

**Southwest Florida Economic Development Alliance**

**Request for QUOTE**

**Consulting Services for Website Development and Maintenance**

**Responses are Due By: June 11, 2014, Midnight**

**Email, Mail, or Deliver Responses to:**

Southwest Florida Economic Development Alliance  
C/O Tiffany Jackson  
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For Questions, please call Laura Holquist at 239-770-2980

## REQUEST FOR QUOTATION

### Regional Economic Development Website Development and Maintenance

#### SECTION 1 - OVERVIEW

##### **1.0 INTENT**

The Southwest Florida Regional Economic Development Alliance is looking for a company with expertise in website development and maintenance. The Southwest Florida Economic Development Alliance (Alliance) is a private/public partnership created in 2013. Working with all of our communities, our goal is to facilitate business expansion and relocation opportunities for the region.

Over the past year, the Alliance has completed and launched a fully built website, [swfleda.com](http://swfleda.com), which is currently written using Drupal. The company that assists the Alliance will need to manage the necessary maintenance updates, modifications, and corrections to the site moving forward. This also includes maintaining any updates or issues that may arise with the third-party server company. As part of the engagement, we also plan for a review of our existing website including a recommendation on moving from Drupal to another potentially more user-friendly website development program, WordPress has been suggested.

Florida Gulf Coast University's Regional Economic Research Institute will develop and maintain the economic and demographic information, as well as assist with identifying and verifying links to other websites. The website development and maintenance company will need to work with the Institute staff to update the website with current regional economic and demographic information.

In addition Phase II of the website will be developed and launched to include new features such as advertising banners, an interactive report generator, website download capabilities (such as Excel and PDF files), search engine optimization of the website, news banners and archive news and potentially full social media creation and digital marketing.

The Respondent needs to be capable of the following for the website:

- Backend administration and management
- Maintenance and updates, such as monthly data refresh, news/press release uploads to site, Drupal or, if we convert, other platform issued updates (for both framework and supporting plugins)
- Evaluating and recommending best website development program for our needs and completing a conversion if approved
- Launch of advertising banner capability and tracking of associated metrics of performance for such advertising
- Adding reporting and download capabilities as per above
- Creating a Google Adwords account with keyword maintenance and monitoring that would provide for Adwords reporting and analysis on a monthly basis, showing success

- of campaigns and targeted keywords used
- Providing full service search optimization to be used and monitored with detailed Google Analytics reports.
- Creating major applicable social media channels (i.e. LinkedIn, Google+), including profile copy and graphics to display on the individual networks
- Optional future posting/response maintenance for above social networks

## **1.1 CALENDAR OF EVENTS**

Request for Quotation posted online – **May 30, 2014**

Responses are due – **June 11, 2014 at Midnight**

Evaluation Committee evaluates the Responses and selects the best-qualified vendors to participate in oral presentations (Shortlist) – **June 12, 2014**

Oral Presentations by short-listed vendors – **June 16 - 1:00 to 5:00** and **June 17 - 10:30 to 1:30**, with follow-ups **the week of June 23<sup>rd</sup>**, as necessary

Planned Contract Award Date – **June 27, 2014**

## **SECTION 2 – RESPONSE, EVALUATION AND AWARD PROCESS**

### **2.1 EVALUATION**

The Response will be evaluated based on a point system. The evaluation committee will review and assign points to qualified Responses for each of the rated criteria determined by the evaluation committee. Criteria will include:

- a. Experience and Expertise in the following areas:
  - i. Conversion from one website development platform to another, preferably involving Drupal
  - ii. Adding, changing, and creating website functions
  - iii. Recommending website enhancements and improvements
  - iv. Search engine optimization
  - v. Social marketing and tracking
- b. Pricing
- c. Past work product and references

### **2.2 ORAL PRESENTATIONS/DISCUSSIONS**

The oral presentations/discussions shall include sufficient information to enable the evaluation committee to assess the technical capability of the firms to provide the desired services.

The Alliance will contact the short-listed vendors to arrange an oral presentation/discussion meeting within the times allotted per 1.1 above.

### **2.3 FINAL RANKING**

After the oral presentations/discussions, the evaluation committee will rank the finalists' proposals and may ask finalists to provide fee estimates for specific projects, such as a platform conversion and specific Phase II tasks.

### **2.4 CONTRACT AWARD**

The highest-ranked Respondent will be invited to negotiate an agreement. It is anticipated that the agreement will have fixed fee components as noted in 2.3 above.

### **2.5 RIGHT TO REJECT**

The Alliance reserves the right to reject any and/or all Responses and negotiation efforts. They also reserve the right to waive any minor irregularities in an otherwise valid Response.

## **SECTION 3 – PROPOSAL FORMAT & CONTENT**

### **3.0 RESPONSE SUBMISSION**

RESPONSES MUST BE RECEIVED BY THE DEADLINE IN SECTION 1.1, **June 11, 2014**.

### **3.1 RESPONSE FORMAT**

Required elements of the Response include:

#### **1. Overall Experience and Capabilities**

Summarize the Respondent's overall experience and capabilities to administer this project with responsibilities as defined in Section 1.0 Intent. Responses should also include content management software (website languages) that are currently used by the Respondent. The Respondent is encouraged to limit the summary to no more than four (4) pages.

#### **2. Examples of company work/experience**

The Respondent shall provide at least three (3) examples of website development with the links to the websites. Provide a short written description of the work and identify the content management software used for each example provided.

#### **3. Personnel who would provide services and price**

Provide a list of the Respondent's personnel who can provide the services along with a summary of each person's experience and an associated hourly price that would be charged.

#### **4. References**

Provide at least three (3) references, which demonstrate efforts comparable to the one described in this RFQ. The Alliance reserves the right to contact the references regarding the services provided.