



Wednesday, August 13, 2025

Dear Prospective Vendor,

The Port Arthur Economic Development Corporation (**PAEDC**) is seeking proposals from experienced website design and development firms for the redesign of our organizational website. This initiative is part of our broader effort to modernize our digital presence, improve community engagement, and support our mission to attract and retain business investment in Port Arthur, Texas.

All submissions must be received by 5:00 p.m. on Monday, September 15, 2025.

Project Overview

The selected firm will collaborate with PAEDC to design and develop a dynamic, mobile-responsive, and user-friendly website. The redesigned platform should reflect our brand, highlight our programs and economic impact, and serve as an accessible resource for business owners, stakeholders, and the public.

Project Goals

- Modernize the PAEDC website to improve navigation, accessibility, and mobile responsiveness.
- Present an engaging, professional image that resonates with business owners, site selectors, and community stakeholders.
- Integrate economic development tools and resources for ease of use.
- Improve backend management for PAEDC staff.

Scope of Work

Qualified firms should be prepared to provide the following services:

- Website strategy and user experience planning
- Modern and responsive website design
- Development and implementation of a content management system (CMS)
- Content migration and optimization
- Integration of SEO, analytics, forms, and third-party tools
- ADA accessibility compliance
- Staff training and post-launch support

Submission Requirements

A. Qualifications

- **Relevant EDC Experience** – Evidence of successfully completed projects for other Economic Development Corporations or similar municipal/business development organizations.
- **Portfolio Quality** – Links to live websites or screenshots of comparable projects. Look for clean, modern designs that communicate credibility and economic development expertise.

- **Industry Understanding** – Familiarity with EDC-specific needs such as property listings, workforce data, incentive programs, and investor resources.
- **Team Expertise** – Bios and roles of the project team (designers, developers, SEO specialists, project managers).
- **Past Performance** – References and testimonials from past EDC or municipal clients.
- **Professional Credentials** – Certifications, awards, or recognitions in web design, UX/UI, or municipal development work.

B. Technical Approach

- **CMS Platform** – Proposed content management system (WordPress, Drupal, custom, etc.), including rationale and scalability.
- **Design & Functionality** – Mockups, site map, or wireframes showing how the site will look and function.
- **Accessibility** – Plan for ADA compliance and WCAG standards.
- **SEO Strategy** – Built-in optimization and integration with analytics.
- **Security Measures** – Data protection, SSL certification, and defense against cyber threats.
- **Third-Party Integrations** – Any planned tools for GIS mapping, property search, CRM connectivity, or economic data dashboards.
- **Mobile Responsiveness** – Design approach for full device compatibility.

C. Timeline

- **Project Schedule** – A detailed timeline with major milestones from contract signing to launch.
- **Milestones & Deliverables** – Design approvals, content migration, beta testing, staff training, and go-live date.
- **January 16, 2026 Deadline** – Clear commitment to meeting the deadline.
- **Project Management Methodology** – Agile, waterfall, or hybrid; communication and reporting methods.
- **Contingency Planning** – How the vendor will manage delays or unforeseen issues.

D. Cost

- **Itemized Costs** – Design, development, hosting, licensing, maintenance, and training separated out.
- **One-Time vs. Ongoing Fees** – Identify what's included in initial build vs. recurring costs.
- **Cost Justification** – Explanation of how each cost contributes to value.
- **Maintenance & Support Pricing** – Post-launch support costs, update fees, and emergency response rates.
- **Optional Features** – Pricing for add-ons that may not be in the base contract but could be included later.

E. Contract Terms

- **Payment Schedule** – Milestone-based or phased payments tied to deliverables.
- **Ownership Rights** – PAEDC should retain full ownership of website content, code, and design upon completion.

- **Warranties** – Timeframe for bug fixes and post-launch support included in the base contract.
- **Termination Clauses** – Conditions under which either party can end the contract.
- **Service Level Agreements (SLAs)** – Guaranteed response and resolution times for support requests.
- **Hosting & Data Control** – Where and how the site will be hosted, including control over hosting accounts.
- **Change Management** – How scope changes will be documented and approved.

Evaluation Criteria

Proposals will be evaluated based on the following weighted criteria:

1. **Qualifications (30%)** – Demonstrated experience developing websites for EDCs or similar organizations, with a strong portfolio of relevant work.
2. **Technical Approach (20%)** – Proposed design, functionality, and technology solutions that align with PAEDC's goals.
3. **Timeline (20%)** – Ability to meet the **January 16, 2026** completion deadline, with a clear project schedule.
4. **Cost (15%)** – Total project cost, including design, development, and post-launch support.
5. **Contract Terms (15%)** – Clarity, fairness, and flexibility of proposed contract terms, including maintenance agreements.

Submission Deadline

All submissions must be received by 5:00 p.m. on Monday, September 15, 2025.

Please send your qualifications in PDF format via email to:

Dylan Bennett

Marketing & Insights Manager

Port Arthur Economic Development Corporation

Email: DBennett@paedc.org

We appreciate your interest in working with PAEDC and look forward to reviewing your submission.

Sincerely,

Dylan Bennett

Marketing & Insights Manager

Port Arthur Economic Development Corporation

Important Notice:

*Issuance of this Request for Qualifications does **not** constitute a commitment by the Port Arthur Economic Development Corporation to award a contract, pay any costs incurred in preparing a response, or procure any services. PAEDC reserves the right to accept or reject any or all submissions, to waive informalities or irregularities, and to cancel or modify this solicitation at any time.*