

Indiana Economic Development Association (IEDA)

REQUEST FOR PROPOSALS (RFP) FOR WEBSITE REDESIGN

The purpose of this RFP is to solicit proposals from qualified vendors to redesign IEDA's website (www.ieda.org).

Project Goals:

- Improve communication to IEDA's members and to serve as a better resource to facilitate interactive member services
- Completed website should be able to be used as a recruitment tool for new members and sponsors
- Provide and help develop a clear message that IEDA is the voice of economic development for the state of Indiana (State) and IEDA empowers economic developers in Indiana with training, educational and networking opportunities
- Develop a highly beneficial, cost-effective, offer intuitive navigation and interactive with flexibility to support IEDA's website needs. Create a standardized template and visually appealing look for the site to establish a unified brand
- Complete design and coding for splash page and sub pages of the site and transfer existing content to new wire frame
- Enhance sponsorship acknowledgement and incorporate banner advertisement opportunities (as a possibility) on splash page
- Develop an interactive State map that provides information about members providing economic development resources in a county/region
- This site must be search engine optimized
- Design should be able to be viewed from a hand held device
- Designs may incorporate new technology into the website design considering rolling gifts, vblogging, podcasts, links to social media from home page and other visual expressions to showcase IEDA and its membership including visual displays, video, sound, and slide shows as deemed appropriate working with Communications Committee to achieve IEDA's goals
- Development of member resource center from sponsor list with hot links to members' websites
- Incorporate new photographs of IEDA members and ED projects located in Indiana
- Customize and update each page of the website to better reflect IEDA's current and future goals. For example, considerations should be made to determine whether IEDA still wants each of the current sub-pages, needs different sub-pages and whether the sub-pages are appropriately named
- Integrate a password protected server based back end content management tool
- Integrate Avectra data management application into new site for easy access
- Cross-referenced information should be hyper-linked from page to page within the website
- Files should be designed for quickest downloading

- Need capability to maintain an archive of existing and past records such as agendas, minutes, conference presentations, video clips, press releases and newsletters
- Links to important ED, local, state and federal government organizations should be reviewed and updated
- Hosting options should be identified

Selection Criteria:

The selection of consultants will be based upon the following factors:

- The qualifications and expertise of the vendor and the persons to be assigned to the project
- Past performance of the vendor on completed projects
- Availability of the dedicated staff to meet IEDA's project deadlines
- The estimated costs associated with the redesign of the website
- Vendor's familiarity with economic development and needs of a not-for-profit association
- Whether vendor is an active member of IEDA will be considered. This is not a requirement; however, membership in the organization will be viewed favorably.
- Ability and experience managing the project with the input of an active committee, non-profit board and IEDA Executive Director (to make sure the website's functionality meets IEDA's needs)
- Ability to help develop cohesive message for IEDA that will permeate throughout the website
- Familiarity with social media and ability to use social media to pull viewers to website
- Included in proposal cost training with staff and Communications Committee for content management tool
- Vendor availability for potential site enhancements

IEDA reserves the right to reject all proposals upon its sole discretion. Failure to provide any of the requested information listed above may exclude a proposal from the full review process.

All ownership and intellectual property involved with the development of IEDA's website shall belong to IEDA. This includes all screens, graphics, domain names, content, website design elements, together with any and all underlying software, object code, digital programming and source code. The Vendor will not retain any rights to use any materials or software it gains from its creation of the website without the written permission of an authorized officer of IEDA. In developing the website, the Vendor will be required to affirmatively state that it will not infringe or violate the copyright and/or other intellectual property rights of third parties, and it is the Vendor's responsibility to secure various rights, licenses, clearances and other permissions related to works, graphics or other copyright materials to be used or incorporated in the IEDA website.

All applicable copyright notices will be displayed prominently on the website. Vendor will not use IEDA's logo or other intellectual property during the project or subsequent to its completion with the written permission of an authorized officer of IEDA.

Information Requested and How to Submit Proposal:

- Provide a detailed project plan, incorporating ideas for website navigation and template layout as discussed above as well as your ideas for IEDA’s website considering the timeline outlined below
- List of References (a minimum of five (5) contacts, relationship with Vendor, contact person with email address and phone number(s))
- Resume of Website Projects and website links so the proposal reviewer is able to access these sites
- Experience Working with a Board or Committee to Implement a Website Project
- List of Staff Member(s) who will be working on the website project and pertinent expertise of each staff member and staff members availability to meet IEDA’s timeline listed below (highly recommended, but not required)
- Contact Information – name, address, phone number, fax number and email address of the Vendor’s authorized negotiator
- Fee breakdown – Please feel free to include “options in this analysis”
- Hosting options, if any. If options are available, please indicate (a) how often do you back up and what is the system to back up; (b) how often do you have down time; (c) how often do you upgrade software/hardware; (d) a description of technical support and security; (d) the methodology and service level agreements; and (e) pricing, terms and conditions.
- Specific ideas for the improvement of content of the IEDA website from review of similar peer organization sites including but not limited to: Minnesota www.edam.org; Virginia www.goveda.org; Michigan – www.medaweb.org; Washington – www.wedaonline.org; Alabama – www.edaa.org; Mid-America Economic Development Council (MAEDC) www.maedc.net; Although IEDA has some specific requirements for the website, we are interested in your ideas as the “expert” for content and specific your approach for redesigning the style of the IEDA website. Alternative solutions and recommendations will help distinguish your proposal.
- **Proposal must be submitted electronically in a PDF format no later than 5:00 p.m. (EDT) on March 15, 2010 to jillewing@ieda.org.**
- If an interested vendor has a question concerning the RFP or the selection process, questions may be directed to susan@impa.com or Susan Borries Reed at (317) 575-3879.

Estimated Project Timeline:

Proposals Due:	March 15, 2010
Review Proposals:	March 24, 2010
Web-based meeting	
interviews:	March 31, 2010
Contract Negotiation	April 5, 2010 to April 15, 2010

Execute Contract:	By April 16, 2010
Planning, Testing, Training & Implementation	By August 31, 2010
Go Live	By Fall Conference – September 15, 2010
Evaluation and Project Close	By November 15, 2010