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July 10, 2023

Caroline County Economic Development & Tourism (CCEDT) desires to reimagine the look, content, and graphics of its branded marketing website [www.carolinebusiness.com](http://www.carolinebusiness.com).

CCEDT seeks website design, content marketing, and optimization services to update the design and functionality of the website at [carolinebusiness.com](http://carolinebusiness.com). The current website was launched in 2017 and is in need of refreshing with the goal of being appealing and relevant for a five-year time horizon.

A pre-quote meeting will be held July 19, 2023, @ 10 am at 425 Colonial Drive Denton, MD 21629. Please contact Caroline County Economic Development & Tourism with any questions at 410-479-0655 or via email at [dbowden@carolinemd.org](mailto:dbowden@carolinemd.org).

We are requesting your quote be submitted by July 31, 2023. Detailed quotes need to be submitted to [dbowden@carolinemd.org](mailto:dbowden@carolinemd.org).

Debbie Bowden  
Director

## **Reimagine carolinebusiness.com**

CCEDT is an office within Caroline County Government. The funding for this project is a one-time grant that will not be repeated. The work to reimagine and refresh carolinebusiness.com must be complete, timely, and not overly complicated. The simplicity of concept and the simplicity of project execution is of utmost importance. Delivery of the final product must be by a hard deadline of May 31, 2024.

Proposals should include the following information:

- Contact information for project lead
- A list of other sites that your company designed, including at least two references
- Pricing for design and implementation
- Pricing for any additional services or support functions that would be relevant to the project
- Acknowledgement that CCEDT will own all aspects of the completed site

Selection will be based on the candidate who offers the best value. Factors that will favorably position candidates include:

- Simplicity of concept and simplicity of project execution
- Ability to create a customized, user-friendly content management
- Ability to offer additional services such as search engine optimization (SEO) and content marketing
- Willingness to schedule, and keep, periodic project status meetings via in-person or virtual meetings
- Sufficient staffing and technical expertise to provide prompt troubleshooting and tech support
- Ability to deliver the completed project (including beta testing and final revisions) within the stated timeline

### **1. PROJECT GOALS**

One of the tenants of economic development requires building awareness of Caroline County as a “place” to do business. Most business owners and site selectors utilize online searches to find and research locales that fit their site and business needs. CCEDT is in need of a contemporary, user-friendly, searchable website to be the portal of static and dynamic information on business conditions and site availability in Caroline County.

The website is established at carolinebusiness.com. New content and graphics, and a robust SEO, will be established to leverage the success of carolinebusiness.com.

The website must:

- Be user-friendly and fast-loading on all viewing platforms, including mobile

- Allow for easy updating of content
- Showcase Caroline County to relocating and expanding businesses and those businesses' realtor supports
- Reflect the county's culture: a rural community where people are down-to-earth and friendly, and where businesses find affordable resources for successful ventures.

## 2. **PROJECT SCOPE & DELIVERABLES**

### a. **Project Responsibilities & Deliverables**

- i. The selected candidate will work with CCEDT as a partner in developing a new site. CCEDT will provide vision, content, and graphics in contextual and real ways. The following lists the responsibilities of CCEDT and the selected candidate.
  1. CCEDT
    - a. Direction on pages, site navigation, and layout concepts
    - b. Written copy, link names, page titles, etc.
    - c. All company logos
    - d. All photography
    - e. All downloads in pdf format
    - f. Required fields for any forms and/or advanced search functions
    - g. Answers to questions in a concise and timely manner
  2. Selected Candidate
    - a. Provide guidance on, and set up, site navigation and layout
    - b. Become familiar with carolinebusiness.com current design, content, and functionality
    - c. Visual and aesthetic design of the site
    - d. All technical functionality of the site including navigation, form submission, search functions, hosting, etc.
    - e. All graphics specifications
    - f. An intuitive, user-friendly interface for CCEDT or its contractors to make changes and update content in all pages of the website
    - g. Delivery of a final complete website, fully tested and revised by May 31, 2024.
    - h. Thorough training for CCEDT staff on the content management platform
    - i. Answers to questions and requests within 2 business days
- ii. The successful candidate will provide CCEDT with a realistic and attainable project schedule with significant milestones and deliverables.

### b. **Design & Aesthetics**

- i. The design of the CCEDT website should evoke the following words and feelings:
  - Conservative
  - Business friendly
  - Ease
  - Clean
  - Welcoming
  
- ii. The site should have a light, bright background throughout. The CCEDT logo should be incorporated throughout the site, along with complimentary accent colors. The CCEDT Style Guide should be followed for colors and fonts.
  
- iii. The site will incorporate a large number of color photographs throughout. Any background colors or images should be simple and clean and not compete with or distract from the photographs.

**c. Page Layouts & Navigation**

- i. Pages include:
  - Landing page (easy access to news and announcements and demographics)
  - Relocation/expansion
  - Start-up/early growth
  - Key Industries
  - Life & Leisure
  - Stay Informed
  - About Us
  - Contact

The following sections provide direction on the functionality and navigation for each page of the website. Alternative layouts may be proposed by the candidate.

- ii. Landing page
  - 1. Featured elements include: news and announcements, link to demographics (Caroline Economic Snapshot, Delmarva Index, BEF), link to featured properties
  - 2. Design elements should include photographs that highlight business in Caroline County
  - 3. Along the top of the page: logo, link to news/blogs, link to podcast, link to social, contact info, pages tabs
  
- iii. Relocation/expansion
  - 1. Featured elements include: featured properties, incentives
  - 2. Design elements should include property listings and graphics that relate to economic incentives

3. Along the top of the page: logo, link to news/blogs, link to podcast, link to social, contact info, pages tabs
- iv. Start-up/early growth
  1. Featured elements include: small business start-up information, next-stage growth information, Incentives for small businesses
  2. Design elements should include graphics that relate to small business owners
  3. Along the top of the page: logo, link to news/blogs, link to podcast, link to social, contact info, pages tabs
- v. Key Industries
  1. Featured elements include: promotional info for manufacturing, agri-business, logistics, entrepreneurs
  2. Design elements should include photographs and text relating to established businesses, focusing on members of the Economic Development Advisory Board.
  3. Along the top of the page: logo, link to news/blogs, link to podcast, link to social, contact info, pages tabs
- vi. Life & Leisure
  1. Featured elements include: a link to the tourism website
  2. Design elements should include photographs and text relating to visitor experience, resident experience
  3. Along the top of the page: logo, link to news/blogs, link to podcast, link to social, contact info, pages tabs
- vii. Stay Informed
  1. Featured elements include: blog posts, podcasts
  2. Along the top of the page: logo, link to news/blogs, link to podcast, link to social, contact info, pages tabs
- viii. About Us
  1. Featured elements include: CCEDT staff, Economic Development Advisory Board, information on major Towns, and link to those Towns' websites
  2. Along the top of the page: logo, link to news/blogs, link to podcast, link to social, contact info, pages tabs
- ix. Contact
  1. Featured elements include: phone, email, address
- d. **Hosting, Tech Support, and Other Services**
  - i. Information on hosting and tech support, and regular periodic costs associated with plug-ins and other back-end services.

### **3. SCORING**

Selection will be based on the candidate who offers the best value. Factors will be scored as noted below:

- Cost (40%)

- Simplicity of concept and simplicity of project execution (25%)
- Ability to create customized, user-friendly content management and ability to offer additional services such as search engine optimization (SEO) and content marketing. (15%)
- Willingness to schedule, and keep, periodic project status meetings via in-person or virtual meetings, and ability to deliver the completed project (including beta testing and final revisions) by the hard deadline of May 31, 2024. (10%)
- Sufficient staffing and technical expertise to provide prompt troubleshooting and tech support (10%)