



**HARRISBURG REGIONAL
CHAMBER & CREDCSM**

BOLD LEADERSHIP. VISIONARY MEMBERS. POWERFUL RESULTS.

Request For Proposal

Microsite

February 18, 2026



EXECUTIVE SUMMARY

The Harrisburg Regional Chamber & CREDC has initiated a request for proposal (RFP) process to identify a company to create a microsite focused on the revitalization of downtown Harrisburg. Our goal is to create a website that functions as a hub for the project, providing the community with an active news feed, key project information and a mechanism to submit feedback.

ORGANIZATIONAL BACKGROUND

The mission of the Harrisburg Regional Chamber & CREDC is to be the region's catalyst for economic prosperity. We believe we have an obligation to our region that is larger than our organization, our businesses and ourselves.

We hold a 5-Star Accreditation from the United States Chamber of Commerce, a status achieved by less than 1 percent of chambers nationwide.

Our Values:

- Inclusive: We seek to create an organization and community where everyone feels that they belong.
- Data Driven: We root our evaluation and activities in data.
- Collaborative: We convene and connect leaders in our business and community to move us forward.
- Positive: We are unapologetically, relentlessly positive storytellers about our work and region.

SCOPE OF WORK

The Contractor must be capable of providing the following services under this contract:

- Project management
- Content strategy
- Information design
- Search engine optimization
- Front-end coding (HTML/CSS)
- Back-end coding (CMS, 3rd party APIs)
- Mobile device optimization
- Testing & quality assurance
- Software training
- Ongoing support plan after website's launch for a minimum of 90 days
- Analytics Software – Google Analytics (configure desired analytics)
- ADA Accessible design
- Web hosting

Out of Scope:

- Branding/logo design
- Copy Writing



PROPOSED SITEMAP

A maximum 3-page design is envisioned, with the opportunity to make future page additions as the project gains momentum in the coming months.

Important functions include:

- News Feed (manually updated)
- Brief description of purpose/vision
- Outline of project plan/process/status
- Feedback submission form
- Newsletter sign-up form
- FAQ Section

TECHNICAL REQUIREMENTS

- Use WordPress platform with best practices like parent/child theme
- Designs must be mobile-responsive

PROJECT TIMELINE

Work is scheduled to be completed by March 30, 2026.

RFP TIMELINE

- Questions: Questions may be submitted to downtown@hbgrc.org by 4 p.m. February 23, 2026.
- Communication: All interested parties will be emailed a list of all submitted questions and answers by 4 p.m. February 25, 2026.
- Proposal Submission: Proposals are due no later than noon February 27, 2026. Electronic versions are requested and should be submitted to downtown@hbgrc.org.
- Selection: All candidates will be notified by 4 p.m. March 6, 2026.

BUDGET

The budget must encompass all services outlined in the scope of work. Total budget should not exceed \$6,000.

FORMAT FOR PROPOSALS

Use the following guidelines to format your proposals:

- Proposal title page
- Company background
- Examples of similar projects
- Project timeline with major tasks and milestones
- Biographies of all team members who will work on the project
- Project budget by line item
- References (include three that may be contacted)

Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 30 pages.

EVALUATION CRITERIA

- 30% Demonstrated Capabilities/Experience: Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project. Experience with clients located in the city of Harrisburg is a plus.
- 25% Depth and Experience of Staff: The candidate has staff with necessary experience to accomplish the work.
- 25% Value/pricing structure: The budget is commensurate with the value offered by the proposer.
- 10% Proposal Presentation: The information is presented in a clear, logical and organized manner.
- 10% Commitment to Community: The candidate firm has demonstrated a commitment to the community, including business operations or support of organizations in the city of Harrisburg.

The Chamber & CREDC reserves the right to accept or reject any or all responses to the RFP, even if all criteria is met.