



## Virginia's First Regional Industrial Facility Authority

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# NRV Commerce Park Website Redesign Request for Proposals (RFP)

Virginia's First Regional Industrial Facility Authority (VFRIFA) is soliciting website design consultants and/or companies for proposal to redesign the NRV Commerce Park website ([www.nrvcommercepark.com](http://www.nrvcommercepark.com)). The current website is outdated and difficult to use on mobile devices, so VFRIFA wishes to have a new, comprehensively redesigned website created to market the 1,000-acre industrial park to prospective companies.

**Scope of Services:** Design a modern, clean website that is mobile-device friendly and can host a variety of documents, images, videos, and other multi-media information. The existing NRV Commerce Park website contains substantial outdated information, so no content migration is necessary. All new content will be written by VFRIFA staff and provided to the consultant. All images, logo, documents, and materials to be included on the website are already ready for inclusion in the new website (except actual page text). The existing domain will be kept. Hosting of website is not necessary; however, suggestions for hosting sites would be welcomed. Inclusion of Google Analytics will be required. The ability to include Google Translate or similar service is desired.

Use of a pre-existing design template would be preferred to save time and money, as well as provide an easier to maintain end product. VFRIFA staff or other consultants without extensive website design knowledge must be able to make changes to the website to update text, documents, maps, and other content. Some content is designed to be changed quarterly, so ease of changing and adding attachments, images, downloadable information, and other content is important.

The selected consultant can expect multiple in-person meetings with VFRIFA staff to review website design options, branding, content, layout, and functionality. The selected consultant can also expect a high-level of cooperation and responsiveness from VFRIFA to complete the project quickly.

It is anticipated that specific primary pages be included in the newly redesigned NRV Commerce Park website; however, after discussion with selected consultant, specific pages and content may vary from the following:

1. Home
2. About VFRIFA
3. NRV Commerce Park
4. Regional Information
5. Contact Us

### **Deliverables:**

1. Mock website layout to depict how the real website will look and feel
2. All website files
3. Site launch (VFRIFA will pay any fees associated with hosting or placing it online)

**Examples:** The following websites have a similar feel that is desired for the planned redesigned NRV Commerce Park website; however, please note that many of these sites contain more complexities and abilities than what is needed for the NRV Commerce Park website:

- <https://www.salsradford.com/>
- <https://www.onwardnrv.org/>
- <https://gayandneel.com/>
- <https://tnecd.com/sites/memphis-megasite/>
- <https://www.sudprop.com/new-development>
- <https://www.athomeinthetropics.com/>
- <https://www.1901group.com/>

**Timeline:**

- Proposals Due: July 26, 2019
- Contract Execution: July 31, 2019
- Project Start: August 1, 2019
- Design Meetings: As Needed
- Website Layout Mockup: TBD
- Content Text Drafting: TBD
- Functional, Live Website: October 31, 2019

**Submittal:** Interested consultants need to submit the following items. The price shall be good for no less than 45 days from the date of the submittal.

1. Understanding of the scope of services and timeline described in this RFP;
2. Company description outlining experience with website design, company information, and primary contact for this project;
3. Description of how consultant plans to work with VFRIFA on the design process;
4. Identify which website builder platform will be used and if any other platform options are available from the consultant (i.e. Squarespace or WordPress);
5. Whether templates or custom coding will be used to build the website;
6. Whether the proposed website would be mobile compatible or mobile optimized;
7. List of at least three (3) example websites that you/ your firm have designed;
8. List of at least three (3) references;
9. Timeline for work until website will be ready to go live; and
10. Not-to-exceed price for the project.

**Proposals are due by 5:00pm on July 26, 2019 via email to Danny Wilson at [dwilson@nrvcommercepark.com](mailto:dwilson@nrvcommercepark.com).**

**Questions:** Please contact Danny Wilson, Executive Director, with any questions via email at [dwilson@nrvcommercepark.com](mailto:dwilson@nrvcommercepark.com) or phone at 540-230-1776.