



Northern Maine Development Commission

Website Redesign & Development
Request for Proposal

This RFP is for design and development services for a new website for Northern Maine Development Commission, www.nmdc.org.

RFP Sent: Feb. 21, 2019

Responses Due: March 22, 2019 3 p.m.

Send any questions on the RFP to: Jon Gulliver, Dir. of Community and Investor Relations, jgulliver@nmdc.org

Send proposals to:

Robert Clark, Executive Director
Northern Maine Development Commission
PO Box 779, 11 West Presque Isle Road
Caribou, ME 04736

or by email at rclark@nmdc.org

Max budget for new website: \$10,000

Goal for new website launch: June 1, 2019

Northern Maine Development Commission Overview

The Northern Maine Development Commission (NMDC) is a membership organization, based in Caribou, ME, comprised of participating communities and counties in the Aroostook Washington Economic Development District.

NMDC provides federal and state services at the regional and local levels. NMDC also provides management and support for Aroostook County Tourism (ACT), Aroostook Municipal Association (AMA), and Aroostook Partnership.

NMDC also serves as a business lender, through our Business Finance Division, and those activities need to have a greater prominence in our web offerings.

Our Audience

Our current primary audience is our municipal members, who need information on NMDC programs and services, calendar information and access to reports and studies.

Our secondary audience is potential business finance clients.

Our third audience is business leaders, who may want to invest in the region.

New Website Objectives

Our website's number one objective is to drive potential loan clients to our products and services.

The second objective is to develop interactive trainings for internet delivery, with methods of participant testing and evaluation.

An additional objective for our new website is to inform and educate, engage our fan/customer base and position our brand as a thought leader through resource content.

Current Website

Our current website, www.nmdc.org, is more than 13 years old and does not serve us well anymore. The design doesn't reflect our brand and the navigation is clunky and not at all intuitive. Even employees in our own company have a hard time finding things on the website. Overall, it lacks a clear path for our visitors to follow to find what they want and contact us or buy our services and products.

There is only one person at our company who knows how to update the information, since the platform is outdated and lacks an accessible content management system (CMS).

New Website Functionality Requirements

Our new website will need:

- An easy-to-use content management system (CMS)
- Intuitive navigation
- Clean and focused design
- All applicable content imported from current site
- Optimized with SEO best practices
- Clear path to conversion/lead generation
- A blog
- Social media integration (share buttons, follow buttons, etc.)
- Email update sign-up form
- Contact Form

Optional New Website Functionalities/Wish List

We would love to have the following in our new website, depending on how these elements would impact timeline and/or budget. Please provide cost for these elements separately, and note if any additional design or development time would be required.

- Homepage video
- Ability to add comment sections/feedback on specific pages

Ecommerce Details/Loan Applications

All secure functions of loan department will be conducted using linked web offerings from Business Finance web pages. No extraordinary security measures will be needed for basic www.nmdc.org.

Budget Details

As listed in the summary, our budget for this project is \$10,000. While we of course prefer the most cost-effective solution, all proposals that fall reasonably within this range will be considered and weighed based on their merits. Proposals that offer flexibility in billing for non-required elements added to the website after initial launch will also be considered.

Proposal Requirements

Please include the following in your proposal response:

- Overview of your company
- Overview of how you will meet our objectives
- Explanation of your proposed platform/CMS
- Outline of your website design & development strategy
- Proposed website timeline from kickoff to launch
- Details about your team
- Recent design & development examples
- References
- Any key differentiators about you?
- Pricing with optional elements line-itemed
- Terms & conditions

RFP & Project Timeline Details

RFP Sent: Feb. 21, 2019

Responses Due: March 22, 2019 3 p.m.

Winner Selected & Contacted: April 1, 2019

Project Kick-off: April 2019

New Website Launch Target Date: June 1, 2019

Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response.

If you have any questions, please contact Jon Gulliver at igulliver@nmdc.org or by phone at (207) 493-5851.

NMDC is an equal opportunity employer/lender.