



REQUEST FOR PROPOSALS

WEBSITE DESIGN & CREATIVE DEVELOPMENT

April 2025

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I. Project Overview

The Maryland Technology Development Corporation (TEDCO) is requesting proposals from website development and marketing firms with the necessary qualifications to develop and launch TEDCO's new website.

Two original hard copies as well as an electronic copy of your proposal should be sent to:

Maryland Technology Development Corporation (TEDCO)
10960 Grantchester Way, Suite 120,
Columbia, MD 21044
ATTN: Tammi Thomas
marketing@tedcomd.com



Your proposal (both hard copy and electronic) must conform to this RFP, and both must arrive at the above addresses no later than **4:00 p.m. on Friday, June 6, 2025**. Proposals will be considered non-responsive if received after this time and date.

Please direct any questions no later than **Friday, May 7, 2025**, to DeJonna Farrar, Assistant Director, Digital Marketing & Communications, at dfarrar@tedcomd.com. Answers to all questions will be published on the TEDCO website (www.tedcomd.com) by **Wednesday, May 21, 2025**.

Minority business enterprises, as defined in Section 14-301 (f) of the State Finance and Procurement Article of the Annotated Code of Maryland, are encouraged to respond to this RFP.

II. TEDCO Overview

Mission

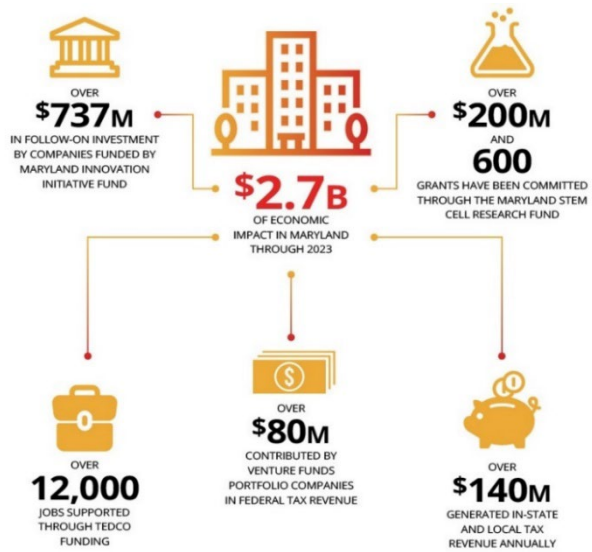
Enhance economic empowerment by fostering an inclusive and entrepreneurial innovation ecosystem. Identify, invest in, and help grow technology companies in Maryland.

Vision

TEDCO will be the recognized national leader for supporting translational research, and technology-based, economic and entrepreneurial development while being the hub of Maryland's innovation ecosystem.

TEDCO Background

TEDCO (Maryland Technology Development Corporation) is an independent public instrumentality of the State of Maryland, established by the Maryland General Assembly in 1998, to facilitate the creation of businesses and support their growth in all regions of the State. TEDCO's role is to be Maryland's leading source of funding for early-stage, technology-based businesses; to provide other business assistance to entrepreneurs throughout the State; and to foster technology transfer and commercialization from the State's universities and Federal labs. TEDCO is leading innovation to market in Maryland and contributing to a robust entrepreneurial ecosystem in the State through its various programs and funds.

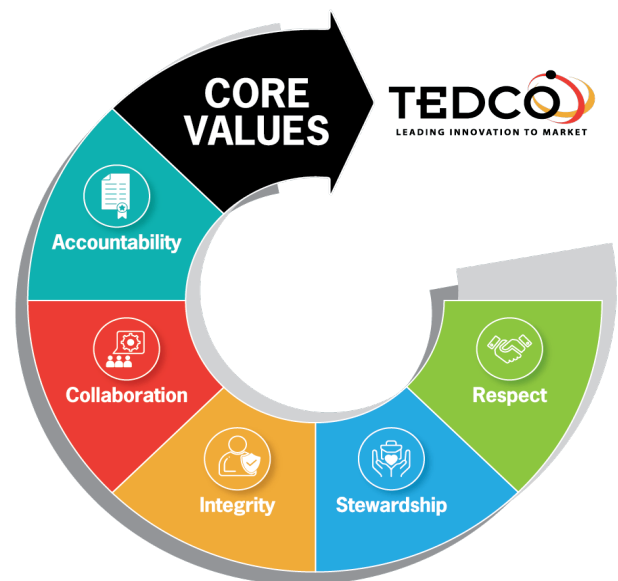


Core Values

Our core values unite us and guide our efforts and interactions with people inside and outside of TEDCO. They are critical to TEDCO’s commitment to excellence in carrying out its mission and serving its stakeholders:

Accountability: We take responsibility for our actions and for adherence to our mission, and we ensure that this responsibility is ingrained throughout the organization. We measure our activities and report our outcomes to our stakeholders. We do the right thing.

Collaboration: We focus on building trust and credibility across the organization and with all people across the state. We are transparent in the exchange of ideas and our encouragement of one another. We value teamwork in our pursuit of supporting innovation and entrepreneurial excellence.



Integrity: We provide the best quality service to all stakeholders and strive to exceed expectations. We pursue innovation and entrepreneurial success with the highest regard for moral, ethical and inclusion standards. We stand by what we say and what we do, and we always act in an honest and open way.

Respect: We uphold a culture of respect at work, within our communities, and nationally. We embrace diversity, equity and inclusion while also valuing our employees for their individuality and the unique perspectives that they bring to the organization.

Stewardship: We take seriously our responsibility to manage scarce resources and to serve as stewards of State, Federal, and private funds. We value our ability to create a sense of belonging and to serve our customers in an efficient and fiscally responsible manner. We encourage and empower TEDCO's staff to act in accordance with our culture.

III. TEDCO's Audience

TEDCO provides funding, resources and connections that early-stage technology and life sciences companies need to thrive in Maryland. Our stakeholders include legislators, economic development organizations, and a host of ecosystem partners.



IV. New Website Objectives

Primary

- a) **Top priority:** To showcase [TEDCO](#) as Maryland's leading source of early-stage funding and business resources for technology and life sciences entrepreneurs across the state
- b) The TEDCO website must follow all Maryland Department of Disabilities Standards and Requirements for full compliance
- c) Create an easy-to-use, exciting "look" for the website
- d) Incorporate easy-to-navigate functions for users to find applications
- e) Provide information about all existing and potential new TEDCO programs
- f) Educate Maryland startups about TEDCO's various funding and mentoring resources available to them
- g) Educate follow-on funders about TEDCO's portfolio companies
- h) Highlight diverse portfolio companies (including geographic, demographic, and industry)
- i) Inform target audiences, media, and public about newsworthy events and milestones, such as:
 - 1) Ecosystem Events
 - 2) TEDCO Investments
 - 3) New Funding Programs

- 4) Entrepreneur Expo
- j) Educate TEDCO supporters about our economic impact throughout the State of Maryland and beyond

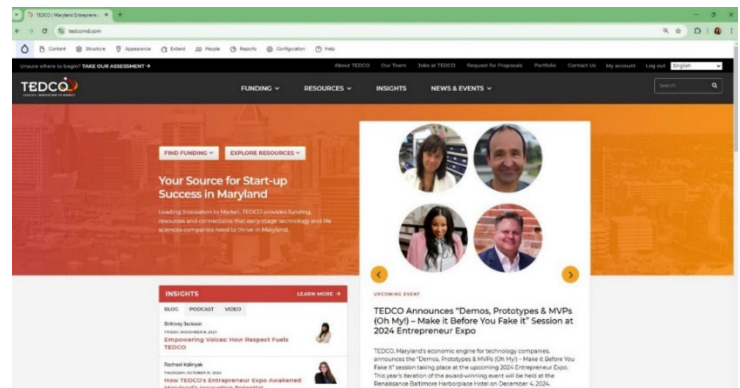
Secondary

- a) Promote TEDCO subject-matter experts
- b) Promote business incubators and other economic development entities' milestones that are tied to TEDCO
- c) Display news and monthly newsletter in a dynamic, interesting way that is easy for existing TEDCO staff, collaborators and startup companies to share directly from the website onto social media

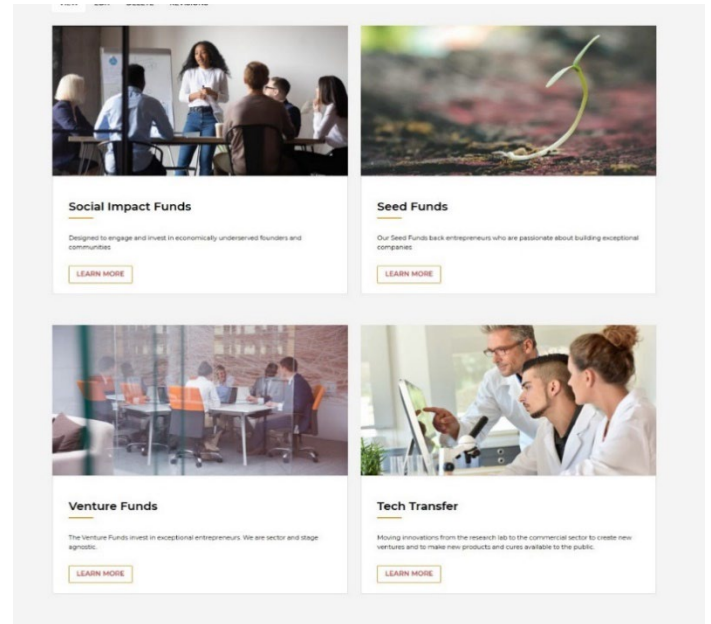
V. New Website Functionality and Design Requirements

The functionality that is essential to the new website includes the following:

- a) The ability to integrate MyTEDCO portal:
 - 1) MyTEDCO portal will serve as the central hub for TEDCO's funding applications. It's crucial that this tool is easily accessible for both entrepreneurs and TEDCO staff members
- b) A more condensed and visually appealing directory of the resources and funding opportunities available for entrepreneurs that can be added to, edited, and adjusted as needed
- c) Ability to display different content types on the homepage highlighting the following: [TEDCO blogs](#), [podcasts](#), [webinars](#), [videos](#), and [whitepapers](#)
- d) Easy-to-use content management system for multiple content managers to access specific webpages
- e) Manageable 'Calendar of Events' with easy ability to approve the events submitted, sort events, view past events, and search for events
- f) Manageable, visually appealing Newsletter webpage to include a newsletter template
- g) Link to social media sites (LinkedIn, Facebook, X, YouTube)
 - 1) Social media scrolling bar of most recent posts linked at the bottom of the homepage
- h) Advanced functionality for [Network Advisors](#) program
 - 1) Searchable and visible on the website list for entrepreneurs to locate advisors in their specific areas
 - 2) Webpage identifying who the Network Advisors are and how to contact them



- i) Cross-compatible website design/content that remains easily accessible to desktop and mobile users
- j) Efficient e-commerce capability for events
- k) An administration page that includes each department
- l) Searchable directory for board meeting materials, including agenda's meeting minutes, annual reports, meeting notices, and more as needed
- m) Content must be easy to update by TEDCO's [Development & Marketing](#) team as needed
- n) Follow [TEDCO's Brand Guidelines](#) (i.e. logos, color palette requirements, typography)



Focus Group for Content and Functional Development:

- a) The selected company will be required to conduct a focus group involving a select number of local ecosystem stakeholders and entrepreneurs. The company should facilitate discussions that will encourage feedback on the website's functionality, user experience, and overall design, with the goal of improving the site's relevance and performance within the local ecosystem.

Content Requirements

- a) Firm will need to create a content outline
- b) Types of existing content: video, audio, PDF, JPEG, PNG, PowerPoint
- c) Frequency of content updates: daily for some webpages (press releases, news, events, social media sites)

Technical Requirements

- a) TEDCO needs administrative access to the web server and databases
- b) TEDCO does NOT need a hosting solution
- c) The new website needs to be maintained by TEDCO
- d) The domain name will NOT change during the project (tedcmd.com)
- e) The website will need to be compatible with the most updated browsers

BRAND STYLE GUIDE CHEAT SHEET



LOGO USAGE		COLORS					TYPOGRAPHY
<ul style="list-style-type: none"> TEDCO's logo must be used consistently in all signage, advertising, sponsorships and marketing communications. The TEDCO logo is composed of type and a red and orange graphic with a black dot. The logo may or may not include the company tagline. 		Red	Yellow	Black	Gray	L. Gray	<ul style="list-style-type: none"> No smaller than 9pt. Font Bold & Loose for headlines Thin for body copy <p>PRIMARY FONT</p> <p>OPEN SANS EXTRA BOLD</p> <p>OPEN SANS BOLD</p> <p>Open Sans Regular</p> <p>WEB</p> <p>MONTERRAT</p> <p>SUBSTITUTES</p> <p>Hero New Regular</p> <p>Univers Condensad</p> <p>Arial Regular</p>
Pantone	485	1375	N/A	N/A	N/A		
CMYK	1-91-87-0	5-36-90-0	30-20-20-100	0-0-0-70	0-0-0-20		
RGB	236-62-52	239-170-55	9-10-15	109-110-113	204-204-204		
WEB	#E83F34	#EFAA37	#000A0F	#4D6E71	#CCCCCC		

- f) The website must be able to play embedded videos from YouTube
- g) The current website content management system is Drupal
- h) Efficiently and effectively incorporate Google Analytics
- i) Will need to integrate with default emailing systems
- j) Ensure design is compliant with Section 508 of the Rehabilitation Act of 1973 (as amended) (29 USC § 794d)
- k) TEDCO will retain full ownership, design assets, and intellectual property created as part of this project, with all rights to modify, distribute, and use the materials as they see fit

VI. Proposal Requirements

Firm's Qualifications and Experience

The response should state the following:

- a) The firm's qualifications and experience, including the local office's current number of clients and the number of local office staff (in-house and remote)
- b) The location from which the work on this engagement is to be performed and the number and nature of the professional staff to be assigned
- c) Similar clients served by the local office
- d) Examples of other websites developed by the firm
- e) The firm should be of a sufficient size and experience so that the services can be performed in an efficient manner within a reasonable time frame

Evaluation Procedures

- a) Responses will be evaluated according to the requirements of this RFP. Proposals will first be evaluated for technical merit; responses that do not meet minimum qualifications or technical criteria will be eliminated.
- b) Each response shall include the Bid Form attached hereto as Exhibit 2. The Bid Form must reflect a total all-inclusive price and include all pricing information related to performing the duties in this RFP. The total all-inclusive maximum price must contain all direct and indirect costs, including all out-of-pocket expenses. The cost bid must include a schedule of professional fees, hours, and expenses, as well as a breakdown of out-of-pocket expenses
- c) Cost will not be the sole factor in awarding this contract. The proposal will be awarded based on the best overall combination of experience, technical merit, and price

All proposals will be evaluated on:

- a) Demonstrated expertise in and understanding of the regional entrepreneur ecosystem/innovation community, technology-based economic development, and university/federal laboratory technology transfer and commercialization
- b) Understanding of and ability to meet our goals and objectives
- c) Ability to provide prompt turn-around times for deliverables
- d) Impeccable in-house quality control
- e) Cutting-edge approaches, mindful of the rapidly evolving creative climate

- f) Firm and personnel qualifications and experience, with weight given to experience of account team
- g) Ability of proposal to be executed within budget
- h) References

Responding vendors should include the following in their proposal responses:

1. Technical Proposal, including:
 - a) Objective and scope of firm's services
 - b) Brief case histories that illustrate the firm's website development capabilities/experience within the Maryland entrepreneurial innovation community, technology transfer, and commercialization involving Maryland research universities and federal research agencies, and investment entities
 - c) List of proposed team members, including biographies and level of participation on the account
 - d) References from at least three similar clients
 - e) Explanation of firm's billing procedures, including rates, mark-ups, etc.
2. Vendor must agree to the language in the TEDCO Procurement Contract Standard Terms and Conditions (Exhibit 1)
3. Bid Form (Exhibit 2)
 - a) Any bidder who does not include a complete bid price in their proposal will be deemed non-responsive

VII. RFP & Project Timeline Details

Please direct any questions no later than **Wednesday, May 7, 2025**, to DeJonna Farrar, Assistant Director, Digital Marketing & Communications, at dfarrar@tedcomd.com. Answers to all questions will be published on the TEDCO website (www.tedcomd.com) by **Wednesday, May 21, 2025**. To be considered for selection, respondents must submit a complete response to the RFP by **4:00 p.m. on Friday, June 6, 2025**. One original hard copy of your proposal should be sent to:

Maryland Technology Development Corporation (TEDCO)
10960 Grantchester Way, Suite 120, Columbia, MD 21044
ATTN: Tammi Thomas
Marketing@tedcomd.com

Should you be selected as a finalist or win the business, you will be contacted by **Friday, June 27, 2025 (projected)**. The projected launch for the new website will be late fall 2026.

This RFP should not be construed by any respondent as a commitment by TEDCO to procure any services from any specific entity, nor to make such purchase in any case. Any and all

expenses and costs of any kind incurred by a respondent in connection with responding to this RFP are the sole responsibility of the respondent.

TEDCO reserves the right to:

- a) Withdraw this solicitation at any time with no financial or other responsibility to any prospective respondent
- b) Conduct discussions and negotiations, at its sole discretion, with any respondent or respondents, without notification to any such excluded respondents, and
- c) Accept or reject, at its sole discretion, any or all bids

Exhibit 1

TEDCO Procurement Contract Standard Terms and Conditions

PROCUREMENT CONTRACT AGREEMENT
BETWEEN
MARYLAND TECHNOLOGY DEVELOPMENT CORPORATION
AND

THIS AGREEMENT (the “Agreement” or “Contract”), is made as of the _____ day of _____, 20__ (the “Effective Date”), by and between the **MARYLAND TECHNOLOGY DEVELOPMENT CORPORATION** (“TEDCO”), a body politic and corporate and a public instrumentality of the State of Maryland, and: [NAME OF CONTRACTOR], a [STATE OF ORGANIZATION] [TYPE OF ENTITY] located at [ADDRESS OF CONTRACTOR], Employer Identification Number: [EIN] (“Contractor”).

TEDCO and Contractor do mutually agree as follows:

1. Services to be Provided.

(a) TEDCO shall purchase Contractor's services, and Contractor shall provide

services, as set forth in the [Name of RFP] Request for Proposals issued by TEDCO on [Date of RFP] (the “RFP”), attached as Exhibit A and incorporated herein, and, in accordance with Contractor's Proposal, dated [DATE OF PROPOSAL]the “Proposal”), attached as Exhibit B and incorporated herein, to the extent that the Proposal is consistent with this Agreement. To the extent there is an inconsistency between the terms of this Contract and the Proposal, this Contract shall prevail. To the extent there is an inconsistency between the terms of this Contract and the RFP, the RFP shall prevail.

(b) TEDCO retains the unilateral right to require changes in the services to be rendered, so long as the changes are within the general scope of work to be performed hereunder.

2. Term of Agreement. Performance under this Contract commences on the Effective Date and continues until agreed upon services are completed, but in any case, no later than [date 9 months from the Effective Date], 2025; provided, however, that in its sole discretion, TEDCO shall have the unilateral right to extend the Contract for two (2), successive three (3) month renewal terms.

3. Compensation and Method of Payment.

(a) Compensation. TEDCO shall compensate Contractor for services performed at the rates set forth in Exhibit B. The total cost to TEDCO for the services to be provided by Contractor under this Agreement may not exceed _____ Dollars (\$_____).

4. Contract Officer. TEDCO designates _____ to serve as Contract Officer for this Agreement. All contact between TEDCO and Contractor regarding all matters relative to this Agreement shall be coordinated through the Contract Officer.

5. Responsibility of Contractor. Contractor shall perform the services with that standard of care, skill, and diligence normally provided in the performance of similar services.

6. Disputes. This Agreement shall be deemed subject to Title 15, Subtitle 2 (Dispute Resolution), State Finance and Procurement Article, Maryland Code and to COMAR 21.10 (Administrative and Civil Remedies). Pending resolution of a claim, Contractor must proceed diligently with the performance of the Agreement in accordance with the Contract Officer's decision. Unless a lesser period is provided by law, Contractor must file a written notice of claim with the Contract Officer within thirty days after the basis for the claim is known or should have been known, whichever is earlier. Contemporaneously with or within thirty days of the filing of a notice of claim, but no later than the date of final payment under the Agreement, Contractor must submit to the Contract Officer its written claim containing the information specified in COMAR 21.10.04.02.

7. Termination for Convenience. TEDCO may terminate the performance of work under this Agreement in whole, or, from time to time, in part, whenever TEDCO determines that such termination is in the best interest of TEDCO. TEDCO shall pay all reasonable costs associated with this Agreement that Contractor has incurred up to the date of termination and all reasonable costs associated with termination of the Agreement. TEDCO may not reimburse Contractor for any anticipatory profits that have not been earned up to the date of termination.

8. Termination for Default. If Contractor fails to fulfill its obligations under this Agreement properly and on time, or otherwise violates any provision of the Agreement, TEDCO may terminate the Agreement by written notice to Contractor. The notice must specify the acts or omissions relied on as cause for termination. All finished or unfinished supplies and services provided by Contractor shall, at TEDCO's option, become TEDCO's property. TEDCO shall pay Contractor fair and equitable compensation for satisfactory performance prior to receipt of notice of termination, less the amount of damages caused by Contractor's breach. If the damages caused by Contractor are more than the compensation payable to the Contractor hereunder, Contractor remains liable after termination and TEDCO may affirmatively collect such damages.

9. Set-Off, etc. TEDCO may deduct from and set off against any amounts due and payable to Contractor any back-charges, penalties, or damages sustained by TEDCO, by virtue of any breach of this Agreement by Contractor. Nothing herein shall be construed to relieve Contractor of any liability for additional costs resulting from a failure to satisfactorily perform the services. Upon receipt and acceptance of the final payment due under the Contract in accordance with its original terms or with an early termination by TEDCO, the Contractor [Name of RFP] RFP waives any and all rights or claims arising under the Contract, unless otherwise agreed in writing by TEDCO.

10. Contingent upon Appropriations. If the General Assembly fails to appropriate funds or if funds are not otherwise made available for continued performance for any period of this Agreement, this Agreement must be canceled automatically as of the beginning of the period for which funds were not appropriated or otherwise made available. Cancellation does not affect either TEDCO's rights or Contractor's rights under any termination clause in this Agreement. The effect of cancellation of the Agreement hereunder will be to discharge both Contractor and TEDCO from future performance of the Agreement, but not from their rights and obligations existing at the time of termination. TEDCO shall reimburse Contractor for the reasonable value of any nonrecurring costs incurred but not amortized in the price of the Agreement. TEDCO shall notify Contractor as soon as it has knowledge that funds may not be available for the continuation of this Agreement.

11. Dissemination of Information. (a) Contractor shall not release any information related to the services or performance of the services under this Agreement, nor publish any final reports or documents, without the prior written approval of TEDCO, or unless such release is otherwise required by law or reasonably necessary to be disclosed in judicial proceedings. (b) Contractor agrees: (i) to keep all information Contractor may acquire during the performance of this Agreement about TEDCO or any entity applying to TEDCO for financial or other assistance ("Information") in strict confidence; (ii) not to use, disclose, divulge or reveal the Information or any part of it to any person without TEDCO's prior written consent; and (iii) not to disclose, other than to TEDCO or its designee, any analysis or conclusions made by Contractor about any such Information without TEDCO's prior written consent.

(c) Notwithstanding the foregoing, Contractor shall not be obligated to maintain in confidence any Information: (i) which was already known to Contractor; or (ii) which is or comes into the public domain through no fault of Contractor; or (iii) which is independently developed by Contractor; or (iv) which comes to Contractor from a third party who is not in violation of any obligation of confidentiality to TEDCO or, if applicable, to the entity applying to TEDCO for financial or other assistance.

12. Ownership of Documents, Equipment, and Materials.

(a) Ownership. Contractor agrees and shall ensure that all documents, equipment, and materials including but not limited to reports, drawings, studies, specifications, estimates, maps, software, photographs, designs, graphics, mechanicals, artwork, and computations prepared by or for, or purchased by or for, Contractor in connection with the performance of this Contract shall at any time during the term of the Contract be available to TEDCO and shall become and remain the exclusive property of TEDCO upon termination or completion of the services. TEDCO shall have the right to use same without restriction and without compensation to Contractor or others other than that provided in this Contract. TEDCO shall be the owner for purposes of copyright, patent or trademark registration, and Contractor hereby transfers to TEDCO any rights it may have in

the work produced pursuant to this Contract. Contractor agrees that at all times during the term of this Contract and thereafter, the works created and [Name of RFP] RFP services performed shall be “works made for hire” as that term is interpreted under copyright law. To the extent that any products created under this Contract are not TEDCO works for hire, Contractor hereby transfers and assigns to TEDCO all of its rights, title and interest (including all intellectual property rights) to all such products created under this Contract, and will cooperate reasonably with TEDCO in effectuating and registering any necessary assignments.

(b) Third Party Indemnification. If Contractor obtains or uses for purposes of this Contract any design, device, material, process, or work covered by patent, copyright, or trademark, Contractor shall ensure TEDCO that it is licensed to possess and to use such design, device, material, process, or work. Contractor shall indemnify TEDCO, its officials, agents and employees with respect to any claim, action, cost or judgment for patent, trademark or copyright infringement by Contractor arising out of the possession or use of any design, device, material, process, supplies, equipment, services or other work covered by this Contract.

13. Retention of Records. Contractor shall retain and maintain all records and documents relating to this Agreement for three years after final payment by TEDCO hereunder or any applicable statute of limitations, whichever is longer. Contractor shall make such records and documents available for inspection and audit by authorized representatives of TEDCO, including the Contract Officer or designees, at all reasonable times.

14. Responsibility for Claims and Liability. TEDCO is not liable in any action of tort, contract, or otherwise for any actions of Contractor arising out of this Agreement. Contractor shall be responsible for all damage to life and property due to its activities or those of its agents or employees. Contractor shall indemnify and absolve TEDCO, the State, their officials, agents, and employees from and against all claims, suits, judgments, expenses, actions, damages and costs of every name and description, including reasonable attorney's fees, arising out of or resulting from the goods provided or Contractor's performance of services under this Agreement.

15. Compliance with Laws. Contractor hereby represents and warrants that:

(a) It is qualified to do business in the State of Maryland and that it will take such action as, from time to time, may be necessary to remain so qualified;

(b) It is not in arrears with respect to the payment of any monies due and owing the State of Maryland, or any department or unit thereof, including, but not limited to, the payment of taxes and employee benefits, and that it shall not become so in arrears during the term of this Agreement;

(c) It shall comply with all federal, State, and local laws applicable to its activities and obligations under this Agreement; and

(d) It shall obtain, at its expense, all licenses, permits, insurance, and governmental approvals, if any, necessary to the performance of its obligations under this Agreement.

16. Non-Discrimination in Employment. Contractor shall operate under this Agreement so that no person, otherwise qualified, is denied employment or other benefits on the [Name of RFP] RFP basis of: (a) race, color, creed, national origin, or marital status; (b) sex or age, except when sex or age constitutes a bona fide occupational qualification; or (c) the physical or mental disability of a qualified individual with a disability. Except in subcontracts for standard commercial supplies or raw materials, Contractor shall include a clause similar to this clause in all subcontracts. Contractor shall provide actual notice of the foregoing to employees and applicants for employment.

17. Subcontracting; Assignment. Contractor may not, during the term of this Agreement or any renewals or extensions of the Agreement, assign any of its rights hereunder nor delegate or subcontract all or any part of its duties hereunder without the prior written approval of the Contract Officer. Any approved subcontract or assignment is subject to all terms and conditions that TEDCO deems necessary. TEDCO is not responsible for Contractor's obligations to its subcontractors.

18. Contract Modification. Except as provided in section 1(b) above, this Agreement may be amended only as TEDCO and Contractor mutually agree in writing. Except for the specific provision of the Agreement which is amended, the Agreement remains in full force and effect after such amendment and is subject to the same laws, obligations, conditions, provisions, rules, and regulations, as it was before the amendment.

19. Maryland Law. This Agreement shall be construed, interpreted, and enforced according to the laws of the State of Maryland.

20. Entire Agreement. This Agreement, together with any Exhibits incorporated by reference, represents the complete and final understanding of the parties. No other understanding or representations, oral or written, regarding the subject matter of this Agreement, may be deemed to exist or to bind the parties at the time of execution.

[Remainder of page intentionally left blank- signatures on following page]

EXHIBIT 2
Website Development Bid Form

Name of Bidder: _____

Date Submitted: _____

Bid price in effect for 60 days from date of submission.

Maximum Bid Price – Website Design & Creative Development

(Written Price)

\$ _____
(Figures)