ADDENDUM No. 3: January 2, 2025

Project: Jefferson Parish Economic Development Commission (JEDCO)
Design and Development of JEDCO Website
700 Churchill Parkway
Avondale, LA 70094
Churchill Parkway in Avondale, LA

JEDCO RFP #:   24-0912

From: JEDCO
700 Churchill Parkway
Avondale, LA 70094

To all Firms/Individuals Responding:

This Addendum forms a part of the RFQ Documents and modifies the original RFQ Documents dated 12/09/24. Changes made by this Addendum take precedence of the original RFQ Documents of earlier date.

RESPONSES TO QUESTIONS:

1. Do you have any objections to staying with WordPress?
    ANSWER: *Our team is currently trained on WordPress, so we are happy to continue using it with this new iteration of the website.*

2. While WordPress is currently in use, would JEDCO consider transitioning to another CMS platform if it provides enhanced functionality or ease of use?
    ANSWER: *JEDCO is certainly open to transitioning to another CMS platform if it provides enhanced functionality and ease of use. Training on a new CMS platform would be required.*

3. JEDCO mentions integration of existing content with new content. Does this mean that the developer will be migrating some existing content (identified by JEDCO) from the old site to the new?
    ANSWER: *Yes, it will be a mix of new content, repackaged content, and content migrated from the current site.*

4. Do you want a complete SEO set-up upon launch, or just the keyword analysis?
    ANSWER: *Ideally, yes. However, if budget becomes an issue, we would consider just keyword analysis.*

5. Will JEDCO provide all videos and images?
    ANSWER: *Yes. JEDCO will provide all photography and videos.*

6. Should the quote for ongoing maintenance include regular SEO updates as well?
    ANSWER: *Yes. SEO updates would be ideal.*

7. Will JEDCO's Evaluation Committee give preference to contractors residing in Jefferson or Orleans Parish because of JEDCO's mission?
    ANSWER: *JEDCO recognizes the value of working with local organizations that are familiar with our brand, activities, and our mission. While it would be an ideal scenario for JEDCO to select a local*

contractor, we also do not want to discourage web developers outside of our immediate area from submitting a proposal.

8. Would JEDCO's Evaluation Committee be willing to work with a local subcontractor as their main point of contact for the project, with the Prime residing in another state?
   ANSWER: *Yes. JEDCO would be comfortable working with both local subcontractors as well as companies outside of the region. JEDCO is most focused on identifying the best contractor for this project.*

9. What is the full scope of the Jefferson Parish CEA "Attraction Campaign", including campaign timelines, budget, and marketing/advertising contractors involved?
   ANSWER: *JEDCO entered into a CEA with Jefferson Parish to develop an attraction campaign (name, logo, brand messaging), new JEDCO website, and site selector activities. The total cost of the CEA is $110,00. A portion of the funds have already been deployed. JEDCO hosted a site selector FAM Tour in April 2024 and worked with Deep Fried Advertising to develop the attraction campaign brand, which launched in late 2024. The CEA with the Parish ends on June 30, 2025.*

10. What was the budget for the last JEDCO website redesign?
    ANSWER: *JEDCO's most recent website redesign happened in 2016 immediately following the organization's rebrand. The budget for the 2016 redesign was $8,000.*

11. If you could go back in time to the last JEDCO website redesign, what would you have done differently?
    ANSWER: *We were quite happy with the redesign of our website in 2016. The backend is very accessible, and we've been able to make updates to the site over the years with little to no issue. If we were to change anything, we would have fully scrubbed old webpages and old PDFs from our system. We've run into issues over the years where a page shouldn't be active anymore and yet, if someone has the link to an old page, they can still access outdated information. We want to avoid that situation with this website update.*

12. Do you have a budget in mind? Is there a maximum budget not to be exceeded for this project?
    ANSWER: *Currently, we project spending up to $60,000 maximum, but there may be options increase the budget slightly if necessary.*

13. Does JEDCO have a preferred hosting provider, or should we include hosting solutions as part of our proposal?
    ANSWER: *JEDCO does have a firm that we're currently using as our host provider but would consider other options if they are cost-beneficial. All hosting must be in JEDCO's name.*

14. Should the timeline account for time needed for stakeholder reviews and feedback during each phase of the project?
    ANSWER: *Yes. Our goal is to have a new site live by late June with multiple opportunities for review by key JEDCO staff and stakeholders.*

15. Are there specific tools or integrations JEDCO prefers for features such as interactive maps, lead generation forms, or search aggregators?
    ANSWER: *We welcome recommendations from the web developer for the best tools/plugins related to our needs, including interactive maps, search aggregators, etc.*

16. Should the proposal include ongoing maintenance or support services beyond the project completion date?
    ANSWER: *Yes. However, the ongoing maintenance and support services would not need to fit into the budget for this specific project. This would be an ongoing cost for the organization. We just want to get a sense of how much the services would cost beyond the initial development of the site.*

17. Are there any restrictions regarding offshore vendors?

   ANSWER: *No. We are currently accepting proposals from all entities. While it would be an ideal scenario for JEDCO to select a local contractor that is familiar with our brand, activities, and our mission, we do not want to discourage web developers outside of our immediate area from submitting a proposal.*