

**Request for Proposal (RFP)**  
**Design and Website Redevelopment**

**May 2, 2024**

Business Development Corporation of the Northern Panhandle  
324A Penco Rd  
Weirton, WV, 26062

Requested Start: July 1, 2024.

Proposed end: September 1, 2024.

**Background of Organization**

The Business Development Corporation of the Northern Panhandle (BDC), a private non-profit economic development organization launched a new website in the mid 2010's to provide information to its funding partners, the community and new business prospects considering the BDC's service region. Since the creation of the BDC's website, only routine maintenance and content updates have been made. Given the advances of the organization and business interest within the service region, the BDC is seeking a company to redesign and rebrand its website, using the current WordPress format, to reflect those advances and changes. The primary users of the site will be members of the organization, partners, prospective businesses considering the region, and the general public.

**General Project Description**

The BDC is inviting proposals from reputable and qualified companies with a track record of success in designing and producing digital solutions to develop new templates for the current website and subdomains. The project includes the following deliverables:

- Update/Redesign BDC website to create a new visual look that will provide a better experience for users.
  - i. Add feed links.
  - ii. Responsive design.
  - iii. Social Sharing features – Incorporation of the BDC's social media platforms.
  - iv. Multiple page styles and custom post types.
  - v. Language options feature in resources and guidance templates.
  - vi. Interactive map; integration of West Virginia Department of Economic Development's ZoomProspector Map.
  - vii. Signup for latest news.
- Develop a user manual and deliver a webinar for the support staff and system administrators, covering content upload, system maintenance and administration.

- Support and maintenance: Administrative and technical support and quality control for a period of 1 year with the option for annual maintenance and support contracts.
- Source code handover to the BDC

For similar examples, please refer to the following organizations' websites:

<https://ridc.org/>

<https://nrgrda.org/>

<https://www.hadco.org/>

<https://westvirginia.gov/>

### **Documents Needed for Proposal**

- Background / description of the company.
- Description and examples of previous work completed with similar functionality.
- Key professional staff qualifications and competence needed for the assignment.
- A financial proposal to address the work.

### **Evaluation and Selection Process**

Submissions will be evaluated in consideration of the following evaluation criteria:

- The work presented throughout the firm portfolio will be evaluated to assess the quality of the company's work. [30 points]
- Experience and qualifications of the team proposed to deliver the work by the company. [20 points]
- Experience in Developing sites in WordPress CMS. [35 points]
- Timeline to deliver the objectives of the assignment based on the deadlines provided in this document. [15 points]

To qualify for further consideration, the company must accomplish a minimum score of 70 percent in the technical offer. The financial offer will also be considered for final company selection.

### **RFP Submission Procedure**

Please submit proposals and portfolio information to [ebartley@bhbdc.com](mailto:ebartley@bhbdc.com) by midnight on May 30<sup>th</sup>, 2024. Any questions regarding this RFP should be directed to the above email address.

The project team including the selected firm and representatives of the BDC will meet for an initial kickoff meeting promptly following the selection process.

For more information about the BDC, visit [www.bhbdc.com](http://www.bhbdc.com)