

BAYOU LA BATRE AREA CHAMBER OF COMMERCE
REQUEST FOR PROPOSALS:
WEBSITE DESIGN, DEVELOPMENT and BRANDING

This Request for Proposal is open to all. Please confirm your intent to bid via email to bayouareachamber@hotmail.com or call the Chamber at (251) 824-4088. Respondents will absorb all costs incurred in the preparation and presentation of an RFP.

PURPOSE AND OBJECTIVE

The Bayou La Batre Area Chamber of Commerce ("Chamber") requires a vendor specializing in web development & design, or a team vendor submission, with strong experience in communicating to the public a clear message, as well as marketing, branding and editorial past experience. The goal is to create and build a focused, visually compelling and dynamic online presence to support the business and future growth of the Chamber. The New site will replace the current Chamber website.

It should incorporate the latest technological advancements as well as industry-standard best practices, in order to provide a quality user experience. Design should focus on providing a clean, customized presentation that is easily navigable for site visitors. It should also provide a logical, user-friendly CMS interface for staff to efficiently update and maintain.

The site should utilize a robust database-driven engine to efficiently store and organize pertinent: contacts, event dates/ times, image library and other detail-oriented information.

Also, as part of this Request for Proposal, we are including a component to build a visual image (logo, brand, tag line) that will position the Chamber as a key service provider to the City of Bayou La Batre and its community. This effort is intended to develop a distinct logo that is versatile and will suitably represent the Chamber.

The site and new brand-logo must provide a credible, stable image that reflects the public nature of the Chamber and the main audiences for this website. It is envisioned that the new website and brand produced by the selected vendor will communicate a spirit of lean, innovative, visionary and technologically savvy agency that is working to promote the city, transparency, development and tourism opportunities. The Chamber seeks to inform website visitors about the various services provided by the Chamber, to communicate our process clearly, inform the general public about Chamber activities and upcoming projects.

TERMS AND CONDITIONS:

The Bayou La Batre Area Chamber of Commerce MUST own, have full access to and have the right to customize site code. Additional terms of the proposal:

- Proposals may be submitted in one of these ways
 - via email to bayouareachamber@hotmail.com
 - US Mail to Website Design and Branding RFP P. O. Box 486, Bayou La Batre, AL 36509
- All proposals must be received by 4:00 pm CST on February 15, 2014, proposals submitted after the 4:00 pm will not be considered.
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- Bidder status:** bidder must disclose any relevant conflicts of interest and/or pending lawsuits.

SCOPE OF WORK: Redesign of the Bayou La Batre Area Chamber of Commerce website. The existing website can be found at <http://www.bayoulabatreareachamber.com/>

The website should be user-friendly, and easy to navigate. Additionally, it should be visually appealing, vibrant, and have a distinct personality and feel.

An immediate goal of the website project is to redesign the branding, logo, and image of the Chamber, which will be utilized to redesign and re-implement a new structure and format which will strategically place the content of the website.

The selected firm will create a project work plan that will break down the work in phases from start to launch. The work plan should include a timeline and include a work session that will allow the Chamber Board/Committee Members to share organization/program goals and objectives, as well as identify target audiences and goals of the website and overall branding. The Chamber will work with the firm to develop the look and feel of the brand elements. The firm will research other Chamber websites to gauge what components are provided through their websites.

The new website design should complement the City of Bayou La Batre's website.

REQUIREMENTS

Objective 1: Content Development & Management

Communicate the Chamber's focus and mission statement via a new brand-logo and website that communicates to our core audiences and shares knowledge related to the services and programs being provided. Increase networking, traffic to site, and attract new Chamber Members, Business and Tourism.

Objective 2: Easy to Navigate, & Communication Process

Developing a site that will allow for easy content modification by in-house staff will be essential.

Objective 3: Brand & Logo

Develop brand and logo concept that is versatile and would be suitable for multiple applications, including but not limited to: development, financing, construction/developer marketing and tourism.

Objective 4: Technical

Given the scope of the website, the Chamber is open to the professional recommendation from selected vendor. We will rely on the web developer's professional experience to guide the recommendations regarding interactivity, dynamic content, complexities of information architecture, navigation systems, and browser compatibility.

TOOLS AND FUNCTIONALITY

Essential Components

1. Database-driven system (preferably relational database, i.e. MYSQL) that will incorporate event/member information - links, images, descriptions, contact info, dates, etc.
2. Open sourced, customizable CMS component (not vendor-specific) to edit page/database content and allow staff to easily maintain defined content. Page Templates should allow for future expansion and integration.
3. "Members section" should provide unique, secure access for Chamber Members to update specific information – but not allow for page content alterations. Final approval should be only granted to Chamber staff.

4. Search Engine Optimization.
5. Calendar of Events with dynamic ability to add/edit/remove events easily through CMS approach
6. Searchable content feature for accessing information found throughout site (site searches should produce intuitive results. Example – typing in “places to stay” in the search box should return the accommodations page).
7. Plug-in tools that incorporate existing social media communication tools (RSS feeds, Facebook, Twitter, and pertinent travel info (weather)
8. Interactive (Javascript, limited Flash) maps, “FlipBook” version of travel guide and photo gallery (with ability to easily edit/upload photos).
9. Forms and the ability to process their responses – ie. stored to database.
10. Integrated YouTube Channel and use of video (note, use of any video content should encourage sharing).

Non-Essential Components (Items that are desired, but not essential to the project's completion)

11. Web hosting
12. Mobile Site with compressed content and option to view full site.
13. Language translator options are encouraged.

SITE SPECIFICATIONS:

Standards

14. Badges/methods for sharing on Facebook, Twitter, etc.(social media) Should appear on all pages.

Site Structure

15. Site formatting should use a separate CSS style-sheet with separate style sheet for small screen mobile devices.
16. Site should incorporate a liquid design to adapt to various screen resolutions.
17. All pages must have friendly URL 's. They must be meaningful, but be short enough to copy and paste in an email without breaking. Hyphens should be used to separate words when needed, not capitals.
18. Pages should offer printable-friendly format so that intensive graphics do not print.
19. All HTML must conform to W3C standards.
20. All pages should meet web content accessibility guidelines
21. Google Analytics or comparable advanced visitor tracking should be utilized on every page.
22. Old page locations (for the old site) should be forwarded via 301 redirect to the location of the new page on the re-designed site.

Site Content

23. All pages must have a unique SEO target.
24. All pages must have unique titles that match SEO target for that page and unique meta descriptions.
25. No duplicate content pages should be offered or appear in search engines.
26. Real text must be used (i.e. no images of text) and all images should use ALT tags with applicable titles.

We look forward to selecting a vendor with strong technical specifications that will provide the Chamber with a point of reference, in particular to the structure, overall configuration of the

newly developed site, implemented technologies, file topology, hosting recommendations, site maintenance approach, and account management details.

Final Delivery should include:

- Bayou La Batre Area Chamber website (CMS to be decided after meeting with team and functionality features are decided upon)
- Bayou La Batre Area Chamber Logo and design elements
- Bayou La Batre Area Chamber letterhead, envelope, and six varying flyer templates for events
- Two brochures – 1) About the Chamber, 2) Tourism related (printed)
- Business cards (printed)
- Trade show banner (printed)

The final product must include a mock-up of the proposed website design, a description of all of the included features and the estimated cost to the Chamber of obtaining the final product. Final products should be delivered in a .pdf format, logo files in web, and print. The Chamber will consider any proposal that meets the requirements of this RFP. Applicants are encouraged to provide alternatives at different price points from which to choose.

FORMAT FOR PROPOSALS:

- Cover Letter
- Executive Summary
- Technical Approach
 - Web development process: explain the process you will follow to build the Web site, including major milestones and evaluation.
 - Address usability standards and testing
 - Address any important technology information and specifications used in your solution (languages, platform, etc.)
- Management Approach
 - Organizational structure: communication process; including lines of reporting and any special tools used.
 - Schedule of deliverables; include major milestones and testing proposal.
- Budget Approach
 - Itemized pricing for “Essential Components” listed on page 2 of this RFP.
 - Payment terms, general terms and a timeline/ phased production schedule for this project.
 - Break down cost by production hours, tools and functionalities
 - Other charge areas: Please ID whether there will be other expenses, consulting fees, future work, etc. to complete this project.
- Attachments
 - Qualifications and Experience: relevant case histories with information on accessing online demos or examples. Three examples of projects of similar scope that your firm has completed - at least one should be travel/tourism related (working URL's of websites that demonstrate your experience).
 - Biographies of all who will work on account
 - Professional references. Three references from projects of similar scope (Name of organization and contact information).
 - Examples of clients in highly competitive marketplaces with good Google rankings. (URL)
 - A sample copy of contract with your proposal.
 - Optional Proposal Elements:
 - Other recommended features or tools to accomplish the site's main objective with pricing breakdown.

- Website Hosting with cost estimates (monthly, yearly)
- Website Maintenance with cost estimates (monthly, yearly)

TIMELINE FOR SELECTION, NOTIFICATION& KEY DELIVERABLES

February 15, 2014 - Submissions due by 4pm CST

February 28, 2014 - Finalist Interviews

March 14, 2014 - Vendor Selected

March 17, 2014 - Initial meeting with Chamber

March 12, 2014 - Delivery of finalized schedule for logo & website

April 30, 2014 - Execute final contract, delivery of brand-logo concepts, site mock-ups & initial framework, testing, site maintenance, roll out, all deliverables.

RESERVATION OF RIGHTS

By submitting a proposal in response to this RFP, an Applicant affirmatively acknowledges: (i) its acceptance of the terms and conditions of this RFP; (ii) the Chamber may exercise in its sole discretion the following rights; and (iii) the Chamber may exercise the following rights at any time.

27. To reject any and all proposals;
28. To supplement, amend, substitute, modify or re-issue the RFP with terms and conditions materially different from those set forth here;
29. To cancel this RFP with or without issuing another RFP;
30. To extend the time period for responding to this RFP;
31. To solicit new proposals;
32. To conduct personal interviews with any Applicant to assess compliance with the selection criteria;
33. To request additional material, clarification, confirmation or modification of any information in any and all proposals;
34. To negotiate any aspect of a proposal, including price;
35. To terminate negotiations regarding any and all proposal at any time;
36. To expressly waive any defect or technicality in any proposal;
37. To rescind a selection prior to contract execution if the Chamber determines that the proposal does not conform to the specifications of this RFP;
38. To rescind a selection prior to contract execution if the Chamber determines that the specifications contained in this RFP are not in conformity with law or that the process in selection of a proposal was not in conformity with law or with the legal obligations of the Chamber.
39. In the event a contract is awarded, the successful Applicant or Applicants shall procure and maintain during the life of the contract liability insurance in an amount to be determined prior to the award of any contract;
40. In the event a contract is awarded, all Applicants agree to perform their services as an independent contractor and not as an employee or agent of the Chamber;
41. In the event a contract is awarded, all Applicants agree that no portion of performance of the contract shall be subcontracted without the prior written approval of the Chamber; and
42. Each Applicant agrees to indemnify, protect and hold harmless the Chamber from any and all losses, injuries, expenses, demands and claims against the Chamber sustained or alleged to have been sustained in connection with or resulting from (i) the submission of the Applicant's proposal; (ii) the delivery by the Applicant to the Chamber of any other documents or information; and (iii) any other conduct undertaken by the Applicant in furtherance of or in relation to the Applicant's proposal. Each Applicant agrees that its duty to indemnify and hold harmless shall not be limited to the terms of any liability insurance, if any, required under this RFP or subsequent contract.