

# Request for Proposals

May 23<sup>rd</sup>, 2023



## **DESCRIPTION: Website Refresh Project**

**PROJECT SCOPE:**The WCEDP is searching for an individual or organization that can give the existing website a refresh.

- **Proposed Budget:**
  - \$3500-\$7000
- **Company Information:**
  - The WCEDP is a 501©3 Non-Profit organization financially supported by local community governments, county, and private businesses dedicated to supporting and creating a sustainable economic profile in Wright County. The WCEDP fulfills its mission by providing technical, financial and workforce development assistance to businesses and residents in Wright County and those looking to locate in Wright County. The Partnership provides economic development assistance to the 16 cities and 11 area Chambers of Commerce in Wright County. Business retention, expansion, recruitment and creating an entrepreneurial atmosphere is a strategic imperative of the WCEDP as well as workforce development, marketing, and capacity building.
- **The purpose of the RFP:**
  - The WCEDP has committed to a website refresh in 2023.
- **The nature of the project/initiative:**
  - Home Page will receive a new look with images and video. WCEDP has 2 preliminary layouts with elements for the redesign already established.
  - Must have the ability to work with WordPress websites.
  - Must have knowledge of WPEngine, the current website host.
  - Mobile optimization update is required.
  - Updated existing pages to mimic the new look of the homepage with templates created for use by Marketing Coordinator in the future.

- Addition of blog page.
- Must be able to retain existing partner directory, partner log in, payment portal, and events calendar.
- SEO optimization to match Partnerships Marketing Blueprint (to be shared with selected agency).
- Review Website optimization and advise on security needs.
- Review website plugins and advise on upgrades.
- Technical assistance is needed for one year.
- Initial training for Marketing Coordinator on new plugins and themes for updates after completion.
- **Information about how the RFP process will be managed:**
  - WCEDP Staff will release RFP and review proposals.
  - The Executive Director and Marketing Coordinator will make agency recommendations to the Marketing Task Force.
  - The Marketing Task Force will review, and the selected agency will make a presentation.
  - The Marketing Task Force will make a recommendation to the full Board for final approval.
  - Onboarding of selected agency.
- **Key dates and deadlines that agencies need to be aware of:**
  - RFP will be released publicly on May 23<sup>rd</sup>, 2023.
  - **Proposals Due by June 6<sup>th</sup>, 2023.**
  - Review proposals, selection for presentation by June 8<sup>th</sup>, 2023.
  - Presentation to Marketing Task Force on June 15<sup>th</sup>, 2023.
  - Agency selection and service agreement signed by June 21<sup>st</sup>, 2023.
  - Project completion no later than August 1<sup>st</sup>, 2023.
- **Key points of contact within organization:**
  - Jolene Foss, Executive Director [jolenef@wrightpartnership.org](mailto:jolenef@wrightpartnership.org)
  - Please email proposals and references to contact above no later than June 6<sup>th</sup>, 2023.