Central District Community Preservation & Development Authority (CDCPDA)

Request for Proposals

Website Redesign, Content Audit & Usability Update

Organization	Central District Community Preservation & Development Authority (CDCPDA)
Website	centraldistrictcpda.org
Current Platform	WordPress (Elementor + Slider Revolution)
Project Type	Website redesign, content audit, and usability improvements
Proposals Due	December 18, 2026
Project Start	February 2027
Target Completion	May 2027
Contact	Tatjana Schipper, tschipper@cdcpda.org
Budget Range	To be determined based on proposals received

1. About the CDCPDA

The Central District Community Preservation & Development Authority (CDCPDA) is a state-chartered public organization dedicated to preserving and enhancing Seattle's historic Central District. Established in 2019 by the Washington State Legislature, the CDCPDA owns and stewards the McKinney Center for Community & Economic Development at 2120 S Jackson St, Seattle — a historic community hub originally built during the Civil Rights era as the Seattle Opportunities Industrialization Center (SOIC).

The CDCPDA's work spans community economic development, cultural preservation, tenant stewardship, event programming, and public engagement. Our website serves as the primary digital front door for donors, tenants, community partners, media, and the general public.

2. Project Overview

The CDCPDA is seeking proposals from qualified vendors to redesign and update our current website at centraldistrictcpda.org. The existing site is built on WordPress using Elementor and Slider Revolution. We are open to a comprehensive redesign of the

existing platform, depending on what is most cost-effective and sustainable for a small nonprofit organization.

The project has three core components:

1. **Website Redesign and Visual Update** — Modernize the design to reflect the CDCPDA brand, improve visual hierarchy, and create a more professional and welcoming user experience.
2. **Content Audit and Rewrite** — Review all existing content for accuracy, consistency, and alignment with current messaging and naming conventions. Update outdated pages and recommend a content structure that serves all key audiences.
3. **Usability and Accessibility Improvements** — Ensure the site is easy to navigate, mobile-friendly, accessible (WCAG 2.1 AA compliant), and that key actions — donating, renting space, signing up for the newsletter, and contacting staff — are easy to find and complete.

3. Vision and Success

The CDCPDA is not simply looking for a website redesign. We are building the permanent digital front door for the McKinney Center for Community & Economic Development and the Central District Community Preservation & Development Authority, a platform that will serve donors, tenants, community partners, media, and the general public for years to come.
Three to five years from now, we envision a website that:

- Serves as a trusted, living resource for the history and legacy of the Central District, SOIC, SVI, and the McKinney Center for Community & Economic Development
- Actively supports fundraising, donor engagement, and recurring giving
- Makes it easy for prospective tenants and renters to learn about and engage with available space
- Supports the CDCPDA's role as a public authority through transparent access to board materials, public records, procurement opportunities, and community information
- Tells the ongoing story of the Central District through multimedia content, oral histories, alumni voices, and historical timelines

Vendors are encouraged to bring ideas, not just solutions. We want partners who understand the community significance of this work and can help us build something that grows with us.

4. Current Website Assessment

The current site (centraldistrictcpda.org) has the following known issues that this project should address:

Navigation and Structure

- Navigation is inconsistent — some menu links go to placeholder or incomplete pages
- "Public Records" dropdown links to an unformatted page (elementor-16) rather than a properly titled page
- The donation flow routes users to external platforms (Seattle Parks Foundation and Classy) without clear context or consistent branding
- Key pages for prospective tenants and community members are hard to find

Content

- The site uses outdated naming — the building must consistently be referred to as "The McKinney Center for Community & Economic Development" throughout
- The organization name must be spelled out as "Central District Community Preservation & Development Authority (CDCPDA)" on first reference on every page
- Some page content does not reflect the current scope of work, tenant roster, or 2026 programming
- There is no dedicated tenant directory or space rental page with current rates and room information
- The centennial exhibit and SOIC/SVI alumni reconnection campaign are not yet represented

Usability

- The homepage relies heavily on a slider plugin that can slow load times and is not accessible
- Mobile experience needs improvement
- Newsletter signup, donation, and space rental CTAs are not prominently placed
- No clear pathway for prospective tenants to learn about and inquire about space

Missing Pages or Features

- Tenant directory with descriptions of current tenant organizations
- Space rental one-pager or dedicated rental inquiry page with room descriptions, capacities, and rates
- McKinney Centennial Exhibit page
- SOIC/SVI Alumni Story Submission page

- Updated staff and board page
- Integrated social media feed

5. Scope of Work

Proposals should address the following scope. Vendors may propose phased approaches or optional add-ons where appropriate.

Phase 1: Discovery and Audit

- Review current site architecture, content, and performance
- Conduct a content audit identifying outdated, missing, or inconsistent content
- Identify accessibility and usability issues
- Deliver a written findings report with recommendations

Phase 2: Design and Development

- Redesign the site visual identity to align with CDCPDA brand colors and typography
- Rebuild or restructure site navigation and page hierarchy
- Design and develop the following pages at minimum: Home, About Us, McKinney Center for Community & Economic Development, Tenant Directory, Rent Space, Events, Media/Gallery, Centennial Exhibit, SOIC/SVI Alumni, Donate, Stay Involved, Contact, Board Portal, Meeting Minutes and Agendas
- Design and develop a Doing Business with the CDCPDA page, a dedicated section covering procurement opportunities, active RFPs, public records access, board materials, and vendor engagement information
- Integrate newsletter sign-up (Constant Contact compatible)
- Ensure mobile responsiveness and WCAG 2.1 AA accessibility compliance
- Optimize site speed and performance
- Configure Google Analytics and conversion tracking for key actions including donations, rental inquiries, newsletter signups, and event registrations
- Integrate fundraising features including links to recurring donation capability (via our third party Classy), impact storytelling, and sponsor recognition
- Design historical and cultural preservation features to support oral histories, alumni story submissions, multimedia content, and a historical timeline of the Central District, SOIC, SVI, and the McKinney Center for Community & Economic Development
- Design space rental UX improvements including an online inquiry form, downloadable rental packet, and virtual tour capability for prospective tenants and renters

Phase 3: Content Migration and Rewrite

- Migrate approved existing content to new structure
- Rewrite or update content as needed to reflect current messaging, naming conventions, and CDCPDA voice
- Populate new pages with provided content and assets

Phase 4: Training and Handoff

- Provide training for CDCPDA staff to manage and update the site independently
- Deliver documentation for ongoing site maintenance
- Provide 30-day post-launch support

6. Vendor Requirements

- Demonstrated experience designing and developing websites for nonprofit or community-based organizations
- Portfolio of comparable projects
- Experience with WordPress (preferred) or demonstrated ability to migrate from WordPress cost-effectively
- Familiarity with accessibility standards (WCAG 2.1 AA)
- Ability to complete the project by Mayl 2027
- References from at least two prior clients
- Black-owned, women-owned, and/or Central District-based vendors are strongly encouraged to apply
- The CDCPDA must retain full ownership of all website assets, content, code, administrative credentials, and documentation upon project completion. The selected vendor must transfer all access and materials to the CDCPDA at the conclusion of the engagement and may not retain ownership of or access to any of the CDCPDA digital property.

7. Proposal Requirements

Please submit a proposal that includes the following:

- Cover letter introducing your firm and your interest in this project
- Overview of your proposed approach to each phase of the scope
- Portfolio of 2–3 comparable website projects with brief descriptions
- Proposed timeline from contract execution through launch
- Itemized cost estimate — please indicate whether a full rebuild or redesign of the existing WordPress site is recommended and provide pricing for both options if applicable

- Team overview including who will work on this project
- Two professional references

Proposals should be submitted as a single PDF to: info@cdcpda.org

Proposals due: December 18, 2026

8. Evaluation Criteria

Criteria	Weight
Relevant experience and portfolio quality	30%
Understanding of scope and quality of proposed approach	25%
Cost and value	20%
Timeline and ability to meet May 2027 deadline	15%
Community rootedness (Black-owned, women-owned, or Central District-based)	10%

9. Proposed Project Timeline

Milestone	Target Date
RFP issued	November 10, 2026
Proposals due	December 18, 2026
Vendor selected	January 2027
Discovery and audit complete	February 2027
Site launch	August 2027

10. Questions

Questions regarding this RFP may be submitted by email to info@cdcpda.org. All questions and responses will be shared with all vendors who have expressed interest in the project.

The CDCPDA reserves the right to reject any or all proposals, to waive informalities, and to accept the proposal deemed most advantageous to the organization.