



## **REQUEST FOR PROPOSAL (RFP)**

**THE RE- DESIGN, IMPLEMENTATION AND HOSTING OF THE COUNTY OF BATH, THE BATH COUNTY TOURISM AND THE BATH COUNTY CHAMBER WEBSITES**

**THE DEVELOPMENT OF A NEW BRAND OR CONCEPT FOR BATH COUNTY AND**

**THE DEVELOPMENT OF NEW MARKETING MATERIALS FOR PRINT AND ELECTRONIC MEDIA**

**RFP Circulation Date:** December 16, 2010

**Proposal Submission Deadline:** 3:00 (est) January 14, 2011

## **Purpose**

The County of Bath is issuing this Request for Proposals (“RFP”) to firms or individuals interested in providing website design and brand marketing services to the County of Bath.

The services we seek will include:

- The development of a Website that will completely overhaul the existing County website ([www.bathcountyyva.org](http://www.bathcountyyva.org)) and the current Chamber/Tourism website ([www.discoverbath](http://www.discoverbath)) in order to create three (3) separate and distinct website. These websites will be a County Government Website, a Tourism Website and a Chamber Website. The three Website will utilize a single Content Management System (CMS) but will allow each of these entities to retain their existing unique URL.
- Web Hosting
- The development of a Brand for the County of Bath to be used by the County, Tourism and the Chamber in a coordinated and strategic manner.
- The creation of a Logo Design for the Tourism Initiative.
- The Development of Brochure and Marketing Materials incorporating the new brand and utilizing an identity consistent with the website. This will include the design of a Visitors Guide and the development of a marketing and advertising strategy.
- The strategic implementation of Social Media.
- Respondents shall respond to all requirements of the RFP.

## **Goal**

The goal of this effort is to create an identity for the County through its Government, Tourism and Chamber websites that will inform the community about local services and activities and promote Bath County as a premier location for group, business and the leisure traveler as well as a destination for new business development and investment.

## **Background**

Bath County, Virginia is named for the English resort city of Bath. Both communities are known for the abundance of healing springs that have attracted visitors to their locales. For over 270 years Bath County has been defined by its natural beauty and hospitality. Located along the western, central border with West Virginia, Bath County encompasses 540 square miles. 89%

of Bath County is comprised of forest (51% national forest, 6% state park). The Nature Conservancy also owns more than 9,000 acres of critical forest habitat.

Bath County is unique. There is not a single stop light in the entire county. There is no Starbucks. There is no McDonalds. Yet, it has world class properties such as the Homestead Resort and the Jefferson Pools. It is home to Garth Newel, a world renowned Conservatory of Chamber Music. The area is known as a four season resort with attractions such as skiing, snowboarding and skating in the winter, hiking, biking, fishing, camping and hunting, and cultural attractions throughout the remainder of the year. With, Douthat State Park, Lake Moomaw, George Washington National Forest and Gathright Dam, Bath County has something for everyone.

The economic landscape of Bath County has been shaped by its largest employer, The Homestead Resort and Spa. The hotel's dominance established an economic foundation in the local economy by providing numerous jobs for its citizens, and as well as a signature identity for Bath County that few communities its size can replicate.

Like many rural communities Bath County has seen its population decline in the last decade. However, it is ironic to note, that Bath County's population has been relatively unchanged since its founding, fluctuating from 5,508 in 1800 to roughly 5,048 in 2000.

What makes Bath County most unique is its people. It is a community where farmers have worked the same land their families have owned for hundreds of years. It is a community where visitors meet people born and raised in Europe who have chosen to live in Bath County. It is a community where the person you bump into at the farmers market, may have studied piano at the Julliard School of Music or play in a well know local blue grass band. Bath County's diversity is its strength and ultimate charm.

### **Preliminary Scope of Work for Website and Brand Development**

A final scope of work to be contracted will be developed by the County and the respondent submitting the selected proposal at the time of selection. The following presents a preliminary scope to generally communicate the County's expectations. The County wants to completely redesign the County government website so that residents, businesses, and visitors, both current and potential, can easily navigate and access information about County services. The current Chamber website will need to be redefined so that the tourism information becomes separate and distinct from that of Chamber business and activities. The end result will be a County government website, a Tourism website and a Chamber website, hosted on a single content management system. Finally, the County seeks to develop a new brand and marketing strategy to be used in a consistent manner between the County, Tourism and Chamber sites.

## **Part I. Website Design**

The County seeks to create a dynamic website utilizing a single content management system for County government, Tourism and the Chamber of Commerce that is designed and organized in a manner that allows viewers with limited computer experience to easily find and access information, and act as a marketing tool to highlight the community, its assets, and attractions to potential residents, tourists and businesses. It must be easy to update and modify by designated staff and consultants as needed.

The County is also seeking new web-hosting service providers. If you are interested in contracting with the County for web-hosting service, please include an additional bid along with that for the web design, for an annual web-hosting service. Please list the price per month and all relevant information for web hosting service features including server, software, hardware, and analytic features etc.

Proposals for redesign of the website(s) should include but not be limited to the following:

- 1) Design a unique, attractive website to completely fulfill all requirements either in this RFP or in discussions with the County following selection of a Contractor.
- 2) Design a self supporting, consistent, user-friendly navigation framework for the web site that is understandable to users on all levels.
- 3) Provide a Content Management System that manages the County government, the Tourism and the Chamber websites, and facilitates management of content for non-technical staff
- 4) Design a template for all pages within the site. All pages must be consistent, look professional, and enhance the image of Bath County. Design for the new County government, Tourism and Chamber websites will incorporate the new brand messaging for the area but will reflect each entities unique information, needs and interests.
- 5) Contractor should maintain timely and regular communication with the County during the development process and shall report directly to the Tourism Director. Others will help her on a website team.
- 6) The County and the Chamber will provide information for the website and marketing materials. The successful respondent will assist with the development of web page and marketing content so that information is organized and easy to access and so the entire site has a uniform, consistent look and feel.

- 7) The respondent will aid staff in transitioning to the new website including: staff training and the production of a guide book or instructions on changing/updating the website.
- 8) The primary purpose of the website is as a communication tool between the County, Tourism and Chamber entities and outside stakeholders. To best meet the needs of each, it is expected that the completed website include each of the following components:
- Integration with social networking websites, allowing us to selectively update our Facebook and Twitter pages with the content management system as staff updates the website
  - Mobile device compatibility for all website content
  - An easy to follow site map with a search function that allows the user to search the whole site or subsections within the site.
  - A map of the area with possible interactivity capabilities.
  - A live calendar with a listing of important dates and community events, which can be divided according to department or category
  - The ability to create multiple separate calendars and news pages based on category and/or department. The ability to post photographs and streaming video.
  - The ability to easily post emergency notices on the website homepage
  - The ability to create different but duplicate instances of a page in multiple areas of the website navigation.
  - The ability to download applications and necessary to view information such as brochures and forms (ex: Adobe Acrobat Reader)
  - A way for site visitors at each site to submit comments online and have the comments directed to the appropriate individual. This individual might be a

County representative, the Tourism Director or the Chamber. Users would be able to request information and brochures, report problems, ask questions, submit comments, voice concerns, etc. and based on the subject, the comment would generate an email to the appropriate individual within each site.

- The ability for users to complete various forms online.
- Any additional features the respondent feels would improve the County website or the transition process. It is expected that the Contractor work with the County to develop a site that best meets the needs of the County, Tourism and the Chamber of Commerce.

## **Part II. Brand Development, Strategic Marketing and Implementation of Social Media**

The County seeks to develop an updated brand for the area that can be used by the County, the Tourism Initiative and the Chamber of Commerce as a unifying marketing tool. We seek a company that can assist in the development of a general tourism brochure and marketing materials. We seek a company able to assist in the effective implementation of social media.

- Successful proposals shall include a list of services, fees and options to assist us in the development of a new brand for Bath County.
- Successful proposals shall include plans to assist in the development of marketing materials such as a comprehensive tourism brochure, and an area map, to incorporate the new brand and outline the attractions and initial services available for tourism.
- The County expects that the Contractor and County will work together to plan and organize information on the site, which will include planning sessions, regular meetings, and continued communication throughout the duration of the website design project.

### **General**

The method of procurement is competitive negotiation for non-professional services in accordance with the Virginia Public Procurement Act (§2.2-4301.b) All firms submitting proposals shall abide by all applicable State and Federal laws and be licensed to provide services in the Commonwealth of Virginia.

The County of Bath will not discriminate against any bidder because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by the laws of the Commonwealth of Virginia relating to discrimination in employment. Further, the County of Bath will not

discriminate against small and minority businesses or faith-based organizations. (Please refer to Virginia Public Procurement Act (§2.2-4310)

Questions regarding the method of procurement shall be directed to:

Ms. Bonnie Johnson, County Administrator  
Warm Springs Court House  
65 Court House Hill Road Room 220 (Deliveries)  
P.O. Box 309  
Warm Springs, VA 24484  
540-839-7221  
[bathadmn@tds.net](mailto:bathadmn@tds.net)

Questions related to the technical or design requirements of the firm shall be directed to:

Ms. Mary Ann "Maggie" Anderson, Tourism Director  
Warm Springs Court House  
65 Court House Hill Road Room 218 (Deliveries)  
P.O. Box 309  
540-839-7202  
[TourBath@bathcountyva.org](mailto:TourBath@bathcountyva.org)

### **Key Dates and Proposed Project Schedule**

|                   |                                                                    |
|-------------------|--------------------------------------------------------------------|
| December 16, 2010 | RFP Release Date                                                   |
| January 10, 2011  | Final Date for Clarifying Questions; Addenda shall be issued       |
| January 14, 2011  | Proposal Due Date (All issued as needed addenda must be reflected) |
| February 11, 2011 | Contract Award                                                     |
| April 1, 2011     | Tourism brochure to be completed and distributed to VTC Centers    |

### **Submission of proposal**

Proposals should be received at the address by 3:00 p.m. prevailing time on Thursday, January 13, 2011. Late proposals will not be accepted. Proposals should be hand delivered or mailed. Emailed or faxed proposals will not be accepted. Respondents are to submit all materials together in a sealed packet and clearly marked on the outside upper left hand corner of the package "Website Proposal."

Please submit proposals to:

MaryAnn “Maggie” Anderson, Tourism Director  
65 Court House Hill Road, Room 218  
P.O. Box 309  
Warm Springs, VA 24484

In addition to the Website and Marketing information, proposals are to include the following:

- A timeline indicating expected completion time of key steps and of the entire project from execution of contract agreement. Key steps should be briefly described.
- Reference contacts
- Detailed fee breakdown

Proposal should include a total not-to-exceed contract proposal amount. Please be very explicit in listing and describing any services or items not covered in the proposal fee amount. Proposal fee should be broken down to include website design and development, content management, brand development, development of marketing materials, development of strategic marketing and advertising plan.

The County reserves the right to request additional information from any respondent after submission of proposal including but not limited to: additional design templates, clarification of submitted materials, and/or interviews.

It is the goal of the County to design a website and a new brand that best meets the needs of residents, businesses, visitors, staff, and other stakeholders. Improvements or suggestions to any requirement in the RFP are welcome and should be explained in the bid.

Prior to the execution of the agreement between the County and the Contractor, the contents of each proposal will remain confidential, to the extent permitted by law, and not made available to anyone except those involved in the selection process.

### **Clarifications**

Any questions about requirements or any other instruction contained within the RFP or relating to the RFP should be directed to Maggie Anderson, Tourism Director. Questions are welcomed through phone at 540-839-7202, through fax at – 540-839-7222, or through email at [TourBath@bathcountyva.org](mailto:TourBath@bathcountyva.org). All requests for clarification about any item contained or relating to the RFP should be made in writing and expressed either through fax or email.

Any clarifications made in response to questions received will be faxed or sent via email to all expected respondents providing contact information and requesting the County do so, as

appropriate and as judged necessary at the discretion of the County. Anyone planning to submit a proposal should contact the County contact listed above to convey such intent. The deadline for requesting clarification is seven (7) days prior to the due date for proposals. It is the Respondent's responsibility to assure that any questions are received by the County.

### **Qualifications and Criteria for Selection**

Selection of a proposal for contract will be at the sole judgment of the County. Only those respondents meeting the following conditions, however, will be considered:

- The successful respondent must demonstrate past success with website development. Please provide examples.
- The successful respondent must have developed websites for County Government, Tourism and Chambers of Commerce. Please provide examples.
- The successful respondent must provide references from at least three (3) organizations. References must be organizations for which the respondent has developed a website that is currently in use.
- The successful respondent must demonstrate past success in building a brand and brand positioning. Please provide examples of campaigns you have developed.
- The successful respondent will identify credentials of the project team proposed to perform the work.
- The successful respondent will demonstrate an understanding of the problems and tasks as depicted in the proposal.
- The successful respondent will outline the project approach and the timeline needed to complete the project
- The successful respondent will provide a list of services and fees to provide those services.

### **Selection Process**

Selection and ranking of proposals will be at the sole judgment of the County. The County will consider all parts of the proposal collectively, but place an emphasis on template design, prior experience, and cost in the selection process.

The County will select the respondents that in the sole judgment of the County best satisfy the requirements in the RFP and the expectations of the County and can do so at the best value to the County. Selection may not be the proposal with the lowest cost. Respondents may not contest for any reason the selection of the County.

Qualified respondents will be selected for an interview. Selection for interview does not guarantee a contract. After interviewing selected candidates, the County will rank those interviewed and begin negotiations with those most highly ranked. The Contractor and County will discuss with respondent and agree on final scope of work and final contract amount and terms of the Contract. If the Contractor and County fail to reach an agreement, the County is free to select from the remaining ranked available respondents, cancel the RFP and/ or issue an additional Request for Proposals, or take other such procurement action as deemed necessary.

### **Fee and Award of Contract**

The County shall follow Code of Virginia §2.2-4301b (Procurement of other than professional services).

Upon selection, the final contract amount will be subject to negotiation to determine exact scope of services to be provided and final contract fee amount. A contract outlining all relevant terms shall be executed by both parties. In the event the Contractor and the County fail to agree to a contract, the County will choose from remaining ranked respondents, cancel the RFP and/or issue another Request for Proposals.

The County will not reimburse respondents for any costs incurred in preparation or submission of the proposal. All proposals are made at the sole cost of the Respondent. Proposed fee should not include or consider the costs incurred in preparation of the proposal.

### **Contract and Completed Website Ownership**

The Contract between the Contractor and the County will include provisions indicating a compensation schedule and timeline for completion of the work, requisite staff training and transition to the new website. The County will retain the right of approval for any and all work done in designing the website. It is the expectation and desire of the County to transition to the new website as soon as possible. The contract will be for the design and implementation of the County website and will include no guarantee or intent to contract for future services.

Upon completion of the contract all content, site design, site templates, and any other item or idea used in the completed website or contained therein will become property of the County.

Contractor will relinquish all rights to the website and the County will have sole control over website design, content, and appearance.