

# WEBSITE DEVELOPMENT TRAINING

## REQUEST FOR PROPOSALS

### IMPORTANT DATES

RFP Release Date: Monday, March 25, 2024

RFP Due Date: Friday, April 19, 2024

Virtual Information Session: Tuesday, April 9, 2024 at 11:00 AM

### CLICK HERE TO JOIN THE MEETING

Meeting ID: 232 228 183 978 | Passcode: iiBqf2

Proposal Due Date: Friday, April 19, 2024 at 4:30 pm EST

Proposals clearly marked "WEBSITE DEVELOPMENT TRAINING" must be submitted to the Prince George's County Economic Development Corporation (PGCEDC) at [GrowPGRFP@co.pg.md.us](mailto:GrowPGRFP@co.pg.md.us) by Friday, April 19, 2024. Any proposals received will be reviewed and evaluated as they are submitted. Please ensure that your proposal is limited to 20 pages. Mailed, faxed, hand-delivered proposals, or proposals submitted outside of the submission process listed above will not be accepted. PGCEDC does not discriminate against faith-based organizations or against any Bidders or Proposer(s) because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment.

## BACKGROUND

The Prince George's County Economic Development Corporation (PGCEDC) is dedicated to fostering economic growth and innovation in the region. As part of our commitment, we are launching a program to provide Small Business Website Development Training for local small and medium-sized businesses. This program aims to empower local businesses with the skills and knowledge needed to establish and

maintain effective online presences through well-designed websites.

The ultimate goal of the Small Business Website Development Training Program is to enable Prince George's County businesses to enhance their digital presence and thrive in the modern business landscape. By providing accessible and tailored website development training, we seek to:

- Empower Small and Medium-Sized Businesses: Equip businesses with the expertise and tools needed to establish and maintain professional and effective websites.
- Drive Online Business Development: Encourage businesses to invest in their online presence, leading to increased visibility, customer engagement, and long-term success.
- Enhance Competitiveness: Help businesses create a competitive edge by building and maintaining user-friendly and appealing websites.
- Foster Economic Growth: Facilitate business growth by strengthening their online presence, contributing to job creation, increased productivity, and overall economic prosperity in Prince George's County.

## **REQUESTED SERVICES**

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PGCEDC invites proposals from qualified organizations or individuals to provide the following Website Development Training services:

- Website Development Training: Deliver comprehensive training on various aspects of website development, including design, content creation, user experience, and maintenance.
- Hands-On Practice: Provide practical sessions and exercises to allow participants to apply their newly acquired skills in website development.
- Ongoing Support: Offer post-training support to assist businesses in implementing and maintaining their websites effectively.
- Program Evaluation and Reporting: Provide regular progress reports and data analysis to assess the program's outcomes and identify areas for improvement.

## EVALUATION CRITERIA

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Proposals will be evaluated based on the proposing organization's demonstrated experience in providing Small Business Website Development Training services, along with the qualifications and expertise of their team members. The clarity and effectiveness of the proposed approach and methodology for delivering the training services, as well as the comprehensiveness and relevance of the content, will be considered. Additionally, the availability and effectiveness of post-training support, the proposed framework for evaluating the impact of the services, including the number of small and medium-sized businesses that will benefit, and the reasonableness and cost-effectiveness of the budget will be assessed. Engagement with local businesses in Prince George's County will also be considered.

## SUBMISSION DATES AND INSTRUCTIONS

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Before preparing proposals, potential offerors should note that:

- The Prince George's County Economic Development Corporation (PGCEDC) will not be liable for any costs associated with the preparation of proposals or negotiation of the contract incurred by any offeror.
- All proposals, in their entirety, will become the property of PGCEDC upon submission..

Interested parties are invited to submit a detailed proposal outlining their qualifications, approach to delivering the requested services, proposed timelines, and a comprehensive budget. Include information on relevant experience and any success stories or case studies demonstrating the impact of similar programs. Proposals clearly marked "WEBSITE DEVELOPMENT TRAINING" must be submitted to the EDC at [GrowPGRFP@co.pg.md.us](mailto:GrowPGRFP@co.pg.md.us) by Friday, April 19, 2024. Any proposals received will be reviewed and evaluated as they are submitted.

PGCEDC reserves the right to accept or reject any proposal received and to negotiate changes to the scope of work, timelines, and budget with the selected proposer. Please direct all questions to Cesar Cucufate, Small Business Program Assistant, at [cecucufate@co.pg.md.us](mailto:cecucufate@co.pg.md.us) or (240)-309-1208.

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