

Request for Proposal

Web Site Design and Development

February 5, 2010

Summary

Jamestown Chamber of Commerce is accepting proposals to design and develop the chamber's website. This will be a concept to completion project. The purpose of this RFP is to provide a fair evaluation for all candidates with the evaluation criteria against which they will be judged.

The existing website (jamestownrichamber.com) was originally designed in 2002 and has been modified since then. The site is maintained by the Chamber using Dreamweaver.

Purpose

The Jamestown Chamber currently has a web presence that is limited in structure and in the presentation of content. An opportunity exists to re-engineer the site to better reflect the mission of the Chamber and incorporate the latest web technology.

Objectives

Our primary objective is to continue to build awareness of the Chamber and its members and act as a communication source for the businesses of Jamestown.

Goal

The goal is to create a flexible, informative website that is easy to maintain. The site must be user friendly and deliver constantly changing information to our key audiences. To be effective the Chamber website should be:

- Easy and intuitive
- Visually pleasing
- Informative

- safe and secure
- quick to load and operate
- Improve search engine visibility

Strategies

- Promote awareness of Jamestown Chamber as a voice of the business community
- Retain current members and gain new ones
- Strengthen relationships with members, community and local government
- Improve perception of businesses in Jamestown
- Present comprehensive information and resources in an easy to use format
- Provide search capabilities using key words or phrasing that will identify content from entire site
- Provide a calendar of items of interest to business community
- Create a members only section that can only be accessed by using a password

Audience

- Current members
- Prospective members
- Business Community
- Jamestown residents
- Potential visitors to Jamestown
- State and local government

Jamestown Chamber Mission Statement

To preserve and improve the quality of life in Jamestown and create an atmosphere of goodwill between the business community and the residents of Jamestown. This can be achieved by focusing on both the village area and the larger business community on the island. Specifically, the Jamestown Chamber of Commerce works to achieve this goal by:

- Providing business and community programs for our members and, at times the general public.
- Creating an opportunity for members of the Chamber to meet, network and exchange ideas at meetings designed specifically for that purpose.
- Promoting an attractive downtown village area.
- Encouraging members to embrace accepted standards of professional and business conduct.

Timeline

Proposals are due no later than March 25, 2010. Proposals will be evaluated immediately thereafter. During this time interviews may be required with the evaluation team.

A successful candidate will be selected on or before May 1, 2010.

Budget

Please provide a cost proposal to accomplish the project outlined in this proposal. The budget must encompass all design, production and software acquisitions necessary for development and maintenance of the website.

Qualifications

- List five websites your firm has produced that best reflect your work and relevancy to this project.
- Provide current reference information for three former or current clients.
- Provide a company profile, length of time in business and core competencies
- Time frame for completion of project

Evaluation Criteria

The following criteria will form the basis upon which the Chamber will evaluate proposals:

- Suitability of proposal - the proposed solution meets the needs and criteria set forth in the RFP
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references
- Aesthetic capabilities - prior work demonstrates artistic and innovative, user friendly interfaces that engage communities and viewers
- Candidate experience - successfully completed similar projects and has the qualifications necessary to undertake this project
- Value/pricing - the price is commensurate with the value offered by the proposal
- Proposed presentation - the information is presented in a clear, logical manner and is well organized

Deliver Proposals To

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