

**REQUEST FOR PROPOSAL**  
**MORGAN COUNTY ECONOMIC DEVELOPMENT AUTHORITY**  
**WEBSITE UPDATE/REDESIGN**

**About the Morgan County Economic Development Authority (MCEDA)**

The purpose of the MCEDA is to promote, develop, and advance the business prosperity and economic welfare of Morgan County, its citizens, and industrial complex. The MCEDA seeks to promote Morgan County as an ideal business location due to its mid-Atlantic corridor setting, access to major transportation routes, affordable property, low utility costs and business taxes, a skilled and dedicated workforce, small-town values, and great quality of life.

To engage with and meet the demands of our audiences (site consultants/prospects, existing businesses, entrepreneurs, and general community), the MCEDA needs an updated website that strongly positions our economic development and business attributes in the digital field. The new website must be a modern, user-friendly design that is both informational and intuitive.

**Goals and Objectives:**

- To create a website that delivers the necessary data and information to the end user in a dynamic fashion
- To deliver relevant, up-to-date information that showcases Morgan County as an optimal and distinct business location with a high quality of life
- To allow MCEDA staff the flexibility to easily and frequently update the website, via a flexible content management system (CMS)
- Site should be designed for PC, Tablet, and mobile use

**Project Elements**

Professional redesign of the website is required with a CMS that provides for comprehensive internal updating. Elements of the website include:

- MCEDA brand and messaging
- Real-time demographic and other data required by site selectors and corporate executives when evaluating localities for relocations and expansions
- Maps of key assets, opportunity zones, etc.
- Integration with searchable property database
- News and blog functions
- Social media platform integrations
- Integration with Google Analytics and/or equivalents
- Photo gallery and video display organized into category albums that are easily updated
- Website testing with multiple browsers and platforms to ensure a cohesive experience for all visitors
- Ability to easily add images, documents, PDFs, etc.
- Searchable website
- Search Engine Optimization (SEO) at launch of website, including meta tags and meta descriptions for pages, photos, videos, etc.

**Proposals Should Include the Following:**

- Description of experience creating websites with interactive, data-driven features for other economic development organizations
- Experience of proposed project staff
- Representative portfolio of work or links to online portfolio
- Three references/current customers using respondent's proposed service/system
- Description of the proposed process, timeline for project, and fees
- Accessibility features of the proposed website
- Description of infrastructure, utilities, and tools proposed for webpage creation and maintenance
- Proposed phases or steps in implementation of the website design, infrastructure, and hosting
- Description of ongoing technical support
- Options for training MCEDA staff in selected CMS
- Description and cost involved in site hosting
- Information on hosting site including specifications on security, disaster recovery, and procedures for handling outages
- Costs for any recommendations of additional features that utilize the latest web technologies

**Proposal Guidelines and Requirements:**

- This process is an open and competitive process.
- Proposals must be received by 5 p.m. on July 22, 2022. Proposals shall be submitted via email, read receipt requested, to Lyn Goodwin at [lgoodwin@morgancountyeda.com](mailto:lgoodwin@morgancountyeda.com).
- The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.
- The price quoted should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.
- The MCEDA reserves the right to reject any and/or all proposals, to waive technicalities, and to take whatever action is in the best interest of the MCEDA.

**Submission Information:**

Proposals must be received by 5 p.m. on July 22, 2022. Proposals shall be submitted via email, read receipt requested, to Lyn Goodwin at [lgoodwin@morgancountyeda.com](mailto:lgoodwin@morgancountyeda.com). Questions may be directed to Lyn Goodwin at [lgoodwin@morgancountyeda.com](mailto:lgoodwin@morgancountyeda.com) or 304-258-8546.