

REQUEST FOR PROPOSAL

RFP Name: Website Design

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Proposal Submission Due Date: extended to April 16, 2025

Purpose: Central Michigan University Research Corporation (CMURC) is seeking proposals from qualified vendors to streamline its digital ecosystem. The selected vendor will redesign www.cmurc.com, enhance its technical infrastructure, and support the connectivity of www.workgreatlakesbay.com and www.shopgreatlakesbay.com, with the overarching goal of delivering a seamless, scalable, and engaging experience for customers, startups, investors, and corporate partners.

Goals: This initiative supports CMURC's long-term vision to serve as a hub for entrepreneurial support, capital access, corporate innovation, and coworking.

- **Enhanced Brand Appeal:** Align visual design and messaging with CMURC's refreshed brand identity.
- **Optimized User Experience:** Improve clarity, navigation, and responsiveness across all user types and devices.
- **Increased Performance & Conversion Rates:** Drive higher engagement and lead generation through performance enhancements and digital strategy.

Scope of Work:

Phase 1: Website Enhancements (www.cmurc.com)

Align website structure to sitemap that will be provided.

Deliverables:

- Fully responsive, mobile-first design
- Updated UX/UI with ADA compliance
- Streamlined navigation optimized for:
 - Entrepreneurs/startups
 - Investors
 - Corporate partners
- Implementation of CMURC's updated brand style guide (will be provided)
- Domain management and technical SEO strategy

Phase 2: Community Portal Development

Build a secure, dynamic platform that integrates internal tools and encourages community engagement.

Deliverables:

- CRM integration with **Salesforce** for lead and member management
- Scheduling integration with **Pickspace.com**
- Workflow automation via **Zapier**
- “**Book Now**” functionality for coworking reservations (API-based or embedded system)
- Secure **Community Member Portal** with user profiles including:
 - Skill set tagging
 - Connection or matchmaking features
 - Internal messaging or contact tools

Phase 3: ShopGreatLakesBay.com Platform Refinement

Enhance the pilot version of the www.shopgreatlakesbay.com platform to become a scalable, automated multivendor e-commerce site supporting regional entrepreneurs.

Deliverables:

- Assess and optimize current technology stack (e.g., Shopify multivendor plugin, ShipTurtle alternatives)
- Enable automation for:
 - Vendor onboarding
 - Product uploads and approvals
 - Order management and fulfillment
- Payment gateway integration

Proposal Submission Requirements:

All responses to this RFP must be submitted via email to cmurc@cmurc.com by **April 10, 2025**.

Vendors must provide:

1. **Company Information:** Name, contact details, and primary point of contact.
2. **Scope of Work for Each Phase:** Key deliverables and implementation timeline.
3. **Budget & Cost Breakdown for Each Phase:** Estimated pricing for development, implementation, and maintenance.
4. **Portfolio & Case Studies:** Examples of previous work relevant to digital strategy, branding, and e-commerce.

CMURC reserves the right to:

- Negotiate all elements of submitted proposals before finalizing a contract.
- Reject any and/or all proposals based on evaluation criteria.
- Not be responsible for any costs associated with proposal preparation.
- Maintain all Intellectual Property shared and developed.



Timeline:

- **RFP Released:** April 3, 2025
- **Proposal Due Date:** April 10, 2025
- **Vendor Selection & Contract Finalization:** April 18, 2025
- **Project Planning Completion Deadline:** June 30, 2025

Final Considerations: This RFP presents a unique opportunity to work with CMURC in building a state-of-the-art digital presence that supports entrepreneurs, investors, corporate partners, and coworking communities. We are seeking a vendor with deep expertise in digital strategy, automation, UX/UI design, and entrepreneurial ecosystems. If you have innovative ideas to enhance our vision, we encourage you to submit a proposal.