

REQUEST FOR PROPOSAL

Gorge Technology Alliance Branding and Website Development

The Gorge Technology Alliance (GTA) is seeking proposals from contractors that develop branding and websites to develop assets to support the Gorge Technology Alliance's organizational growth. Responses are welcome for the full RFP or individual pieces of the RFP. The GTA seeks to grow the tech industry in the region and brand the area as a premier location for tech businesses. The organization is seeking to refresh its logo, website and visual assets to better communicate the professional, experienced and innovative nature of the organization and the tech industry in the Gorge.

Project Scope

Element 1: Branding. The GTA is seeking to create a new logo and updated messaging for the organization. A consultant would work with the Board of Directors and Executive Director to define the message that the logo would convey. Several iterations of design will result in a final product that is provided in color, black and white and at resolutions that can be used in a range of formats.

Additional asset development could include: electronic newsletter template (for use in Constant Contact), printed informational rack card, retractable banner, tablecloth, presentation template, letterhead, possibly trade show booth development. For elements like the rack card and website below, additional photo assets are needed. The logo and all associated content, materials will become the sole property of GTA.

Element 2: Website. The GTA is seeking to refresh its website into one that is relatively simple and visually appealing. The website will highlight participating companies and provide information on the GTA itself including GTA events, news, and jobs in the region. The website design, architecture, and functionality needs to be created and must be mobile friendly. Most content will be created by staff. Preferred platform is Wordpress. The developer will also assist with the development of specific tools to improve the website content and increase the website's marketing potential to support the GTA's goals. The current website can be found here: www.crgta.org.

Website Development Standards:

- Page(s) will be easy to use and the site will be easy to navigate and mobile-friendly.
- Site will be created with the ability to embed graphics.
- Site must be viewable and formatted properly in most popular web browsers, i.e. Firefox, Chrome, Internet Explorer, etc.
- The website and all associated content, coding, graphics and materials will become the sole property of GTA.
- Website will meet all Web Content Accessibility Guidelines

Project Management and Review

The project will be managed by the GTA Executive Director with involvement periodically from a committee of three Board members and less frequently, the full Board. Formal review of all projects and tasks will be done on a frequency agreed upon at the time of assignment.

Compensation

The organization's available funds are \$20,000. Proposals may be submitted for both elements of the project or only one element. The GTA requests that proposals provide enough detail on various elements that would enable the organization to pick and choose if all elements cannot be funded, or to phase this work. Proposals might also suggest additional elements or future cost-effective ways to use the branding and website once complete.

Requirements

Qualifications and cost act as the primary determining factors. Requirements include: experience with branding and website creation. Consideration will incorporate input from the GTA's Board of Directors and Executive Director. Consideration will be given for the best single proposal or combination that best meets the needs of the GTA.

Upon completion of the development of the website, the GTA will assume full responsibility for website content and administration and rights to the images. In addition, the website developer will provide a training specifying how to access, maintain, and update the website in a safe and secure fashion.

How to submit a proposal

Submit the following:

1. An outline of your proposed project scope of work identifying the portions of the proposal to which you are responding;
2. A proposal describing your qualifications;
3. Proposed fee structure including rates and any other costs;
4. Names, phone numbers and contacts for three organizations whom we can call on as references;
5. Links to work samples;
6. Location of principal office and branch(es); and
7. Any other information you consider to be of value in evaluating your qualifications.

Proposals should be postmarked no later than Monday, May 20, 2019 or e-mailed to jessica@crgta.org.

Jessica Metta
Gorge Technology Alliance
515 East 2nd Street
The Dalles, OR 97058

The GTA reserves the right to reject any or all proposals, to waive any formality in the proposals and to accept the proposal(s) which deems to be in the best interest of the GTA. For any questions, contact Jessica Metta at 541-296-2266.