



Jefferson County
Development Authority

Request for Proposal

Website Design, Content Development and Search Engine Optimization

Proposals Due: Wed., July 23rd, 2014, by 5:00 p.m.

About the Jefferson County Economic Development Authority (JCDA)

Created in 1979, the mission of the JCDA is to increase the tax base and to improve the quality of life for all Jefferson County residents by developing and promoting commercial opportunities. Our responsibilities include:

- Attracting business and industry to create new jobs and investment in Jefferson County
- Supporting and retaining existing businesses
- Aggressively marketing Jefferson County to business prospects
- Working with community partners to improve the business climate in Jefferson County
- Developing and managing the Bardane and Burr business parks
- Partnering with the West Virginia Development Office to promote West Virginia as one of the top states for business

About Jefferson County

With a strategic Mid-Atlantic location just 60 miles from Washington, D.C. and ready access to major transportation routes, Jefferson County, West Virginia, is ideally situated for business, manufacturing, and industry. As one of the fastest growing counties in West Virginia, Jefferson County is a major economic driver in a state that boasts the nation's fourth lowest cost of doing business, low utility rates and a highly skilled and loyal workforce.

Project Background and Requirements

The JCDA began a website update (www.jcda.net) approximately two years ago and now seeks to take advantage of new and emerging technology to enhance what is our primary marketing tool.

The JCDA requires a data-driven, results-oriented website that will meet the expectations of site selectors and C-level executives, from a functionality standpoint, while simultaneously spotlighting Jefferson County as a progressive, desirable business location with key assets for business.

The website must be dynamic, vibrant, and have absolute ease of navigation while delivering high-level, substantive content. The website must be easily updated in-house to allow JCDA staff to create, tailor, and disseminate relevant and timely information and data.

Simultaneously, the selected firm, or a sub-contractor if necessary, will study, evaluate, and develop the JCDA's value proposition and messaging, producing powerful and rich content that succinctly and superbly describes Jefferson County's business and economic development attributes and potential in the business arena.

In addition, the JCDA requires counsel and recommendations regarding how to drive the right people (site selectors, businesses seeking to relocate or expand in the mid-Atlantic region and beyond, existing businesses in Jefferson County, and community stakeholders) to our website.

As a result of our recent website re-design we believe we have several excellent items that may be repurposed in the new design, such as the maps. We possess a stable of photography and access to photography from multiple community partners. We also have a number of videos.

Goals and Objectives:

- To freshen the functionality, organization, content of the JCDA website
- To create a website that delivers the necessary data and information to the end user (site consultants/prospects, existing businesses, general community) in a dynamic fashion
- To create a SEO/SEM campaign that results in increased web traffic *from the desired audience*, and increased economic activity in Jefferson County
- To deliver relevant, up-to-date information that showcases Jefferson County as an optimal and distinct business location
- To allow JCDA staff the flexibility to easily and frequently update the website, via a flexible CMS
- Site should be designed for mobile device and tablet use

Project Elements

1. Professional redesign of the website with a CMS that provides for comprehensive internal updating. Elements of the website include:

- Real-time demographic and other data required by site selectors and C-level executives when evaluating localities for relocations and expansions
- Maps of key assets, target industries, gov't agency locations, etc.
- Searchable property database that is easy to update and permits access by many users (i.e. area realtors)
- Maps showing proximity to major population centers, drive time, etc.; these maps exist on our website already but of course will limit design potential
- Photo gallery/video display/media area organized into category albums that are easily maintained and updated; new photography and videography are not needed
- News and blog functions
- Searchable, interactive business directory

- Micro site for Burr Business Park, a prime development owned, operated and aggressively marketed by the JCDA (Burr urls already purchased)
- Searchable site
- New navigation system

2. Search Engine Optimization Services and Details on Measurement of Progress

- Creation of a detailed SEO/SEM campaign, including development of keywords; recommendations for online advertising, boosting traffic to current social media sites, google AdWords (if recommended) and effective tools; analytics, etc.
- Monthly/annual cost of respondent implementing SEO campaign

3. Concepts, Ideas and Website Text to Differentiate Jefferson County

- Articulation of value proposition
- Messaging
- Website content

Proposal Guidelines and Requirements:

- This is an open and competitive process
- Proposals received after 5:00 p.m., Wednesday, July 23, 2014, 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
- If you wish to submit alternate solutions, please do so
- The price you quote 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
- References and list of current customers using respondent's proposed service/system that the JCDA may contact
- Description of the proposed process/timeline for project
- Accessibility features of the proposed website

- Description of infrastructure, utilities and tools proposed for web page creation and maintenance
- Costs for recommendations of additional features that utilize the latest web technology
- Proposed phases or steps in implementation of the website design, infrastructure and hosting
- Description of ongoing support provision
- Separation of one time and recurring costs for: Website design, Infrastructure, Training, Hosting, and Technical Support
- Options for training JCDA staff in selected CMS
- Description and cost involved of moving site from current host
- Information on hosting site including specifications on security, disaster recovery, and procedures for handling outages

Other

- The JCDA reserves the right to request interviews
- 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

Three (3) copies of your proposal must be received no later than 5:00 p.m., Wed. July 23, 2014. Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented in an à la carte format. Mail/deliver proposals to:

Amy Ruth Allen, Program Manager

Mailing Address: P.O. Box 237, Charles Town, WV 25414

Physical Address: 1948 Wiltshire Drive, Kearneysville, WV, 25430

For Additional Information or Clarification

The JCDA is willing to meet with any respondent wishing to discuss the project in more detail before submitting a proposal. Contact Amy Ruth Allen, 304-728-3255, amy@jcda.net for project questions or meeting request.