

Request for Proposal (RFP) for Website Development

Colorado River Valley Economic Development Partnership (CRVEDP)

1. Introduction:

CRVEDP (www.crvedp.org) is seeking proposals from qualified website designer and development vendors for our regional economic development partnership. The website will serve as a central hub for information on economic opportunities, resources, and collaboration within the Colorado River Valley region of Western Colorado. Phase I is to seek a broad cost estimate to submit with grant applications and obtain funding for the website, Phase II will be the actual design and build.

2. Objectives:

The primary objectives of the website are:

- To provide valuable resources and information for businesses, entrepreneurs, community members and investors.
- To facilitate collaboration and networking among stakeholders.
- To establish an online presence for our organization.
- To promote economic growth, diversity and attract investment to our region.

- Simple Navigation (User Experience or UX)
- Clear and logical user flow for consumer and member
- Visually driven
- Collecting and using data for enews signups, list serves, etc.
- Means to understand consumer preferences
- Analytics and the availability of community-driven data
- Experience-focused, leveraged content
- Content migration
- Easily edited, stable platform
- Compliant with laws and regulations (ADA compliant, Security, Privacy)
- Incorporate rebranding
- Mobile first (optimized for all platforms)

Homepage

- The home page needs to strike an emotional connection with visitors and drive a desire to visit
- It will be a compilation of relevant information from across the sites displayed in a simple form

Blogs/news feeds

- Blogs/news feeds could require additional styling and/or functionality

Workforce/Demographic Analytics

- Display data and analytics
- Ability to connect to potential future data software or resources

Calendar functionality

- Similar to blogs, this may be a built-in CMS capability and is important to consider styling and usability

Analytics Integrations

- Google Tag Manager needs to be a focus (Google Analytics, Google Ads, etc.)

3. Scope of Work:

- The scope of work includes:
- Design and build for a mobile first, responsive, user-friendly website.
- User-friendly design that does not require coding for daily staff updates.
- Integration of features such as interactive maps, contact forms, and multimedia content.
- Integrated Content Management System (CMS) implementation for easy updates.
- Search engine optimization (SEO) for better visibility.
- Hosting of site, maintenance, and updates – this will include details for an ongoing maintenance and hosting contract.
- Set up of Google Analytics tracking and testing
- Training for staff members.

4. Estimated Cost:

Please provide an estimated cost of design and development as well as ensuing costs associated with hosting and maintenance/management of the site.

5. Proposal Submission:

Please submit proposals electronically by Friday May 31st 2024 to Alicia Gresley at alicia@livingonmtntime.com

Selection Criteria

- Creativity in approach to building a modern, aesthetically appealing website with an emphasis on simple design and emotional appeal
- Overall technical capabilities with a focus on positive user experience and simple to navigate CMS
- Team that will be involved and project approach – preference given to local, western Garfield County vendors
- Previous work with related website projects and reference feedback

6. Contact Information:

For inquiries, please contact Alicia Gresley at 970-306-1899 or alicia@livingonmtntime.com

Thank you for considering this opportunity to work with us.

Regards,

Alicia Gresley

Director

Colorado River Valley Economic Development Partnership

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