

REQUEST FOR PROPOSAL

JEFFERSON COUNTY DEVELOPMENT AUTHORITY

WEBSITE UPDATE/REDESIGN

About the Jefferson County Development Authority (JCDA)

Created in 1979, the mission of the JCDA is to sustain and grow our county's strong economy and outstanding quality of life by providing leadership and resources for business creation, expansion, and retention.

Strategically located in the mid-Atlantic business corridor and the Washington, D.C., metropolitan statistical area (MSA), Jefferson County offers access to affordable property, major transportation routes, low business taxes, a highly educated workforce, and enjoyable family living.

The JCDA website, which is our primary marketing tool, was last updated in 2015. To engage with and meet the demands of our audiences (site consultants/prospects, existing businesses, entrepreneurs, and general community), the JCDA needs an updated website that strongly positions our new brand and economic development and business attributes in the digital realm. The new website must be a modern, user-friendly design that is both informational and intuitive.

Goals and Objectives:

- To freshen the look, functionality, organization, and content of the JCDA website
- To create a website that delivers the necessary data and information to the end user in a dynamic fashion
- To deliver relevant, up-to-date information that showcases Jefferson County as an optimal and distinct business location with a high quality of life
- To allow JCDA staff the flexibility to easily and frequently update the website, via a flexible content management system (CMS)
- Site should be designed for pc, tablet, and mobile use

Project Elements

1. Professional redesign of the website is required with a CMS that provides for comprehensive internal updating. Elements of the website include:
 - New JCDA brand and messaging
 - Real-time demographics and other data required by site selectors and corporate executives when evaluating localities for relocations and expansions
 - Maps of key assets, zoning districts, etc.
 - Integration with searchable property database
 - News and blog functions
 - Social media platform integrations

- Photo gallery and video display organized into category albums that are easily maintained and updated. *New photography and videography are needed. See Item 2 below.*
- JCDA Board portal integration
- Integration with Google Analytics and/or other equivalents
- Website testing with multiple browsers, platforms, apps to ensure a cohesive experience for all visitors.
- Ability to easily access images, documents, PDFs, etc., to the website
- Easy navigation system
- Searchable site
- Responsive to pc, tablet, and mobile devices

2. Videography and Photography

Professional brand video and professional photography package is needed for use on the website, social media, and other marketing initiatives. Elements include:

- 3-4 minute overview video highlighting the business attributes and quality of life in Jefferson County
- 3-5 short clips of business success stories/testimonials of working/living in Jefferson County
- Variety of high-quality photographs depicting Jefferson County's business and quality of life assets (Burr Business Park, workforce, educational resources, infrastructure, recreational opportunities, etc.) that can be used for website, social media, and various marketing materials/initiatives

3. Search Engine Optimization (SEO)

- SEO at launch of website, including meta tags and meta descriptions for pages, photos, videos, etc.
- Monthly/quarterly fees for implementing SEO campaign, review, modifications, etc.

Proposal Guidelines and Requirements:

- This process is an open and competitive process.
- Proposals received after 5 p.m. on Friday, June 25, 2021 will not be considered and will be returned unopened.
- The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.
- The price quoted should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

Proposals Should Include the Following:

- Description of experience creating websites with interactive, data-driven features for other economic development organizations
- Experience of proposed project staff
- Representative portfolio of work or links to online portfolio

- Three references/current customers using respondent's proposed service/system that the JCDA may contact
- Description of the proposed process, timeline for project, and fees
- Accessibility features of the proposed website
- Description of infrastructure, utilities, and tools proposed for webpage creation and maintenance
- Proposed phases or steps in implementation of the website design, infrastructure, and hosting
- Description of ongoing technical support
- Options for training JCDA staff in selected CMS
- Description and cost involved of moving site from current host if applicable
- Information on hosting site including specifications on security, disaster recovery, and procedures for handling outages
- Costs for any recommendations of additional features that utilize the latest web technology

Preferred Qualifications:

- Respondent is a marketing firm with a focus in economic development
- Work history includes the successful development of 100+ community websites
- All talents needed to deliver the website product are in-house at the respondent's firm
- Respondent has 10+ years of marketing experience, ideally economic development marketing experience

Additional Creative and Strategic Opportunities:

As the JCDA website is one of many marketing tactics planned, please present how this website will live in a broader context of marketing initiatives to drive business development opportunities to Jefferson County. The new website must be a part of a holistic program with complementary strategies and creative opportunities to amplify results. Describe your outcomes in integrating a new website into a larger program of work to accomplish goals.

The JCDA reserves the right to reject any and/or all proposals, to waive technicalities, and to take whatever action is in the best interest of the JCDA.

Submission Information:

Proposal should be submitted digitally (USB flash drive), along with three (3) hard copies of your proposal, and mailed or delivered to the JCDA at 1948 Wiltshire Road, Suite 4, Kearneysville, WV 25430 by 5 p.m. on Friday, June 25, 2021. Questions may be directed to Dennis Jarvis II at djarvis@jcda.net or 304-728-3255.