

**Southern Economic Development Council**

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[www.sedc.org](http://www.sedc.org)

**REQUEST FOR PROPOSAL (RFP)**  
**To Create and Manage an Online Educational Portal**

**GROUP NAME:** Southern Economic Development Council (SEDC)

**CONTACT INFORMATION:** Gene Stinson, President SEDC  
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**ORGANIZATION:** SEDC is the oldest and largest regional economic development association in North America with approximately 850 members in 17 states in the American South. Those 17 states include Alabama, Arkansas, Florida, Georgia, Kansas, Kentucky, Louisiana, Maryland, Mississippi, Missouri, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia, and the District of Columbia.

The membership represents a variety of backgrounds - from local, regional and state government development agencies, to chambers of commerce, business and industry, utilities, transportation as well as finance and education.

**Proposal Guidelines and Requirements:** This is an open and competitive process.

Proposals received after 5:00pm EST, **December 30, 2011**, will not be considered and will be returned unopened. The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

The price you quote should be all inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded

fees with a complete explanation of the nature of those fees.

If the execution of work to be performed by your company requires the hiring of sub-Contractors, this must clearly stated in the proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name, address, the EIN of the subcontractor. SEDC will not refuse a proposal based upon the use of sub-contractors; however we retain the right to refuse the sub- contractors you have selected. Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

**Contract Terms:** SEDC will negotiate contract terms upon selection. All contracts are subject to review by SEDC legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

The contract will be presented to the SEDC Board of Directors for approval.

**Purpose:** SEDC is seeking an educational portal to live on the welcome page of its web site ([www.sedc.org](http://www.sedc.org)) and be dedicated to education/professional development opportunities for current and potential members. Information on this portal will include updates, trends and other articles that would be of interest to economic development practitioners.

Upon completion of the development of the portal, SEDC would prefer the designer of the website retain control of updating information regularly in an effort to keep all information as updated as possible.

**Description:** Create fast-to-download, flexible and informative portal that is easy to maintain. A user-friendly portal/site is needed that can deliver large amounts of constantly-changing information to key audiences.

To be effective, the website must be:

- Quick to load and operate
- Easy and intuitive
- Visually pleasing but not heavy on bandwidth
- Informative

- Safe and secure

**Objectives:** The primary objective for the education portal is to continue to build the SEDC membership base by providing timely services, information, and educational opportunities for current and potential members.

**Goals:**

- Better utilize web-based technologies
- Enhance relationships with professionals and media
- Build loyalty
- Increase visitation to the website
- Generate more interest in SEDC programs
- Make it easy
- Design the site to deliver education information, up-to-date news articles, and easy-to-find content
- Portal should be timely, accurate, and engaging

**Timeline**

Proposals Due- December 30, 2011  
Contract Awarded- January 20, 2012  
Portal Live- March 2, 2012

*(There is some flexibility in the delivery date.)*

**Budget**

SEDC is looking to incur little or no cost in the development of this project and is seeking a content provider that views this opportunity as a partnership that will allow them access to the SEDC membership. SEDC is open to opportunities that will help drive business to its partner.

**Audience:**

Current and potential SEDC members.

**Design:**

Site must mirror the SEDC website, be appealing, and user-friendly. Ability to maintain the site by the developer is preferred.

SEDC is open to educational portal site having a co-branded look emphasizing the educational partnership.

Provide search capabilities using key words or phrasing that will identify content from throughout the SEDC site. The portal site

must be compatible with IE, Mozilla and all other current browsers.

Website must not require plug-ins as a default.  
Meets ADA requirements

**Testing:** Conduct testing of site on all applicable platforms and browsers to ensure entire website works as promised.

**Delivery:** Delivery and uploading of site to client for internal hosting or to an outside third party (to be determined).

**Staff resources:** This effort will be completed with participation from the SEDC staff, board of directors, and other key members.

**Qualifications:** A list of previous work as well as members of the organization that would be involved with this effort must be provided with the proposal.