive donations on behalf of local initiatives and capital projects
- Optional bilingual or automatic translation functionality to serve the district's multi-ethnic community and its visitors

## 2. Promote involvement in UCMS programs

- Existing businesses can register for workshops
- Volunteers can sign up for events
- Visitors can subscribe to email alerts and newsletters

## 3. Attract new businesses to the district

- Prospective businesses can access a comprehensive list of current commercial and residential development projects
- Prospective businesses can easily contact UCMS for additional information

## 4. Present information and resources in an easy-to-navigate format

- Content organized to allow quick access to key topics, community news, and small business resources
- Use of relevant images, links, and clear, readable copy

## 5. Tell our story through compelling visuals and concise messaging

- Promote UCMS initiatives and community functions
- Highlight the value of tools and resources offered
- Share success stories of small business owners and their relationships with UCMS

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# AUDIENCE

The website will serve a diverse and multilingual audience and must balance multiple messages while promoting a vibrant Main Street experience:

- Upham's Corner residents
- Existing businesses
- Property owners
- Prospective new businesses
- Visitors
- Developers
- Event attendees (current and prospective)
- Volunteers (current and prospective)
- Vendors (current and prospective)
- Sponsors (current and prospective)
- Grant officials (current and prospective)

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# SCOPE OF WORK

This project includes a complete redesign of the UCMS website. UCMS will provide all site copy and still or video imagery. The selected vendor will be responsible for overall visual design, page templates, site architecture, interface design, and production.

The website must include a content management system that enables UCMS staff to update content and modify site design elements independently after launch.

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# DEVELOPMENT GUIDELINES

The website must meet the following criteria:

1. **Easy to Update:** A CMS that allows non-technical staff to update content, images, and pages
2. **Visually Appealing:** A flexible mix of text and graphics that can be updated in-house

3. **Consistent Design:** A unified look and feel across all site sections, including fonts, layouts, and imagery
4. **Easy Navigation:** Logical organization and intuitive user experience
5. **Mobile Responsiveness:** Responsive design optimized for mobile phones and tablets
6. **Software & Licensing:** All required software and licenses necessary for internal site maintenance
7. **Search Capabilities:** Keyword-based site-wide search functionality
8. **Analytics & Tracking:** Tools to measure visitor behavior and site performance, including traffic trends, page views, and engagement metrics
9. **Project Management:** A dedicated project manager to coordinate with UCMS staff and present design and development milestones

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# CONTENT OVERVIEW

The following sections are anticipated components of the website. UCMS welcomes vendor recommendations for improved organization and structure.

Examples of peer Main Street websites include:

- Brighton Main Streets – https://brightonmainstreets.org/
- Fields Corner Main Street – https://www.fieldscorner.org/
- Greater Ashmont Main Street – http://greaterashmont.org/
- Greater Grove Hall Main Street – http://www.greatergrovehall.org/
- JP Centre/South Main Streets – https://jpcentresouth.com/
- Mattapan Square Main Street – https://mattapansqmainstreets.org/
- Roslindale Village Main Street – https://www.roslindale.net/
- West Roxbury Main Street – https://www.wrms.org/

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# CANDIDATE QUALIFICATIONS

The successful candidate will demonstrate experience, creativity, and technical proficiency in website design and development. Proposals should reflect a thoughtful approach to project strategy, cost-efficient solutions, CMS usability, and future enhancements as budget allows.

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# PROPOSAL REQUIREMENTS

1. **Website Design and Development Examples:** Describe three comparable projects, including URLs, project scope, timeline, and budget
2. **Proposed Solution:** Outline your approach, features, benefits, and unique aspects of your proposal
3. **Content Management System:** Describe the proposed CMS and any required plugins
4. **Budget:** Provide a detailed budget including design, development, software, revisions, and training
5. **Timeline:** Proposed schedule from discovery through launch
6. **References:** Contact information for three client references
7. **Sample Contract:** A sample agreement outlining terms and conditions

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# EVALUATION CRITERIA

Proposals will be evaluated based on:

- Relevant experience and expertise
- Visual design and aesthetic quality
- Technical and development capabilities
- Quality and clarity of proposal recommendations
- Budget realism and value
- Timeline feasibility
- Service quality, enthusiasm, and organizational fit

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# ABOUT UPHAM'S CORNER MAIN STREET

## Mission

Upham's Corner Main Street (UCMS) is a 501(c)(3) nonprofit organization, nationally accredited by the National Main Street Program since 1996. Operating under the National Trust for Historic Preservation's Main Street Approach, UCMS works to improve quality of life in the Upham's Corner business district by helping neighborhood businesses thrive.

## Who We Are

UCMS is governed by a volunteer Board of Directors and supported by project-based committees, an Executive Director, and part-time staff and interns. The organization relies on strong volunteer

engagement and collaborative partnerships to strengthen economic vitality, physical appearance, and local character.

As a leading program within the Boston Main Streets network, UCMS has a proven track record of innovative planning and implementation. Upham's Corner is recognized as a neighborhood destination, and the City of Boston has identified the district as the city's first Arts and Innovation District.

## History

UCMS was founded in 1995 by neighborhood residents, merchants, and civic leaders committed to revitalizing the Upham's Corner business district. The organization continues to focus on job creation, balanced retail growth, and meeting the needs of local residents.