

Request For Proposal

**Heartwood website
design and development**

December 1, 2008

The Heartwood project brings together Federal, State and local agencies; arts, craft and music non-profits; private corporations and a wide variety of creative individuals, whose collaboration will lead to national and international recognition of the Southwest region and its gifts.

HEARTWOOD
Southwest Virginia's Artisan Gateway

GENERAL INFORMATION.....	4
EXECUTIVE SUMMARY	5
Southwest Virginia Cultural Heritage Commission.....	5
Heartwood Project Background.....	5
Heartwood's Mission.....	6
The Heartwood Building.....	6
Closing Date for Receipt of Proposal.....	7
Response to Questions.....	7
Contract Award.....	7
Project Start.....	7
Project Duration.....	7
Heartwood Affiliates	7
Obtaining Additional Information.....	8
SPECIFICATION OF REQUIREMENTS.....	9
Objectives.....	9
Requirement -- Look and Feel.....	9
Requirement -- Artisan Directory.....	10
Requirement -- Interactive Map.....	10
Requirement -- Trip Planner.....	11
Requirement -- Integration.....	11
Requirement - Affiliate Sites.....	11
Requirement -- Kiosks.....	12
Requirement -- Content Management System.....	12
Summary of Features and Requirements.....	12
PAYMENT.....	16
Payment Arrangements.....	16
Project Budget.....	16
REQUIRED FORMAT OF PROPOSAL.....	17
Format of Proposal.....	17
Proposed Solution.....	17
Costs 17	
Bidder's General Information and Profile.....	17
Details of Management and Key Personnel.....	18
Subcontractors.....	18
Qualifications	18
1.Technical Capability.....	18
2.Qualifications	18
3.Specific Skills and Experience.....	19
Reference Projects.....	19
EVALUATION & AWARD CRITERIA.....	20
Qualification Process.....	20
Evaluation Criteria.....	20
Confidentiality of evaluation.....	21
Clarification of proposals.....	21
Request for Additional Information from Bidders.....	21
Cost of preparation of proposal.....	21
Discussions with Bidders.....	21
Amended Proposals.....	21
Bidders Rights to Withdraw Proposal.....	22
Governing Law	22

TERMS AND CONDITIONS.....	23
Copyright / Intellectual Property Rights.....	23
Ownership.....	23
Freedom of Information.....	23

1. General Information

Send any questions concerning this proposal to:

Name:	Robert Jones, Project Manager
Tel:	276.202.6600
Email:	r.jones@heartwoodvirginia.org

Questions must be received by January 7th, 2009.



Note: Questions sent to other parties will not be accepted.

2. Executive Summary

The Southwest Virginia Cultural Heritage Commission invites proposals to provide website design and development services for Heartwood, Southwest Virginia's Artisan Gateway. Heartwood is a gateway that encompasses Southwest Virginia's cultural heritage venues, attractions, and initiatives.

The Heartwood website is a new development effort that will become a gateway to existing regional websites. The Crooked Road (Virginia's Heritage Music Trail) and Round the Mountain (Southwest Virginia's Artisan Network) currently exist and need to be revamped and integrated with the main Heartwood website.

The website we are seeking to develop will be a technologically comprehensive matrix that will allow visitors, travelers, web surfers, studio artisans, musicians, local venues and students to collaborate with each other in a way that offers each a positive experience, either cyber or real, of this place we call Southwest Virginia.

The Heartwood website should be a world class site that will bring together both clever functionality and a high level of artistic design. As the site will be a primary marketing tool in the promoting of artisans, musicians and the communities of a 19 county region of Southwest Virginia, it will need to deliver a strong message to visitors. It will need to sell our region, it's culture, history, natural gifts and rural charm by creating a brand mystique that is unique and interesting. The site needs to deliver a message equal to that of the world's best regional destinations. In addition, the site needs to interface seamlessly with several other organizations which come under the Heartwood umbrella as well as the Virginia Tourism website.

This RFP is intended to help Heartwood find and partner with an experienced and competent website design and development firm. This partnership should result in a finished product that will both "WOW" and inspire travelers from all over the world to both go deeper into the site and deeper into our region.



Note: A DVD is available upon request that covers the Heartwood project and affiliated organizations.

2.1. Southwest Virginia Cultural Heritage Commission

Along with being the website for Heartwood, the proposed site will serve as the web presence for the Southwest Virginia Cultural Heritage Commission. The Commission was established in 2008 by the Virginia General Assembly to serve as an organizational apparatus connecting and supporting all initiatives, venues and attractions in Southwest Virginia which provide visitors with exposure to and experience with the history, culture, craft, music, outdoor recreation and natural beauty of the region.

Heartwood will provide a physical center and gateway for the region's unique assets, the website will serve as the electronic center and gateway for what the region has to offer. The Commission will oversee both Heartwood and the website.

2.2. Heartwood Project Background

Heartwood is the name given to a special project being developed for the Appalachian region of Southwest Virginia. Heartwood will become a destination for travelers. A gateway which invites and leads those visitors out into the hills and hollows and small towns of the region, and will become a brand that symbolizes creativity, natural beauty, hand made quality, and unique cultural identity.

2.3. Heartwood's Mission

"Southwest Virginia's Artisan Gateway will showcase the cultural and natural heritage of Southwest Virginia and contribute to a sustainable economy.

Heartwood will serve as a gateway for the counties of Bland, Buchanan, Carroll, Dickenson, Floyd, Franklin, Giles, Grayson, Lee, Montgomery, Patrick, Pulaski, Russell, Scott, Smyth, Tazewell, Washington, Wise, and Wythe.

Through retail sales and demonstrations, Heartwood will be representative of crafts created by individuals as well as venues that include craft as an institutional program. Promotion of visitation to these sites and selected individual studios will be a priority of the Gateway's visitor services.

Heartwood will strive to be a catalyst for community development, fostering partnerships for education, marketing, and entrepreneurial activities related to the region's tourism opportunities and will promote an appreciation for the rich culture of southwest Virginia."



2.4. The Heartwood Building

Heartwood is both a tourism initiative as well as a project intended to develop cultural and community assets. It seeks to bring together and illuminate the music, craft, history and outdoor activities of a magnificent 19 county region that has previously been overlooked and underdeveloped. The Heartwood project brings together Federal, State and local agencies; arts, craft and music non-profits; private corporations and a wide variety of creative individuals, whose collaboration will lead to national and international recognition of the region and its gifts.

The Heartwood building will be an iconic structure inspired by the spirit and character of Southwest Virginia. Elements of traditional buildings and structures native to the settlers of this area served as touchstones for a unique and dynamic building that somehow seems as home in 2010 as it would in 1810.

Designed by award winning architects, Spectrum Design of Roanoke, the 29,000 square foot building will sit on eight acres next to the Virginia Highlands Community College. The LEED Certified building will feature artisan galleries, a superior food court with locally supplied organic products, storyboards and maps of the region to



highlight the wonderful opportunities for exploring, exhibits of featured artisans and a place for music performances as a stop on The Crooked Road. The building will also house the offices of the 'Round the Mountain: Southwest Virginia Artisan's Network and The Crooked Road Heritage Music Trail staffs.

Located in picturesque and historic Abingdon, Virginia, off exit 14 of Interstate 81 Heartwood will capture significant numbers of tourists and travelers coming to and traveling through the region and create a significant and profound economic impact that will resonate throughout the region. A recent Market Study conducted by Economic Research Associates of Washington, D.C. estimated that within three years, the Artisan Gateway will easily draw 270,000 visitors per year. Located in the heart of a total market area of 66 million people, the number is sure to grow as the word gets out.

As the gateway to Southwest Virginia, Heartwood will be the physical symbol of the region's new creative economy, and a one-of-a-kind tourism destination for travelers to explore the cultural, musical and artisan culture that is distinctive of the region.

2.5. Closing Date for Receipt of Proposal

Proposals should be returned by midnight January 12th, 2009.

2.6. Response to Questions

Questions received by January 7th, 2009 will be replied to by January 9th, 2009.

2.7. Contract Award

The contract will be awarded and signed no later than February 1st, 2009.

2.8. Project Start

Development on the Heartwood website is expected to start as soon as a capable firm is chosen and able to begin.

2.9. Project Duration

The Southwest Virginia Cultural Heritage Commission hopes to have the website project completed by November 1st, 2009.

Bidders are encouraged to propose iterations and frequent releases with multiple deliverables where appropriate.



Bidders should indicate their ability to meet this delivery date. Where the bidder is unable to comply with this date, propose an alternative timescale.

2.10. Heartwood Affiliates

The Heartwood project is affiliated with The Crooked Road and Round the Mountain organizations which both support the cultural heritage of Southwest Virginia.

The Crooked Road and Round the Mountain websites need a graphical overhaul and proper integration with the new Heartwood website capabilities (see Section 2).

The Crooked Road [<http://www.thecrookedroad.org/>]: Virginia's Heritage Music Trail, has been featured in USA Today, Southern Living magazine, The Washington Post, National Geographic

Traveler, and more. In the past three years, more than 40 new businesses have developed in downtown areas along The Crooked Road.

Round the Mountain [<http://www.roundthemountain.org/>]: a network of the artisans in 19 counties and four cities in Southwest Virginia, continues developing new trails which will lead tourists to artisan studios, farms, regional galleries, artisan centers, and other regional attractions as they enjoy locally grown produce and the cultural diversity of the region.

2.11. Obtaining Additional Information

Additional information about the Heartwood project and affiliates can be obtained by visiting:

- ☐ Heartwood transition website - <http://www.heartwoodvirginia.org>
 - Article: 8-21-08 - [Heartwood: Southwest Virginia's Artisan Gateway Receives Crucial Funding](#)
 - Article: 1-17-08 - [Designs Unveiled for New Southwest Virginia Artisan Center](#)
 - Article: 5-6-2008 - [Governor to address attendees at Creative Economies conference](#)
- ☐ Round the Mountain website - <http://www.roundthemountain.org>
- ☐ Virginia Crooked Road website- <http://www.thecrookedroad.org/>
- ☐ Virginia Tourism website - <http://www.virginia.org>

3. Specification of Requirements

The following requirements are the initial ideas for the creation of the Heartwood website. The Southwest Virginia Cultural Heritage Commission is expecting the Bidder to do numerous rounds of discovery to help innovate and expand functionality in order to create a unique and compelling on-line experience. The development process should be flexible and iterative with opportunity for frequent reviews and response by the Commission.

3.1. Objectives

The website should accomplish the following objectives:

- ☐ Creation of a new Heartwood website presence.
- ☐ Revamping the Crooked Road and Round the Mountain websites.
- ☐ World-class, cutting edge design to promote Heartwood and Southwest Virginia.
- ☐ Directory of Southwest Artisans, their arts and crafts, videographs, and audio recordings.
- ☐ Ability to attract and inform Tourists about making a trip to Heartwood and the Southwest region of Virginia.
- ☐ Ability to search and discover southwest destinations such as lodging, events, exhibits, outdoor experiences, dining and shopping.
- ☐ Interactive mapping, planning, and routing of destinations.
- ☐ On-line selling of Heartwood memorable material.

3.2. Requirement -- Look and Feel

The design of the website should accomplish the following:

- ☐ World class design.
- ☐ Engaging and impressive home pages.
- ☐ Communicate one brand for the region.
- ☐ Viral components should be developed to increase interest.
- ☐ A virtual tour of the Heartwood building, galleries and grounds.
- ☐ Imagery should be vibrant and capture a Southwest Virginia quality. The story of SWVA should be relayed with unique authenticity.
- ☐ Content should be localized to individual communities.
- ☐ The look should change regularly either through the seasons or across topical information.

3.3. Requirement -- Artisan Directory

The Heartwood website will be the on-line presence for the Heartwood Artisan Center. Southwest Virginia artisans will be highlighted on the site, users will be able to explore information about their techniques and craft in-depth.

The Round the Mountain [<http://www.roundthemountain.org>] website contains an Artisan directory, the ability to reuse and integrate with this information should be assessed.

- ☐ Artisans can be searched and discovered by geographical location.
- ☐ Artisan information can be viewed and researched.
- ☐ Artisan recordings can be streamed and listened to while browsing the rest of the site. Organization and uploading of audio recordings will not be the responsibility of the Bidder.
- ☐ A tourist can view artisan videographs. Videographs will be produced by a third-party, production of which is not the responsibility of the Bidder.

3.4. Requirement -- Interactive Map

An interactive map should provide the ability to search for and locate destinations that exist in Southwest Virginia.

The Virginia Tourism Corporation [<http://www.vatc.org>] has travel planning for hotels and other destinations that can be used by the Heartwood website. Travel planning information can be provided in several formats, including XML, no additional "back-end" needed with proper integration.

The Round the Mountain [<http://www.roundthemountain.org>] website contains Trip Planning capabilities, the ability to reuse and integrate with this information should be assessed.

The Crooked Road [<http://www.crookedroad.org>] website contains Music Events, the ability to reuse and integrate with this information should be assessed.

- ☐ Interactive map that allows easy browsing and highlights area interests and experiences.
- ☐ Locate and review Artisan studios and locations.
- ☐ Ability to search and review lodgings.
- ☐ Ability to book a lodging. [Desirable]
- ☐ Ability to search for restaurants.
- ☐ Customer reviews can be reviewed and left for a restaurant.
- ☐ Events can be searched and viewed.
- ☐ Reservations for events can be made. [Desirable]
- ☐ Scenic destinations and routes should be searchable and viewable.

- ❑ Outdoor recreation, e.g hiking, should be searchable.
- ❑ Ability to book an outdoor experience [Desirable]
- ❑ The website should integrate with the Virginia Tourism Corporation (VTC) data to obtain trip planning information (attractions, lodging, events, exhibits, outdoors, dining and shopping).

3.5. Requirement -- Trip Planner

The Heartwood Trip Planner is a central piece of functionality to allow a user to discover and route a trip through Southwest Virginia.

- ❑ Interactive map that allows easy browsing and highlights area interests and experiences.
- ❑ A tourist can create and map Trails with destinations and experiences (Artisans, Restaurants, Lodging, Events, Scenic views, Outdoor Experiences)
- ❑ A Trails map should determine the ideal route and provide reliable directions to and from each destination.
- ❑ Continuing Journey, suggestions for other things to do while at or around your main destinations routed.

3.6. Requirement -- Integration

The Heartwood website will need to integrate with existing data assets.

- ❑ The Virginia Tourism Corporation [<http://www.vatc.org>] has travel planning for hotels and other destinations that can be used by the Heartwood website. Travel planning information can be provided in several formats, including XML, no additional “back-end” needed with proper integration.
- ❑ The Round the Mountain [<http://www.roundthemountain.org>] website contains Artisan and Trip Planning capabilities, the ability to reuse and integrate with this information should be assessed.
- ❑ The Crooked Road [<http://www.crookedroad.org>] website contains Music Events, the ability to reuse and integrate with this information should be assessed.

3.7. Requirement - Affiliate Sites

The Crooked Road and Round the Mountain websites require a graphical overhaul and proper integration with the new Heartwood website capabilities.

The affiliate site structures and information should be reused, the main goal is to re-skin the affiliate sites so they appear professional and follow the same quality that is expected from the new Heartwood website.

The affiliate sites should share the new functionality that is being developed for the Heartwood website including, but not limited to: the Artisan Directory, Trip Planner, Interactive Map and Memorable Marketplace.

3.8. Requirement -- Kiosks

There will be several kiosks throughout the Heartwood building. The kiosks should limit the user to information specific to that section of the building or exhibit.

3.9. Requirement -- Content Management System

Ability to manage content easily by nontechnical staff.

3.10. Summary of Features and Requirements

The mandatory and desirable features for the proposed website are summarized in the table below.

The following features are not in order of priority:

Feature	User Story	Requirement
Lodgings	A User can search and review lodgings. Integrate with Virginia Tourism Corporation for data.	[Mandatory]
Lodgings	A lodging can be booked by a User. Integrate with Virginia Tourism Corporation for data.	[Desirable]
Restaurants	A User can search restaurants. Integrate with Virginia Tourism Corporation for data.	[Mandatory]
Restaurants	Restaurants can be reviewed by a user with menus and customer reviews. Integrate with Virginia Tourism Corporation for data.	[Mandatory]
Artisans	A User can search for Artisan Studios by location. Integrate with the Round the Mountain artisan directory.	[Mandatory]
Artisans	Artisan information can be viewed by a User. Integrate with the Round the Mountain artisan direct	[Mandatory]
Artisans	A tourist can view Artisan videographs. Videographs will be produced by a third-party, production of which is not responsibility of the Bidder.	[Mandatory]
Artisans	A tourist can listen to streaming Artisan audio recordings while browsing the site. Organization and uploading of audio recordings will not be the responsibility of the Bidder.	[Mandatory]
Interactive Map	Interactive map that allows easy browsing and highlights area interests and experiences. Integrate with Virginia Tourism Corporation and Round the Mountain for data.	[Mandatory]

Experience Planner	A tourist can create and map Trails with destinations and experiences (artisans, restaurants, lodging, events, scenic views, outdoor experiences). Integrate with Virginia Tourism Corporation and Round the Mountain for data.	[Mandatory]
Experience Planner	A Trails map should determine the ideal route and provide reliable directions to and from each destination.	[Mandatory]
Experience Planner	Continuing Journey, suggestion for other things to do while at or around your main destinations routed.	[Mandatory]
Events	A User can search and review events. Integrate with The Crooked Road for music events.	[Mandatory]
Events	Reservations for events can be made. Integrate with The Crooked Road for music events.	[Desirable]
Outdoor Experience	Scenic destinations and routes should be searchable and viewable. Integrate with Virginia Tourism Corporation for data.	[Mandatory]
Outdoor Experience	Outdoor recreation, e.g hiking, should be searchable. Integrate with Virginia Tourism Corporation for data.	[Mandatory]
Outdoor Experience	Ability to book an outdoor experience. Integrate with Virginia Tourism Corporation for data.	[Desirable]
Trip Planner	A Trip can be planned easily to Heartwood and the South West region.	[Mandatory]
Marketplace	A User can purchase Heartwood memorabilia.	[Mandatory]
Search	A User can search destinations, artisans, site-wide content across the site. Advanced Search allows narrowing of results.	[Mandatory]
Content Updates	Ability to manage content easily by non-technical staff.	[Mandatory]
Virtual Tour	A tourist can experience a virtual tour of the Heartwood building, galleries and grounds.	[Mandatory]
Press Room	Ability to download photos, contact and media kit.	[Mandatory]
Tell a Friend	Ability to send information on the site to a friend as a recommendation.	[Mandatory]

Lead Generation	Information should be collected for users on the website in order to follow-up.	[Mandatory]
Testimonials	A user can submit testimonials that will be displayed prominently on the site.	[Desirable]
Music	Music from the region should be prominent on the site for listening.	[Mandatory]
Kiosk	Several kiosks will be located in the Heartwood building and galleries.	[Mandatory]
Look and Feel	Site should be identifiable as the Heartwood's, compliant with best design practice.	[Mandatory]
Look and Feel	Imagery should be vibrant (shock and awe) and capture a Southwest Virginia quality. The story of SWVA should be relayed with unique authenticity.	[Mandatory]
Look and Feel	The look should change regularly either through the season or across topical information.	[Mandatory]
Viral	Some viral components should be developed to increase interest.	[Desirable]
Navigation	User should be able, with a minimum number of clicks, to navigate from homepage to other key sections.	[Mandatory]
Content	Bidders should describe their approach to content management in detail.	[Mandatory]
Content	Content should be related to localized to individual communities.	[Mandatory]
Migration	Successful Bidder will be responsible for migrating content, e.g. Word files into HTML.	[Mandatory]
Browser Compatibility	Site must support all major browsers including XHTML, Internet Explorer (v6.0+), Firefox, Safari, Netscape, Opera, and Lynx etc.	[Mandatory]
Speed	Every page must download within reasonable timeframes for users with standard dial-up modems	[Mandatory]
Printing	Site must display information clearly and facilitate printing of information using standard printers.	[Mandatory]
Web Hosting	Bidders should provide a list of web hosting reference customers including contact details.	[Mandatory]

Mobile	A tourist should be able to access trip and experience information via a PDA, iPhone, or other mobile device.	[Desirable]
Standards	The site should be Section 508 Compliant.	[Mandatory]

4. Payment

Payment will be performance based net thirty days from date of invoice.

4.1. Payment Arrangements

A detailed payment schedule, tied to deliverables, will be negotiated with the successful bidder.

4.2. Project Budget

The Southwest Virginia Cultural Heritage Commission has allocated a budget of \$150,000+ for this project.

5. Required Format of Proposal

The response to this RFP should follow the guidelines below.

5.1. Format of Proposal

Bidders must outline how their proposed solution addresses each requirement in the Request for Proposal.

Proposals must be structured according to the following headings.

- 1 Proposed Solution
- 2 Costs
- 3 Bidder Information and Profile
- 4 Details of Management of Key Personnel/Staff
- 5 Qualifications
- 6 References

5.2. Proposed Solution

Respond to the requirements specified in [Section 2, Specification of Requirement](#).

In the Proposed Solution include the following:

- ☐ Methodology
- ☐ Initial Project plan
- ☐ Key deliverables
- ☐ Time-scale for completion
- ☐ Software tools and languages.

5.3. Costs

In the cost section, the bidder should state the following:

- ☐ Quote the hourly rate.
- ☐ Provide an overall project estimated price. This must be the Bidder's best estimate at this time.

5.4. Bidder's General Information and Profile

The following information, in this format, is required by each proposal submitted:

Name, address, telephone, and fax number of bidder.

- ☐ Contact person dealing with the proposal.

- ☐ Description of role, or element of contract, to be fulfilled by any consortium/ third-party.
- ☐ Identification of party who will carry overall responsibility for the contract.
- ☐ Confirmation of acceptance by the Bidder and any third parties of the terms and conditions

The following information, in this format, is required by each bidder when submitting its proposal:

- ☐ Length of time in existence.
- ☐ Number of employees.
- ☐ Brief description of the company's principal areas of activity.
- ☐ Any additional information in support of this proposal.

5.5. Details of Management and Key Personnel

Bidders shall provide profiles of the key personnel who will be involved in the project, including the following information:

- ☐ Identity of the key personnel who will be responsible for performing each services/task.
- ☐ Technical knowledge of the personnel who will be responsible for performing each service/task.
- ☐ Qualifications of the personnel responsible for each service/task.

Bidders should also outline the proposed arrangements to manage this contract with details of the proposed reporting and liaison arrangements.

5.5.1. Subcontractors

The role of subcontractors must be clarified in the proposal. Identify the major subcontractors by name. The prime contractor will be wholly responsible for all tax withholdings that may be required on behalf of any of the subcontracts.

5.6. Qualifications

5.6.1. Technical Capability

Bidders shall provide sufficient evidence of competence and experience of providing similar services in accordance with the Specification of Requirements.

5.6.2. Qualifications

Bidders may provide evidence of competence and experience in providing similar services to those specified in this Request for Proposal.

5.6.3. Specific Skills and Experience

Bidders shall provide details of the following skills and experience in respect of the Request for Proposal:

- ☐ Experience in the successful delivery of similar services.
- ☐ Experience of working in this industry sector.

5.7. Reference Projects

Provide details of 6 reference projects at which the Bidder has provided similar services as per the proposed specifications.

The following information is required for each reference site:

- ☐ Name of Company
- ☐ Contact name
- ☐ Telephone number and/or email address

Summary of technical architecture, software, system configuration etc and other information that Bidder feels is appropriate to this Request For Proposal.

These references may be contacted to verify the ability of the Bidder to implement the activities as described in this Request for Proposal.

6. Evaluation & Award Criteria

6.1. Qualification Process

Proposals which do not satisfy ALL qualification criteria will be excluded from this bid including:

- ☐ Late submissions
- ☐ Incomplete submissions

Bidders should note that only those tenders which meet all the qualifying criteria will be eligible for inclusion in the award process.

The contract will be awarded on the basis of:

- ☐ Quality of the proposal and methodology.
- ☐ Demonstrated understanding of the requirements.
- ☐ Range of previous relevant experience.
- ☐ Quality of resources available for this project.
- ☐ Ability to meet the project timescale.
- ☐ Cost

6.2. Evaluation Criteria

Proposals will be evaluated on the following criteria:

- ☐ Proven track record of key personnel in providing required services
- ☐ Financial viability
- ☐ Technical ability
- ☐ Understanding of requirements
- ☐ Appropriateness of the proposed solution
- ☐ Approach to standards issues, e.g. interoperability
- ☐ Project Management
- ☐ Quality of customer support, after sales service, and technical assistance.
- ☐ Ability to meet project timeframes.
- ☐ Cost, including daily rates and payment schedule.

The Awarding Authority reserves the right to select any/none of the proposals received.

6.3. Confidentiality of evaluation

Information relating to the examination, clarification, evaluation, and comparison of proposals will not be disclosed to Bidders or other external individuals.

Confidential information shall not be disclosed at any time unless under Freedom of Information Acts.

6.4. Clarification of proposals

To assist in the examination process, the Southwest Virginia Cultural Heritage Commission may request points of clarification regarding their proposals, e.g. details of the proposed solution.

6.5. Request for Additional Information from Bidders

The Southwest Virginia Cultural Heritage Commission reserves the right to request additional information from the Bidders after the closing date. If necessary a short-list of contractor(s) may be invited to attend for interview and make a presentation based on the proposal and to answer any questions arising.

The nominated support personnel should be among those making the presentation.

6.6. Cost of preparation of proposal

The Southwest Virginia Cultural Heritage Commission will not be held responsible for any expenses or losses incurred by the Bidder in the preparation of the proposal. The Bidder shall bear all costs associated with the preparation and submission of their proposals.

6.7. Discussions with Bidders

Discussions may be conducted with Bidders whose proposals have the potential for being selected for award in order to:

- ☐ Explore the Southwest Virginia Cultural Heritage Commission requirements and the Bidder's proposal.
- ☐ Facilitate arriving at a contract that will be most advantageous to the the Southwest Virginia Cultural Heritage Commission, taking into consideration price and other evaluative factors.

The Southwest Virginia Cultural Heritage Commission may ask the Bidder to make a presentation of their proposals. All costs and expenses associated with such presentations shall be borne by the Bidder.

6.8. Amended Proposals

The Bidder may submit an amended proposal before the due date. Such amended proposals must be complete replacements for a previously submitted proposal and must be clearly identified as such.

The Southwest Virginia Cultural Heritage Commission will not merge, collate, or assemble any proposal materials.

6.9. Bidders Rights to Withdraw Proposal

The Bidder can withdraw its proposals at any time before the deadline for receipt of the proposal. The bidder must submit a Written Withdrawal Request signed by its authorized representative(s) addressed to the Southwest Virginia Cultural Heritage Commission Procurement Manager.

6.10. Governing Law

The laws of the Virginia will govern this procurement.

7. Terms and Conditions

All information provided to this Request For Proposal should be treated in strict confidence by Bidders.

The Southwest Virginia Cultural Heritage Commission will not be liable in respect of any costs incurred by suppliers in the preparation of proposals or any associated work effort, including the supply of software for evaluation.

Late, or incomplete, proposals will be rejected.

Proposal must be completed in accordance with the Format of Proposal as specified in this document.

Conflicts of interest involving a contractor (or contractors in the event of a group or consortium bid) must be fully disclosed, particularly where there is a conflict of interest in relation to any recommendations or proposals put forward by the Bidder.

7.1. Copyright / Intellectual Property Rights

The Southwest Virginia Cultural Heritage Commission reserves the ownership and copyright for all deliverables produced during this project.

The Bidder(s) agree to disclose and assign to the Southwest Virginia Cultural Heritage Commission all inventions and innovations resulting from this project.

7.2. Ownership

The Heartwood will remain the sole owner of all deliverables including, but not limited to reports, manuals, graphics etc.

7.3. Freedom of Information

The Southwest Virginia Cultural Heritage Commission undertakes to use its best endeavors to hold confidential, any information provided by the Bidder in this proposal subject to its obligation under law.