

# RISE Solicitation

August 17, 2021

**Topic: Website Development and Marketing**

**Responses due by: 12:00pm EDT, Sept. 3, 2021**

**Proposals shall be submitted by email to [barbarawalker@riseresilience.org](mailto:barbarawalker@riseresilience.org)**

[RISE](#) is a 501(c)(3) non-profit organization looking to procure Website Development and Marketing services.

## **Background:**

RISE supports the development of a new industry cluster around resilience in the Hampton Roads region. RISE's goal is to advance the region's position as a resilience innovation hub for entrepreneurs with new resilience-building technologies, products and services to test, validate, demonstrate and build into viable businesses.

RISE achieves this by:

- Surfacing resilience challenges faced by key stakeholders operating in coastal environments
- Conducting challenges to source innovative solutions to the resilience challenges identified by stakeholders
- Brokering access to the Hampton Roads living laboratory for innovators looking to test, validate and demonstrate their resilience products and services
- Accelerating the growth of businesses offering innovative solutions to coastal resilience challenges by providing access to funding, business mentorship and other resources

Since 2018 RISE has completed four Coastal Community Resilience Challenges resulting in more than 20 small businesses piloting solutions in Hampton Roads. Our 2021 Challenge was the most popular to date, attracting nearly 100 applications and resulting in 6 finalists. For an overview of our Challenges and Solution Builders, please visit: <https://riseresilience.org/past-challenges/>

RISE is planning to launch the RISE 2022 Coastal Resilience Challenge in October 2021.

## **Scope of Work**

RISE is looking for the following services:

### **Website Development and Design:**

1. Enhancement/re-design of RISE's current website [riseresilience.org](http://riseresilience.org) while (preferably) maintaining the current domain and continuing to use WordPress. The primary goals of the re-design are to:

- Provide content and information for our primary audiences, including interactive graphics and photography, video, and modern design that is optimized for mobile
  - Provide better UX for defined audience segments
  - Promote the upcoming 2022 Challenge
  - Provide supporting documentation/information for Challenge applicants
  - Install website analytics to enable visitor tracking
2. Provide training to the RISE staff to manage the website content.
  3. The ability to provide website analytics and visitor tracking.
  4. Development of a native blog page and training for the RISE staff on updates and maintenance of content.

**Marketing and Media needs:**

1. Design custom flyers for the 2021 Challenge and its multiple topic areas.
2. Create an overview brochure about RISE, its programs and achievement.
3. Capture or procure professional photos for website and marketing collateral of the Hampton Roads region and other relevant images relevant to RISE's mission, programs and achievements.
4. Provide guidance and support surrounding social media and digital strategies.

**Submission:**

If you are interested in bidding, please provide your best itemized cost estimate (hourly rates) for the above tasking and portfolio samples. Please indicate any tasks you are unable to complete.

The federal funds used for this procurement will require that the awardee **must** have a DUNS number **and** be registered on sam.gov. Respondents should indicate if they have the DUNS number and sam.gov registration, or if they intend to obtain them. Either case will allow their response to be considered.

Proposals with cost estimates should be e-mailed on company letterhead and e-mailed to Barbara Walker, [barbarawalker@riseresilience.org](mailto:barbarawalker@riseresilience.org) with the subject line "Website Development and Marketing Services" Re-design cost estimate". Please email with any questions or concerns.

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**About RISE:**

RISE is a 501c3 non-profit organization dedicated to helping solve some of the most pressing resilience problems facing today's coastal communities. RISE's mission is to catalyze innovation and growth around creative solutions in the areas of sea-level rise, recurrent flooding and economic resilience. By engaging and connecting thought leaders, conducting Challenge prizes and investing in the

most promising solutions, RISE seeks to position Hampton Roads as a leader in the effort to build more resilient communities. For more information, visit [riseresilience.org](http://riseresilience.org).