

**Ingleside Development Corporation**  
**REQUEST FOR PROPOSAL - INTERNET WEB SITE DESIGN TO PROVIDE SITE USABILITY AND APPEAL**

The Ingleside Development Corporation is seeking a creative, qualified, experienced and professional consultant to design the organization's Internet web site to improve usability and appeal.

**The Project**

The current department within the City of Ingleside's website ([www.inglesidetx.gov](http://www.inglesidetx.gov)) is a comprehensive site of information regarding the community's assets, available land, economic data, news releases and informational links. Although navigation has been improved since its inception, further enhancements are needed. IDC is looking for the following attributes to produce site use (appeal) and provide users quick access (usability) to the information they seek:

- *Content Quality*
  - Site to deliver relevant, high quality content
  - Attractive use of media
  - Appropriate amount of information
  - Timely and current information
  - Consistent themes
- *Ease of Use*
  - Prioritize content
  - Clear structure
  - Navigation
  - Search capabilities
- *General Enhancements*
  - Create new banner
  - Proper use of graphics
  - Proper links within and outside of web page
  - Advanced capabilities such as the ability to download application forms, data sheets and real estate information.

## **Scope of Work**

The Ingleside Development Corporation is looking for a professional consultant to work with and provide basic instruction to the organization's Board of Directors and the City's Staff in the following areas:

- Planning of the site
- Graphics and design
- Publishing the site

### ***Planning of the site***

- City of Ingleside staff will provide the general flow of information contained on the site, desired information improvements and will look to the consultant to make recommendations for improvement.
- Consultant to make recommendations on hardware and software associated with creating or upgrading the site.

### ***Design and interactivity***

- Consultant to create a new banner incorporating the organization's logo and colors.
- Consultant to incorporate appropriate use of animation, video and sound.
- Consultant to create simple navigation and establish search capabilities.
- Consultant to improve navigation, provide context for links whenever possible, proper placement of navigation buttons.
- Consultant to incorporate GIS mapping.
- Consultant to provide proper warning for things such as long downloads.
- Consultant to provide web enabled capabilities such as forms, on-line applications, registrations and downloads.
- Consultant needs to make such suggestions, modifications and implementations; incorporating capabilities and compatibilities on the back end and open platform on the front end.

### ***Publishing/promoting the site***

- Consultant to identify reasonable and appropriate ways to advertise the IDC web site in related media.
- Organization to use web page banner and create promotional materials.

## **Selection Process**

Selection of semi-finalists and finalists will be at the sole discretion of the Ingleside Development Corporation. Candidate firms should submit an application packet, not to exceed 25 pages, including:

- Qualifications of consultant.
- Approach to the project, specifically addressing the working relationship with IDC Board and City staff.
- Proposed scope of services and proposed costs (including incidental rates) to achieve deliverables outlined in scope of work.
- Identification of principals of firm and staff assigned to the project.
- Previous experience in internet web page design specific to economic development websites.
- Identification of team members and their role in providing technical assistance and/or their role in this project.
- References provided from last three (3) clients.
- 20-30 minute presentation of your company history and changes, improvements and/or features built in your last project (of your choice). Presentation to include evaluation of Corporation's current web site.

A selection committee comprised of organization's stake-holders and selected for interviews will review the application packets. If there are several highly qualified firms, a list of semi-finalists may be selected and interviewed by the committee.

## **General RFP Process Information**

**RFP Modifications:** The Ingleside Development Organization reserves the right to modify this RFP at any time. In the event it becomes necessary to modify or revise the RFP, the modified portion will be provided to all responding document holders.

**Right of Rejection:** The Ingleside Development Corporation reserves the right to reject any and all proposals submitted.

**Interview:** The Ingleside Development Corporation Selection Committee will review Proposals and two firms will be invited for interview. Firms will be invited for interview based on the sole discretion of the Ingleside Development Corporation after review of proposals.

**IDC Contact:** Jim Gray, City Manager, City of Ingleside.

[jgray@inglesidetx.gov](mailto:jgray@inglesidetx.gov) – (361) 776-2517.

Calendar:

Posting/Publishing of RFP Date: 6/19/14

Closed Bid Due Date: 7/3/14 at 10:00 a.m.

Publication:

**Ingleside Development Corporation**

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The City of Ingleside is soliciting proposals from qualified companies to provide proposals for a new economic development website for the Ingleside Development Corporation. To request a complete RFP contact: the Office of the City Manager, [jgray@inglesidetx.gov](mailto:jgray@inglesidetx.gov), [kdrysdale@inglesidetx.gov](mailto:kdrysdale@inglesidetx.gov), (361) 776-2517, or the City's website of [www.inglesidetx.gov](http://www.inglesidetx.gov). All submissions are due no later than 10:00 a.m. on Thursday, July 3, 2014 to Ingleside City Hall, 2671 San Angelo (P.O. Drawer 400), Ingleside, TX 78362.

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