



# **Request for Proposal**

## **For providing Website Design and Development**

**Release Date:** May 21, 2021

**Proposal Due:** June 18, 2021

**Contact:**

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[chooseyakimavalley.com](http://chooseyakimavalley.com)

## **I. ABOUT YAKIMA COUNTY DEVELOPMENT ASSOCIATION**

Yakima County Development Association (YCDA) is an economic development organization committed to enhancing the income, quality of life, and employment stability of Yakima County residents by retaining, expanding, and recruiting new business and industry. Since 1985, the Yakima County Development Association has served over 100 businesses annually, created 5,750 new jobs at over 150 businesses, and facilitated \$490 million in investments in Yakima County businesses. Today, YCDA continues its work through the Choose Yakima Valley Campaign.

## **II. WEBSITE HISTORY**

The YCDA website was redesigned in 2016. The organization had three separate websites it was maintaining and it combined all of those sites into one. YCDA.com, LiveYakimaValley.com, and WorkYakimaValley.com were all rolled into a single website with all content for each site being retained and located somewhere on the new site.

The current website uses a Wordpress back-end administration system. In addition to the website, YCDA maintains a Facebook page, LinkedIn page, and Constant Contact.

## **III. OBJECTIVE**

YCDA is seeking the professional services of a qualified agency to work as a sole or lead agency for the design and development of a new primary website for our organization, to be located at [www.chooseyakimavalley.com](http://www.chooseyakimavalley.com).

The successful agency must demonstrate extensive ability to design and develop a desktop/mobile/tablet and user-friendly website that can support our organization in achieving its objectives.

The primary objectives of this website project is to:

1. Reorganize navigation menu to make the site user-friendly and easy to find information.
2. Integrate dashboards to promote economic development information and efforts such as available properties for site selectors, COVID-19 grant impact, etc.
3. Provide resources, events, and best practices for our business community.
4. Provide engaging information and reports on the outcomes of our work for our investors and highlight the community impacts of YCDA and its mission.

Secondary objectives include:

1. Enhance awareness about our organization and the importance of economic development.
2. Have a flexible and user-friendly backend to update design, graphics, text, and other information when creating new pages of content.

3. Integrate YCDA's social media feeds (currently Facebook and LinkedIn), newsletter information, and opportunities to integrate content from YCDA's investors.
4. Grow our investors/attract new investors

The primary target audience are businesses looking for business data and recruitment information. Secondary target audiences include state and local government staff, supporters of economic development, and lastly- the public.

**IV. BUDGET**

A cost analysis of this project has determined that a reasonable budget for a basic website project is \$8,000-\$10,000. YCDA has allocated up to \$25,000 for this project, and annual upkeep costs of up \$10,000. Provide a detailed line item budget demonstrating how costs will be allocated to accomplish the scope of work at or below YCDA's budget. Please include any innovative cost-saving approaches your firm believes will benefit YCDA.

**V. TIMELINE**

Date	Milestone
May 21, 2021	RFP Posting
June 18, 2021	Proposals Due
June 21-25, 2021	Evaluation of Proposals
June 30, 2021	Project Awarded/Project Commences
August 31, 2021	Preliminary Website Launch
September 30, 2021	Final Completion of Website

#### IV. WEBSITE DESIGN EXAMPLES

Greater Minneapolis Saint Paul Regional Economic Development Partnership

<https://www.greatermsp.org/>

What we like about it:

- Investors in action highlight at the bottom of the page

Marion Economic Development Corporation

<https://www.medcoiowa.org/>

What we like about it:

- “How can we best support you?” help pop up that provides the email address of the person most relevant to the user’s need
- Main navigation is clean and concise
- The pictures are relevant
- Map location image of where you are in the world
- Key industry highlights
- COVID information is subtle yet listed above the fold
- Choice of verbiage is friendly: Community Promises instead of Improve Quality of Place

Greater Phoenix Economic Council

<https://www.gpec.org/about-us/board-of-directors/>

What we like about it:

- Clean navigation

Port of Vancouver

<https://www.portvanusa.com/>

What we like about it:

- Dual navigation menu on the top right
- The photo heavy introduction to the site
- The three category breakdowns above the fold

Snohomish County Economic Alliance

<https://economicalliancesc.org/>

What we like about it:

- The clean simplified look
- The icons

Pierce County: <https://www.co.pierce.wa.us/>

What we like about it:

- “Top Services” quick links
- Image heavy industry quick links: <https://www.co.pierce.wa.us/103/Economic-Development>

## **VI. WEBSITE FUNCTIONALITY REQUIREMENTS**

The requirements of this RFP include that the agency will be responsible for development of the new [www.chooseyakimavalley.com](http://www.chooseyakimavalley.com) website, including the design, copywriting, graphics, and images. Along with a smooth transition from the old website to the new one to maintain search engine ranking integrity and a seamless user experience (including all necessary redirects).

The agency shall provide a proposal, in accordance with the terms and conditions set forth herein, to provide website design and development services to YCDA that may include, but are not limited to:

- Development of a project plan, including timeline, for the entire scope of work with input from the internal team.
- Design of new website to create an easy-to-navigate and uncomplicated experience that includes the following features, elements, and functionality
  - Intuitive and attractive design
    - Clean, modern look
  - Intuitive and easy to use navigation
  - Responsive design (desktop, mobile, tablet)
  - Design should reflect “look and feel” of Yakima County and its diverse economy and people
  - Fast-loading pages in line with Google’s recommendations (link to these recommendations) for site load times
  - Image rich web design with use of captivating photography (some images will be provided)
  - Displays correctly in latest two versions of IE, Microsoft Edge, Firefox, Chrome, Opera and Safari on both Apple and PC based computers, mobile phones and tablets

- Content Management System (CMS)
  - The website must be built on a content management system, likely WordPress, which allows for all areas of the site (webpages, images, blogs, forms, etc.) to be easily changed and updated by the YCDA team.
  - The website must include a robust, built-in news/blog platform. This must enable users to easily create, edit and publish mixed-content (videos, images, text) news articles to the website.
  - The website must allow for reference and an archive library of most of the significant amount of current content.
- Search Engine Optimization (SEO)
  - The CMS must include the ability to alter title tags, meta descriptions, alt tags, and headers. The site must be built to be easily crawled by search engines.
- Social Media Integration
  - Social sharing tools that allow visitors to post on Facebook and LinkedIn, and other potential tools that can be incorporated across the website where appropriate.
  - Tools that allow opportunities to integrate current content from YCDA investors.
- Hosting
  - The website must be hosted at a reliable, cost-effective, highly reputed hosting provider. The site is currently hosted on GoDaddy.com.
  - The website must have all proper security certificates.
- Email Marketing
  - The website must integrate seamlessly with our current email marketing software (Constant Contact).
- Website Analytics
  - Google analytics must be integrated site wide.
- Event Registration
  - Event registration and payment functionality built into, or integrated seamlessly into the website. YCDA currently uses Eventbrite for event registrations.
- Technical Requirements
  - The website must be built with HTML and CSS; no flash.
  - Full-text keyword search, with a search box located in a static position on each page throughout the site.
  - Future Flexibility – The site should include a flexible design template that can easily accommodate the addition of new functionality.
  - Easily accessible to the novice as well as the experienced internet user.
- Training
  - Training of website administrator and staff assigned to maintain and update web pages, including adding/removing content, images, and pages.
  - Provide unlimited support and fast responses to troubleshooting questions.
- Testing
  - Testing of site on all applicable platforms to ensure website works as promised.
- Delivery
  - Following an initial meeting or teleconference with the YCDA staff, a timeline with milestone dates will be developed before work begins.

## **VII. PROPOSAL FORMAT**

To achieve our directive, agencies will submit proposals to be considered for all disciplines as a single full-service agency or as a lead contracted agency with subcontractors rolling up to the lead contracted agency. Agencies submitting a proposal in the lead contractor/subcontractor model must clearly represent their capabilities as the lead agency and must identify in the proposal which Scope of Work elements would be subcontracted under the lead agency.

Agency/contractor/subcontractor(s) must possess the following characteristics:

- Demonstrated competency in designing and developing Economic Development or comparable websites.
- Clear lines of agency communication and responsibility.
- An understanding of emerging technology, trends, platforms and messaging opportunities and how to best leverage them on behalf of YCDA.
- Account representation available for meetings as needed, and responsive via telephone and e-mail.
- A commitment to transparency, trustworthiness and integrity.
- Provide thought leadership and best practices related to digital communications and website optimization.
- Define and deliver against clear goals and success metrics.
- Knowledge and practice of best practices and analytical benchmarks within the Economic Development field.

Please address the items detailed below in your proposal in the order shown. Each section should be clearly labeled, with pages numbered. Failure to include all listed items may result in the rejection of the proposal. All submissions will be evaluated by a YCDA task force.

## **VIII. WEBSITE PROPOSAL**

1. Provide a cover letter that is maximum 500 words, signed by an authorized officer of the agency, indicating the overall philosophy on developing a website strategy.
  - a. Include the name(s), telephone number(s) and email(s) of the authorized contact person(s) concerning this proposal and resume of the key staff who will be assigned to work on the project. This information does not count toward the 500 word limit.
2. Proposed design direction/ideation. Specifically address how the website will achieve our primary and secondary objectives described in Section III of this RFP.
3. Ability to provide and execute the items listed in Section VI: Website Functionality Requirements.
4. Examples of prior work – specifically reference prior work relevant to this request
  - a. Describe the qualifications, experience and training of staff to be assigned to projects.
  - b. Provide a description of relevant experience, especially in projects of similar size and scope. Be specific and identify projects, dates, and results.
  - c. Provide at least three (3) samples of work done for other Economic Development or related organizations and corresponding client references including, name, address, and phone number of contact person.

- i. Identify the year in which the work was performed, including start dates and completion dates.
- d. References should be able and willing to attest to your quality of work, your team approach, on-schedule performance, cost performance, and return on investment.
- e. Provide a detailed line item budget demonstrating how costs will be allocated.

## **X. SUBMISSION OF PROPOSALS**

Submit your proposals in PDF format to [jess@ycda.com](mailto:jess@ycda.com) no later than 5:00 pm PT on Friday, June 18, 2021.

Late proposals may not be accepted. YCDA reserves the right to postpone, accept, or reject any and all proposals, in whole or part, on such basis as it deems to be in its best interest to do so. YCDA reserves the right to enter negotiations with the preferred vendor. All proposals shall be subject to and comply with all applicable federal, state and local laws and regulations.