



**Request for Proposal
For Providing
Website Design & Development**

Release Date: January 18, 2019
Proposals are Due by February 8, 2019

Contact:
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I. Organization Overview

Greater Grays Harbor, Inc (hereafter referred to as 'GGHI') is a multi-faceted organization comprised of a regional Chamber of Commerce and Economic Development Council. The Chamber has a vibrant history dating back over 100 years. It initially began as the Aberdeen and Hoquiam chambers of commerce, (which eventually merged in 1961), and was principally funded by its membership. The Economic Development Council (EDC) started as an effort to bring professional economic development services to Grays Harbor in the 1980's. The EDC eventually became the designated Associate Development Organization (ADO) for the region, recognized and principally funded by the state.

In 2012, the two organizations officially merged, with the intention of providing business services and economic development opportunities to our membership and to the residents of Grays Harbor.

We are a non-profit, membership-based organization governed by a board of directors comprised of members of the business community, local government leaders, and public agency representatives. We partner with local businesses, community groups, and government at the local, regional, state and national levels to encourage economic development, business growth, professional development, and help promote efforts that position Grays Harbor as a great place to live, work and play.

We provide a variety of programs, services, and events that promote member businesses, advocate on their behalf, and provide networking opportunities and additional exposure for their businesses. We also coordinate, develop, and implement strategies to improve the economic health and business climate in Grays Harbor County, resulting in the creation and retention of quality employment opportunities.

II. Project Goals

GGHI 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.graysharbor.org.

The successful agency must demonstrate extensive ability to design and develop a state-of-the-art website that can support our organization in achieving its objectives.

The primary objectives of the website are to:

1. Grow our membership by highlighting the benefits of a GGHI membership.
2. Grow the economy of our region by highlighting our program offerings, member businesses, community events, development opportunities, and high quality of life.

Secondary objectives include:

1. Enhancing our organization's credibility.
2. Providing an improved user experience.
3. Reducing ongoing maintenance costs by utilizing a Content Management System (CMS) that can be managed by GGHI staff.

The primary target audience is the business community in Grays Harbor. Secondary target audiences include businesses looking to locate in Grays Harbor, as well as current and prospective residents of the county.

III. Budget

A cost analysis of this project has determined that a reasonable budget for this project is \$6,000-\$12,000. The target date for launch of the new website is May 1, 2019.

IV. Timeline

<u>Date</u>	<u>Milestone</u>
1/18/19	RFP Posting
2/8/19	Proposals Due
2/11/19 – 2/22/19	Evaluation of Proposals
2/22/19	Project Awarded/Project Commences
5/1/19	Completion Date (Website Launch)

V. Website Design Example

Santa Rosa Metro Chamber

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

What we like:

- Clean design with logical layout
- Header links
- Primary navigation menu that shrinks and stays while scrolling
- Content blocks make strong use of photography and use text sparingly
- Built-in ad management
- Easy online join and payment functionality
- News and Events calendar clearly lists dates, times, and effectively utilizes imagery
- Staff page allows for headshot, name, and title.

VI. Website Functionality Requirements

The requirements of this RFP include that the agency will be responsible for development of the new www.graysharbor.org website, including design, development, and smooth transition from the old website to the new one to maintain search engine ranking integrity and a seamless user experience (including all necessary 301 redirects.)

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

- Development of a project plan, including timeline, for the entire scope of work with input from 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 navigation.
 - Responsive design.
 - Design should subtly reflect “look and feel” of Grays Harbor region (and its rich history as a hub of timber and maritime industry.)
 - Fast-loading pages in line with Google’s recommendations for site load times.
 - Image rich web design with use of captivating photography (to be provided by GGHI.)
 - Displays correctly in latest two versions of IE, Firefox, Chrome, and Safari on both Apple and PC based computers, mobile phones and tablets.

- Easy-to-use Navigation
 - See Exhibit A for proposed site navigation structure

- Ad Revenue Capabilities
 - Option to include revenue generating functionality, such as advertising, premium listings, etc.

- Content Management System (CMS)
 - The website must be built on a content management system that allows for all areas of the site (webpages, images, blogs, forms, etc.) to be easily updated.
 - 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.

- 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, Instagram, LinkedIn, Twitter, etc. should be incorporated across the website where appropriate. Our social media networks must be linked on the website.

- Real Estate Listings
 - The website must have the ability to display key commercial and industrial property listings in an attractive and intuitive way through an integration with an online listing provider.

- Hosting
 - The website must be hosted at a reliable, cost-effective, highly-reputed hosting provider.
 - The website must have all proper security certificates.

- Email Marketing

- The website must integrate seamlessly with our current email marketing software (Constant Contact.) A minimum of one template must be provided that is consistent with the website design.
- Website Analytics
 - Google analytics must be integrated sitewide.
- Contact Forms
 - The website must include contact forms. When a visitor fills out the form, the message must be sent to the correct staff member.
- 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 GGHI 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.

Contractor/Subcontractor(s) must possess the following characteristics:

- Demonstrated competency in designing and developing Chamber of Commerce and/or Economic Development entity 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 GGHI.

- 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 Chamber /EDC 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 Website Design Committee utilizing the Website Design Evaluation Form (page 7.)

A. Website Proposal

- 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. Include the name(s), telephone number(s) and email(s) of the authorized contact person(s) concerning this proposal.
- Total project cost, including any additional fees and monthly or annual costs for ongoing maintenance, service and tech support.
- Proposed design direction / ideation.
- Ability to provide and execute all items listed in Section VI: Website Functionality Requirements.
- Specifically address how the website will achieve our primary and secondary goals.
- Outline of recommended KPIs and metrics with insights from past/current client experiences.

B. Capacity of Agency

- Qualifications, experience and training of staff to be assigned to project.
- Provide a description of relevant experience, especially in projects of similar size and scope. Be specific and identify projects, dates and results. Provide at least three (3) samples of work done for other Chambers of Commerce, Economic Development Councils, or related organizations and corresponding client references including, name, address and phone number of contact person. Identify the year in which the work was performed, including start dates and completion dates. References should be able and willing to attest to your quality of work, your team mentality, on-schedule performance, cost performance and return on investment.

GGHI WEBSITE DESIGN/DEVELOPMENT RFP EVALUATION FORM

Firm Submitting:

Primary Contact:

A. Quality of Proposal –50%

1. Budget effectiveness _____ / 10

2. Approach to achieve objectives _____ / 10

3. Clarity and thoroughness of proposal _____ / 10

TOTAL – Quality of Proposal _____ / 30

B. Agency Capacity – 50%

1. Qualifications & Experience _____ / 10

2. Examples of prior work

 Quality of examples _____ / 5

 Relevancy of examples _____ / 5

3. References _____ / 10

TOTAL – Agency Capacity _____ / 30

TOTAL SCORE: _____ / 60

SUBMISSION OF PROPOSALS

Submit your proposals in PDF format to gjones@graysharbor.org no later than 5pm PST on Friday, February 8, 2019, or mail sealed proposals with "GGHI -Website Proposal" clearly written on the outside of the package, and postmarked by the deadline of Friday, February 8, 2019 to:

Greater Grays Harbor
Attn: Grant Jones
506 Duffy St.
Aberdeen, WA 98520

If submitting hard copies, please include five (5) copies of your proposal.

Late proposals will be rejected. GGHI 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. GGHI reserves the right to enter into negotiations with the preferred vendor. All proposals shall be subject to and comply with all applicable federal, state and local laws and regulations.

Exhibit A: Proposed Site Structure

	Become a Member	Business Directory	Events Calendar	Discover Grays Harbor
Membership	Grow your Business	Programs	Live Here	About
Become a Member	Why Grays Harbor?	Business Retention + Expansion	Why Live Here?	Ambassadors
Member Benefits	Business Resources	Business Assistance	Relocation Resources	Staff
Member Directory	Available Sites	Economic Reporting	History & Communities	Board of Directors
Leaders Circle	Success Stories	Business Recruitment		Contact
		Leadership Grays Harbor		
		Education Fund		