

REQUEST FOR PROPOSALS (RFP)

Issue Date: July 1, 2010

Title: Re-design and develop new website for Virginia's Retreat

Commodity Code:

Issuing Agency: County of Prince Edward
Virginia's Retreat
121 East Third Street, P.O. Box 625
Farmville VA 23901

Initial Period of Contract: From Award of Contract through Completion of Project.

Sealed Proposals will be received until 3:00 P.M. July 22, 2010 for furnishing the services described herein.

All inquiries for information should be directed to: Sherry Swinson, Virginia's Retreat Chair, 804.598.5605 or sswinson@powhatanva.gov.

IF PROPOSALS ARE MAILED, SEND DIRECTLY TO ISSUING AGENCY SHOWN ABOVE. IF

	Magi Van Eps, Virginia's Retreat Web
<u>PROPOSALS ARE HAND DELIVERED, DELIVER TO:</u>	<u>Administrator</u>
	<u>121 East Third Street Farmville VA 23901</u>

In compliance with this Request for Proposal and to all the conditions imposed therein and hereby incorporated by reference, the undersigned offers and agrees to furnish the goods/services in accordance with the attached signed proposal or as mutually agreed upon by subsequent negotiation.

Name and Address of Firm:

Date: _____

By: _____
Signature in Ink

Name: _____
Please Print

Title: _____

eVA Vendor ID
or DUNS No. _____

Telephone No. _____

E-mail Address: _____

FAX No. _____

PRE-PROPOSAL CONFERENCE: An optional pre-proposal conference will be held at 10:00 AM on Thursday, July 15, 2010 at the Hampton Inn in Farmville Virginia. (Reference Section 6 herein).

Note: This public body does not discriminate against faith-based organizations in accordance with the *Code of Virginia* § 2.2-4343.1 or against a bidder or offeror because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment.

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1. PURPOSE:

The purpose of this Request for Proposal (RFP) is to solicit sealed proposals to establish a contract through competitive negotiations to plan, re-design, and launch an interactive website for Virginia's Retreat, which consists of 14 governmental communities who jointly promote and market tourism for the Southside and South Central Virginia for Lee's Retreat, the Civil Rights in Education Heritage Trail, and local, state and federal parks, trails, rivers and lakes. Please review current site at www.varetreat.com. The available funding for this project is \$30,000.

2. STATEMENT OF NEEDS:

The Contractor shall furnish all supervision, labor, tools, materials and supplies necessary to provide the services described herein. The Contractor, working closely with and integrating the substantive content of the Virginia's Retreat Marketing Committee, shall produce a redesigned website that includes the current content and similar architecture, but would incorporate an updated look and feel. The site would also include new functionality, such as an online visitor information request form, Google search and travel/mapping capabilities.

The website should contain, but not necessarily be limited to:

- 2.1 Provide three (3) website design options for review by the Virginia's Retreat Marketing Committee. Designs could either be in shtml or Content Management System (CMS) format.
- 2.2 Provide a consistent, intuitive navigation for ease of access to information: the Contractor will outline a proposed navigation system for the new site and submit it to Virginia's Retreat Marketing Committee for discussion and approval; whether visitors are an analytical left brainer, or a more intuitive right brainer, visitors should be able to easily maneuver through the website. There should be multiple ways to find the same information, but without making the site appear cluttered or confusing. Additionally, the Contractor will design the site in such a way that no matter where a visitor is on the site and no matter how many pages they may have scrolled down to read the information on a given page, it will remain obvious exactly where they are on the site and remain easy to go elsewhere on the site, if so desired.
- 2.3 Conduct a current website audit: The Contractor will provide a current website micro audit. This will address the proposed content and make recommendations as to what is missing (or possibly what should be removed). These suggestions and Virginia's Retreat's approval of them will be integrated into the new website navigation.
- 2.4 Integrate specified data with Virginia Tourism Corporation database: The Contractor will work with appropriate Virginia Tourism Corporation (VTC) representatives to set up the backend of the new, redesigned site similar to the way the current Virginia's Retreat site is so that when an organization or business updates their information on VTC's site, that information will automatically be updated on Virginia's Retreat's new site, as well. The Contractor will update the current data-feed from the VTC to include XML programming.
- 2.5 Ensure the website is quick to load on any browser for both broadband and dialup access: The Contractor will optimize the Virginia's Retreat website for quick loading and viewing. There will be minimal moving and fading of images in order to ensure that viewers in even the most rural regions of the world with dial-up access will be able to quickly load the site without jeopardizing the sites' contemporary, attractive design by the reduction of moving images.
- 2.6 Create an online visitor information request form and store/host the collected data. Provide read only

access to the data via a web-based (off-the-shelf) reporting tool. This data will be available to be downloaded by a username and password assigned to one or more Administrative persons.

- 2.7 Replace the current “Get A Map” section of the website with a newly designed, interactive map of the fourteen Communities of VR and display information from the VTC data feeds. VR can choose either MapQuest or Google Maps technology. See www.virginiacivilwar.org Then and Now to understand the expectation.
- 2.8 Replace the current Flash based “Civil Rights in Education Heritage Trail Map” with a static image. Virginia’s Retreat will determine whether they prefer a map with anchor links to the descriptions or a simple map without anchor links by the time the contract is awarded. The Contractor will make no changes to the Wilson-Kautz and Lee’s Retreat map design.
- 2.9 Provide Google search technology for the site at no cost. This search tool will provide a user friendly, intuitive search mechanism on the static content on the site only, not to include search of the dynamic web content or data feeds from Tourism.
- 2.10 Ensure the new website design template uses the best practices for usability and accessibility.
- 2.11 Provide a web analysis reporting tool which will allow Virginia’s Retreat to track site usage and statistics on the visitors to the static content of their web site. Google Analytics is the preferred website tool and would provide consistency with other stats.
- 2.12 Define interaction of your team with our team to include a pre-build site meeting where responsibilities will be presented and approved by both teams.
- 2.13 Provide timeline from date of award through publish of live site. Upon award of the bid, during the discussion of the timeline, the successful bidder will invoice for portions completed at specific points in the process.
- 2.14 When the site is completed and published, the successful bidder will provide to Virginia’s Retreat, at no additional cost, 100% of the files used to create the site. It will be understood and accepted prior to award, that Virginia’s Retreat is the sole owner of the website and 100% of it’s contents. When the files are returned to Virginia’s Retreat, they will be in their original format so that Virginia’s Retreat may use them in any way the organization deems appropriate. The successful bidder will not own any portion or the entirety of this newly designed website.
- 2.15 Provide a user-friendly CMS backend so that Virginia’s Retreat Marketing Committee can make changes to the website content and background as desired.
- 2.16 Develop a new sitemap based on the new design and layout.
- 2.17 Provide Search Engine Optimization (SEO) plan for the newly redesigned website.

3. PROPOSAL PREPARATION AND SUBMISSION REQUIREMENTS:

3.1 GENERAL INSTRUCTIONS:

- A. **RFP Response:** In order to be considered for selection, offerors must submit a complete response to the RFP. One (1) original and five (5) copies of each proposal must be submitted to Virginia’s Retreat. No other distribution of the proposals shall be made by the offeror.

B. Proposal Preparation:

1. Proposals shall be signed by an authorized representative of the Offeror. All information requested should be submitted. Failure to submit all information requested may result in the purchasing agency requiring prompt submission of missing information and/or giving a lowered evaluation of the proposal. Proposals which are substantially incomplete or lack key information may be rejected by the purchasing agency. Mandatory requirements are those required by law or regulation or are such that they cannot be waived and are not subject to negotiation.
2. Proposals should be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be placed on completeness and clarity of content.
3. Proposals should be organized in the order in which the requirements are presented in the RFP. All pages of the proposal should be numbered. Each paragraph in the proposal should reference the paragraph number of the corresponding section of the RFP. It is also helpful to cite the paragraph number, subletter, and repeat the text of the requirement as it appears in the RFP. If a response covers more than one page, the paragraph number and subletter should be repeated at the top of the next page. The proposal should contain a table of contents which cross-references the RFP requirements. Information which the offeror desires to present that does not fall within any of the requirements of the RFP should be inserted at an appropriate place or be attached at the end of the proposal and designated as additional material. Proposals that are not organized in this manner risk elimination from consideration if the evaluators are unable to find where the RFP requirements are specifically addressed.
4. As used in this RFP, the terms "must", "shall", "should" and "may" identify the criticality of requirements. "Must" and "shall" identify requirements whose absence will have a major negative impact on the suitability of the proposed solution. Items labeled as "should" or "may" are highly desirable, although their absence will not have a large impact and would be useful, but are not necessary. Depending on the overall response to the RFP, some individual "must" and "shall" items may not be fully satisfied, but it is the intent to satisfy most, if not all, "must" and "shall" requirements. The inability of an Offeror to satisfy a "must" or "shall" requirement does not automatically remove that Offeror from consideration; however, it may seriously affect the overall rating of the Offerors' proposal.
5. Each copy of the proposal should be stapled and contained in a single volume where practical. All documentation submitted with the proposal should be contained in that single volume.
6. Ownership of all data, materials, and documentation originated and prepared for Virginia's Retreat pursuant to the RFP shall be the exclusive property of Virginia's Retreat and be subject to public inspection in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by an offeror shall not be subject to public disclosure under the Virginia Freedom of Information Act; however, the offeror must invoke the protections of § 2.2-4342F of the Code of Virginia, in writing, either before or at the time the data or other material is submitted. The written notice must specifically identify the data or materials to be protected and state the reasons why protection is necessary. The proprietary or trade secret material submitted must be identified by some distinct method such as highlighting or underlining and must indicate only the specific words, figures, or paragraphs that constitute trade secret or proprietary information. The classification of an entire proposal document, line item prices, and/or total proposal prices as proprietary or trade secrets is not acceptable and will result in rejection of the proposal.

- C. Oral Presentation: Offerors who submit a proposal in response to this RFP may be required to give an oral presentation of their proposal to the Virginia's Retreat Marketing Committee. This provides an opportunity for the offeror to clarify or elaborate on the proposal. This is a fact finding and explanation session only and will not include negotiation. Virginia's Retreat will schedule the time and location of these presentations. Oral presentations are an option of the Virginia's Retreat Marketing Committee and may or may not be conducted.

3.2 SPECIFIC PROPOSAL INSTRUCTIONS: Proposals should be as thorough and detailed as possible so that the Virginia's Retreat Marketing Committee may properly evaluate your capabilities to provide the required services. Offerors are required to submit the following items as a complete proposal:

- A. Return the RFP cover sheet and all addenda acknowledgments, if any, signed and filled out as required.

- B. Complete Vendor Data Sheet.

- C. A written narrative statement to include:

1. Experience of the company in providing the services described herein.
2. Names, qualifications and experience of personnel to be assigned to the project.
3. Experience of any subcontractor(s) that will perform under this contract.

- D. Specific plans for providing the proposed services including:

1. A written narrative on how the concepts and expectations from Section 2 will be met; to include at least three options for the 'look and feel' of the home page and the subpages. Virginia's Retreat Marketing Committee will review the designs and provide feedback for the creation of the final version.
2. Define the integration of your team with the Virginia's Retreat Marketing Committee.
3. A breakdown of costs associated with major tasks within this project (i.e. research, design, databasing capabilities).
3. Proposed schedule for completion to include project stages, milestones and payments. This portion will be approved at the initial meeting prior to commencement of work.

- E. SWAM Utilization – Summarize the planned utilization of DMBE certified small businesses and businesses owned by women and minorities under the contract to be awarded as a result of this solicitation.

4. EVALUATION AND AWARD CRITERIA:

4.1 EVALUATION CRITERIA: Proposals shall be evaluated by the Virginia's Retreat Marketing Committee using the following criteria:

- A. Qualifications and experience of the Offeror, and his/her employees to include any SWAM certification of Offeror and/or Subcontractors.

- B. Reference Evaluations

- C. Tourism or Hospitality Expertise
- D. Comprehensiveness plan to meet the Statement of Needs
- E. Completeness of Proposal Requirements
- C. Pricing structure

4.2 **AWARD:** Selection shall be made of two or more offerors deemed to be fully qualified and best suited among those submitting proposals on the basis of the evaluation factors included in the Request for Proposals, including price, if so stated in the Request for Proposals. Negotiations shall be conducted with the offerors so selected. Price shall be considered, but need not be the sole determining factor. After negotiations have been conducted with each offeror so selected, the agency shall select the offeror which, in its opinion, has made the best proposal, and shall award the contract to that offeror. Virginia's Retreat may cancel this Request for Proposals or reject proposals at any time prior to an award, and is not required to furnish a statement of the reasons why a particular proposal was not deemed to be the most advantageous (Code of Virginia, § 2.2-4359D). Should Virginia's Retreat determine in writing and in its sole discretion that only one offeror is fully qualified, or that one offeror is clearly more highly qualified than the others under consideration, a contract may be negotiated and awarded to that offeror. The award document will be a contract incorporating by reference all the requirements, terms and conditions of the solicitation and the contractor's proposal as negotiated.

5. REPORTING AND DELIVERY REQUIREMENTS:

- 5.1 The Contractor shall provide a bi-weekly progress report to the Marketing Committee Chair outlining the following:
 - A. Specific tasks completed during the reporting period.
 - B. The projected start and/or completion dates for remaining tasks.
- 5.2 The Contractor shall provide a report to the Marketing Committee Chair at the completion of four pre-installation phases:
 - A. Review meeting to determine hierarchy of website; responsibility assignments and due dates.
 - B. Acceptance of final design package depicting website's structure and hierarchal characteristics (minimally two options to be proposed).
 - C. Production: approximately half-way review of design and specifics, as well as revised layout.
 - D. Production, Pre-launch website inspection; review of responsibility assignments, final approval.

Reports shall contain summary of work accomplished during the reporting period, indication of any current problems that may impede performance of next phase, and a description or other appropriate depiction of accomplishments. Upon acceptance of each phase, an invoice for 25% of the agreed upon price will be submitted to Virginia's Retreat and paid.

- 5.3 By the 10th of each month, the Contractor shall submit a report to the Marketing Chair on any subcontracting activity for the previous month as detailed in Section 8.11.

6. PRE-PROPOSAL CONFERENCE:

An optional pre-proposal conference will be held at 10 a.m. on July 15, 2010 at The Hampton Inn in Farmville Virginia. The purpose of this conference is to allow potential offerors an opportunity to present questions and obtain clarification relative to any facet of this solicitation.

While attendance at this conference will not be a prerequisite to submitting a proposal, offerors who intend to submit a proposal are encouraged to attend. Bring a copy of the solicitation with you. Any changes resulting from this conference will be issued in a written addendum to the solicitation.

7. GENERAL TERMS AND CONDITIONS:

All bidders must be in compliance with the full requirements of the Virginia Public Procurement Act.

8. METHOD OF PAYMENT:

The Contractor shall be paid on the basis of invoices submitted during the project. A retainage equal to 5% of each invoice will be held until completion of the project. Invoices shall be submitted to:

Virginia's Retreat
Attn: Linda Shepperd
Halifax Director of Tourism
700 Bruce Street
South Boston VA 24592

9. PRICING SCHEDULE:

The offeror agrees to provide services in compliance with the Statement of Needs and terms & conditions of this Request for Proposal.

10. ATTACHMENTS:

- Attachment A - Website Concept Plan – narrative or flowchart; bidders option how to complete
- Attachment B - Vendor Data Sheet
- Attachment C - Substitute Form W9 (Request of Taxpayer Identification Number(s) and Certification)
- Attachment D - Participation by Small Businesses and Businesses Owned by Women and Minorities

ATTACHMENT A
WEBSITE CONCEPT PLAN

ATTACHMENT B

VENDOR DATA SHEET

Note: The following information is required as part of your response to this solicitation. Failure to complete and provide this sheet may result in finding your bid nonresponsive.

1. Qualification: The vendor must have the capability and capacity in all respects to satisfy fully all of the contractual requirements.

2. Vendor's Primary Contact:

Name: _____ Phone: _____

3. Years in Business: Indicate the length of time you have been in business providing this type of good or service:
_____years _____months

4. Vendor Information:

eVA Vendor ID or DUNS No.: _____.

5. Indicate below a listing of at least four (4) recent accounts, either commercial or governmental, that your company is servicing, has serviced, or has provided similar goods. Include the length of service and the name, address and telephone number of the point of contact.

Company: _____ Contact: _____

Phone: () _____ Fax: () _____

Project: _____

Dates of Service: _____ \$ Value: _____

Company: _____ Cont _____

Phone: () _____ Fax: () _____

Project: _____

Dates of Service: _____ \$ Value: _____

Company: _____ Contact: _____

Phone: () _____ Fax: () _____

Project: _____

Dates of Service: _____ \$ Value: _____

Company: _____ Contact: _____

Phone: () _____ Fax: () _____

Project: _____

Dates of Service: _____ \$ Value: _____

Substitute Form W-9 Each person/organization doing business with the Commonwealth must provide the following information or be subject to backup withholding.

Signature _____ Date _____

ATTACHMENT D

Small Business Subcontracting Plan

Definitions

Small Business: "Small business " means an independently owned and operated business which, together with affiliates, has 250 or fewer employees, or average annual gross receipts of \$10 million or less averaged over the previous three years. Note: This shall not exclude DMBE-certified women- and minority-owned businesses when they have received DMBE small business certification.

Women-Owned Business: Women-owned business means a business concern that is at least 51% owned by one or more women who are citizens of the United States or non-citizens who are in full compliance with United States immigration law, or in the case of a corporation, partnership or limited liability company or other entity, at least 51% of the equity ownership interest is owned by one or more women who are citizens of the United States or non-citizens who are in full compliance with United States immigration law, and both the management and daily business operations are controlled by one or more women who are citizens of the United States or non-citizens who are in full compliance with the United States immigration law.

Minority-Owned Business: Minority-owned business means a business concern that is at least 51% owned by one or more minority individuals or in the case of a corporation, partnership or limited liability company or other entity, at least 51% of the equity ownership interest in the corporation, partnership, or limited liability company or other entity is owned by one or more minority individuals and both the management and daily business operations are controlled by one or more minority individuals.

All small businesses must be certified by the Commonwealth of Virginia, Department of Minority Business Enterprise (DMBE) by the due date of the solicitation to participate in the SWAM program. Certification applications are available through DMBE online at www.dmbc.virginia.gov (Customer Service).

Offeror Name: _____

Preparer Name: _____ **Date:** _____

Instructions

- A. If you are certified by the Department of Minority Business Enterprise (DMBE) as a small business, complete only Section A of this form. This shall not exclude DMBE-certified women-owned and minority-owned businesses when they have received DMBE small business certification.
- B. If you are not a DMBE-certified small business, complete Section B of this form. For the offeror to receive credit for the small business subcontracting plan evaluation criteria, the offeror shall identify the portions of the contract that will be subcontracted to DMBE-certified small business in this section. Points will be assigned based on each Offeror's proposed subcontracting expenditures with DMBE certified small businesses for the initial contract period as indicated in Section B in relation to the Offeror's total price.

Section A

If your firm is certified by the Department of Minority Business Enterprise (DMBE), are you certified as a (**check only one below**):

_____ Small Business

_____ Small and Women-owned Business

_____ Small and Minority-owned Business

Certification number: _____ Certification Date: _____

Section B

Populate the table below to show your firm's plans for utilization of DMBE-certified small businesses in the performance of this contract. This shall not exclude DMBE-certified women-owned and minority-owned businesses when they have received the DMBE small business certification. Include plans to utilize small businesses as part of joint ventures, partnerships, subcontractors, suppliers, etc.

B. Plans for Utilization of DMBE-Certified Small Businesses for this Procurement

Small Business Name & Address DMBE Certificate #	Status if Small Business is also: Women (W), Minority (M)	Contact Person, Telephone & Email	Type of Goods and/or Services	Planned Involvement During Initial Period of the Contract	Planned Contract Dollars During Initial Period of the Contract
Totals \$					