



Jefferson Parish Economic Development Commission
(JEDCO)

**RFP: Design and Development of JEDCO
Website**

To be presented on:

January 16, 2025 by 3:30 pm CST

Submitted by:

Orshay Marketing
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This proposal is submitted to:

Kelsey Scram

Director of Marketing & Communication

COST PROPOSAL

Cost Proposal Breakdown

Service	Rate (Hour)	Total Hours	Total Cost
1. Discovery & Planning	80	\$95	\$7,600
2. Design & User Interface	110	\$90	\$9,900
3. Development & Implementation	200	\$100	\$20,000
4. Testing & Quality Assurance	50	\$100	\$5,000
5. Deployment & Training	50	\$100	\$5,000
6. Maintenance & Ongoing Support	50	\$100	\$5,000
Subtotal	—	—	\$52,500
Grand Total			\$52,500

Task Descriptions & Inclusions

1. Discovery & Planning (\$7,600)

- Stakeholder meetings, requirement gathering, and project kickoff.
- Creation of detailed project plan, timeline, and initial wireframes.

2. Design & User Interface (\$9,900)

- Custom responsive design aligned with branding and accessibility standards.
- Iterative feedback cycles using tools like Figma or Adobe XD.

3. Development & Implementation (\$20,000)

- Full WordPress development, including integration of key plugins/APIs.
- Custom post types, template creation, and secure coding practices.

4. Testing & Quality Assurance (\$5,000)

- Rigorous QA, including cross-browser/device testing and load-speed optimization.
- User Acceptance Testing (UAT) feedback loops.



COST PROPOSAL

5. Deployment & Training (\$5,000)

- Launch on a secure hosting environment (e.g., WP Engine or equivalent).
- Comprehensive handover, including live training sessions and documentation.

6. Maintenance & Ongoing Support (\$5,000)

- Post-launch maintenance, security updates, and troubleshooting.
- Monthly performance reports and minor revisions as required.

Assumptions & Notes

- **Hourly Rates** reflect an average blended rate across the team (Project Manager, Full-Stack Developer, SEO Specialist, Front-End Developer, etc.).
- **Travel & Miscellaneous Expenses** (if any) can be billed separately or incorporated upon request, pending further clarification of on-site or off-site requirements.
- **Maintenance & Ongoing Support** covers a defined post-launch window (e.g., 3 months) unless extended by contract.
- This cost proposal does not include any optional advanced integrations or licensing fees for premium plugins (e.g., specialized mapping tools, marketing automation, or AI solutions) beyond those indicated. Additional functionality can be quoted as change orders if requested.

By allocating labor hours and cost estimates for each project phase, we ensure transparency and accountability. We believe this **\$52,500** proposal accurately reflects the complexity and scope of work outlined and will enable us to deliver a secure, user-friendly, and high-performing website that meets or exceeds all project objectives.