



**REQUEST FOR PROPOSALS  
FOR WEB DEVELOPMENT SERVICES**

**Invest Puerto Rico Inc.**

<b>Event</b>	<b>Time and Date</b>
RFP Issue Date	February 14, 2020
Submissions of Letter of Intent	N/A
Submissions of Questions and Requests for Clarification (via email)	February 21, 2020 by 3:00 p.m. AST
Responses to Questions and Requests for Clarification (via email)	February 24, 2020
Proposals Due (via email)	March 13, 2020 5:00 p.m. AST
Evaluation Period	March 16 -27, 2020
Notice of Award	March 31, 2020

Submittals to be provided via e-mail: [cmann@investpr.org](mailto:cmann@investpr.org)



## REQUEST FOR PROPOSALS

**Need:** Agency for Web Development Services

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### INTRODUCTION

Invest Puerto Rico Inc. (InvestPR) is soliciting proposals from interested firms and individuals (Proposers) to provide website, development, and on-going maintenance, services. The services include but may not be limited to –

- Development of 1 – 2 concepts for selection of one to be InvestPR’s website.
- Creation of a UX map to best understand how visitors will interact with site and planned SaaS integrations.
- Creation of a UI that is both engaging and aligned with InvestPR’s brand identity.
- On-going monthly maintenance of a website to support all organization objectives.

The selected agency must use InvestPR’s 2020 Promo Plan, corresponding brand research, and insights as a guidepost for developing a public-facing website.

### ABOUT INVEST PUERTO RICO

Invest Puerto Rico (InvestPR) is the Island’s new economic development organization. We are a 501(c)3 not-for-profit organization, created by law to promote Puerto Rico as a competitive investment jurisdiction to attract new business and capital investment to the Island.

Puerto Rico is an island rich in history, culture, arts, natural resources and quality of life. Part of the history of Puerto Rico includes recent natural disasters that have served as a looking glass for the Island to re-evaluate how it wants to be seen. It should be noted that there are two distinct ‘themes’ to acknowledge: 1) InvestPR is **the economic development organization** of choice for the Island and 2) Puerto Rico is seen as **the investment destination** for the foreseeable future by investors as well as businesses.

The creation of Invest Puerto Rico is a game changer for Puerto Rico and the global business community. The Island is showing the world it is ready to transform and become the premier destination for direct investment for those who want both quality of life and unmatched productivity, innovation, profitability and beyond.

### QUALIFICATIONS

The Proposer must show to the complete satisfaction of InvestPR that it has the necessary facilities, ability, and financial resources to provide the services specified herein in a satisfactory manner.

Evaluation of the Proposer’s qualifications shall include:

- A. Ability and Capacity to Perform Services: The ability, capacity, skill, financial and other necessary resources of the Proposer to perform the work or provide the services required;
- B. Costs, Fees and Expenses: The reasonability of the costs, fees and expenses structure provided by the Proposer given the complexity of the tasks and projects requested from the service provider;



## REQUEST FOR PROPOSALS

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- C. Examples of Work Product: The quality of examples of previous work product from previous engagements or professional endeavors of the Proposer or Proposer's professionals that will be involved in providing the services being procured;
- D. References: The character, integrity, reputation, judgment, experience, and efficiency of the Proposer or Proposer's professionals that will be involved in providing the services being procured; and
- E. Resumes. Proposers must provide a listing of the personnel to be assigned, including organizational structure and each person's area of responsibility. Resumes for each professional assigned are also required.

As a best practice, and subject to InvestPR's best ability and judgment, InvestPR will favorably consider proposals that include individuals that are residents of Puerto Rico, or that include local small businesses from Puerto Rico as direct contractors, local members of a joint venture, or part of a non-Puerto Rico based team.



## REQUEST FOR PROPOSALS

**Need:** Agency for Web Development Services

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### SCOPE OF WORK

The scope of work presented is based upon circumstances existing at the time the RFP is released. Invest Puerto Rico reserves the right to modify or delete the tasks listed and, if appropriate, add additional tasks prior to and during the term of the contemplated contract.

#### A. Web Development objectives.

The website is the digital front door to all visitors, in particular for those looking to make an investment in Puerto Rico by locating/re-locating their business to the Island. Its design must be inviting, attractive, and present the ideal user experience with numerous calls to action for a) either supplying their contact information to InvestPR or requesting more information on how to locate/relocate their business to Puerto Rico. Therefore, the top **website objectives** are that it will –

- Serve all site visitors by letting them easily find what they are seeking.
- Promote transparency of InvestPR by making it easy to share our purpose and services.
- Represent our brand, work, and partnerships to potential.

#### B. InvestPR seeks a qualified agency to provide web development services.

Web Development. InvestPR requires a website that is representative of our brand value, is technologically sophisticated, and can serve as a useful tool for companies and/or individuals looking to make an investment in Puerto Rico. Selected agency must be highly qualified and have significant experience designing, developing, and implementing public-facing websites. This experience and expertise include, but is not limited to, successful website redesign; user experience and usability testing; information architecture; web development & deployment; hosting; content strategy; search engine optimization, responsive design; and integration of SaaS applications.

Several groups comprise InvestPR's **website audience**. The audiences served by the website may include –

- Businesses or companies, and their employees, not currently headquartered in Puerto Rico.
- Businesses or individuals looking to locate/relocate their companies/businesses to Puerto Rico.
- Organizations or individuals with an interest in the InvestPR mission.
- State and local government entities as well as non-profit institutions that support or complement the InvestPR mission.
- Local and national media.

InvestPR's **current 12-page website** was re-launched January 2020, moving from a customized Wordpress template to Webflow. Presently hosted by AWS, it has several downloadable PDFs and backlinks with existing/planned 'integrations' or tools, e.g., Salesforce (backend), GetProven, Statebook. At a minimum, **requirements and features** of the new website include the following deliverables –

- A responsive design that adapts to computer, tablet, or mobile device screen size; that renders properly across multiple browsers.

## REQUEST FOR PROPOSALS

**Need:** Agency for Web Development Services

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- A UX and UI that is aligned with web development best practices for targeting B-to-B audiences.
- A scalable menu and navigation to meet unexpected events, e.g. PuertoRicoSigue.org, or yet-to-launch InvestPR initiatives, e.g., Talent Initiative, with advanced site search.
- An event calendar displaying InvestPR hosted and non-hosted events.
- Data capture via interactive forms or email address submission fields.
- A web-based content management system that is accessible to InvestPR staff; with full read/write capabilities for updating pages, other content areas, and managing SaaS integrations.

C. Key deliverables:

The target date by which the new website must be live is Friday, May 8, 2020. InvestPR and the selected agency will collaborate on a detailed project timeline for web development. Selected agency must provide creative briefs before each campaign or one-off project outlining the goals, objectives, audience, strategies, budget and metrics. Sample timeline milestones and deliverables –

- 2 – 3 website concepts for selection of one
- A wireframe or UX mapping
- Site in-staging for review and testing
- Multi-page Website with Integrations
- 2 – 3 day audit window before going live
- Review of CMS or InvestPR accessible backend dashboard
- Go live date
- Search Engine Marketing Strategy Development and Execution Support
- Online Analytic Tool Recommendations and Implementation
- Invoicing and Billing Detail at 30-day Interval

New, emerging technology is consistently being introduced to the marketplace impacting creative, media planning, and web development. Selected agency must be able to identify, evaluate, recommend, develop, and execute, and/or manage the execution of said technology in support of the services outlined in this Statement of Work.

Proposers are directed to visit <https://www.investpr.org/about-invest-puerto-rico>, the “About Us” page at the InvestPR website in order to access and download the 2020 Promo Plan. The executive summary and full plan offer the necessary detail for understanding InvestPR’s mission, strategy, as well as targeted business sectors and geographic regions.

## REQUEST FOR PROPOSALS

**Need:** Agency for Web Development Services

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### QUESTIONS

Questions regarding the RFP should be sent within the body of an email or via email attachment. Please direct all questions regarding this RFP to Cheryl Mann at [cmann@investpr.org](mailto:cmann@investpr.org).

### SUBMISSION REQUIREMENTS

Letter of intent:

- Bidders submitting a proposal are not required to submit a letter of intent.

Proposer shall submit general information about capabilities and experience according to the following requirements:

- A brief history of the proposing entity, including general background and relevant experience.
- Resumes, no longer than 2-pages in length, of the personnel that would be assigned to this project.
- A statement substantiating the resources of the proposing entity and the ability to carry out the Scope of Work requested within this RFP.
- Proposed fee structure, including billing rates, hourly rates, reimbursable expenses, etc. Preferences will be given to firm fixed pricing.
- Contact information for at least two (2) clients.
- Contact information for at least three (3) business references.
- Proposed fee structure including billing rates, hourly rates by position, reimbursable expenses, travel expenses, markups, out of pockets, additional fees, etc.
- Between 1-3 work product examples like the services as requested in this RFP.
- A statement of conflicts (if any) the Proposer or Proposers' key employees may have with providing services as listed in this RFP. If no potential conflicts of interests are identified, please state so.

Staff requirements:

There are no specific staff requirements as of the publishing of this RFP. InvestPR reserves the right to amend this section of this RFP at a future date if deemed relevant to the execution of services.



## REQUEST FOR PROPOSALS

**Need:** Agency for Web Development Services

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### SELECTION CRITERIA

Proposals will be reviewed and evaluated by InvestPR. In addition –

- Evaluation of the proposals will be under the jurisdiction of InvestPR. InvestPR will evaluate all material submitted and engage in interviews or discussions with the respondents deemed as most qualified, based on initial responses.
- InvestPR reserves the right to reject any or all submissions or to waive any minor defects or irregularities in any submission.
- InvestPR will favorably consider proposals from agencies that demonstrate diversity and inclusion practices.
- InvestPR further reserves the right, without prior notice, to supplement, amend or otherwise modify this request for proposals or otherwise request additional information from any or all Proposers.
- All materials submitted become the property of InvestPR for internal use only.
- All costs incurred in connection with responding to this RFP will be borne by the Proposers.

Criteria for evaluation will include:

- 35% Ability and Capacity to Perform Services
- 35% Costs, Fees and Expenses
- 20% Examples of Work Product
- 10% References



## REQUEST FOR PROPOSALS

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### RFP SUBMISSION PROCESS

Timeline. It is expected that this RFP process will have the following timeline:

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InvestPR reserves the right to adjust the above schedule as needed. Dial in credentials for the Q&A conference call will be provided to Proposers who submit questions in writing by the deadline as stated below. The selected agency must be prepared to begin work with InvestPR immediately for developing campaign and project specific timelines.

Proposal deadline: Proposals must be received **no later than 5:00p AST on March 13, 2020**. The desired receipt method is email attachment(s) and/or hyperlink(s) for downloading.

Proposals sent via post must be sealed and received by InvestPR at the address referenced below by the above stated deadline.

REQUEST FOR PROPOSALS  
Invest Puerto Rico  
c/o Cheryl Mann  
1225 Avenida Ponce de León  
PH 782  
San Juan, PR 00907

Submissions via post should include three hard copies including any necessary signatures by the above stated proposal deadline.