



## Eastern Maine Development Corporation

### Company Description

Proudly creating economic development opportunities since 1967, Eastern Maine Development Corporation (EMDC) is a private, non-profit, 501(c)(3) organization with offices in Penobscot, Piscataquis Hancock and Waldo Counties. EMDC provides leadership, encourages collaboration, and fosters the creation of a thriving economic climate by providing services to businesses, communities, and workforce.

### Address

40 Harlow Street  
Bangor, Maine 04401

### Phone

207.942.6389

### Website

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

### Project Description

Our overall goal with a new website is to be a resource to those that are looking to invest in our region, including: partners, investors, individuals, and more. We need people to know who we are, what we do, and think of the site as a first stop when it comes to economic development resources.

The website should be a hub for news stories, press releases, photos and more that celebrate the economic achievements in our region. We are open to suggestions of the marketing firm that we select, and think it's important to include tools such as; interactive maps that show statistics from across our service area; a clean and robust resource page with links to partner organizations; a dedicated section that highlights reports created by EMDC, and more.

Our current website, [www.emdc.org](http://www.emdc.org), also hosts websites for two programs based at EMDC: [www.maineptac.org](http://www.maineptac.org) and [www.mainedbe.com](http://www.mainedbe.com). It is important that these programs have websites outside of EMDC's, but have a similar look and feel.

The content management software for our current website, Webbit, is out of date. We look forward to updating the software to something current that is more user-friendly.

In summary, the website needs to be a resource for people looking to invest in our communities.

Using the existing website as a framework, here's what we don't like about the current site:

- Difficult to navigate
- Not visually appealing/clean
- Not very photo-friendly
- Difficult to update with current content management software
- Difficult to make minor changes to framework (ie: phone number on header, colors, etc.)

It's our goal that after doing the redesign of the site that we are able to clearly communicate who we are as a brand through photos, content, and resources.

### Project Description > Design

When it comes to design, we want to ensure that the new website is clean, prominently features photos, works on mobile devices, and allows our clients to find what they need within 1-3 clicks. We would like the colors to be more inviting, and complimentary of our logo. A website that takes advantage of the user's entire screen is ideal.

### Project Description > Marketing

We would like to utilize social media, and any other channels that are recommended, to market the launch of our new user friendly website. We are open to suggestions of the marketing firm we hire.

### Name, Email & Contact Information for Everyone Involved

First Name	Last Name	Email	Phone	Role in Project
Kristin	Harmon	<a href="mailto:kharmon@emdc.org">kharmon@emdc.org</a>	207.974.3230	Communications Coordinator, project lead once firm is selected.
Lee	Umphrey	<a href="mailto:lumphrey@emdc.org">lumphrey@emdc.org</a>	207.942.6389	President & CEO, overseeing project lead.

### Days & Times that are convenient for a follow up phone call or in-person meeting.

If additional questions are required outside of this RFP please email Kristin Harmon @ [kharmon@emdc.org](mailto:kharmon@emdc.org) - to setup a day/time to discuss.

### Preferred Method of Contact

For now we prefer to communicate via email. As the proposal process progresses we'll make ourselves available for phone calls and possible in person meetings.

## Timelines & Milestones

Selection Process Sample Timeline Outline:

- Request for Proposals Sent – Today, January 9, 2019
- Responses Due – January 23, 2019
- Evaluation of Responses and Selection of Finalists for Presentation – January 30, 2019
- Presentations by Vendors Begin – February 1, 2019
- Planned Contract Award Date – February 15, 2019

## Budget

We have flexible budget. Based on our initial research and the number of pages we have a budget in the \$7,500 - \$12,000 range.

## Other Helpful Information

The following are very important in making a final decision and in the selection of a web development firm for this project:

- Technical Proficiency – Ability to understand all of the components involved and make recommendations.
- Communication – We will have a dedicated project lead and would appreciate the same. Being kept in the loop as the project moves through phases and understanding what will happen is important. Listening to our ideas and taking into consideration our overall design preference, while the firm we hire communicates their thoughts and suggestions, is key.
- Customer Service – We want to make sure we're taken care of and the company we select has a portfolio of existing clients that feel they were provided with quality customer service.