



**Request for Proposal:
Enterprise Florida Website Redesign**

Intent to Submit: due by 5:00 PM EST, Tuesday, February 25, 2020

Proposals: due by 5:00 PM EST, Wednesday, April 15, 2020

Project Background:

Enterprise Florida (EFI) is seeking the services of a web development firm to redesign the Enterprise Florida, Inc. (EFI) enterpriseflorida.com corporate website. The purpose of the redesigned EFI site is to promote Florida as a premier business state and highlight the services EFI provides. The new website should include an improved look and feel, navigation, and offer simplified access to the information that each of our distinct target audiences require.

About Enterprise Florida

Enterprise Florida, Inc. (www.enterpriseflorida.com) is a partnership between Florida's business and government leaders and is the principal economic development organization for the state of Florida. Headquartered in Orlando, with offices in Tallahassee and Miami, Enterprise Florida's mission is to facilitate job growth for Florida's businesses and citizens, leading to a vibrant statewide economy. In pursuit of its mission, Enterprise Florida works closely with a statewide network of economic development partners and is funded both by the State of Florida and by private-sector businesses.

Overview

To effectively promote the state of Florida as a top business destination, the ability to market the state's strengths and key assets through a website is important. The website is often the key resource that determines whether a Florida location remains on a prospect list of possible sites to locate/expand their business. Ensuring the website provides valuable information that can easily be found is vital. It is one of our key marketing competitive tools.



Website Objectives:

- Promote Florida as a premier global business destination
- Promote EFI as a resource for businesses looking to locate, expand or relocate, as well as businesses involved or interested in international trade
- Piques the interest and meets the informational needs of our core target audiences: site selectors and business executives (those who can make or influence business decisions), small business owners involved or interested in international trade, and stakeholders and legislators
- Significantly increase lead generation, quality target audience engagement, and overall website traffic
- Promotes the services EFI offers to businesses looking to locate, expand or relocate to Florida
- Encourages businesses to directly contact EFI regarding their location, expansion or relocation plans
- Highlights and effectively communicates the services provided by EFI's international trade & development team
- Significantly increase inquiries to international trade team for tradeshow participants and grant recipients
- Is visually intriguing and interactive
- Goal-oriented user experience (UX) to create multiple conversion opportunities
- Encourages web visitors to engage with EFI
- Integrates EFI's other web-based initiatives seamlessly

Technical Requirements

The site must have a content management system so that a number of EFI personnel with no-HTML background can make easy updates to the site. An administrator should be able to provide rights to specific sections of the site for specific EFI personnel. EFI would like to remain on the Word Press platform, but we are open to other mainstream CMS industry-standard content management system.

Performance Requirements:

- Responsive web design (RWD) architecture to the website provides an optimal viewing experience, ease of reading and navigation with a minimum of resizing, panning, and

scrolling across a full range of devices (from desktop computer monitors, tablets and mobile phones)

- Provide optimized performance and loading times
- Allow for streamlined administrative workflow
- Compatibility with all modern standard browsers, which include the two (2) most recent versions of desktop and mobile browsers, including Google Chrome, Mozilla Firefox, Safari, Microsoft Internet Explorer, and Android Browser.

Proposal Requirements

Please submit a proposal in hard copy and electronic format (PDF). The proposal should not exceed 20 pages. An appendix can be provided, but will not be required reading by the evaluation committee and should not include information critical to the proposal. Proposals lodged in any manner other than as detailed here, or are submitted after the deadline shall be deemed to be invalid and may be excluded from consideration. The following information should be included:

I. Company Information

- a. Contact information
- b. Year established
- c. Overview of services provided
- d. Number of total employees, and how many team members would be dedicated to this project
- e. Bios for all key personnel that will be part of the proposed project team and identify who would EFI directly communicate
- f. If the project team will include subcontractors, please include their bios and company information and the roles they will play.
- g. What is your methodology for website planning and execution?
- h. What is your company's Dun and Bradstreet identification number and rating

II. Experience

- a. Demonstrate specific examples where you used conversion optimization, or conversion rate optimization (CRO) which resulted in an increased percentage of visitors that convert into customers.

- b. Share an innovative technique (strategy or technology) you have leveraged to improve visitor loyalty and/or brand awareness.
- c. How does your company measure a project's success?
- d. Provide URL examples of live websites (highlight economic development websites) and specify the role your organization played and the process in which the project was executed.
- e. Showcase any websites (provide URLs) in your portfolio that dynamically adjust for compatibility with traditional and all modern mobile platforms.
- f. Client list (highlight economic development/government/regional councils)
- g. Do you have any additional special credentials showing other expertise that EFI should consider other than those requested?
- h. Have you developed any special applications or completed any groundbreaking projects? If not please share with us the project that you are most proud of and why.

III. Samples and References

- a. Provide contact details for at least three client references (include at least one economic development client, if applicable, listing Florida-based clients first) and describe services provided and projects completed.

IV. Timing and Cost Estimate

- a. Provide a timeline that marks key milestones in development, testing, and deployment.
- b. Costs should include one-time fees, customer service fees, maintenance fees, upgrade fees, software fees, and integration fees. We must be aware of all the potential costs. A chart that shows year 1 costs and then subsequent year costs.

Please add the following language to the end of the proposal:

“By virtue of submission, (the company) declares that all information provided is true and correct.”

Selection Criteria

Criteria for selecting a web development firm include, but are not limited to:

- 1. Capability
- 2. Processes

3. Experience
4. Innovative thinking
5. Costs

RFP Deadline / Contract Information

RFP Deadlines

1. If your firm is interested, please **email your intent to submit** a proposal to Michelle Boylan to be received by **February 25, 2020 at 5:00 pm ET.**
2. All questions must be submitted via email to Michelle Boylan to be received by **March 3, 2020 at 5:00 pm ET.** All questions and answers will be posted on the website by **March 7, 2020 at 5:00 pm ET**
3. Please **send both hard copy and electronic version of your proposal and related materials** to Michelle Boylan to be received by **April 15, 2020 at 5:00pm ET.**

Notes

- Enterprise Florida reserves the right to select one or multiple vendors for the work requested, or to reject all proposals.
- All work undertaken for this project is subject to public record including contract details and compensation.
- Vendor selection will be announced within 30 days of the submission date.

Contact information

Michelle Boylan

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