

## Request for Proposals

### Pelham Economic Development Committee Website Development Project

#### Summary

The Pelham Economic Development Committee (PEDC) is seeking proposals for development of an Economic Development website. The PEDC has obtained a grant to create a new economic development website to attract economic development to the town of Pelham, New Hampshire. The PEDC will be hiring a firm that can produce a branded website that is both user and search engine friendly. This project is budgeted and will be started in Q1 2010 and completed in Q2 2010 (launched on or before May 31, 2010).

#### Proposal Guidelines and Requirements

This is an open and competitive process and a vendor will be selected who best meets the requirements described herein.

Proposals will be mailed either in hard copy to Planning Director, Town Hall, 6 Village Green, Pelham, NH 03076 or via e-mail to [planning@pelhamweb.com](mailto:planning@pelhamweb.com).

Proposals received after 4pm EST on March 1, 2010 will not be considered.

The price quoted should be inclusive.

If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal and identify the sub-contractor.

Prospective respondents are invited to contact Jeff Gowan, Planning Director to discuss the project and or the contents of this RFP via telephone at 603-635-7811 or e-mail at [planning@pelhamweb.com](mailto:planning@pelhamweb.com).

#### Contract Terms

The Pelham Economic Development Committee (PEDC) will negotiate contract terms upon selection. The negotiated contract is subject to review by the Nashua Regional Planning Commission who will process payment for services from a grant obtained from the NH Department of Transportation.

#### Scope of Project Services:

The website will include a homepage approximately 5 main pages and 6-10 subpages (See site map draft). The domain will be owned by the PEDC and hosted by the PEDC host. Once launched, the day to day maintenance of the site will be done internally by the designated town personnel. This is an HTML based site on the Wordpress platform. All page titles, header tags and content will be in HTML. Images within the site will have ALT tags. The site will have a site map in the footer.

The firm will be responsible for:

- Branding- Formulate final branding message from the branding activities that the PEDC has conducted to date. Research market space and local competition. Determine tone and type of imagery and photography.

- Copywriting – Approximately 5-8 branded pages (including the home page) will require original copy. The copywriter will draw out main messages and value proposition, write headlines and subheads etc to support the branding position. The remaining pages will be submitted by the PEDC to the firm for copyediting so that the tone is consistent throughout.
- Logo Creation – 2 rounds and a final logo design with color palette
- Information Architecture
  - Site Map and user flow
  - Define any links; functionality; content assessment, user scenarios/audience segments, one edit cycle and review.
- Creative Design
  - Look and feel/Mood boards (color, images, fonts, photography etc)
  - First round creative – create screen comps including navigation and copy, show three design directions of a home page and one inner page. Review comps with PEDC and choose design direction.
  - Second Round Creative – One round of edits to the chosen design direction. Review final meeting with PEDC for final design direction.
  - Final Design
- Splash Page – this is a 1 page placeholder site that incorporates the logo, color palette, creative design and main message to the visitor. It will be placed on the PEDC domain until the complete site is launched. The splash page will include full contact information for the PEDC including a contact email address for inquiries.
- Functionality – this is a simple branded website with limited functionality. There will be an inquiry form that visitors can submit via email to the PEDC.
- Site Build – once the navigation, theme, layout are determined, and the content is approved, the site build will take place. The site build should be in search friendly HTML and built so that the PEDC can administer and maintain the site internally. An example of a platform that could meet the goal of the PEDC to maintain the site internally is Wordpress.
- Site Maintenance – the PEDC would like the option to use the service of the firm to maintain the site on an as needed/hourly basis for updates that are beyond the scope of internal staff.

## Assumptions

- PEDC to supply media from their library including photos and videos.
- PEDC will supply original copy in electronic format (MS Word).
- PEDC will supply any forms in pdf format.
- The website creative design will be unique and not utilize a template.
- The website will be search engine friendly.
- If stock photography will be used, the firm will include the cost within the specified budget.

- PEDC will have full ownership of the completed site.
- New Hampshire based firms are preferred although final selection will be based on the match between the firm and the PEDC project.

## **Site Map (Draft – main pages and sub-pages/topics)**

1. Why Pelham (Branded Page)
  - a. Location
  - b. Educated Workforce
  - c. Quality of Life (Branded Page)
2. Location (Branded Page)
  - a. Access to Boston, Nashua, Manchester, etc
  - b. Historical (Branded page)
  - c. Recreation
  - d. Sports
  - e. Dining
  - f. Shopping
3. Profile of Pelham (Branded Page)
  - a. Business & Industry
  - b. Population/ Demographics
  - c. Housing
  - d. Workforce
  - e. Access (location)
4. Site Selection (Branded Page)
  - a. Commercial
  - b. Residential
5. Grow your business (Branded Page with space for announcing news that is relevant to the business community)
  - a. Properties
  - b. Permits, Licenses, Approvals
  - c. Resources
6. Contact
  - a. Include link to email that goes directly to the contact person's email box

## **Resources**

1. Strategic Plan for Economic Development, Town of Pelham, New Hampshire, April 2009
2. Findings from PEDC Branding Survey

**Timeframe**

The estimated timeframe to complete this project beginning with the initial meeting and ending with the launch of the site is 3-6 months.

**Budget**

\$10,000 (including routine site maintenance within the first 12 months after launch).

**Proposal Evaluation**

Firms will be evaluated on whether this project fits within their overall business, their portfolio of completed work and quality of presentation. The proposal must fit within the project budget and timeframe.

**Requirements**

1. Qualifications
2. Description of typical process for similar projects
3. Examples of projects with similar scope
4. Project cost estimates
5. Presentation – finalist will be asked to review their proposals with the PEDC representatives.
6. Terms and Conditions – state all terms and conditions of the firm.