
The Anchorage ATHENA Society, in partnership with the Anchorage Chamber of Commerce, is seeking a qualified web development partner to redesign our current website:

anchorageathena.org

The goal is to modernize the design, improve functionality, enhance the user experience, and ensure compatibility with current web standards and platforms. The preferred platform for this website would be WordPress, for features and familiarity.

The winning vendor must be an Anchorage Chamber member in good standing and shall remain so throughout the term of the contract. Partial bids may be accepted, and selection of the winning bidder may not be based entirely on monetary considerations. The Anchorage Chamber reserves the right to refuse any, and all, proposals and to select a vendor based on the quality of the product as well as the price, and may change, edit, or cancel this RFP at any time. Preference may be given to women-owned businesses and creators to align with the mission of the Anchorage ATHENA Society.

Background

The existing website is built on outdated PHP and WordPress infrastructure (PHP 7.0.33 and WordPress 5.9.10), with a heavily customized Pro Business theme and the WP Bakery Builder. This legacy setup has resulted in performance limitations, incompatibilities with newer technologies, and maintenance challenges.

Project Objectives

- Redesign the website with a refreshed, user-friendly, and responsive layout.
- Website Hosting provided, including domain renewal/maintenance.
- Adhere to updated [ATHENA International brand standards](#).
- Ensure full compatibility and maintain up-to-date versions of WordPress (6.7+) and PHP (8.1+).
- Improve content organization, SEO performance, and mobile usability.
- Migrate or rebuild legacy content, including custom sliders, grids, media, and plugin-based entries.
- Meet and maintain all ongoing security requirements, including SSL Certificate and firewalls.

- Ensure easy content management post-launch (no proprietary shortcodes).
- Vendor to provide the timeline and milestones of the project.
- Member Directory: secure, easily maintained, searchable, and downloadable.

Scope of Work

Responsibilities: The Anchorage ATHENA Society will provide all content, and the vendor will be responsible for the project execution. Anchorage ATHENA Society and Anchorage Chamber representatives will review and sign off on deliverables.

Vendors may propose one or all of the following approaches:

Option A: Theme-Based Redesign

- Select and implement a modern, flexible WordPress theme (e.g., Neve or Envo).
- Rebuild pages using Gutenberg or native theme builder tools.
- Ensure basic customization within theme constraints to reflect ATHENA branding.

Option B: Custom Rebuild

- Conduct a design discovery process with stakeholder input.
- Create two custom design concepts for review.
- Build the site using a flexible builder like Divi, allowing greater visual control.
- Implement all features and integrations using custom code or supported plugins.

Key Features & Functionality

- Responsive, accessible design across devices and browsers.
- 15 informational pages (About, Get Involved, Luncheon, etc.).
- 10+ event archive pages with speaker and inductee profiles.
- Scholarship and nomination forms (JotForm or equivalent integration).
- Searchable and downloadable member directory (369+ entries) using the Connections plugin or custom solution.
- Slider and grid elements (recreate 11 sliders and 24 grid items).
- Integration with social media (Facebook feed, social links).

- Basic SEO setup and Google indexing readiness.
- SSL implementation and standard security best practices.
- Hosting & Maintenance:

Technical & Hosting Requirements

- Hosting environment should be optimized for WordPress
- Renewals of the domain and other licenses to be maintained by the development company or outlined in retainer costs
- Automatic updates for software, security, etc. will be performed by the hosting company
- Should support PHP 8.0 or higher, SSL certificates, and daily backups.
- Hosting environment should be able to support high traffic when volumes increase
- WordPress CMS with clean, upgrade-safe implementation.
- Support for PHP 8.1+ and WP 6.7+.
- No proprietary builder reliance (e.g., Bakery).
- Compatibility with plugins or equivalent for:
 - Connections directory
 - Slider Revolution (or alternative)
 - Essential Grid (or replacement)
 - JotForm integration

Proposed Timeline

- Question Period through: July 25, 2025
- Proposals Due: August 8, 2025
- Award Date: *tentative* September 1, 2025
- Project Start: *tentative* September 15, 2025
- Design Phase: approximately 2 weeks

- Development Phase: approximately 3–4 weeks
- Review, Testing, and Launch: approximately 1–2 weeks
- Preferred Go-Live: by December of 2025, subject to change

Budget

Non-profit pricing or discounts should be noted in the proposal.

Donated work and in-kind proposals may be submitted for consideration in lieu of fees. Options include but are not limited to consideration of sponsorship/underwriting recognition of the new website, annual Anchorage ATHENA Society luncheon sponsorship, or trade for Anchorage Chamber membership.

Proposal Requirements

Interested vendors must submit the following:

- Company overview and relevant experience
- Description of your proposed solution(s)
- Estimated project timeline
- Full pricing breakdown (including optional maintenance/retainer costs and inclusions)
- At least two examples of similar website builds
- Point of contact and communication plan

Evaluation Criteria

Proposals will be evaluated on:

- Demonstrated understanding of project goals
- Quality and originality of work history
- Technical expertise and proposed methodology
- Cost and value of services
- Estimated timeline
- Experience working with non-profit organizations or similar groups
- Alignment with the support of women in business

Submit proposals by August 8, 2025, by email or delivery:

Anchorage Chamber of Commerce
ATTN: Anchorage ATHENA Society
1016 W 6th Ave #303
Anchorage, AK 99501

✉: athena@anchoragechamber.org