



RFQ for Economic Development and Resident/Workforce Attraction Websites

The Town of Clarksville's Redevelopment Commission (RDC) is seeking Qualification Statements from interested and qualified professional firms to provide two websites for the Town's Redevelopment Department. Qualification Statements from firms will be accepted until March 18th 2021 at 5pm EST, interested firms can send Qualification Statements by email to Redevelopment Director Nic Langford at nlangford@townofclarksville.com.

ECONOMIC DEVELOPMENT WEBSITE

PURPOSE

This Request for Qualifications is sought to obtain expert professional, technical and advisory services at the discretion of the RDC to receive marketing support and recommendations for its economic development and business attraction program.

SCOPE

The RDC has identified the following essentials related to this website project:

- Vendor must demonstrate particular knowledge of and expertise in the economic development industry.
- Vendor must develop and provide a strategic plan that identifies the desired audiences and how this website will serve their needs.
- Vendor must provide all strategy, copywriting, design, and programming which must serve audience and the RDC's needs.
- This website must be fully optimized for all major search engines.
- The website must be designed for wide screen monitors and on a responsive mobile platform.
- The new website must integrate an available GIS based Sites & Buildings database.

- The website must provide access to available live economic data.
- The website must provide an easy-to-use Content Management System (CMS), including user training.
- Include setup and training for social media pages.
- Include integration of an analytics system.
- Provide a secure and reliable hosting option.

PROJECT TIMELINE

The RDC has placed a high priority on this project and will move expeditiously to secure professional consultant services.

QUALIFICATION STATEMENT FORMAT

- Provide a detailed narrative of the firm's perception and understanding of the project, outlining any unique considerations or experience preparing customized marketing approaches based on the economic development industry.
- Firm history and statement of qualifications
- Key principal and associate staff and their special skills and/or understanding of economic development marketing.
- Examples of similar projects.
- Description of the work plan and approach to the scope of work.
- Other relevant information that demonstrates the team's qualifications for conducting this economic development scope of work.

REVIEW OF QUALIFICATIONS AND EVALUATION CRITERIA

- Specialized and experience relevant to the economic development industry.
- Overall performance based on past projects, evidenced by references
- Project approach and proposed organization to complete objectives
- Proposed schedule
- Demonstrated understanding of the proposed project engagement

RESIDENT/WORKFORCE ATTRACTION WEBSITE

The Town of Clarksville's Redevelopment Commission (RDC) is seeking Qualification Statements from interested and qualified professional firms to provide a website to help attract residents and workers to the Town of Clarksville.

PURPOSE

This Request for Qualifications is sought to obtain expert professional, technical and advisory services at the discretion of the RDC to receive marketing support and recommendations for its resident/workforce attraction effort.

SCOPE

The RDC has identified the following essentials related to this website project:

- Vendor must demonstrate particular knowledge of and expertise in resident/workforce attraction.
- Vendor must develop and provide a strategic plan that identifies the desired audiences and how this website will serve their needs.
- Vendor must provide all strategy, copywriting, design, and programming which must serve audience and RDC needs.
- This website must be fully optimized for all major search engines.
- The website must be designed for wide screen monitors and on a responsive mobile platform.
- The website must provide an easy-to-use Content Management System (CMS), including user training.
- Include setup and training for social media pages.
- Include integration of an analytics system.
- Provide a secure and reliable hosting option.

PROJECT TIMELINE

The RDC has placed a high priority on this project and will move expeditiously to secure professional consultant services.

QUALIFICATION STATEMENT FORMAT

- Provide a detailed narrative of the firm's perception and understanding of the project, outlining any unique considerations or experience preparing customized marketing approaches to resident/workforce attraction.
- Firm history and statement of qualifications
- Key principal and associate staff and their special skills and/or understanding of resident/workforce attraction marketing.
- Examples of similar projects.
- Description of the work plan and approach to the scope of work.
- Other relevant information that demonstrates the team's qualifications for conducting this resident/workforce attraction marketing scope of work.

REVIEW OF QUALIFICATIONS AND EVALUATION CRITERIA

- Specialized and experience relevant to the economic development industry.
- Overall performance based on past projects, evidenced by references
- Project approach and proposed organization to complete objectives
- Proposed schedule
- Demonstrated understanding of the proposed project engagement