



# Memo

**To:** City Council

**From:** Shannon Scott, Economic Development Manager

**Date:** 1/23/23

**Re:** Economic Development Website Vendor Selection

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On November 1<sup>st</sup>, 2022, a Request for Proposal was issued on behalf of the City of Craig's Economic Development Department to solicit a vendor to help design and create a new Economic Development website. The goal of the website is to help assist and attract new businesses, industries, developers, and site selectors to Craig that will create a robust and diversified economy as Craig transitions away from coal as its main economic driver.

Upon the deadline on November 30<sup>th</sup>, 2022, eight responses to the RFP were received. The Economic Development Advisory Committee agreed to create a sub-committee consisting of 3 members of the EDAC to review and score the 8 proposals. Of the original 8 proposals, 3 were selected for a follow up interview. The criteria that was considered during the interview process, and as stated in the RFP included:

- The proposed solution

- Ability to provide responsive customer service

- Clarity of proposal, completeness, and inclusion of requested information

- Competence and capabilities

- Reference checks

- Professional nature of firm

- Demonstrated municipal government and economic development experience

- Ability to present materials that can be understood by technical and non-technical staff

Qualifications and experience of the firm and staff assigned to provide support  
Past performance and level of support of the firm  
Professional standing and financial stability of the firm  
Feasibility of the proposal(s) based upon the proposed scope of services  
Cost effectiveness

In utilizing the above listed criteria, the sub-committee and Economic Development Advisory Committee voted to recommend selecting Marketing Alliance, Inc. to the Craig City Council as the vendor in which to create and design the new Economic Development website. (Please see attached proposal). Below is a revised cost breakdown of services from what was originally listed in the proposal:

First Year Costs:

Website Design and Development: \$20,000.00  
Copy Writing (10 Pages): \$5,000.00  
Web Hosting (annual): \$600.00  
Photography and Videography: \$10,000.00  
Site Tracker: \$3,600.00  
LOIS Demographic Dashboard: \$2,000.00  
**Total: \$41,200.00**

Second Year Costs:

Web Hosting: \$600  
Maintenance: \$1,390  
**Total: \$1,990**