ATHENS-CLARKE COUNTY ECONOMIC DEVELOPMENT FOUNDATION, INC

Web site Specifications

Overall Deliverables:
Well branded and designed Web site that is easily updateable by entry level staff, board members, or upper level management – compatible with all skills levels

I. Web Site Design & Development:

Web Site Design
The custom site design should surround a clearly laid out Web structure that will be easy for visitors to navigate and reflect the community and social reputation of Athens, GA. Design elements, graphics, images and text should be purposefully selected to both enhance the site visually and provide a proper search engine friendly foundation for the site.

XHTML Conversion
The site should be tested and functioning normally in all current browser versions (IE 7.x and above, Safari 4 or above, Chrome 4 or above, Firefox 3 or above) Your proposal should includes the conversion of the custom site design to XHTML, validating and testing all code in all browsers and platforms. Must also be compliant with Section 508 Accessibility Requirements. This means users who use screen readers or non-mouse methods of navigation should have as equally pleasant and successful an experience as non-disabled users.

II. Web Site Navigation

Navigation will be determined at a later date. We should be able to create pages as needed and nest pages within any directory structure we determine. Client will be able to create and build all pages under top level navigation using form based text editor. Some HTML knowledge will be required to use advanced styles within content, but it not required for basic formatting. We will build out all of the content in the site, however we will need initial training and ongoing support until launch of the new site included in the price of your quote.

III. Available Web Site Functionality

Required Content Focus & Functionality
These items will need to be integrated within the navigation of the site. Some of these content areas can be accomplished by building static pages within a page management function. Some may require the use of custom database components. We will look to you for your recommendation about the best way to achieve our desired result.

Function/Content Focus	Closest Example, if applicable
Sites and Buildings	http://www.greenvilleeconomicdevelopment.com/sites.php
Existing Business and Industry	http://www.greenvilleeconomicdevelopment.com/existing-business-industry.php
Board Meeting Minutes and Agenda	http://www.ccwa.us/board-meetings?page=1
Staff and Board Member Directory	http://www.ccwa.us/staff-profiles
Quality of Life Section	http://www.greenvilleeconomicdevelopment.com/quality-of-

	life.php
Demographics Section	http://www.huttoedc.com/facts.aspx
News Releases	http://www.ccwa.us/news/list/1
Target Industries	http://www.huttoedc.com/site-selection-target-industries.aspx
Frequently Asked Questions	http://www.ccwa.us/frequently-asked-questions/list
Announcements	http://www.ccwa.us/announcements?page=1
Social Media Integration – at a minimum inclusion of FB and/or Twitter logo but possibly inclusion of Twitter or FB API to bring posts in on the live site on a social media portal page or HP	See top of homepage here: http://www.huttoedc.com/default.aspx
Newsletter Sign Up	http://www.greenvilleeconomicdevelopment.com/sign-up-for-news.php
Newsletter Archive	http://www.greenvilleeconomicdevelopment.com/newsletter-archive.php
Web Site Search	Using Google Search
General Page Management capability	
Web site translation service using google translator or other applicable translator	

Required Functionality
These are content areas we feel require the use of custom database components. We have indicated which fields we think are necessary to achieve the desired result as depicted in the examples above.

Sites and Buildings
Request Fields: Top Level Property Type (Land, Office Building, Industrial Building)
Depending on property type here are the subsequent fields.

Property Type: Land
Name of Property:
Photo Upload
Site Map Upload
Flyer Upload
Transaction Type: For Sale or For Lease
Sales Price per acre:
Lease Price per acre:
Min Acres:
Max Acres:
Will Subdivide?
Uses:
Zoning:
Restrictions:
Tax District:
Millage Rate:
Utilities – Water:
Utilities – Gas:
Utilities – Sewer:
Utilities – Electricity:
Transportation Access
- Rail: x miles
- Air: x miles
- Interstate: x miles

Property Type: Industrial
Name of Property:
Transaction Type: For Sale or For Lease

Photo Upload
Site Map Upload
Flyer Upload
Sales Price:
Lease Price:
Location:
Site Acres:
Square Foot Office:
Square Foot Warehouse:
Year built:
Clear height:
Docks:
Tax District:
Millage Rate:
Zoning:
Utilities – Water:
Utilities – Gas:
Utilities – Sewer:
Utilities – Electricity:
Transportation Access
- Rail: x miles
- Air: x miles
- Interstate: x miles

Comments:

Property Type: Office
Name of Property:
Transaction Type: For Sale or For Lease
Photo Upload
Site Map Upload
Flyer Upload
Sales Price:
Lease Price:
Location:
Square Foot Available:
Year built:
Parking:
Tax District:
Millage Rate:
Zoning:
Utilities – Water:
Utilities – Gas:
Utilities – Sewer:
Utilities – Electricity:
Transportation Access
- Rail: x miles
- Air: x miles
- Interstate: x miles

Comments:

News Releases
Requested Fields:
Article title, date, author, url to original source if applicable, full text of news story, single photo, photo caption, pdf upload of printed version of article if applicable, and tags. RSS feed should be available to users. Any field that is left blank should not be displayed. Some fields will be required for validation purposes. We will specify this during the build out process.

Staff and Board Directory
Requested Fields: Name of person, job title, category (we need to be able to manage the categories), e-mail address, phone number, photo, and bio. Any field that is left blank should not be displayed. Some fields will be required for validation purposes. We will specify this during the build out process.

Agenda and Board Minutes
Requested Fields: (need to enter). Any field that is left blank should not be displayed. Some fields will be required for validation purposes. We will specify this during the build out process.

Newsletter Archive
Requested Fields: Name of newsletter, date of newsletter, link to PDF or html version of newsletter. If the third party software that is used to send out HTML newsletters is capable we are open to using javascript includes to display the newsletter. Any field that is left blank should not be displayed. Some fields will be required for validation purposes. We will specify this during the build out process.

Lead Generation Forms
We prefer to use wufoo forms to create custom forms. However if you have another service that provides this functionality we are willing to look at other options. At a minimum the forms should be embeddable into pages within the site and we should be able to set the email delivery options on each form. We would also like submissions to be stored somewhere for archiving.

Newsletter Sign up form
Must use third party verified emailing service. We will look to you to recommend a service and submit pricing for it. We need to be able to have a custom template. It must be a service that provides useful metrics. It must also have a good reputation for anti-spam protection.

General Page Management CMS
We need to be able create pages as needed. We should be able to insert multiple images into pages as needed. We need a good WYSIWYG editor that also has a code view for hand coding and tweaking. We need to be able to reorganize navigation as needed.

Header Image
Required fields: Image Upload.

Frequently Asked Questions
Requested Fields: Category, Question text, Answer text and tags. Any field that is left blank should not be displayed. Some fields will be required for validation purposes. We will specify this during the build out process.

Announcements
Requested Fields: Announcement name, Start date, Expiration date (optional), Description, and URL.

IV. How to Respond

Each proposal should include the following sections:

Technical Approach - The offeror must demonstrate how their proposed approach will accomplish each of the requirements listed in Sections I, II, and III

Experience and Expertise of Staff – The offeror's staff will be evaluated based on descriptions of key roles and submitted resumes illustrating an appropriate skill mix and experience of key staff and other proposed technical, management, and project support staff.

Past performance – Past performance should address the offeror’s success during their company’s recent engagements. Of specific interest will be the degree of success their company has achieved during projects within the last five years. We encourage descriptions of success with projects most like the subject

proposal. In this regard, the offeror is required to provide a list of their company's projects with points of contact (names and telephone numbers) to support their past performance.

Price – Offeror must provide comprehensive pricing for all elements required to successfully achieve the requirements request from the foundation. Offeror must also specify desired terms of payment and timelines.

V. How to Submit Responses

Responses are due by 5:00pm July 22, 2011. No late submissions will be accepted. You must submit your proposal both digitally and hard copy through regular mail as instructed below.

Please send a digital version of your proposal by 5:00p on July 22, 2011 to the following e-mail addresses:

- mforshee@athensbusiness.org
- dclee@uga.edu

You should also send one hard copy of your proposal postmarked no later than July 22, 2011 to:

Matt Forshee, President
Athens Economic Development Foundation
246 W. Hancock Ave.
Athens, GA 30601

VI. Questions

If you have any questions about how to respond or about the requirements please contact Matt Forshee via email at mforshee@athensbusiness.org