

ADDENDUM No. 2: December 23, 2024

Project: Jefferson Parish Economic Development Commission (JEDCO)
Design and Development of JEDCO Website
700 Churchill Parkway
Avondale, LA 70094
Churchill Parkway in Avondale, LA

JEDCO RFP #: 24-0912

From: JEDCO
700 Churchill Parkway
Avondale, LA 70094

To all Firms/Individuals Responding:

This Addendum forms a part of the RFQ Documents and modifies the original RFQ Documents dated 12/09/24. Changes made by this Addendum take precedence of the original RFQ Documents of earlier date.

RESPONSES TO QUESTIONS:

1. Is there an anticipated or allocated budget range for this project?
ANSWER: *Currently, we project spending up to \$60,000, but there may be options to reduce or increase budget.*
2. Could you provide an estimate of the volume of content that needs to be migrated?
ANSWER: *The current JEDCO website is quite robust with over 50 pages (see www.JEDCO.org for reference) and dozens of PDFs, images, and links embedded within. Our team is currently in the process of reviewing and consolidating, but we anticipate that a large portion of the content will migrate to the new site. We are also seeking an opportunity to clear out old PDFs and pages that should no longer be accessible via our website or anywhere online.*
3. Will JEDCO staff assist with content preparation, or should content optimization be part of the proposal?
ANSWER: *Yes, we welcome content optimization included as part of the proposal. While JEDCO plans to assist with content preparation to ensure that all content aligns with brand standards and brand voice, we do hope to receive recommendations and support from a developer to ensure we're following best practices and enhancing our digital presence.*
4. Are there existing tools or systems (e.g. GIS mapping or QuickBooks for payments) that will need to be integrated, or will new tools be implemented as part of this project?
ANSWER: *We will be looking to implement new tools into the site, including a payment processor (currently we use PayPal), email marketing tools (Constant Contact), and analytics tools (Google Analytics). We are seeking suggestions for booking systems or event calendar and possible GIS mapping for interactive maps. We would also like to discuss using an API to pull live data for monthly lending rates and updating key demographic numbers, for instance.*
5. You have requested analytics integration. Is JEDCO currently using Google Analytics or are you seeking a new analytics suite?
ANSWER: *We are currently using Google Analytics.*

6. Can addendums be emailed directly to a company?

ANSWER: *No, JEDCO will post all addendums on the Central Bidding website as well as the JEDCO website (under public notifications – scroll down through “About JEDCO” page). Responses to questions will be answered weekly until January 10th.*

7. Can RFP response be submitted on portal or does it require a subscription?

ANSWER: *No, you do not need a subscription. If you do not have access to the Central Bidding portal and/or do not have a subscription, you can email your submission to kscram@jedco.org or mail it directly to JEDCO, 700 Churchill Parkway, Avondale, La 700094 by the deadline. The full RFP is available on JEDCO.org under Public Notices.*

8. Is it mandatory for a company to provide a Contractor’s License Number or Certificate of Responsibility?

ANSWER: *No. Contractor’s License Number or Certificate of Responsibility are not required to submit a bid. The selected web developer will need to provide a certificate of insurance and a signed affidavit at contract.*