
REQUEST FOR PROPOSAL

WEBSITE DESIGN, BUILD AND HOSTING ASSOCIATED GOVERNMENTS OF NORTHWEST COLORADO

PURPOSE

Associated Governments of Northwest Colorado (AGNC) seeks to build a new website that integrates modern UX/UI strategies, reflects our new branding, and offers more value to our members. This Request for Proposal (RFP) is an invitation for your response. It may be shared with others.

ABOUT

[AGNC](#) is the representative council of the city and county governments of Northwest Colorado. Member services include legislative representation, regional economic development, energy initiative advancements, grant writing, support services, storyteller, and values steward.

MISSION

AGNC **Advocates** for the **Growth** and resilience of our region by **Navigating** resources, convening **Collaborations**, and promoting the values, industries, economies, and spirit that define us.

BRAND

Pillars

- Advocate
- Grow
- Navigate
- Communicate

Soundbite

We Champion New Pioneers in the American West.

Assets

[LINK to current asset files](#)

SITE GOAL

We wish to hire a team that employs imagination and creativity to help strengthen our member promise:

AGNC provides connections to convene resources, ideas, and governance that advance the growth and resilience of our region.

BASIC QUALIFICATIONS

The successful bidder must be proficient in website architecture that optimizes design, user experience (UX), user interface (UI), and conversion strategies. Demonstrated experience in Economic Development is a plus, but not a final determinant.

Include a snapshot of the team members who will be working on our project, including their background and experience. Provide links to your sample sites with a brief strategy statement. Please provide three references.

Describe your after-launch services, such as your handoff process, troubleshooting, warranties, guarantees, service limits, or other provisions you make to ensure delivery of a reliable, high-performing site.

This RFP describes what we have envisioned. Change recommendations are welcome.

Your submission must address these qualifications. Showing your vision, curiosity, and enthusiasm for the project will improve your odds.

GENERAL CRITERIA

- Visually stunning
- Simple, robust, smooth
- Brand application
- Navigation, engagement, and conversion strategies
- Analytics and marketing features
- Ease of use
- Ease of future site upgrades and evolutions

PROCESS DESCRIPTION

Describe your company's work process and client collaboration methods.

Elements might include, but are not limited to:

- Site mapping
- Wireframes and prototypes
- Production and process management
- Testing Standards
- SEO, ranking, and launch processes
- Client collaboration and sign-off procedures

SCOPE OF SERVICES

- Goal concept strategy
- UX/UI strategies
- Engagement strategies
- Conversion, lead generation, and visitor data capture, CRM methods
- Graphic design concepts ([assets link](#))
- Content and photography development
- Content Migration ([current site](#))
- Multi-media hosting and content contributor features
- Polls and surveys
- Regional Map > possibly interactively linked to member profiles
- Secure member log-in
- Mobile-first Design
- SEO strategies
- [Colorado ADA](#), security, and privacy compliant
- Language translation methods
- Automation tools that ease internal labor such as document storage, management, and distribution, autoresponders, password and user reset, interactive FAQs, etc.
- Setup and configuration of Google and/or performance and marketing tools
- Hosting, security, maintenance, and software update services
- Launch procedures
- Training, troubleshooting, and post-launch support
- Word Press platform preferred, but open to user-friendly CMS options

WISH LIST NOW OR LATER

- Future revenue offers such as online and resource memberships
- Story-gathering tools and engagement concepts
- Links to external maps and collaborator resource assets
- Tools to sweep or populate content from outside resource sites
- Third-party plug-in or API options that support collaboration, communication, and engagement
- Tools that could help automate grant applications and management

SITE MAP AND THEMES

A high-level sitemap draft of our content buckets and priorities is included as a planning guide. It is not intended to be literal. We anticipate the application of your expertise and redirects.

Here are some theme sites we like:

[ChooseColorado.com](#)

[Craig, Colorado Economic Development](#)

[Visit Grand Junction](#)

[Route County Economic Development](#)

[Upstate Colorado](#)

[City of Glenco](#)

[Technical Assistance to Brownfields](#)

BUDGET

- Provide two cost proposals incorporating your build strategies to the limit of each budget level.
- Stage the proposals such that the first could lead to the next for a seamless, integrated buildout.
- If you wish, offer over-budget options for future site advancements.
 - Phase I budget range: \$10,000 - \$15,000
 - Phase II budget range: \$16,000 - \$24,000

PRICE SEPARATELY

- A two-week, post-launch benchmark analytics and assessments report
- Quarterly analytics report with strategy and optimization recommendations
- Service packages for troubleshooting, tune-ups, security, software maintenance

BUILD TIMING

AGNC will follow guidelines established by grant providers for this project. A preliminary test site must be viewable by March 31, 2025, 12 pm MST. Dial-ins, revisions, final build elements, and launch can follow. Adjust the outline below to meet your own process and timelines, but please address these basic activities.

Phase	Activity	Description	Timing
I	Scope	Job parameters, costs, timing, agreements and sign-off	1 week
II	Strategy	Objectives, needs, roles, assignments, deadlines, and sign-off	1 week
III	*Design/Build	Platform, site map, wireframe, branding, prototypes	3 -4 weeks
III	* Content	Copy, photography, files, drafts, edits, and sign-off	
V	Testing	Compliance, speed, efficiency, function	1 week
VI	Adjustments	Final site adjustments, URL directs, and redirects	1 week
VII	Launch	Hosting, pre-launch live, search listings, launch optimization	4 days
		Total production time	9– 12 weeks

* Design/build and content development to happen concurrently

PROPOSALS AND AWARD

Questions	Anytime up to submission
Proposals	February 14, 2025, Midnight, Mountain Standard
Award	February 18, 2025
Kick-off meeting	February 19, 2025
Test site	March 31, 2025
Launch	TBD

Questions:

Designated Project Management:

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