

**REQUEST for PROPOSALS (RFP)**  
**for**  
**WEBSITE DEVELOPMENT**  
**AND MARKETING PACKAGE SERVICES**



**EASTERN WEST VIRGINIA REGIONAL AIRPORT AUTHORITY**  
**170 AVIATION WAY, SUITE 101**  
**MARTINSBURG, WV 25405**  
**T: (304) 263-2106 F: (304) 267-6350**  
[www.FlyMRB.com](http://www.FlyMRB.com)

RFP No. 2019-001

September 2019

**REQUEST FOR PROPOSALS**  
**WEBSITE DEVELOPMENT AND MARKETING PACKAGE SERVICES**

The Eastern West Virginia Regional Airport Authority (“Authority”) is soliciting proposals from qualified firms to provide website development and related marketing services. There is no expressed or implied obligation for EWVRAA to reimburse responding firms for any expense incurred in preparing proposals in response to this request. The EWVRAA reserves the right to reject any and all RFP responses submitted.

**REQUIRED SERVICES.** The Authority wishes to develop a new replacement website. This is to be a visually appealing, fully-functional, well-designed, modern website to advertise the airport and its industrial park properties. This custom website is anticipated to include up to 30 pages of content. The website will be a redesign of our existing website, incorporating information from the current FlyMRB.com website and using our new branding and logo designs.

**PROPOSAL REQUIREMENTS.** Proposals must contain a total firm price (inclusive of out-of-pocket expenses) for the entire scope of services described herein.

Proposals must contain a summary of the firm and its principal member qualifications and relevant experience.

- Please provide a detailed time-line for the project
- Submit examples of past website development projects
- Provide options for the use of comparable CRM programs (such as HubSpot, AllClients, etc).
- Describe on-going support services and any and all associated costs
- Describe suggested website hosting services and options for automated and monthly backups, server maintenance, etc.
- Suggest any additional third-party site security measures or features (if needed)
- Describe your ability to produce digital and print marketing materials for advertising our property portfolio that includes land and structures available for lease and sale

Please also respond to the following questions:

- Will your firm provide Google Analytics capability?
- Will your firm assist with basic creative writing services and high-resolution photography?
- Will you provide two secure login portals for board-member and tenant specific info?

Proposals must be valid for a period of sixty (60) days following their opening. Sealed proposals clearly labeled “Website Development Proposal” must be received in the Authority’s offices no later than 3 p.m. (Eastern Time) on October 1, 2019. At that time proposals will be reviewed in accordance with procedures outlined by the Authority Board’s Marketing Committee.

Three (3) printed copies of each proposal are required and they should be addressed to:

Eastern WV Regional Airport Authority  
170 Aviation Way, Suite 101, Martinsburg, WV 25405  
ATTN: Mr. Nic Diehl, Executive Director

PRE-PROPOSAL QUESTIONS. Questions related to this RFP may be directed to Nic Diehl, Executive Director, on or before September 30, 2019 via email at nic@flymrb.com. Receipt of questions via email will be acknowledged within 24 hours. If a question is not acknowledged, please contact Nic Diehl at 304-263-2106, ext. 4. A complete copy of the RFP 2019-001 may be requested via email at nic@flymrb.com or in the procurement section of the EWVRAA website at:

<http://www.flymrb.com/airport/?q=site-page/procurement>

SELECTION PROCEDURE. All proposals will be reviewed by Authority staff who will make a recommendation to the Authority Marketing Committee. A firm is expected to be selected by the Authority Board of Directors at their October 21st, 2019 meeting.

The following evaluation categories and point allocation will be used:

Evaluation Category Weight

**1. Expertise and experience 40 points**

- Past experience and performance on comparable engagements
- Qualifications of proposed engagement team and the firm's professionals available for consultation
- Ability to provide on-going support and consultation
- Ability to meet deadlines

**2. Web Development approach 20 points**

- Technical Skills / Understanding of Best Practices
- Artistic Aptitude, Creativity and Design Ability
- Understanding of the Client's Needs and Requirements
- Service Guarantees

**3. References 10 points**

- Responses of two (2) client references

**4. Price 30 points**

- Proposers include full breakdown of pricing matching the Proposal Requirements section

**TOTAL POINTS 100**

ACCEPTANCE. The Authority will promptly notify the selected firm. Following acceptance, the Authority will pay allowable fees upon receipt of progress billings. The Authority reserves the right to terminate the web services development project at any time for cause or convenience. The Authority will also require execution of a professional services contract prior to the start of services.

| Rating Factor                             | Weight      | Respondent Name |                |       |                |       | Weighted Score |                |
|---|-------------|-----------------|----------------|-------|----------------|-------|----------------|----------------|
|   |             | Score           | Weighted Score | Score | Weighted Score | Score |                | Weighted Score |
|   |             | 0.00            | 0.00           | 0.00  | 0.00           | 0.00  |                | 0.00           |
| Expertise/Past Experience                 | 0.40        |                 | 0.00           |       | 0.00           |       | 0.00           |                |
| Price                                     | 0.30        |                 | 0.00           |       | 0.00           |       | 0.00           |                |
| Approach/procedures/technique             | 0.20        |                 | 0.00           |       | 0.00           |       | 0.00           |                |
| References                                | 0.10        |                 | 0.00           |       | 0.00           |       | 0.00           |                |
|   | 0.00        |                 | 0.00           |       | 0.00           |       | 0.00           |                |
| <b>Total Score (out of possible 5.00)</b> | <b>1.00</b> |                 | <b>0.00</b>    |       | <b>0.00</b>    |       | <b>0.00</b>    |                |

| Rating Factor                             | Weight      | Sample |                |
|---|-------------|--------|----------------|
|   |             | Score  | Weighted Score |
| Expertise/Past Experience                 | 0.40        | 4      | 1.60           |
| Price                                     | 0.30        | 3      | 0.90           |
| Approach/procedures/technique             | 0.20        | 2      | 0.40           |
| References                                | 0.10        | 4      | 0.40           |
|   | 0.00        |        | 0.00           |
| <b>Total Score (out of possible 5.00)</b> | <b>1.00</b> |        | <b>3.30</b>    |

Instructions: Enter a score (0 to 5) in the each of the five evaluation criteria boxes:

- 0 Totally unresponsive, does not meet minimum requirements.
- 1 Well below average, barely meets minimum requirements.
- 2 Slightly below average, meets minimum requirements.
- 3 Average, meets minimum requirements, exceeds minimum requirements in some areas.
- 4 Above average, exceeds minimum requirements in many or all areas.
- 5 Outstanding, far exceeds minimum requirements in most areas.

**EWVRA** Review Committee: \_\_\_\_\_ Date: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Signatures