

**REQUEST FOR PROPOSALS (RFP #2026-02)
Website Design & Digital Services for Small Businesses
Not-to-Exceed (NTE): \$70,000**

Introduction & Background

The Miami Valley Urban League (MVUL) is seeking qualified vendors to provide website design and digital services to small businesses.

This initiative is supported by American Rescue Plan Act (ARPA) funding through the City of Dayton and is intended to improve digital visibility, marketing readiness, and customer engagement.

Purpose

To strengthen small business digital capacity through website development, optimization, and training.

Scope of Services

Selected vendor(s) will provide a range of digital services designed to strengthen the online presence and overall digital readiness of small businesses. Services will include the design and development of new websites, as well as the redesign and modernization of existing websites to improve functionality, user experience, and visual appeal. Vendors will also conduct website audits to assess current performance and identify opportunities for improvement.

In addition, vendors will provide basic search engine optimization (SEO) guidance to enhance online visibility and support Google Business Profile setup or optimization to improve local search presence. To ensure long-term sustainability, vendors will deliver training to business owners on website maintenance and digital best practices. MVUL reserves the right to engage multiple vendors to fulfill the full scope of services.

Deliverables

The selected vendor(s) will be responsible for producing tangible outputs that demonstrate the successful delivery of digital services and support measurable improvements in business digital capacity. Deliverables are intended to capture both the completion of technical services and the transfer of knowledge and tools to participating businesses. Deliverables should include:

- Completed website builds, upgrades, or audits
- Training sessions
- Documentation ensuring ownership of digital assets
- Final summary report

Performance Standards

All services must be delivered in accordance with established quality and performance expectations to ensure that participating businesses receive reliable, effective, and sustainable digital solutions. Vendors are expected to complete all services in a timely manner while maintaining a high standard of functionality, accessibility, and usability. Performance will be evaluated based on the vendor's ability to meet these standards and ensure that businesses retain full ownership and control of their digital assets. The standards will be evaluated based on ability to provide:

- Timely completion of services
- Functional, accessible, mobile-responsive websites
- Full transfer of ownership and access to businesses

Contract Term

The contract term establishes the timeframe for service delivery, expenditure of funds, and completion of all required reporting. Vendors must be prepared to begin services promptly upon execution of the agreement and ensure that all activities, including service delivery and financial expenditures, are completed within the designated period. Closeout and reporting requirements will extend through the end of the contract term to ensure full documentation of program outcomes.

- Contract period: **May 15, 2026 – July 15, 2026**
- All funds must be expended by **July 31, 2026**
- Reporting and closeout activities may continue through contract end

Budget, Pricing & Service Capacity Requirements

Respondents are required to submit a detailed and transparent budget that reflects the full scope of proposed services and aligns with the number of businesses to be served. This section is designed to ensure cost clarity, promote cost efficiency, and enable equitable comparison across proposals. Vendors must demonstrate a clear relationship between proposed costs, service delivery approach, and overall program impact, including their strategy to maximize the number of businesses served within available funding. The following should be included in the proposal:

- **Line-Item Budget (MANDATORY)** Respondents must submit a detailed, itemized budget including:
 - Cost per website build
 - Cost per redesign
 - Cost per audit
 - SEO services cost
 - Google Business Profile setup cost
 - Training session cost
 - Administrative/reporting costs
- **Service Capacity Requirement (MANDATORY)** Respondents must clearly state:

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- ⇒ Total number of businesses to be served
 - ⇒ Breakdown of services (e.g., returns completed, consultations, workshops)
 - ⇒ Monthly or phased service targets
 - **Cost Efficiency** Respondents must provide:
 - Cost per Business = Total Proposed Cost ÷ Total Businesses Served
 - **Budget Narrative** should include:
 - ⇒ Pricing assumptions
 - ⇒ Service delivery model
 - ⇒ Strategy for maximizing number of businesses served

Failure to provide itemized pricing and service capacity may result in disqualification.

Eligibility Requirements

This section outlines the minimum qualifications necessary to be considered for this opportunity. Respondents must demonstrate the technical expertise, professional credentials, and relevant experience required to successfully deliver the proposed services. Preference may be given to vendors located in the City of Dayton with experience supporting small or underserved business communities based on these criteria:

- Demonstrated experience in website design and digital services
- Portfolio of work
- Ability to train small business owners

Proposal Requirements

Respondents must submit a complete and well-organized proposal that clearly outlines their qualifications, approach, and capacity to deliver the requested services. Proposals should provide sufficient detail to demonstrate the respondent's understanding of the scope, their strategy for effective implementation, and their ability to achieve the desired outcomes within the contract period and include:

- ***Organizational Overview***
Respondents must provide an overview of their organization, including relevant background, experience, and demonstrated expertise in delivering services like those outlined in this RFP. This section should highlight the organization's capacity to successfully support small businesses and deliver high-quality outcomes.
- ***Technical Approach***
Respondents must describe their proposed approach to delivering services, including their overall service delivery model, strategies for outreach and engagement, and methods for conducting workshops or educational sessions. The approach should

reflect a clear understanding of small business needs and demonstrate how services will be delivered effectively and efficiently.

- ***Staffing Plan***

Respondents must identify key personnel who will be responsible for delivering services under this contract, including their roles, qualifications, certifications, and relevant experience. This section should demonstrate that the proposed team has the expertise necessary to meet all service requirements.

- ***Service Capacity & Output Plan***

Respondents must outline their proposed service capacity, including the total number of businesses to be served, assumptions related to service delivery, and a timeline for implementation. This section should also describe the respondent's strategy for ensuring equitable access to services and reaching a diverse range of small businesses.

- ***Budget Proposal***

Respondents must submit a detailed budget that includes a completed line-item breakdown of all proposed costs. The budget must clearly identify the cost per service and include a calculation of cost per business served. This section should demonstrate cost efficiency and alignment between proposed pricing and service delivery.

Reporting & Documentation Requirements

Accurate and timely reporting is essential to ensure accountability, track progress, and demonstrate program impact. Selected vendor(s) will be required to maintain detailed records of all services delivered and submit regular reports that document performance, expenditures, and outcomes. These reporting requirements support program oversight and ensure compliance with funding expectations and include:

- **Monthly Reporting**

Due by the **5th business day of each month** and must include:

1. Number of businesses served (monthly and cumulative)
2. Services delivered by type
3. Progress toward proposed goals
4. Monthly and cumulative expenditures
5. Narrative summary (accomplishments, challenges, adjustments)

- **Documentation**

Vendors must maintain service logs, attendance records, and supporting documentation of services

- **Final Report**

At the conclusion of the contract period, the selected vendor(s) will be required to submit a comprehensive final report that summarizes overall program performance and outcomes. The report must include the total number of businesses served, a detailed accounting of all services delivered, and a clear description of outcomes and overall impact. In addition, vendors must provide a final financial reconciliation that documents all expenditures and confirms alignment with the approved budget. This report will serve as the official record of service delivery and program effectiveness.

Failure to submit timely and complete reports may result in delayed payment or contract termination.

- **Procurement Timeline & Release Schedule**

Milestone	Date
RFP Released	April 14, 2026
Questions Due	April 18, 2026
Responses Issued	April 21, 2026
Proposal Deadline	April 30, 2026 (5:00 PM EST)
Review Period	April 29 – May 5, 2026
Interviews (if needed)	May 6 – May 8, 2026
Notice of Award	May 10, 2026
Contract Execution	By May 14, 2026
Service Start Date	May 15, 2026

Submission Instructions

Deadline: April 30, 2026 (5:00 PM EST)
Format: PDF
Submission: info@mvul.org

Terms & Conditions

The Miami Valley Urban League (MVUL) reserves the right to award contracts to one or more vendors based on the proposals received and the needs of the program. MVUL further reserves the right to reject any or all proposals at its discretion, including proposals that do not meet the requirements outlined in this RFP. Selected vendor(s) must demonstrate the capacity and readiness to begin service delivery immediately upon contract award to ensure timely implementation of program activities.