

**REQUEST FOR QUALIFICATIONS  
EASTERN WEST VIRGINIA ECONOMIC ALLIANCE  
WEBSITE DEVELOPMENT**

**About the Eastern West Virginia Economic Alliance**

The Eastern West Virginia Economic Alliance (EWVEA) is comprised of six board members representing the economic interests of the Eastern Panhandle. These members include the directors of the Hampshire County Development Authority, Jefferson County Development Authority, Morgan County Economic Development Authority, Berkeley County Development Authority, Eastern West Virginia Regional Airport, and the Eastern Panhandle Regional Planning & Development Council (Region 9).

The mission of the Eastern West Virginia Economic Alliance is to connect the business community to development opportunities in Berkeley, Jefferson, Morgan, and Hampshire Counties in West Virginia. Once the Western Potomac Economic Partnership, this new organization is working to make regional economic development higher performing. The EWVEA seeks to promote this region as the ideal business location due to its strategic location, significant population, great business incentives, low utility and real estate costs, and a great quality of life. Together, the EWVEA is strategizing the future for this dynamic region where location, talent, and connectivity come together to create significant development opportunities.

To engage with and meet the demands of our audience (i.e. site consultants and existing businesses), the EWVEA needs an updated website that strongly positions our new brand and economic development and business attributes in the digital realm. The new website must be a modern, user-friendly design that is both informational and intuitive. ‘

**Goal and Objectives:**

- To create a website that delivers necessary data and information to the end user in a dynamic fashion
- To deliver relevant, up-to-date information that showcases the Panhandle as an optimal location with a high quality of life
- To allow EWVEA board members the flexibility to easily update the website via a user-friendly content management system
- Site should be designed for PC, tablet, and mobile use

**Project Elements:**

1. Professional design of a website is required with a CMS that provides for comprehensive internal updating. The proposed website shall not exceed 12 site pages. Elements of the website shall include:

- EWVEA new brand and messaging
- Real-time demographics and other data required by site selectors when evaluating localities for relocations and expansions
  - The website shall utilize LocationOne and West Virginia ZoomProspector for this database
- Maps of key assets, zoning districts, etc.

- Integration with searchable property database
  - The website shall utilize LocationOne and West Virginia ZoomProspector for this database
- Social media platform integrations
- News and blog functionality
- Photo gallery and video display organized into albums that are easily updated
  - Drone videography and photography stills will be provided by the EWVEA
- Integration with Google Analytics and/or equivalents
- Website testing with multiple browsers, platforms, apps to ensure a cohesive experience
- Ability to easily access images, documents, PDFs, etc.
- Searchable website
- Easy directory to each member's respective agency website

## 2. Search Engine Optimization (SEO) and Advanced Analytics

- SEO at launch of website, including meta tags and meta descriptions for pages, photos, videos, etc.
- Monthly/quarterly fees for implementing SEO campaign, review, modifications, etc.
- Monthly/quarterly fees for advanced analytics identifying name of business, location, industry type, and contact information that can be shared with members

### **Proposal Guidelines and Requirements:**

- This process is an open and competitive process
- Proposals must be received by 2PM on August 19, 2022. Proposals shall be submitted via email to Rachel Snavely at [rsnavely@region9wv.com](mailto:rsnavely@region9wv.com) **read receipt requested**.
- The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.
- The price quoted shall 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 total cost shall not exceed \$25,000.00, excluding ongoing fees for hosting, maintenance, and search engine optimization.

### **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 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 website design and hosting
- Description of ongoing technical support
- Options for training board 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

### **Preferred Qualifications**

- Respondent is a marketing firm with a focus in economic development
- Work history includes successful development of 100+ community websites
- All talents needed to deliver the website product are in-house at respondent's firm
- Respondent has 10+ years of marketing experience in economic development
- Familiarization with LocationOne and/or West Virginia ZoomProspector

### **Submission Information:**

The Eastern West Virginia Economic Alliance 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 EWVEA. The EWVEA reserves the right to interview any or all firms that submit proposals.

Proposals shall be submitted via email read receipt requested to Rachel Snavely at [rsnavely@region9wv.com](mailto:rsnavely@region9wv.com). Questions may be directed to Lyn Goodwin at [lgoodwin@morgancountyeda.com](mailto:lgoodwin@morgancountyeda.com)