



Request for Information – Website Redevelopment

Objective

The Shiawassee Economic Development Partnership (SEDP) is seeking vendors to assist with the redevelopment of the organization's website (www.sedpweb.org). The current website has become outdated and challenging to manage as years of minor modifications have led to bugs and navigation that does not adhere to the initial site map. The goal of this project is to develop a brand-new website to address the current needs of the organization and its stakeholders, reevaluating all aspects of the existing site.

Areas of expertise being sought include the following: web design, economic development focused content development, and turnkey data dashboard solutions. Currently, SEDP is open to a single vendor addressing all areas or selecting multiple vendors for the key areas outlined above.

Company Overview

The SEDP is a 501c6 not-for-profit organization providing economic development services for Shiawassee County, Michigan. We attract and grow companies that bring money in from outside of our community which creates jobs and local investment. In 2022, SEDP began our newest strategic plan which is set to run through 2026. This plan focuses on three areas of community need: business development, workforce development, and real estate development.

Audience

SEDP serves multiple audiences that need to be considered in a final website design:

Businesses and Representatives: SEDP conducts an active business attraction program which needs to provide key industry data, demographics, and property data.

Job Market Participants: SEDP hosts a jobs board to provide exposure to local job opportunities for our client businesses, and provide an additional resource to job seekers

Current and Prospective Residents: SEDP is a facilitator of information for the Shiawassee County community. We seek to provide information that can keep residents engaged in the community and showcase Shiawassee County as a destination for prospective residents seeking employment in the area.



Functionality Requirements

The new website should be effectively viewable on desktop, mobile, and tablet platforms. Must include dedicated pages for:

- Data and demographics
- Jobs Board
- Property Listings
- Search Engine Optimized
- Set for Google Analytics

The final site must be able to be edited and managed by internal staff with limited experience in web design.

Submission Guidelines

Interested parties are requested to provide the following information:

- Company Name
- Areas of expertise
- Samples of work
- Point of contact for follow up
- Information on pricing ranges

Any submissions or questions can be addressed to Brent Jones at bjones@sedpweb.org. Responses are requested no later than March 31st, 2023.