



Request for Qualifications

Branding Package Development | Website Development

1. Introduction

The Franklin County Local Development Corporation (FCLDC) seeks proposals from qualified firms to provide **one or both** of the following professional services:

- Develop a new economic development branding package for FCLDC.
- Design, build and deliver a comprehensive economic development website for FCLDC.

The full RFQ may be found at www.franklinida.org. Proposals must be submitted by email to mgotzmer@franklinida.org no later than **3:00PM on Wednesday, June 3, 2020**.

2. Project Background

The Franklin County Local Development Corporation (FCLDC), Franklin County Industrial Development Agency, and Civic Development Corporation are NYS public authorities tasked with the mission of improving the economic well-being of Franklin County, New York. These agencies share a 7-member board of directors and staff. The Board of Directors, under the FCLDC umbrella, are transforming the organization into a full-service economic development organization that provides a broad range of services with a unified brand.

FCLDC is guided by the Franklin County Comprehensive Economic Development Strategy ([http://www.franklinida.org/files/public/pdf/CEDS_2014/Full Document - CEDS 1 5 2015 - Franklin County IDA.pdf](http://www.franklinida.org/files/public/pdf/CEDS_2014/Full_Document_-_CEDS_1_5_2015_-_Franklin_County_IDA.pdf)) and identified the following goals for 2020:

1. Increasing Economic Development Climate & Capacity
2. Promoting an Entrepreneurial Culture
3. Driving Downtown Revitalization
4. Leading Destination Management
5. Delivering Administrative Excellence

FCLDC brand and website must reach the following target audiences:

- Local businesses
- Businesses considering relocation to Franklin County
- Site Selectors
- Entrepreneurs
- Residents and potential residents
- Visitors and potential visitors
- Local and regional media
- Influential local, regional and state stakeholders

3. Project Goals

Brand Development Package

The goal of having a branding package is to implement a unified message for the FCLDC across all audiences and across all channels that builds awareness, trust and interest in FCLDC and Franklin County among all target audiences.

Website Development

The goal of this website design and development project is to establish a strong market presence by offering a value-added web experience that will increase visibility, value, and brand recognition to help fulfill the mission of the FCLDC. The website will become THE go-to source of information related to business and economic development for Franklin County, New York.

4. Scope of Services

FCLDC seeks **two separate proposals** for: (1) brand package development and (2) website development. Clearly identify and label which service (Branding Package Development and/or Website Development) the proposal is for, and provide qualifications for relevant experience, and examples of work as required in Section 6 - Proposal Format.

4.1 Branding Package Development

Sketching and conceptualizing

Develop the preliminary logo design concepts around the brand statement provided by FCLDC using creativity and experience. Present a minimum of three (3) logo design concepts, including tagline, for consideration by FCLDC.

Reflection

Together discuss the logo design concepts (feedback stage).

Logo revision

Two (2) revision cycles to take feedback and apply to a new set of sketches.

Logo selection

Select the logo design concept and one logo design will be finalized.

Branding package development

Once the logo has been finalized, create all other components of the branding package.

4.2 Website Development

FCLDC would like to avoid constraining the creative and interactive processes of those intending to respond to this Request for Qualifications by allowing responders to interpret the needs and best wireframe and functionality of the website and online presence and propose website features and components accordingly. As an economic development website with multiple targeted audiences, key website components should include:

Site Structure

The website(s) should contain categories such as but not limited to: Demographic Information, Site Selection, Business Services, Resident Attraction, Recreational Assets, Attractions, and Events.

Final site structure will be determined based on available options and after the contract is awarded.

Microsite Capability

Within the site there may be landing pages with specific domain names. These landing pages should be able to take on a unique identity yet still function off the main CMS/CRM database.

Content Management System

The content management system (CMS) should be a web-based application that provides the core of the entire development process, being both the platform for development and the tool by which system administrators and contributors can update the new website. The CMS core features should center around ease-of-use, flexibility and, for ongoing stability, an established information architecture and hosting environment.

Customer Relations Management

The website should have Customer Relations Management (CRM) functionality that can be fully integrated with the CMS.

5. Deliverables

5.1 Branding Package

- Three (3) logo design concepts and a final Logo and Logo Treatment
- Color Palette
- Font/Typography
- Brand Guide
- Digital Assets (including but not limited to social media files and email templates)
- Print Assets (including but not limited to letterhead and collateral pieces)
- File formats (including jpeg, png, eps, tiff, and gif)

5.2 Website

The website should feature a highly-engaging design that allows for an enhanced user experience and engagement through CRM and CMS tools. Following are design elements and functionality that should be incorporated but not limited to:

- Consumer-led user interface based upon current web systems, knowledge, and consumer research
- A design concept that is in alignment with brand
- Consistent and compelling well-branded templates for primary and secondary pages.
- SEO Optimization
- Searchable content
- Media Asset Management
- Mapping & Responsive Geo Triggers
- Multimedia integrations
- Integration of a dynamic calendar
- Social media integration
- Form integration

- Microsite builder
- Itinerary builder
- RSS feeds
- Provide systems for analytics and conversion integrations
- Website must meet ADA standards of compliance
- Ongoing service and maintenance updates.

6. Proposal Format

Proposals must be provided electronically as a Portable Document Format (pdf). Proposals that are too large to be sent via email will not be accepted. Proposals shall be submitted in the following format and sequence. All pages should be consecutively numbered.

6.1 Executive Summary

Provide an overview of the firm and how it will approach the project. List the contact information for the person responsible for submitting the proposal and responding to any questions. Summarize your overall strategy and approach for delivering the brand package development and/or website development projects.

6.2 Project Experience & Capacity

Describe how the firm has the experience and capacity to complete the project(s) in a professional and timely manner. Summarize relevant prior work experience and provide contact information and sample work for previous clients. Clearly describe any subcontracting or partnering arrangements.

6.3 Approach & Methodology

Provide a description for how the firm approaches working with clients. Describe what sets the firm apart from others and any unique approaches that are particularly relevant to this type of project. Describe any recommended variations to the Scope of Services or Deliverables that would clarify or simplify the project and its administration, or that would provide better value to the FCLDC. Describe related services the firm can provide.

6.4 Schedule

Provide a proposed schedule with key milestones using June 15, 2020 as a project start date. FCLDC understands that the schedule is dependent on many factors including an agreed upon scope of work. The firm should provide a schedule based on what it believes to be an appropriate scope of work. A phased roll-out for the website will be considered and should be addressed in the proposal.

7. Submission Deadline

Proposals must be submitted by email to Marcy Gotzmer at mgotzmer@franklinida.org no later than **3:00PM** on **Wednesday, June 3, 2020**. Any proposals received after this time may be rejected.

8. Proposal Evaluation

The evaluation will be conducted in the following steps:

1. Evaluation of Qualifications
2. Identification of Preferred Firms
3. Project Negotiation
4. Evaluation of Price Proposals
5. Recommendation of Contract Award

Awards shall be made to the responsible firm(s) whose proposal(s) is/are determined to be the most advantageous, bringing “best value” to FCLDC, taking into account all evaluation factors set forth in this RFQ. FCLDC reserves the right to reject any and all proposals submitted in response to this request.

8.1 Evaluation of Qualifications

FCLDC will review each proposal and reserves the right to request clarifications from all Firms. FCLDC will evaluate each proposal and select the firm that is the “best fit” for FCLDC and the proposed work. Proposals will be checked against minimum qualifications and proposals meeting the minimum requirements will be scored against the following selection criteria which will be used to guide the selection process:

Selection Criteria	Points Available
Project Experience & Capacity	40
Approach & Methodology	40
Schedule	20
Total	100

8.2 Evaluation of Price Proposal

Based upon the evaluation results of submissions, FCLDC will enter into negotiations with one or more qualifying firms and to develop scopes of work and price proposals. Price proposals will be evaluated to determine whether it provides the best value to FCLDC. FCLDC reserves the right to waive minor variances in the Price proposal or reject any and all Price proposals and request resubmission.

8.3 Recommendation of Contract Award

Upon receipt of a final proposed scope of work and final Price proposal, the evaluation committee will recommend approval of a contract award to the FCLDC Board of Directors.

9. Questions

Questions related to this RFP should be directed to Marcy Gotzmer at mgotzmer@franklinida.org or (518) 481-8299.