



**Lansing Economic  
Development Corporation**

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# REQUEST FOR PROPOSAL

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Website Design & Development

RFP Issued: July 10, 2024

RFP Due: August 9, 2024

## ORGANIZATION BACKGROUND

The Lansing Economic Development Corporation (Lansing EDC) was established in 1976 as a nonprofit organization focused exclusively on economic development in the city of Lansing. We are a team of skilled professionals and diverse board of directors united by our mission to improve the Lansing community by fostering economic growth that is strategic, sustainable, and equitable with the vision to build a Lansing that is strong, proud, and prosperous for all.

From start to finish, we work with businesses and development projects of every size and type and in every part of Lansing. Our priority is to create and foster economic development projects that maximize economic opportunities for Lansing's businesses, neighborhoods, residents, and workers. We leverage public-private partnerships to create mutually advantageous solutions that encourage economic growth and redevelop blighted, contaminated or functionally obsolete properties.

## PROJECT GOALS

The Lansing EDC is seeking proposals from marketing and web development firms to design and develop a new website for the organization. The new website will serve as a vital communication tool to promote economic development, provide resources for businesses, and showcase the benefits of living and working in Lansing. The Lansing EDC is seeking a proposal that meets the following goals:

- **Modern Design:** Develop a modern, user-friendly, and visually appealing website.
- **Responsive Design:** Ensure the website is fully responsive and functions seamlessly on mobile devices, tablets, and desktops.
- **User Experience:** Enhance navigation and user experience to make it easy for visitors to find relevant information.
- **Content Management System (CMS):** Implement a robust CMS that allows easy content updates and maintenance by non-technical staff.
- **Content Development:** Assist with the creation of written content for the webpages.
- **SEO:** Optimize the website for search engines to improve visibility and ranking.
- **Integration:** Integrate social media, contact forms, event calendars, and other relevant tools.

## PROPOSAL REQUIREMENTS

### Company Information:

- Company name, address, and contact information.
- Brief history of the company and experience in web development.
- Examples of similar projects completed.

### Project Approach:

- Detailed description of the approach to be taken.
- Project management methodology.
- Proposed timeline and key milestones.

### Team Composition:

- Bios and roles of team members assigned to the project.
- Experience and qualifications.

### Cost Proposal:

- Detailed breakdown of costs, including design, development, testing, deployment, and maintenance.
- Payment schedule.

### References:

- At least three references from previous clients.

## EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

- **Experience and Expertise:** Proven track record in developing similar websites.
- **Design and Functionality:** Quality and creativity of design proposals.
- **Project Management:** Clear project plan and timeline.
- **Technical Capabilities:** Ability to meet technical requirements and deliver a robust CMS.
- **Cost:** Value for money and cost-effectiveness.
- **References:** Positive feedback from previous clients.

## SUBMISSION INSTRUCTIONS

- **Deadline:** Proposals must be submitted **by 5 p.m. EST on August 9, 2024.**
- **Format:** Submit proposals in PDF format.
- **Delivery:** Email proposals to **aurelius@lansingedc.com** with the subject line "Lansing EDC Website Development Proposal."

## TIMELINE

- RFP Open – July 10, 2024
- End Date for Questions – July 29, 2024
- RFP Close – August 9, 2024
- Notification of Award – By end of August

The Lansing EDC reserves the right to amend or modify the RFP at any time during the procurement process, prior to the date and time which responses are due. All amendments and modifications will be posted to the Lansing EDC's website (LansingEDC.com) in the form of an Addendum. It is the responsibility of the bidder to check the Lansing EDC website.

## CONTACT INFORMATION

For any questions or additional information, please contact:

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The Lansing EDC reserves the right, at its sole discretion, to reject any or all proposals or parts of any and all proposals; re-advertise this RFP; postpone or cancel, at any time, this RFP process; or waive any irregularities in this RFP or in the proposals received as a result of this RFP. The Lansing EDC reserves the right, in its sole discretion, to determine the appropriate next steps. The Lansing EDC may also issue a new RFP with project modifications based on information learned from the initial round or other changing circumstances or may terminate or suspend the solicitation process at any time. The Lansing EDC reserves the right to reject all submissions, or to cancel this procurement at any time.