

REQUEST FOR PROPOSALS

**For Design and Development of JEDCO Website Under Jefferson Parish
Attraction Campaign Cooperative Endeavor Agreement, Resolution Number
141593**



RFP Number: 24-0912

Firm Name: _____

Proposal Receipt Date: _____

Proposal Receipt Time: _____

Jefferson Parish Economic Development and Port District (“JEDCO”)
700 Churchill Parkway
Avondale, LA 70094

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REQUEST FOR PROPOSAL (RFP) FOR DESIGN AND DEVELOPMENT OF JEDCO WEBSITE UNDER JEFFERSON PARISH ATTRACTION CAMPAIGN CEA, RESOLUTION NUMBER 141593

PART I: ADMINISTRATIVE AND GENERAL INFORMATION

This request provides all potential firms with the relevant information required to submit a proposal for design and development of the JEDCO website as part of a Cooperative Endeavor Agreement between Jefferson Parish and JEDCO for the development of a comprehensive, multi-tiered marketing and PR campaign, Resolution No. 141593. The redesign of the site is intended to attract new business to Jefferson Parish and serve the current business community with visual storytelling, interactive data, and seamless user experience.

1. Background

The Jefferson Parish Economic Development and Port District, also known as the Jefferson Parish Economic Development Commission (JEDCO), is an independent yet complementary arm of Jefferson Parish government with the main objective of attracting, growing and creating new business in our area. JEDCO's mission is to build a resilient, equitable, diverse and competitive economy by driving the retention and creation of quality jobs, entrepreneurship, innovation, and investment in Jefferson Parish.

JEDCO invites proposals for the development of an interactive, dynamic website that will serve as the digital front door for Jefferson Parish. The goal is to create an engaging, user-friendly platform that offers comprehensive information and services to prospective, existing, and startup businesses. The redesign of JEDCO's website is part of a larger attraction campaign supported by Jefferson Parish. It is expected that a contract will be awarded following public advertisement of the RFP, evaluation of submitted proposals, selection of the winning proposal, and approval of the contract by JEDCO's Board of Commissioners or its Executive Committee. Parties interested in competing for the project must submit proposals in accordance with the instructions contained herein.

2. Purpose

NOTICE IS HEREBY GIVEN THAT THE BOARD OF COMMISSIONERS OF THE JEFFERSON PARISH ECONOMIC DEVELOPMENT COMMISSION (JEDCO) will receive proposals for the design and development of JEDCO's new website. All proposers must submit proposals with their qualifications, relevant experience, and proposed cost to design a dynamic, visually appealing website for JEDCO and associated work detailed in the RFP.

JEDCO reserves the right to reject a proposal, to modify the terms of this RFP within three (3) days of the deadline for submission, negotiate with one or more of the firms, to call for additional proposals, or to refrain from accepting any proposal. The contract that JEDCO expects to award shall in no event become effective until an award of contract is approved by resolution of JEDCO's Board of Commissioners or its Executive Committee.

JEDCO’s policy in awarding a proposal will be based primarily on the most qualified firm and the proposed cost to provide the required services. JEDCO will carefully investigate each firm’s background and experience in the production of like services.

Firms must provide three references with current contact information for projects of a similar scope and size completed within the last five years.

3. Schedule of Events

	<u>Date</u>
RFP Posted/Advertised	December 9, 2024
Deadline to receive written inquiries	January 3, 2025
Deadline to answer written inquiries	January 10, 2025
Proposal Receipt Date	January 16, 2025
Interviews with Proposers (as necessary)	
Identification of Winning Proposal	January 31, 2025

The formal selection of a proposal will not be finalized unless and until the contract is ratified by the JEDCO Board of Commissioners or Executive Committee and signed by an authorized signatory.

NOTE: JEDCO reserves the right to deviate from these dates.

4. Submission of Proposals

Proposals are to arrive no later than 3:30 PM Central Time on Thursday, January 16, 2025, by hand, mail or Central Bidding. Central Bidding can be accessed by visiting www.centralauctionhouse.com.

Please address the proposal as follows:

Jefferson Parish Economic Development Commission
ATTN: Kelsey Scram
700 Churchill Pkwy
Avondale, LA 70094
Email: kscram@jedco.org

All submittals are final as of the deadline for this RFP; no submittal changes will be allowed after the RFP deadline.

Firms are solely responsible for the timely delivery of proposals and for ensuring that their courier service provider makes deliveries inside our physical location. JEDCO is not responsible for any delays caused by the firm’s chosen means of proposal delivery. Failure to meet the RFP receipt date and time shall result in rejection of the proposal.

JEDCO will review the proposals based on the following list of criteria, provided in further detail in Part III of this RFP (Scope of Work and Submission Requirements):

1. Qualifications and Experience: Review of the proposer's years in business, qualifications, and relevant experience. A minimum of two references are required.
2. Conceptual Approach of Project: Review of the firm's proposed methodologies, approaches, similar projects, and timeline to provide all the general responsibilities as specified and to a satisfactory quality of service.
3. Cost: Review of proposed cost to complete the scope of work.

5. Rejection of Irregular Proposals

Proposals not meeting the stated minimum terms and qualifications may be rejected by JEDCO as non-responsive. JEDCO reserves the right to waive any irregularities, technicalities, or informalities in any proposal, and to reject any or all proposals without cause.

6. Review of Proposals

All proposals will be reviewed by a committee consisting of JEDCO staff, JEDCO Board members, and partners. This committee will review all proposals that meet the minimum qualifications.

7. Legibility/Clarity

Responses to the requirements of this RFP in the formats requested are desirable with all questions answered in as much detail as practicable. The firm's response should demonstrate an understanding of the requirements. Proposals prepared simply and economically, that provide a straightforward, concise description of the proposer's ability to meet the requirements of the RFP, are also desired. Each firm is solely responsible for the accuracy and completeness of its proposal.

8. Confidentiality

All documents submitted to JEDCO are subject to the Louisiana Public Records Act, LSA-R.S. 44:1 et seq., and may be released when a public records request is made by news media, competitors, or other interested parties, in accordance with the law.

If a firm deems any document submitted to JEDCO under this RFP contains confidential business data, trade secrets, proprietary information, or data not otherwise subject to public disclosure, under La. Const. Art I § 5, LSA-R.S. 44:4 or 4.1, or other provisions of law, the firm shall clearly mark the documents as "Confidential" prior to delivering or making them available to JEDCO.

1. If JEDCO receives a request for the production or disclosure of documents so marked, it will decline disclosure and notify the firm of such request; provided, however, that if any action is commenced against JEDCO under the Louisiana Public Records Act, LSA-R.S. 44:1 et seq., or otherwise seeking to compel production or disclosure of the documents, the Proposer or any other person asserting the confidentiality privilege of such documents shall defend, indemnify and hold JEDCO harmless from any costs, damages, penalties or other consequences of JEDCO's refusal to disclose or produce such documents. Failure of the Proposer to immediately intervene in such legal action will authorize JEDCO to voluntarily provide the information for disclosure under the supervision of the court.

2. JEDCO assumes no liability for the disclosure or use of any document or portion of this RFP that has not been clearly marked as "confidential," or as otherwise constituting information exempt from the Louisiana Public Records Act, and may use or disclose such unmarked documents as public records.
3. The firm is to mark the cover sheet of the proposal with the following legend, specifying the pages of the proposal that are to be restricted in accordance with the conditions of the legend:

“The data contained in Pages _____ of the proposal have been submitted in confidence and contain trade secrets and/or privileged or confidential information and such data shall only be disclosed for evaluation purposes, provided that if a contract is awarded to this firm as a result of or in connection with the submission of this proposal, JEDCO shall have the right to use or disclose the data therein to the extent provided in the contract. This restriction does not limit JEDCO’s right to use or disclose data obtained from any source, including the firm, without restrictions.”

Further, to protect such data, each page containing such data shall be specifically identified and marked “**CONFIDENTIAL**.”

The firm shall not mark the entire proposal "confidential" or as information constituting an exception to Louisiana's Public Records Act. If an entire response, submittal or proposal is so marked, JEDCO shall not consider the proposal for an award of the contract.

Nothing herein shall prohibit JEDCO from making any proposal, including confidential business data, trade secrets, and proprietary information contained therein, available to any other agency, person or organization for the sole purpose of assisting JEDCO in its evaluation of the proposal. JEDCO shall require said individuals to protect the confidentiality of any specifically identified proprietary information or privileged business information obtained as a result of their participation in these evaluations.

9. Inquiry Period

An initial inquiry period is hereby firmly set for all interested firms to perform a detailed review of the RFP documents and to submit any written questions relative to them. Without exception, all questions **MUST** be in writing and received by the close of business on Friday, January 3, 2025. Initial inquiries shall not be entertained thereafter.

JEDCO shall not and cannot permit an open-ended inquiry period, as this creates an unwarranted delay in the procurement cycle and operations of our agency and departments. JEDCO reasonably expects and requires responsible and interested firms to conduct their in-depth proposal review and submit inquiries in a timely manner.

Further, JEDCO recognizes that additional questions or requests for clarification may generate from JEDCO’s addendum responses to the inquiries received during the initial inquiry period. Therefore, a final 3-day inquiry period shall be granted. Questions related to the addendum shall be submitted by the close of business three working days from the date the addendum is posted. If necessary, another addendum will be issued to address the final

questions received. Thereafter, all proposal documents, including but not limited to the specifications, terms, conditions, plans, etc., will stand as written and/or amended by any addendum issued because of the final inquiry period.

No negotiations, decisions, or actions shall be executed because of any oral discussions with any JEDCO employee or consultant. JEDCO shall only consider written and timely communications from proposers.

Inquiries shall be submitted in writing by an authorized representative of the firm, clearly cross-referenced to the relevant solicitation section. Only those inquiries received by the established deadline shall be considered by JEDCO. Answers to questions that change or substantially clarify the solicitation shall be issued by addendum and provided to all prospective firms.

Inquiries concerning this solicitation may be delivered by e-mail, express courier, or hand to:

Kelsey Scram, Director of Marketing & Communications
Jefferson Parish Economic Development Commission (JEDCO)
700 Churchill Parkway
Avondale, Louisiana 70094
Phone: (504) 875-3908
E-mail: kscram@jedco.org

10. Insurance Requirements

Prior to the execution of a contract, the selected firm shall provide at its own expense proof of the following insurance coverage required by the contract to JEDCO by insurance companies authorized to do business in the State of Louisiana. Insurance is to be placed with insurers with an A.M. Best Rating of no less than A:VI.

- a. Workers' Compensation Insurance: In the event the selected firm hires workers within the State of Louisiana it shall obtain Workers' Compensation Insurance. As required by Louisiana State Statute exception, employer's liability shall be at least \$1,000,000.00 per occurrence when work is to be over water and involves maritime exposures; otherwise, this limit shall be no less than \$500,000.00 per occurrence.
- b. Commercial General Liability Insurance with a Combined Single Limit of at least \$1,000,000.00 per occurrence for bodily injury and property damage.
- c. Business Automobile Liability Insurance with a Combined Single Limit of \$1,000,000.00 per occurrence for bodily injury and property damage, unless otherwise indicated. This insurance shall include coverage for bodily injury and property damage.
- d. Professional Liability Insurance in the sum of at least One Million Dollars (\$1,000,000.00)
- e. Umbrella Liability Insurance: An umbrella policy or excess may be used to meet minimum requirements.

All policies of insurance shall meet the requirements of JEDCO prior to the commencing of

any work. JEDCO has the right but not the duty to approve all insurance policies prior to commencing any work. If at any time any of the said policies shall be or become unsatisfactory to JEDCO as to form or substance, or if a company issuing any such policy shall be or become unsatisfactory to JEDCO, the selected firm shall promptly obtain a new policy, submit the same to JEDCO for approval and submit a certificate thereof as provided above. Upon failure of the selected firm to furnish, to deliver and maintain such insurance as the above provided, the contract, at the election of JEDCO, may be forthwith declared suspended, discontinued or terminated. Failure of the selected firm(s) to take out and/or to maintain insurance shall not relieve the firm(s) from any liability under the contract, nor shall the insurance requirements be construed to conflict with the obligation of the selected firm(s) concerning indemnification

11. Required Affidavits

All persons or firms who are under contract that was awarded on a non-bid basis with JEDCO or with any of its agencies, divisions or special districts or who submit responses to any request for submittals to contract on a non-bid basis with JEDCO or with any of its agencies, divisions or special districts must identify all subcontractors and persons, excluding full-time employees of the firm, who would assist in providing services or materials under the contract or who would share in any fees, commissions or other remuneration under the contract. Each such subcontractor or person shall submit all documents and information required by this section. Substitutions or subsequent addition of subcontractors or other persons to the contract must be approved in writing by JEDCO. The person or firm under contract shall provide JEDCO detailed justification of the need for any such additional subcontractor or person. With each invoice submitted, the person or firm holding said non-bid contract shall acknowledge that no subcontractors or other persons have been added to the contract without prior written approval by JEDCO. Failure to comply with this section shall result in termination of the contract between JEDCO and the firm.

In addition, the firm contracting or proposing to contract with JEDCO or with any of its agencies, divisions or special districts on a non-bid basis must submit prior to the ratification by the Board of Commissioners or its Executive Committee of the contract or contract amendment:

1. An affidavit attesting:
 - a. That the affiant has not and will not employ any person either directly or indirectly to secure the public contract under which he is to receive payment, other than persons regularly employed by the affiant whose service in connection with the provision or procuring of insurance under the contract or in securing the public contract are in the regular course of their duties for the affiant; and
 - b. That no part of the contract price was paid or will be paid to any person for soliciting the contract other than the payment of normal compensation to persons regularly employed by the affiant whose services with the project are in the regular course of their duties for the affiant; and
2. An affidavit attesting to:
 - a. Any and all campaign contributions that the affiant has made to elected officials of Jefferson Parish during the current term; and

- b. Any and all debts owed by the affiant to any elected or appointed official of Jefferson Parish, and any and all debts owed by any elected or appointed official of Jefferson Parish to the affiant; and attesting:
- c. That the affiant has not made any contribution to or in support of elected officials of the parish through or in the name of another person or firm directly or indirectly.

12. Changes, Addenda, Withdrawals

If the firm needs to submit changes or addenda, such shall be submitted in writing, signed by an authorized representative of the proposer, cross-referenced clearly to the relevant proposal section, in a sealed envelope, prior to the RFP receipt date. Such shall meet all requirements for the proposal. If the proposer chooses to withdraw his proposal response, the withdrawal notice shall be in writing and received prior to proposal receipt.

13. Cost of Offer Preparation

The firm assumes sole responsibility for any and all costs associated with the preparation and reproduction of any offer submitted in response to the RFP and preparation for oral presentations/discussions and other such expenses, and shall not include this cost or any portion thereof in the offered contract price and terms.

14. Non-Negotiable Contract Terms

Non-negotiable contract terms include but are not limited to taxes, assignment of contract, audit of records, EEOC and ADA compliance, record retention, content of contract/order of precedence, contract changes, force majeure, governing law, claims or controversies, and termination based on contingency of appropriation of funds.

15. Taxes

Any taxes, if applicable, shall be assumed to be included within the proposal's cost.

16. Proposal Validity

All proposals shall be irrevocable and considered valid from the receipt date for acceptance until such time an agreement is executed.

17. Prime Contractor Responsibilities

The selected firm shall be required to assume responsibility for all items and services offered in his proposal whether or not the firm produces or provides them. JEDCO shall consider the selected firm to be the sole point of contact with regard to contractual matters, including payment of any and all charges resulting from the contract.

18. Acceptance of RFP Content

The mandatory RFP requirements shall become contractual obligations if a contract ensues. Failure of the successful firm to accept these obligations shall result in the rejection of the proposal.

19. Contract Negotiations

If for any reason the firm whose proposal is most responsive to the JEDCO's needs, price and other evaluation factors set forth in the RFP considered, does not agree to a contract,

that proposal shall be rejected and JEDCO may negotiate with the next most responsive firm. Negotiation may include revision of non-mandatory terms, conditions, and requirements. JEDCO must approve the final contract form and the contract must be ratified by the JEDCO Board of Commissioners or its Executive Committee.

20. Cancellation of RFP or Rejection of Proposals

JEDCO reserves the right to reject any or all proposals received in response to this RFP, or to cancel this RFP if it is in the best interest of JEDCO to do so.

21. Evaluation and Selection

All responses received as a result of this RFP are subject to evaluation by a JEDCO Evaluation Committee, consisting of JEDCO staff, JEDCO board members, and Jefferson Parish for the purpose of selecting the firm with whom JEDCO shall contract. This committee will determine which proposals are reasonably susceptible of being selected for award. If required, written or oral discussions may be conducted with any or all of the firms to make this determination.

Written recommendation for award shall be made to the JEDCO Board of Commissioners or its Executive Committee for the firm whose proposal, conforming to the RFP, will be the most advantageous to JEDCO, price and other factors considered.

The committee may reject any or all proposals if none are considered in the best interest of JEDCO.

22. Award

Award shall be made to the firm whose proposal, conforming to the RFP, will be the most advantageous to JEDCO, considering price and other factors considered.

The award may be made on the basis of the initial offer or as noted.

23. Notice of Intent to Award

The Evaluation Committee's recommendation for award shall be forwarded to the JEDCO's Board of Commissioners or its Executive Committee for selection. After the selection, JEDCO will notify all unsuccessful firms as to the outcome of the evaluation process.

24. Indemnification

The selected firm(s) shall indemnify and hold harmless JEDCO against any and all claims, demands, suits, costs, liabilities or judgments for sums of money, and fines or penalties asserted by any person, firm or organization for loss of life or injury or damages to person or property in connection with the services required to be performed by the selected firm(s). Further, the selected firm(s) hereby agrees to indemnify JEDCO for all reasonable expenses and attorney's fees incurred by or imposed upon JEDCO in connection therewith for any loss, damage, injury or other casualty pursuant to this section. The selected firm(s) further agrees to pay all reasonable expenses and attorney's fees incurred by JEDCO in establishing the right to indemnity pursuant to the provisions of this Section.

25. Termination

JEDCO may terminate any contract entered into as a result of this RFP for cause based upon the failure of the firm to comply with the terms and/or conditions of the contract; provided JEDCO give the firm written notice specifying the firm's failure. If within ten (10) days after receipt of such notice, the firm shall not have either corrected such failure or thereafter proceeded diligently to complete such correction, then JEDCO may, at its option, place the firm in default and the contract shall terminate on the date specified in such notice. The firm may exercise any rights available to it under Louisiana Law to terminate for cause upon the failure of JEDCO to comply with the terms and conditions of this contract; provided that the firm shall give JEDCO written notice specifying JEDCO's failure.

JEDCO may terminate any contract entered into as a result of this RFP at any time by giving thirty (30) days written notice to the firm. The firm shall be entitled to payment for deliverables in progress, to the extent work has been performed satisfactorily.

The continuance of a contract is contingent upon the appropriation of funds to fulfill the requirements of the contract by the JEDCO Board of Commissioners or Executive Committee and Jefferson Parish. If the Board of Commissioners or Executive Committee or Jefferson Parish fail to appropriate sufficient monies to provide for the continuation of the contract, the contract shall terminate on the date of the beginning of the first fiscal year for which funds are not appropriated.

26. Assignment

Assignment of contract, or any payment under the contract, requires the advanced written approval of JEDCO's Board of Commissioners or its Executive Committee.

27. No Guarantee of Quantities

JEDCO does not guarantee quantity or services required in the scope of work defined in Part III. The firm shall provide all materials, labor, and equipment, whether specified or not, to provide a complete working system.

The quantities referenced are estimated. In the event a greater or lesser quantity is needed, the right is reserved by JEDCO to increase or decrease the amount at the unit price stated in the proposal. JEDCO does not obligate itself to contract for or accept more than their actual requirements during the period of this agreement, as determined by actual needs and availability of appropriated funds.

28. Audit of Records

The monitoring and auditing of the firm's records shall be allowed to JEDCO and any other appropriate entity.

29. EEOC and ADA Compliance

The contracting party agrees to abide by the requirements of the following as applicable: Title VI and VII of the Civil Rights Act of 1964, as amended by the Equal Opportunity Act of 1972, Federal Executive Order 11246, the Federal Rehabilitation Act of 1973, as amended, the Vietnam Era Veteran's Readjustment Assistant Act of 1974, Title IX of the Education Amendments of 1972, the Age Discrimination in Employment Act of 1972, and the

Contracting Party agrees to abide by the requirements of the American with Disabilities Act of 1990.

The contracting party shall keep informed of and comply with all federal, state and local laws, ordinances and regulations that affect his employees or prospective employees.

Any act of discrimination committed by the contracting party, or failure to comply with these statutory obligations, when applicable, shall be grounds for termination of this contract.

30. Record Retention

The firm shall maintain all records in relation to this contract for a period of at least three (3) years following contract completion.

31. Record Ownership

All records, reports, documents, or other material related to any contract resulting from this RFP and/or obtained or prepared by firm in connection with the performance of the services contracted for herein shall become the property of JEDCO, and shall, upon request, be returned by firm to JEDCO, at firm's expense, at termination or expiration of this contract.

32. Content of Contract/Order of Precedence

In the event of a conflict among documents, the order of precedence which shall govern is as follows: 1) the final contract; 2) the RFP; and 3) the firm's proposal.

33. Contract Changes

No additional changes, enhancements, or modifications to any contract resulting from this RFP shall be made without the written approval of both JEDCO and the selected firm.

Changes to the contract include any change in: compensation; beginning/ending date of the contract; scope of work; and/or firm change through the assignment of contract process. Any such changes, once approved, will result in the issuance of an amendment to the contract.

34. Substitution of Personnel

JEDCO intends to include in any contract resulting from this RFP the following condition:

Substitution of Personnel: If, during the term of the contract, the firm or subcontractor cannot provide the personnel as proposed and requests a substitution, that substitution shall meet or exceed the requirements stated herein. A detailed resume of qualifications and justification are to be submitted to JEDCO for approval prior to any personnel substitution. It shall be acknowledged by the firm that every reasonable attempt shall be made to assign the personnel listed in the firm's proposal.

35. Force Majeure

The firm or JEDCO shall be exempted from performance under the contract for any period that the firm or JEDCO is prevented from performing any services in whole or in part as a result of an act of God, strike, war, civil disturbance, epidemic or court order, provided the firm or JEDCO has prudently and promptly acted to take any and all corrective steps that

the firm or JEDCO can promptly perform. Subject to this provision, such nonperformance shall not be considered cause or grounds for termination for the contract.

36. Governing Law

All activities associated with this RFP process shall be interpreted under Louisiana Law. All proposals and contracts submitted are subject to provisions of the laws of the State of Louisiana and Jefferson Parish Code of Ordinances; purchasing rules and regulations; standard terms and conditions, including specifications listed in this RFP.

37. Claims or Controversies

The awarded firm does, by signing a contract pursuant to this RFP with JEDCO, agree that the contract is made under the laws of the State of Louisiana, and for all purposes shall be interpreted in its entirety in accordance with the laws of said State. The firm hereby agrees and consents to the jurisdiction of the courts of the State of Louisiana over its person. The parties hereto agree that the sole and exclusive venue for any suit or proceeding brought pursuant to this contract shall be the 24th Judicial District Court for the Parish of Jefferson, State of Louisiana.

PART II – OVERVIEW OF PROJECT

1. General Information

JEDCO is seeking a qualified firm to design and develop a new website for the organization. The successful proposal will provide qualifications for the execution of such a website redesign, including relevant experience and references as well as a brief narrative approach for the updated website.

2. Background

JEDCO is an internationally Accredited Economic Development Organization that has aided thousands of businesses and attracted billions in Foreign Direct Investment over the years, through loan programs, site selection, workforce development, industry recruitment, business retention and expansion, tax incentive guidance, and business consulting. With core values rooted in integrity, service, collaboration, and a dynamic approach to delivering innovative solutions to Jefferson Parish's already thriving business community, JEDCO is at the heart of the Jefferson Parish economy.

Jefferson Parish is a destination for global business, a hub for innovation, and an ideal location to put down roots. Located in Southeast Louisiana, just a few short miles from New Orleans, Jefferson Parish is the economic engine for the Greater New Orleans region. It is home to nationally and globally recognized brands, including Zatarain's, Sleep Number, US Foods, T Parker Host, Bunge, and CF Industries – just to name a few. Most recently, Jefferson Parish has attracted businesses growing in alternative energy space including those focused on wind power and electric vehicle supply chain.

Jefferson is a vibrant, culturally and geographically diverse Parish (county) boasting the second largest population in Louisiana and a long list of commercial and lifestyle opportunities for businesses of all sizes. Nestled within the heart of the largest intermodal transportation system in the south, Jefferson offers an educated workforce, a unique list of desirable business and residential assets and resources, and direct access to the Gulf of Mexico, Mississippi River, major highways, numerous rail lines, and the Louis Armstrong New Orleans International Airport. Accessibility, strong quality of life, and business-friendly leadership have helped Jefferson Parish as a global player in the economy.

To promote Jefferson Parish's business and quality of life narrative to the world, JEDCO entered into a Cooperative Endeavor Agreement with Jefferson Parish to launch a focused, multi-tiered marketing and public relations campaign that will celebrate the unique business assets, quality of life offerings, and important resources and economic climate that set Jefferson Parish apart.

The Attraction Campaign positions Jefferson Parish as a desired location for new and prospective businesses, bringing together the many attractive tools currently in use by JEDCO, Jefferson Chamber of Commerce, Jefferson Parish, and other regional resource partners.

Through the Attraction Campaign, JEDCO aims to curate content that tells the Jefferson Parish story and drives interest in the community, celebrates the unique assets and culture that set Jefferson Parish apart, builds trust and relationships with prospective businesses and site selectors, makes it easier for site selectors and C-suite executives to engage with and learn more about the community, and ultimately, secures new projects that will create jobs, investment, and opportunities in Jefferson Parish.

The Attraction Campaign includes the creation of a Campaign Brand, updated storytelling and messaging, and a recently completed Familiarization Tour to build long-term relationships with site selectors. The redesign of the JEDCO website serves as the centerpiece of the Attraction Campaign.

The new JEDCO website will serve as the digital front door to Jefferson Parish. It will provide prospective businesses and site selectors with a first look at the area, showcasing the Jefferson Parish story through dynamic data and breathtaking visuals. It will also provide existing businesses and startup companies with access to important information that will serve them through all stages of growth.

The current JEDCO website is very robust, offering a wide range of important content, data, and information related to starting and growing a business in Jefferson Parish. As JEDCO transitions to the new site, we'll look for clear, interesting ways to showcase our current and new content.

JEDCO's current website can be found at <http://www.jedco.org/>. Much of the information on the current site will be carried over to the new site.

PART III – SCOPE OF WORK, SUBMISSION REQUIREMENTS, AND SELECTION CRITERIA

1. Scope of Work and Deliverables

The new JEDCO website design should increase Jefferson Parish's role as a key player in the global economy by increasing visibility, value, and brand recognition for both JEDCO and the community. The site will provide a seamless user experience, incorporating a robust content framework, intuitive navigation, and visually interactive elements. It should cater to a variety of targeted users, including site selection consultants, investors, C-suite executives, business owners (local, national, and international), and entrepreneurs with a goal of encouraging new jobs, investment, and opportunities in Jefferson Parish. The website should reflect JEDCO's brand and core values, prioritize ease of use, and incorporate photos, videos, and graphics to tell the Jefferson Parish story. JEDCO will provide all copy and information for the website.

The following outline is an anticipated scope of work for the final contract. It is not necessarily a final scope of work. Each task listed includes the minimum deliverables required for that item. JEDCO encourages proposers to submit a plan of work that they believe will best accomplish the desired deliverables.

The selected firm will be expected to conduct an initial discovery meeting with JEDCO/key stakeholders that will serve as the foundation of the project. The firm should plan to schedule additional touchpoint meetings throughout the design and development of the website. The selected firm will be expected to thoroughly document their engagement efforts and session outcomes as part of this project.

The scope of work for the project includes, but is not limited to:

1. Website Design and Development:

- a. Design: Create a modern, visually appealing design that reflects JEDCO and Jefferson Parish's brand and identity.
- b. Responsive Design: Ensure the website is fully responsive, providing an optimal viewing experience across all devices (desktops, tablets, smartphones).
- c. UX/UI: Develop an intuitive and user-friendly interface that enhances user engagement and satisfaction.
- d. Brand Standards: Follow JEDCO Brand Standards Guide and incorporate approved graphics, images, and videos into the design.

2. Content Management System

- a. CMS Selection: Recommend a suitable CMS that allows easy content updates and management by non-technical staff. JEDCO currently uses WordPress.
- b. Content Structure: Develop a content framework that organizes JEDCO information, data, and graphics logically and accessibly.
- c. Dynamic Content: Incorporate features for interactive data, maps, and graphics that can be updated quarterly by non-technical staff.

3. Important Features

- a. Integration of Previous and New Content: Seamlessly integrate existing content with new content to maintain continuity and relevance.
 - b. Interactive Maps, Data, and Graphics: Develop interactive elements that enhance user engagement and provide valuable information in a visually appealing manner.
 - c. Video Integration: Include a feature for embedding videos on the homepage to highlight key messages and announcements.
 - d. Event Registration and Online Payments (Intuit QuickBooks): Implement a system for event registration and secure online payments to facilitate JEDCO and community activities.
 - e. Pop-up or Header Scrolling Feature: Incorporate a feature to display important data, which can be turned off or on depending upon need
 - f. Robust Search Feature: Ensure the website includes a powerful search function to help users find information quickly and efficiently.
 - g. Search Aggregator: Implement a search aggregator to compile and display relevant data sources. *(See Addendum I – Detroit website)*
 - h. Lead Generation Forms: Create multiple forms to help capture leads and facilitate communication with prospective and current business owners.
 - i. Document Upload Capabilities: Allow users to upload documents easily, supporting various community functions.
4. SEO and Analytics:
- a. SEO Keyword Analysis: Perform thorough SEO keyword analysis to optimize website for search engines and increase visibility.
 - b. Analytics Integration: Integrate analytics tools to track website performance and user behavior.
5. Website Ownership
- a. At the completion of website development, the site should be turned over to JEDCO for continued management. JEDCO will own this website and will contract with developers on a case-by-case basis for updates/support once the site is complete.
6. Project Deliverables:
- a. A fully functional, interactive dynamic website
 - b. Documentation and training materials for website management
 - c. Ongoing support and maintenance plan (as needed)

2. Submission Requirements

Proposals submitted for consideration should follow the format and order described below. Only submittals typed in ink and properly signed by a member of the firm or authorized representative will be accepted. Pencil figures or the absence of signatures will disqualify the proposal.

- 1) Cover Letter: Provide a cover letter that introduces the proposing firm and subcontractors (if applicable), briefly explains relevant past work, and includes a statement about the proposed project. The cover letter should include a summary of the proposer's ability to perform the services described and confirm that the proposer is willing to perform those services and negotiate a contract with JEDCO. Cover letters should contain contact information for the proposer and should be signed by a person having authority to negotiate and to commit the proposer to a contract.
- 2) Table of Contents: Provide a clear table of contents listing each required submission section detailed below.
- 3) Qualifications and Experience: Provide the relevant qualifications and experience of the proposer for the scope of work and deliverables of this project, including the following:
 - a. Overview: Provide background information about and brief history of the proposed firm. If a team of firms submits the proposal, provide a brief history of each firm, the general responsibilities of each firm under this project, and whether the proposed group has previously worked together on other projects.
 - b. Project Team: List the name, title, and firm affiliation for each professional assigned to this project, as well as their area of specialty and proposed role on the project; years of relevant experience and education; and role in other similar projects.
 - c. Relevant Experience: Provide examples of prior projects within the past five years that best demonstrate the proposer's ability to successfully undertake this project. Include the project name, client(s), description of the services provided, and length of time and cost of the project.
 - d. References: Provide three references for the projects listed under Relevant Experience, including the reference's name, title, organization, phone number, and e-mail address.
- 4) Conceptual Approach of Project: Provide a narrative and timeline for how the project team proposes to undertake the project Scope of Work as detailed in Part III-1. Include, at minimum, the following:
 - a. Summary of Approach: Describe the approach, methodologies, deliverables, and capabilities to perform the Scope of Work as well as any programs, plugins, APIs, or software you plan to use. Present innovative concepts and methodologies, if any, not discussed in the Scope of Work for consideration.
 - b. Organization: Describe the proposed organizational structure for communication and project delivery between the project firms, between the proposer and JEDCO, and between the proposer and stakeholders.
 - c. Timeline: Present a timeline for the completion of the scope of work. The timeline should include all major tasks, responsible parties, and deliverables, including review of draft(s).
- 5) Cost Proposal: Proposer's fees and other costs shall be submitted in a sealed envelope separate from the proposal submission. Cost Proposal should break down the scope of work into tasks, estimate the direct labor hours per task, and

identify the total cost by task as well as a final total for all services. Cost shall be worth 20% of the total points assigned. Evaluation of cost shall take place after the technical evaluation of the rest of the proposal has been completed. The proposal with the lowest cost shall receive the highest cost evaluation score (20 points). Other proposals will receive a cost score computed as follows:

Cost Proposal Score = $(LPC/PC)*X$, where:
 LPC = Lowest proposed cost of all proposals
 PC = Proposer's cost
 X = 20 points

3. Selection Criteria

CATEGORY	POINTS
Qualifications and Experience	40
Conceptual Approach to Project	40
Cost Proposal	20
TOTAL	100

Disadvantaged Business Enterprises (DBEs), Woman Business Enterprises (WBEs) and Minority Business Enterprises (MBEs)

JEDCO encourages the participation of Disadvantaged Business Enterprises (DBEs) including Woman Business Enterprises (WBEs) and Minority Business Enterprises (MBEs).

4. Period of Agreement

The term of any contract resulting from this solicitation shall begin on (or about) Monday, February 3, 2025, with the website completed by Monday, June 30, 2025. The contract shall terminate on a date to be determined based on a proposed timeline, no later than December 31, 2025.

ADDENDUM I: Inspiration and References

To assist vendors in understanding our design and functionality preferences, please find a list of websites we admire below:

- **Pittsburgh:** <https://pittsburghregion.org/>
 - We are drawn to the beautiful aerial video on the homepage (the first thing users will see) as well as the district maps, clean design, visual data, company map at the bottom of the homepage, and batching of information on various pages.
- **Detroit:** <https://www.degc.org/>
 - We like the “Let us help you find what you need” section on the homepage. We would very much like to incorporate a feature that allows our different target audiences to find a list of everything they need in once place with just a few short clicks.
- **Fairfax County:** <https://www.fairfaxcountyeda.org/>
 - We like the interactive map feature on the homepage.
- **San Diego Region:** <https://www.sandiegobusiness.org/>
 - We like the general functionality and navigation of this site as well as the way data and information are displayed. The overview video at the top of the homepage aligns with our vision for this site.
- **Greater Montreal:** <https://www.montrealinternational.com/en/>
 - This website is visually stunning, easy to navigate, and displays information in a concise and engaging manner.
- **Choose Chester:** <https://choosechester.com/>
 - Another website that relies on beautiful images and an interesting way to convey important data and information.

ADDENDUM II: Jefferson Parish Attraction Website Overview

The following pages contain a short presentation by JEDCO designed to highlight the need for an updated, repositioned website while also outlining JEDCO's initial vision for the site.

See separate slide deck.