

REQUEST FOR PROPOSALS FOR WEB DEVELOPMENT SERVICES

August 25th, 2025

REVISED RESPONSES DUE DATE: September 30th, 2025



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SECTION I INTRODUCTION

Invest Atlanta (IA) is soliciting competitive, sealed responses (“Responses”) from interested and qualified firms to provide Web Development Services to Invest Atlanta’s Marketing and Communications Team. The intent and purpose of the RFP is to contract with a single firm to provide website and content management system development, and maintenance services for Invest Atlanta’s primary website (hereinafter, The Project), further described in the Section 3 Scope of Work.

Respondents shall be selected and determined through IA’s review of each response, considering the factors identified in this Request for Proposals (“RFP”) and any other factors that it considers relevant to serving the best interest of IA and its mission. Nothing in this RFP shall be construed to create any legal obligation on the part of Invest Atlanta or any respondents. Invest Atlanta reserves the right, in its sole discretion, to amend, suspend, terminate, or reissue this RFP in whole or in part, at any stage. In no event shall Invest Atlanta be liable to respondents for any cost or damages incurred in connection with the RFP process, including but not limited to, any and all costs of preparing a response to this RFP or any other costs incurred in reliance on this RFP. All supporting documentation submitted in response to this RFP will become the property of Invest Atlanta. Respondents may also withdraw their interest in the RFP, in writing, at any point in time as more information becomes known.

BACKGROUND & MAIN OBJECTIVES

Invest Atlanta has been created and exists under and by virtue of the Development Authorities Law, activated by a resolution of the City Council of Atlanta, Georgia (the “City”), and currently operates as a public body corporate and politic of the State of Georgia. Invest Atlanta was created to promote the revitalization and growth of the City and serve as the City’s Economic Development Agency. Invest Atlanta represents a consolidation of the City’s economic and community development efforts in real estate, finance, marketing, and employment, to provide a focal point for improving the city’s neighborhoods and the quality of life for all its citizens. Invest Atlanta is the cornerstone of an overall effort to provide economic and development services in a more effective and efficient manner.

Invest Atlanta’s primary website (www.investatlanta.com) is one of its most important brand assets, serving as a primary information center delivering information about the agency’s economic development mission, programs and the results of its investments. It also serves as the place where residents and businesses can apply for programs offered. Since the launch of Invest Atlanta’s current website in 2018, the agency has significantly increased the number of programs it offers and has become a more visible leader in driving economic growth and solving timely community challenges such as affordable housing and equitable neighborhood development.

As both an economic and community development authority, Invest Atlanta serves a wide range of people (residents and businesses), partners and stakeholders – from individual homeowners to corporate CEOs to government officials. Serving this breadth of users with different needs is an important consideration for this Website Development Project.

Invest Atlanta has a five-person marketing and communications team, including a data analyst. None of the staff are website development professionals, i.e., skilled in UX, coding maintenance, etc., so ease of use is an important consideration.

Below you will find a table summarizing Invest Atlanta’s current audiences/website users.

Table 1.1 Invest Atlanta Current Audiences/Website Users

Audience	Description
Atlanta Residents	Who are seeking down payment assistance, affordable housing, job opportunities, and other services through programs Invest Atlanta and its partners offer.
Small Businesses / Entrepreneurs / Startups	Who are interested in participating in Invest Atlanta’s loan, grant, and technical assistance programs, and connecting with the city’s business and startup communities.

Real Estate Developers	Who are interested in partnering with Invest Atlanta on affordable housing and neighborhood development projects.
Corporate Executives	Who are looking for site selection resources and economic incentive programs to support the relocation or expansion of a business.
Government Officials	Who are stakeholders in Invest Atlanta's economic development investments.
Partners	Who partner with Invest Atlanta on mutually beneficial economic development initiatives.
Invest Atlanta Employees	Who uses Invest Atlanta's website for their programs and general information.
General Public	Who are interested in the priorities and performance of the City's economic development agency.
News Media	Who are looking for news story information.

** Please do not consider this an exhaustive list of the audiences that should be targeted. Invest Atlanta anticipates that a broader or greater number of target audiences may be identified to reach its goals.

The Project involves several different challenges for the Marketing and Communications team to overcome to ensure the successful execution of all aspects of the Scope of Work. **Some of the major challenges with the current website that exist, are related to, but not limited to:**

1. User Experience Across Audiences

Invest Atlanta serves a wide range of stakeholders—from residents and small business owners to developers and government partners. While the current site allows users to select pathways based on user types, the number of pages and program offerings to navigate through, particularly in the “Business” section of the site, can be challenges as noted by users in anecdotal feedback. In addition, priority content, e.g., a new small business program application, are not easy to find within the current navigation system.

2. Limited Tools for Storytelling and Impact Visualization

While the marketing team produces content for storytelling, the website lacks the technical infrastructure to properly support dynamic storytelling formats—such as interactive dashboards, video testimonials, and microsites for major initiatives. This limits Invest Atlanta's ability to showcase the full scope and emotional resonance of its impact.

3. Outdated Content and Limited Content Management Capabilities

The site's content management system (CMS) relies on preconfigured content elements, making it difficult for staff to introduce or evolve content without technical support. This has led to outdated program pages and missed opportunities to showcase new initiatives. In addition, there are no tools in place to identify and manage outdated and underperforming content.

4. Need to Better Connect Affiliated Sites

Invest Atlanta has microsites for specific divisions and programs, including the Women's Entrepreneurship Initiative (weiatlanta.com) and ATLinBusiness (atlinbusiness.com), and potentially others, e.g., Invest Atlanta Partnership. The existing website does not effectively prioritize this content among other resources with a clear call to action to appropriate users and intuitive cross-linking.

5. Insufficient Search and Archiving Functionality

Stakeholders have expressed frustration with locating reports, press releases, and program details. The site lacks a robust search engine and organized repository for public documents, making it hard for users to find relevant information quickly. This undermines transparency and accessibility, especially for users seeking data on Invest Atlanta's impact.

6. Limited Data Capturing and Feedback Mechanisms

The current website does not offer sufficient tools for user interaction, such as feedback surveys, beyond its third-party chat service, as well as a mechanism to record and analyze and address user feedback. The

current website does not allow IA to track user data such as clicks, time spent on each page, times a user returned to a page, and other standard website usage cookie data.

7. **Lack of Mobile Optimization and ADA Compliance**

The site's design and structure are not fully optimized for mobile devices or accessibility standards. This limits usability for a significant portion of the audience and risks excluding users with disabilities or those accessing the site via smartphones.

Ultimately, the successful Respondent will possess a combination of web development and project management skills, and knowledge necessary to navigate these challenges. **The successful Respondent shall aim to accomplish the following broad objectives to enhance the user experience:**

1. **Connected Brand Story**

Tell a compelling, connected brand story across the site that helps different user types to engage with relevant content, e.g., blogs, videos, news items. Encourage content sharing through social media.

2. **Easier Access to Program Information**

Help users quickly find information about programs of interest, including newly launched programs promoted through social media and other outreach. Streamline the applicant journey – from discovery to application intake.

3. **Communicating Value and Impact**

Identify better ways to show the value and impact of Invest Atlanta investments leveraging mixed media, interactive maps and data.

4. **Managing and Leveraging Inbound Communication**

Implement a more effective way to manage inbound communication via forms, chat and email to ensure that requests for information and assistance are recorded, appropriately responded to, and analyzed for reporting purposes. Integrate closed AI chat technology to better serve users.

5. **Encouraging Community Feedback**

Establish a way for the community to provide feedback on Invest Atlanta-funded projects and provide input on investment opportunities within the community.

SECTION II TIMELINE OF EVENTS AND SUBMISSION INSTRUCTIONS

INQUIRIES AND PROCESS TIMELINE

Only inquiries received electronically will receive a response. Do not contact any Invest Atlanta staff with any questions or comments pertaining to this RFP. All such inquiries must be delivered by **5:00 p.m., September 4th, 2025** to the issuing officer at WebsiteDevelopmentRFP@investatlanta.com. Inquiries received after such a date and time will not receive a response. Invest Atlanta will publish all timely written inquiries and Invest Atlanta's responses to those inquiries as an Addendum to this RFP on Invest Atlanta's website (www.investatlanta.com) on or before the close of business on **September 10th, 2025**.

Due Date	Action Required
August 25th, 2025	Release of RFP
September 1st, 2025 @ 2:00pm-3:00pm EST	Informational Session (virtual) Join Informational Session Meeting ID: 286 653 306 104 Passcode: Ew36SF7m

+1 470-571-3959 , 620722365# United States, Atlanta Find a local number Phone conference ID: 620 722 365#	
September 4th 2025	Written questions due to Invest Atlanta
September 10th, 2025	Responses to written questions posted
September 30th, 2025	Responses due to Invest Atlanta
Month of October 2025	Potential Interviews/Presentations/ Demonstrations
October/November 2025	Anticipated Selection/Award

SUBMISSION INSTRUCTIONS

A. Responses to this Request for Proposal must be submitted in electronically **no later than 5:00 p.m., September 30th, 2025**, to the issuing officer at WebsiteDevelopmentRFP@investatlanta.com. Proposals should include all identified components (Responses to Mandatory Requirements, Exhibit A Mandatory Scored Requirements, Exhibit B Fee Proposal and all other requested documentation). Proposals received after the deadline time and date will not be considered.

By submitting a response to the RFP, the Respondent is acknowledging that the Respondent:

- (1) Has read the information and instructions,
- (2) Agrees to comply with the information and instructions contained herein.

From the time of release of this RFP through the conclusion of the selection process, there shall be no communication between any Respondents and/or their lobbyist or authorized/unauthorized agent(s) with any staff of the City, IA or the Atlanta Development Authority ("ADA"), any elected or appointed official of the City, IA, ADA and/or their staff or financial advisor, except as provided for in the RFP, unless such communication is initiated by IA and is unrelated to this RFP process. Any violation of this provision by any Respondent and/or its lobbyist or authorized/unauthorized agent(s) shall be immediate grounds for disqualification for award of a contract in connection with this RFP.

The laws of the State of Georgia, including the Georgia Open Records Act, as provided in O.C.G.A §50- 18-70, et seq., require certain public records be made available for public inspection. Even though information (financial or other information) submitted by a Respondent may be marked as "confidential", "proprietary", etc., Invest Atlanta will make its own determination regarding what information may or may not be withheld from disclosure.

SECTION III SCOPE OF SERVICES

The project's goal is to create a modern, user-friendly digital platform that effectively communicates the agency's mission, programs, and impact to a diverse audience, including residents, businesses, partners, and government officials. The new website must enhance the user experience, improve program engagement, and serve as a powerful brand asset.

Key Functionalities:

- **Content and Storytelling:** Features to tell a compelling brand story through mixed media, including blogs, videos, and social media integration.
- **Data Visualization:** Integration of interactive maps and data dashboards to showcase the impact of Invest Atlanta's investments.
- **Program Information:** A streamlined and user-intuitive way to access program details, with a clear path from discovery to application intake.

- **Repository and News:** A searchable repository for public reports and a dynamic news section with archiving capabilities. This feature should be searchable by the end-user (audience of the website).
- **Engagement Tools:** Integration of forms, chat, and a bookings tool for managing inbound communication and requests.
- **Search Engine Optimization (SEO):** The website must be built with robust SEO practices to ensure high visibility.

Primary Project Requirements: The selected vendor will be responsible for a comprehensive website development process, including:

- **Website Development Strategy:** Partnering with the Marketing and Communications team for strategy, design, development, launch, and maintenance.
- **Stakeholder Discovery:** Vendor-led discovery (surveys, interviews) with Invest Atlanta staff and potential users.
 - *Brand Persona/Guidelines will be provided by IA.*
- **User-Intuitive Program Access:** Development of clear, easy navigation for high-priority and multitude of programs, tailored to different user types.
 - *The current website does not integrate well with IA's current application intake systems. IA currently has two application intake systems in place named Neighborly, and FORWARD platform.*
 - *Interactive Maps & Data for Dashboards may originate from GIS data, economic Impact data, and program participation data.*
 - *IA envisions the level of interactivity with maps/dashboards to include simple filters and drill down capabilities.*
- **Reports Repository:** Design and development of an organized, searchable repository for public reports.
 - *Acceptable file formats include .pdf, .xlsx, .doc as well as links to external sites.*
- **Dynamic News Section:** Creation of a searchable news section with press releases, news coverage, blogs, videos, archiving, and search capabilities.
- **Search Engine Optimization (SEO):** Mandatory inclusion of comprehensive SEO strategies.
- **Intuitive Navigation & Alignment:** A clear navigation strategy, with a plan for aligning sub-brand and partner websites.
 - *Currently weiatlanta.com, atlinbusiness.com with the potential of others coming online*
- **Flexible Content Management System (CMS):** providing a flexible CMS that allows for easy content creation, editing, organization, publishing, and access control based on user roles.
 - *Current Content Management System (CMS): Nebo*
 - *IA prefers an open-source CMS solution that can be efficiently managed by a marketing and communications team.*
- **Microsite Capability:** providing a website with the ability to easily create branded microsites for specific programs within the CMS (e.g., Women's Entrepreneurship Initiative) with clean, shareable URLs.
 - *Potential Microsites include:*
 - *Women's Entrepreneurship Initiative (WEI)*
 - *ATLinBusiness.com*
 - *Atlanta Emerging Markets Inc. (AEMI)*
 - *Invest Atlanta Partnership IA Partnership*
- **Engagement Points & CRM Integration:** Design and development of clear contact forms/requests for follow-up, and strong recommendations with Invest Atlanta's existing bookings tool, live chat, and CRM system. Integrate closed AI chat technology to make communication and servicing more efficient.
 - *CRM Integration: NetSuite*
 - *Current Bookings Tool: Microsoft Bookings*
 - *Current Live Chat platform: Olark Live Chat*

- **Analytics & Measurement:** Integration of tools to measure user behavior, engagement, and traffic sourcing.
 - *Current Analytics tool:* Google Analytics 4
 - *IA is open to alternatives that integrate better with the new website.*
- **Ongoing Partnership:** Expectation of a plan demonstrating ongoing support for future changes, upgrades, and enhancements.
 - *IA is seeking ongoing support for a period of 3 years after website implementation*
- **Hosting Plan:** A recommended website hosting plan, including maintenance and cost.
 - *Current Third-Party Host:* Liquid Web
 - *Preferred Programming Languages:* HTML, CSS, JavaScript and Python or Ruby
- **Security & Testing:** The successful respondent shall provide details on vulnerability/penetration testing prior to launch and a strategy for ongoing site security.
 - *Website Security:* See **Exhibit B IT & Security Requirements**
 - *Vendor must complete Attachment D Vendor Risk Assessment*
- **Content Migration:** Identify the specifics on the scope of content to be migrated from the current site and successfully migrate all agreed upon content to the new website.
 - *Estimated number of pages/articles:* *IA estimates less than 80% of website content/pages will need to be migrated.*

Invest Atlanta Project Responsibilities

- IA's Marketing and Communications team will be responsible for providing digital assets (e.g. images, videos, documents, etc.)
- IA will described the currently content creation process focused on IA programs, issues (i.e. affordable housing, food access), news, and data, tailored for diverse audiences (as described in Table 1.1 above).
- IA will provide the direction for the website's branding style and personas.

Key Project Deliverables will include, but are not limited to, the following:

1. **Discovery & Strategy Documentation:** Comprehensive output from stakeholder interviews and strategy sessions.
2. **Sitemap & Wireframes:** Detailed architectural and structural plans for the website.
3. **User Interface (UI) Design Mockups:** Visual designs for key pages, responsive for various devices.
4. **Developed website:** Fully functional, tested and optimized website
5. **Content Management System Setup:** Configured and populated CMS with required access controls.
6. **Training & Documentation:** User Manuals and training sessions for Invest Atlanta's marketing team on content management and basic updates; this should include a tutorial on designing and managing website performance (use, usability, content optimization, etc.)
7. **Launch Plan:** Detailed plan for website launch by *June 2026*, including go-live strategy
8. **Post-Launch support plan:** Outline of maintenance, security updates and technical support services. A post-launch support and maintenance agreement.

Please refer to **Attachment C Website Key Performance Metrics** for data on how Invest Atlanta's website is currently performing.

The term of any maintenance/ ongoing support contract shall be for two years (2) years with one (1) one-year option to renew, subject to a satisfactory annual performance review at the sole discretion of IA.

GENERAL BUSINESS REQUIREMENTS

- A. Provide a Certificate of Insurance proof of insurance meeting the requirements in **Exhibit A Website Development Insurance Requirements**.
- B. Non-Collusion Statement: Successful Respondent represents and certifies that its employees, agents, and representatives have not and shall not discuss or disclose the terms of its response to this RFP with any third party other than persons or entities which the Respondent engaged to assist it concerning such response.

SECTION IV TECHNICAL REQUIREMENTS

The technical requirements below provide a framework of the minimum standards that must be upheld for firms providing Website Development Services. Firms are encouraged to carefully review all requirements and tailor their proposals accordingly while ensuring compliance with applicable laws and regulations.

MANDATORY REQUIREMENTS

To be considered responsive, responsible, and eligible for award or for selection as a qualified contractor, **Respondents must answer all questions in this section in the affirmative (with a “Yes”) to pass and must be submitted as a part of your response.**

1. The Respondent must have a minimum of seven years of experience in professional website design and development, with a portfolio of at least three successful projects of similar scope and complexity, particularly for public sector or economic development organizations. **Does the respondent confirm it has provided web development services similar in size and scope to the services described in Section III Scope of Work for a minimum of 7 years?**
2. The Respondent must be a legally registered business entity, authorized to operate in the United States and the State of Georgia. **Does the respondent comply with this requirement?**
3. Respondents shall have at least one in-house Senior Full Stack Web Developer with a minimum of seven (7) years of professional experience in full stack web development. **Does the Respondent agree to provide a professionally licensed and/or industry certified individual related to web development to be a key contributing member in providing the Scope of Services?**
4. Respondent shall have a User Experience (UX)/User Interface (UI) Designer with a minimum of five (5) years of experience in UX/UI design for digital products and a comprehensive understanding of Web Content Accessibility Guidelines (WCAG 2.1 AA standards). **Does the Respondent agree to provide at least one team member with UX/UI design experience?**
5. The Respondent must provide ALL deliverables in accordance with Section III Scope of services. The respondent must affirm its ability to meet the technical requirements outlined in the Scope of Services, including the development of a responsive, secure, and accessible website, and the ability to integrate with third-party tools. **Does the Respondent agree to comply with this requirement?**
6. The Respondent shall have adequate financial stability and resources to fulfill fiduciary duties. **Does the Respondent agree to provide information regarding any projects from which the Respondent was terminated as a brand management agency or firm providing brand management services for cause in the last three years including the reason for the termination? (Separate attachment may be requested)**
7. The Respondent must agree to protect the information from unauthorized use or disclosure for as long as it remains proprietary, and refrain from using the information for any purpose other than for which it was furnished to Invest Atlanta. Prior to beginning work, the Respondent and its personnel may be required to complete and abide by confidentiality and non-disclosure agreements related to the Project. **Does the Respondent agree to comply with this requirement?**

MANDATORY SCORED REQUIREMENTS

The Respondent's technical proposal shall be structured in alignment with the framework provided below. To be considered responsive, responsible, and eligible for an award or for selection as a qualified contractor, you must answer all questions in this section. Respondents must submit responses on **Attachment A Website Development Mandatory Scored Worksheet**. To be deemed responsive and responsible, Respondent's must complete form in its entirety.

A. PROPOSAL OVERVIEW AND COVER LETTER

1. Respondents shall provide a cover letter summarizing the key points of their response. The cover letter shall be executed by an officer or employee of the firm who is authorized to commit the Respondent's resources to IA's proposed transaction. Please limit your transmittal letter to two (2) pages and provide as a separate attachment.

B. COMPANY AND TEAM QUALIFICATIONS (15 PTS)

1. **Provide** a brief history of the Respondent's firm. Responses shall, at a minimum, include the year organized, ownership, affiliated companies, and relationships.
2. **Provide** the name, job title, address, office telephone number, fax number, and email address of a primary contact person who will be responsible for the day-to-day contact with IA and any backup personnel who would be accessible if the primary contact cannot be reached. The primary contact so identified should be responsible for making the majority of the Respondent's oral presentations, if requested.
3. **Describe** all litigation pending or taken against the Respondent or member of the Respondent's firm related to providing brand management services.
4. **Provide** the name, title, office location, phone number, e-mail address, and brief resumes (including IA and other state and local housing finance agency experience, as applicable) for the professionals who will be assigned to IA's account. Include their level of responsibility and availability.
5. Respondents must provide a team that has a proven track record of architecting and building complex, data-driven websites. At least one team member must possess the following skills/expertise:
 - a. Extensive experience with the proposed CMS (or a comparable enterprise-level CMSO and its core functionalities including user roles, content types and third-party integrations).
 - b. Deep proficiency in HTML5, CSS3, and JavaScript, with a strong understanding of responsive design principles and modern front-end frameworks.
 - c. Expertise in a server-side programming language (e.g. Python, PHP, Ruby) and database management (e.g. SQL, My SQL)
 - d. Demonstrated experience with API Integrations for connecting websites to external systems like CRMs, payment gateways, and data sources.

Describe the professional background of the individuals designated to this account, particularly their relevant web development related experience. Please designate the percentage of work for which each team member will be responsible.

C. RELEVANT EXPERIENCE (25 PTS)

1. **Describe** the Respondent's experience providing the services or engaging in activities as they relate to the Scope of Services described above. Describe the Respondent's expertise in providing website development related services for economic development agencies or cities. Include specific examples of successful website launches/projects for similar clients, demonstrating measurable impact.
2. **Provide** a list of state or local economic development authorities for which the Respondent has served or is currently serving as Website Developer and provides services like those described in *Section III Scope of Services* above. Responses shall indicate what the current relationship is to each economic development authority.
3. **Provide** at least 2 projects that involved culturally sensitive branding and/or highlight your experience working with diverse communities.
4. **Provide** a list of five (5) references from where work of a similar size and scope has been completed within the last ten (10) years. Include a brief description of project, size of budget for project, targeted dates of completion or substantial completion if a current project, contact name, phone number, and e-mail address for each reference.

D. PROPOSED APPROACH AND METHODOLOGY (20 PTS)***Discovery & Strategy Development***

1. **Describe** how you approach the initial discovery phase for a new web project? Describe the key activities you undertake to understand the client's needs, target audience, and business goals.
2. **Describe** your process for developing a user persona and user journey map. How do these tools help you shape the website's structure and content?
3. **Describe** how you conduct stakeholder interviews and gather requirements from various departments or individuals within an organization?
4. **Explain** your approach to search engine optimization (SEO) during the strategy phase. What are the foundational SEO elements you consider before any code is written?
5. **Describe how** you manage risk during the discovery and strategy phases? What steps do you take to ensure the project stays aligned with the client's original vision and budget?
6. **Describe** your typical project management methodology (e.g., Agile, Scrum, Waterfall). Why do you prefer this approach for web development?
7. **Describe** how you manage feedback and revisions from clients to ensure the project stays on track?
8. **Describe** how you ensure quality control and conduct testing throughout the development lifecycle?
9. **Describe** your approach to a project that's falling behind schedule or is over budget?

Technical Strategy & Architecture

1. What specific CMS, programming languages and third-party tools do you recommend for this project? **Provide** detailed justification for your choices, explaining how this technology stack meets the requirements for microsite functionality, ease of use for a non-technical marketing team, and future scalability.
2. **Describe** your proposed approach for integrating the new website with Invest Atlanta's CRM, live chat, and bookings tool. Please specify the methods you will use (e.g., APIs, custom connectors) and outline any potential challenges and your mitigation strategy for ensuring secure and stable data exchange.
3. **Detail** your technical approach for creating the interactive maps and data dashboards. What tools, libraries, or platforms will you use to handle data ingestion, rendering, and real-time visualization?
4. **Outline** your plan for migrating content from the existing website to the new platform. What is your process for identifying, mapping, and transferring content? Do you anticipate any content migration challenges, and how will you address them?
5. How will you build the website to be search engine optimized from the ground up? **Describe** the key SEO features that will be implemented and how you will configure the site for analytics and performance tracking

Post-Launch Support & Maintenance

6. **Provide** a detailed recommendation for the hosting environment, including the provider, server specifications, and a clear rationale for why this solution is best suited for Invest Atlanta's needs and budget.
7. **Describe** your post-launch support and maintenance plan. What is included in your standard maintenance package (e.g., security patches, CMS updates, backups)? What is your process for handling support requests, and what are your typical response times?
8. What type of technical documentation will you provide upon project completion? **Describe** your training program for Invest Atlanta's staff on how to use the CMS and manage the website's content.

ADDITIONAL REQUIREMENTS & FORMS**E. CERTIFICATION STATEMENT**

The following shall be repeated in the Respondent's Response and signed by an individual authorized to bind the Respondent. Failure to include and provide an original signature of the certification statement may result in rejection of Response.

"I agree to abide by the conditions of this RFP and certify that all the information provided in this Response is true and correct, that I am authorized to sign this Response for the Respondent, and that the Respondent is in compliance with all requirements of the RFP."

Authorized Signature: _____

Name: _____

Title: _____

F. E-VERIFY AFFIDAVIT & SAVE AFFIDAVIT

Provide notarized proof of compliance with the Illegal Immigration Reform and Enforcement Act, O.C.G.A. §13-10-90, et seq. (Appendix A) E-Verify. Respondents must comply with the Illegal Immigration Reform and Enforcement Act, O.C.G.A. §13-10-90, et seq. All services physically performed within the State of Georgia must be accompanied by proof of your registration with the E-Verify Program, as well as verification of your continuing and future participation in the E-Verify program established by the United States Department of Homeland Security. A completed E-Verify Contractor Affidavit must be submitted to Invest Atlanta (Appendix A-1). To the extent there are subcontractors working on this contract, you are responsible for obtaining a fully signed and notarized subcontractor affidavit from those firms with whom you have entered sub-contracts (Appendix A-2). In turn, should there be second-tier subcontractors on this project, you must require the subcontractors to obtain E-Verify Affidavits from those second-tier.

G. DIVERSITY, EQUITY INCLUSION POLICY

At Invest Atlanta, economic prosperity and competitiveness in Atlanta start with equity—equitable access to opportunity and pathways to wealth creation. It is more than a goal; it is a guiding principle that drives us. We advance our work through this lens to ensure that all Atlantans are positioned to benefit from economic investments in our city, regardless of their zip code.

Invest Atlanta encourages all Respondents to promote opportunities for diverse businesses, including Minority Business Enterprises ("MBE"), Female Business Enterprises ("FBE"), and Small Business Enterprises ("SBE") to compete for business as subcontractors and/or suppliers.

However, nothing herein should indicate that an MBE, FBE, or SBE may not apply and be selected independently, as MBEs, FBEs, and SBEs that meet the qualifications of this ITB are encouraged to submit their qualifications for consideration. For an MBE, FBE, or SBE to participate on the contract, said MBE, FBE, or SBE must be certified as an MBE or FBE and be registered with the City's Office of Contract Compliance M/FBE Register. SBEs must be registered with the City and are defined as businesses not 2.5 million in gross sales during the recent calendar or fiscal year.

- **City of Atlanta – Office of Contract Compliance (MBE/FBE):**
 Jason Ingram
 68 Mitchell St. SW, Suite 5100, Atlanta, Georgia 30303
 Tel: 404.330.6010
 Fax: 404.658.7359
 email: jingram@AtlantaGa.Gov
- **Small Disadvantaged Business (SDB)** certification by the U.S. Small Business Administration provided they reflect certification because of minority or women-owned status.

If joint responses are permitted within this RFP, a firm selected by the Respondent to jointly respond to this RFP can only satisfy one of three categories. The same firm may not, for example, be listed for participation as an MBE organization and a SBE organization even if the level of participation exceeds each category's goal. All firms must be registered or certified prior to the submittal of the Response. A Respondent is at risk in that there may be an issue of time to certify or register if it intends to use a firm that is not certified or registered at the time the Response is submitted. Invest Atlanta is an Equal-Opportunity Employer.

SECTION V COST REQUIREMENTS

Invest Atlanta's intent is to structure the cost format to facilitate comparison among all suppliers and foster competition to obtain the best market pricing. Consequently, IA requires that each Respondent's cost be in the format outlined below and within ***Attachment B Fees and Expenses for Web Development Services***. Additional alternative cost structures will not be considered. **Each Respondent is cautioned that failure to comply with the instructions listed below, submission of an incomplete offer, or submission of an offer in a different format than the one requested may result in the rejection of the Respondent's proposal.**

By submitting a response, the Respondent agrees that it has read, understood, and will abide by the following instructions/rules:

- (1) Cost proposals should be inclusive of all costs associated with the scope of services defined.
- (2) Respondent shall complete the cost worksheet in its entirety and shall not leave out any information necessary to conduct the evaluation in its entirety.
- (3) In the event there is a discrepancy between the Respondent's unit price and extended price, the unit price shall govern.
- (4) The fees quoted and listed in the cost proposal shall be firm throughout the term of the resulting contract, unless otherwise noted in the RFP or contract; and
- (5) Fees quoted and listed in the cost proposal shall be valid for a period of 120 days from submittal.

Enter all information directly into pricing worksheet attachment. Enter numbers on each cost sheet in "number" (two-place decimal), not "currency" or other format unless otherwise stated. That is, omit dollar signs, commas, and any other non-essential symbols. (e.g., \$7.90 should be entered as 7.90) Prices must be in US Dollars. Enter "n/a" to indicate not available or "0" if there is no charge. Cells left blank will be interpreted as "no offer".

SECTION VI EVALUATION CRITERIA AND SELECTION PROCESS

SELECTION CRITERIA

The Selection Committee comprised of Invest Atlanta staff will review qualifications in accordance with the evaluation criteria set forth herein and IA overall objectives and policies. Proposals that are submitted in a timely manner and comply with the mandatory requirements of the RFP will be evaluated in accordance with the terms of the RFP. Any contract/purchase order resulting from this RFP will not necessarily be awarded to the vendor with the lowest price. Instead, a contract/purchase order shall be awarded/issued to the vendor whose proposal best fits the needs and objectives of Invest Atlanta.

Evaluation Process	Weight of Eval. Process	Evaluation Criteria	Weights of Eval. Criteria
Technical	60 pts	<i>Company and Team Qualifications</i>	15 pts
		<i>Relevant Experience</i>	25 pts
		<i>Proposed Approach and Methodology</i>	20 pts
Cost	40 pts	<i>Fee proposal</i>	40 pts

When evaluating proposals, IA reserves the right to:

- (1) Waive technicalities or irregularities in Responses at its discretion;
- (2) Accept or reject any or all Responses received as a result of this RFP;
- (3) Obtain information concerning any and all Respondents from any source;
- (4) Schedule an oral interview before the Review Committee from any or all Respondents or Respondents identified within a Competitive Range;
- (5) Select for contract negotiation or award, a Response other than that with the highest score if, in the judgment of IA, it shall serve the public's best interests; and
- (6) Negotiate with the successful Respondent with respect to any additional terms and conditions of the contract

IA may rely on all representations therein for 120 days from the date established for receipt of proposals.

TECHNICAL EVALUATION

As specified with each requirement listed in Section 4: Technical Requirements- Mandatory Requirements, the Respondent must answer all questions in this section in the affirmative (with a "Yes") to pass and must be submitted as a part of your response. To be considered responsive and eligible for an award, all mandatory requirements identified must be met.

Additionally, all requirements described within Mandatory Scored Requirements must be met and completed. The responses to the Mandatory Scored Requirements require a narrative description to be completed. The responses will be evaluated by a team, designated by Invest Atlanta, in accordance with the scoring rubric above. Specifically, the responses provided to the Mandatory Scored Requirements serve as the basis for the technical evaluation and score.

COST EVALUATION AND SCORE

Each Respondent will be allocated points based on where their respective Total Fees lie within the pool of Respondents. Specifically, the Respondent providing the lowest cost or Total Fees will be allocated the most points within the pool or deemed the most responsive.

Additionally, Invest Atlanta strives to make an award to a cost-effective Respondent and maintains a total cost of ownership perspective when evaluating costs/pricing proposals. For clarity, Invest Atlanta will use the Total Fixed Fee for Brand Management Services from Tab 1, the Estimated Additional Labor Costs from Tab 2 and a weighted(undisclosed) average of the Estimated Incentive Amount(s) for each Managed Savings Tier on Tab 3, as the basis for assigning points and overall score.

Invest Atlanta retains the right to perform a price reasonableness analysis or exercise to validate the legitimacy of each proposal. This may include, but is not limited to, requests for additional documentation on actual costs.

OVERALL COMBINED SCORE

The Respondent's Technical Score will be combined with their respective Cost score to determine the Overall Combined Score. Respondents will be ranked based on their Overall Combined Score. A Competitive Range may be determined by identifying any natural groupings or breaks within the pool of Respondents.

After evaluating all proposals in accordance with this section, IA may determine that the number of most highly rated proposals that might otherwise be included in the competitive range exceeds the number at which an efficient competition can be conducted. Therefore, IA may limit the number of proposals in the competitive range to the greatest number that will permit efficient competition among the most highly rated proposals.

INTERVIEWS/PRESENTATIONS/DEMONSTRATION PROCESS

Invest Atlanta, at its sole discretion, may ask any Respondent to make an oral presentation and/or product/ service demonstration without charge to Invest Atlanta. Invest Atlanta reserves the right to require any Respondent to demonstrate to the satisfaction of Invest Atlanta that the Respondent has the managerial, fiscal and technical capabilities to furnish Web Development Services.

The purpose of the interview/presentation/demonstration, if any, will be to meet and become familiar with the proposed project team and key personnel, understand the project approach and ability to meet the stated objectives for the project.

NEGOTIATIONS & BEST AND FINAL OFFERS

Invest Atlanta may invite the top ranked Respondent(s) with a defined competitive range for negotiations. Invest Atlanta reserves the right to negotiate all elements, except legal requirements of any Respondent received.

Invest Atlanta anticipates negotiating, at a minimum, the following elements:

1. Price/Fees
2. Schedule
3. Work Plan
4. Resources

At any time prior to requesting best and final offers, Invest Atlanta may request additional information, samples, or other evidence of the Respondent's performance capabilities from any Respondent in the competitive range to better understand and evaluate the Respondent's offer. Furthermore, Invest Atlanta may request a written best and final offer from all Respondents that have a reasonable chance to be selected for award. The technical evaluation team will re-evaluate each best and final offer in accordance with the evaluation criteria defined above and may change the final technical evaluation score based upon the information submitted in the best and final offer.

SECTION VII GENERAL TERMS AND CONDITIONS

All qualifications and supporting materials as well as correspondence relating to this RFP become property of Invest Atlanta when received. Any proprietary information contained in the Response should be so indicated. However, a general indication that the entire contents, or a major portion, of the proposal is proprietary will not be honored.

- A. All applicable State of Georgia and Federal laws, City and County ordinances, licenses and regulations of all agencies having jurisdiction shall apply to the Respondent(s) and the scope of services. The engagement letter with the Respondent(s), and all questions concerning the execution, validity or invalidity, capability of the parties, and the performance of the services, shall be interpreted in all respects in accordance with the laws of the State of Georgia.
- B. Professionals requiring special licenses must be licensed in the State of Georgia and shall be responsible for those portions of the work as may be required by law.
- C. No Response shall be accepted from, and no contract will be awarded to, any person, firm, or corporation that (i) is in arrears to Invest Atlanta or the City with respect to any debt, (ii) is in default with respect to any obligation to Invest Atlanta or the City, or (iii) is deemed irresponsible or unreliable by Invest Atlanta. If requested, the Respondent shall be required to submit satisfactory evidence that they have the necessary financial resources to provide the proposed services.
- D. From the date Invest Atlanta receives a Respondent's proposal through the date a contract is awarded to a Respondent, no Respondent may make substitutions, deletions, additions or other changes in the configuration of Respondent's proposal or members of Respondent's team.

APPENDICES, ATTACHMENTS & EXHIBITS

- Appendix A E-Verify & SAVE Affidavit
- Attachment A WDS Mandatory Scored Worksheet
- Attachment B Fees and Expenses for Web Development Services
- Attachment C Website Key Performance Metrics
- Exhibit A Web Development Insurance Requirements
- Exhibit B IT & Security Requirements
- Attachment D Vendor Risk Assessment

Appendix A

CONTRACTOR AFFIDAVIT UNDER O.C.G.A §13-10-91(b)(1)

By executing this affidavit, the undersigned Contractor verifies its compliance with O.C.G.A. §13-10-91, et seq. (the "Act") and Chapter 300-10-1 of the Rules of Georgia Department of Labor (the "Rules"), stating affirmatively that the individual, firm, or corporation which is engaged in the physical performance of services on behalf of Invest Atlanta: (1) has registered with; (2) is authorized to use; (3) is using; and (4) will continue to use throughout the contract period a federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicability provisions and deadlines established in the Act and the Rules.

The undersigned contractor further agrees that, should it employ or contract with any subcontractor(s) in connection with the physical performance of services pursuant to the contract with Invest Atlanta of which this affidavit is a part, the undersigned contractor will secure from such subcontractor(s) similar verification of compliance with the Act and the Rules through the subcontractor's execution of the subcontractor affidavit provided below.

The undersigned contractor further agrees to provide a copy of each such affidavit to Invest Atlanta at the time the subcontractor(s) is retained to perform such services and to maintain copies of all such affidavits for no less than five (5) years from the date provided to Invest Atlanta and otherwise maintain records of compliance with the Act and the Rules as required.

Contractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

Employment Eligibility Verification (E-Verify)
User Identification Number

Date of Authorization

I hereby declare under penalty of perjury that the foregoing is true and correct.

BY: Authorized Officer or Agent

Date

Subcontractor Name

Title of Authorized Officer or Agent of Subcontractor

Printed Name of Authorized Officer or Agent

Sworn to and subscribed before me

This ____ day of _____, 201__

Notary Public

My commission expires: _____

SUBCONTRACTOR AFFIDAVIT UNDER O.C.G.A §13-10-91(b)(3)

By executing this affidavit, the undersigned subcontractor verifies its compliance with O.C.G.A. § 13-10-91 (the "Act") and Chapter 300-10-1 of the Rules of Georgia Department of Labor (the "Rules"), stating affirmatively that the individual, firm, or corporation which is engaged in the physical performance of services under a contract with _____ (name of contractor) on behalf of Invest Atlanta: (1) has registered with; (2) is authorized to use; (3) is using; and (4) will continue to use throughout the contract period a federal work authorization program known as E-Verify, or any subsequent replacement program, in accordance with the applicability provisions and deadlines established in the Act and the Rules.

The undersigned subcontractor further agrees that it will contract for the physical performance of services in satisfaction of the Contract only with sub-subcontractors who present an E-Verify Affidavit to the undersigned subcontractor with the information required by the Act and the Rules. The undersigned subcontractor will forward notice of the receipt of an E-Verify Affidavit from a sub-subcontractor to the Contractor within five (5) business days of receipt. If the undersigned subcontractor receives notice that a sub-subcontractor has received an E-Verify Affidavit from any other contracted sub-subcontractor, the undersigned subcontractor must forward, within five (5) business days of receipt, a copy of the notice to the Contractor.

Subcontractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

Employment Eligibility Verification (E-Verify)
User Identification Number

Date of Authorization

I hereby declare under penalty of perjury that the foregoing is true and correct.

BY: Authorized Officer or Agent

Date

Subcontractor Name

Title of Authorized Officer or Agent of Subcontractor

Printed Name of Authorized Officer or Agent

Sworn to and subscribed before me

This ____ day of _____, 201__

Notary Public

My commission expires: _____

Attachment A

Web Development Mandatory Scored Worksheet (Use word document)

Attachment B

Fees and Expenses for Web Development Services (Use spreadsheet)

Exhibit A

Web Development Insurance Requirements

General Liability:

- Limits:
 - \$1M per occurrence
 - \$2M aggregate
- Including:
 - Insurance carrier must have a minimum A.M. Best's Rating of A- or better and an A.M. Best's Financial Size Category of VIII or better.
 - The policy shall include coverage for liabilities arising out of premises, operations, independent contractors, products, completed operations, personal & advertising injury, and liability assumed under an insured contract. This insurance shall apply separately to each insured against whom a claim is made, or suit is brought subject to the respective limit of liability.
 - No exclusion for abuse and molestation
 - No exclusion for Assault and Battery
 - The Atlanta Development Authority, ISAOA/ATIMA named as Additional Insured regarding ongoing and completed operations
 - Primary and Noncontributory language in favor The Atlanta Development Authority, ISAOA/ATIMA
 - Waiver of Subrogation in favor of The Atlanta Development Authority, ISAOA/ATIMA
 - Notice of cancellation (30 days, except 10 days for nonpayment) The Atlanta Development Authority

Automobile Liability:

- Limits:
 - \$1M combined single limit regarding any auto (or hired and non-owned auto liability if the contractor does not own any autos)
- Including:
 - Insurance carrier must have a minimum A.M. Best's Rating of A- or better and an A.M. Best's Financial Size Category of VIII or better.
 - The Atlanta Development Authority, ISAOA/ATIMA named as Additional Insured
 - Primary and Noncontributory language in favor The Atlanta Development Authority, ISAOA/ATIMA
 - Waiver of Subrogation in favor of The Atlanta Development Authority, ISAOA/ATIMA
 - Notice of cancellation (30 days, except 10 days for nonpayment) to The Atlanta Development Authority

Workers Compensation and Employers Liability:

- Limits:
 - Workers Compensation: Statutory
 - Employers Liability: \$1M/\$1M/\$1M
- Including:
 - Insurance carrier must have a minimum A.M. Best's Rating of A- or better and an A.M. Best's Financial Size Category of VIII or better.

- Waiver of Subrogation in favor of The Atlanta Development Authority, ISAOA/ATIMA
- Notice of cancellation (30 days, except 10 days for nonpayment) to The Atlanta Development Authority

Umbrella / Excess Liability:

- Limit: \$5M
- Including:
 - Insurance carrier must have a minimum A.M. Best's Rating of A- or better and an A.M. Best's Financial Size Category of VIII or better.
 - General Liability, Auto Liability and Employers Liability on the schedule of underlying coverages
 - The Atlanta Development Authority, ISAOA/ATIMA named as Additional Insured regarding ongoing and completed operations
 - Primary and Noncontributory language in favor The Atlanta Development Authority, ISAOA/ATIMA
 - Waiver of Subrogation in favor of The Atlanta Development Authority, ISAOA/ATIMA
 - Notice of cancellation (30 days, except 10 days for nonpayment) to The Atlanta Development Authority

Professional Liability:

- Limits: \$1M per occurrence
- \$2M aggregate
- Including:
 - Coverage for claims brought by third parties or losses due to any breach of duty; neglect; error; misstatement; misleading statement; omission; or other acts relating to services performed.
 - The Atlanta Development Authority, ISAOA/ATIMA named as Additional Insured
 - Waiver of Subrogation in favor of The Atlanta Development Authority, ISAOA/ATIMA
 - Notice of cancellation (30 days, except 10 days for nonpayment) to The Atlanta Development Authority

Cyber Liability:

- Limits: \$1M per occurrence
- \$2M aggregate
- Including:
 - The Atlanta Development Authority, ISAOA/ATIMA named as Additional Insured
 - Primary and Noncontributory language in favor The Atlanta Development Authority, ISAOA/ATIMA
 - Waiver of Subrogation in favor of The Atlanta Development Authority, ISAOA/ATIMA
 - Notice of cancellation (30 days, except 10 days for nonpayment) to The Atlanta Development Authority