

# **West LA Chamber of Commerce**

## **New Web Site ~ Request For Proposal (RFP)**

### **Introduction:**

The West LA Chamber of Commerce's mission is to provide leadership and representation on community issues, offer strong lines of communication between business and government, inform and advocate on legislative issues affecting community business interests, encourage participation in educational, cultural, and artistic activities, promote member and community businesses, increase profitability and opportunities through education and business enhancement programs.

The West LA Chamber's existing web site is [www.westlachamber.org](http://www.westlachamber.org). Users of the web site are Chamber members, potential Chamber members and others seeking information about our members and the West LA community in general. The users of the web site range from absolute beginners to experts in the technology industry. Our goal is to provide a useful and pleasant experience for everyone visiting our web site while targeting the novice to average web user.

### **Objectives:**

- Replace existing web site with a new web site so that specific features work effectively for Chamber business and members.
- Use standard methods and tools of web site design in order to minimize problems created by sole-source services and software.
- Create a site that allows the Chamber maximum control over its content and is not tied to a sole-source for future support, maintenance, and upgrades.

### **Criteria:**

- Effective use of space to display content
- User friendly (and logical when possible) site navigation, including search and site map
- All site features functional
- Web based maintenance for Chamber staff to keep events, news, etc. up to date without the need of extensive training
- Not browser specific
- Functional over dial-up connections

### **Feature List:**

- Rework front page to allow for better content layout
- Implement a functional calendar that is easy to update, auto-expire events, Chamber events, Community events, scripts to display events & lists of events on other pages
- Community Calendar / Promotions
- Create an Events page to list and highlight events
- Create a News page for general Chamber announcements and information (in addition to front page)
- Create Archives of previous news and announcements
- Create a searchable member directory (not downloadable & difficult for bots) must be able to batch update, web links (paid option)
- About page
- Create a general Committee's page and subsequent dedicated committee pages as needed
- Chamber Team page
- Member Benefits page and subsequent dedicated Benefit pages as needed
- Relocation information page with request form - send via email and save in database
- Join On-line: On-line new member application form with option to pay online - send via email and save in

database

(Form on a dedicated page or part of About page or Membership page or other page, based on layout)

- Capable of accepting reservations - send via email (to list if wanted) and save in database
- Speakers Bureau Directory
- Subscription page for members to Subscribe/Unsubscribe for various email lists
- Ability to create, save and manage surveys; Display results, including archives
- FTP Space
- Remote update capability
- Space for ads, banners, links, etc. (and the management tools)
- Capable of accepting reservations with payment (multiple reservations at once)  
(?work with shopping cart software?)
- Capable of accepting payment online
- Full Shopping Cart for online orders  
selling books, reports, labels, membership, sponsorship, etc...
- Upgrades as needed

**Site should be designed with the ability to add features. Some future possibilities are:**

- Made to work with Chamber Management Software (To-Be-Determined)
- Member only area
- Private Portal - to include:
  - meeting space status (not everything is on the calendar);
  - Information available to Committees and not the public or rest of membership

**Price Details for:**

- Design, Development & Implementation, Recurring Charges, Maintenance

**Submitting your Proposal:**

- Deadline for submitting your proposal is August 4, 2003
- Send all questions and proposals via email to [wlaccug@systemsby.com](mailto:wlaccug@systemsby.com)
- If you require assistance by phone, please call Yvonne or David at 310-839-6280
- An electronic copy of this RFP is available at [www.westlachamber.org](http://www.westlachamber.org)