



SPARTANBURG AREA
CHAMBER OF COMMERCE

September 4, 2009

Table of Contents

I. INTENT	3
II.BACKGROUND	3
III.PURPOSE, DESCRIPTION AND OBJECTIVES	4-6
IV.SCOPE OF WORK	6
V.DELIVERABLES	6-7
VI.AUDIENCE	7
V.TECHNICAL AND CONTRACTUAL QUESTIONS	7-8
VI.PROPOSAL SUBMISSION INSTRUCTIONS	8-11
VIII.EVALUATION AND AWARD	11-12
IX.COMPENSATION	12
X.ADDITIONAL GENERAL TERMS AND CONDITIONS	12-13



Development and Implementation of a Marketing and Branding Strategy for the Spartanburg Community Web Portal Requirements

I. INTENT

The Spartanburg Area Chamber of Commerce seeks the services of a qualified offeror with substantial experience to provide the marketing and branding of the Spartanburg Community Web Portal that reinforces the unique character and culture of our dynamic Southern community. The web portal concept is designed to be the information gateway and online roadmap to everything visitors, outsiders, and residents want to know about our great community. Our intent is that every page will be a true “sales piece” for the Spartanburg community, emphasizing our commitment to business, the arts, active living, and our rich Southern history peppered in with our pride at being a hub for international business. The process will involve input from area municipalities, organizations, businesses, and non-profits. By partnering with our local economic development organization and Convention and Visitor’s Bureau, we hope to create a dynamic site that becomes the first destination for information seekers with diverse interests.

II. BACKGROUND

Spartanburg County is a suburban community that is both rooted in the past and experiencing tremendous growth and development, advancing us into the future. Nestled right at the intersection of two major interstate systems, I-26 and I-85, we are in the true heart of the “golden strip” between Atlanta, Georgia and Charlotte, North Carolina. Spartanburg is a truly diverse “melting pot,” due in large part to the international companies that have come to the area in recent years, including *BMW Manufacturing Corporation*, *QS/1 Data Systems*, *Extended Stay America*, and *Advance America* just to name a few. Spartanburg is also home to *Milliken Corporation*, the largest privately-held chemical and textile manufacturers in the world. Through the Spartanburg Community Web Portal, we hope to develop a true brand for Spartanburg, establishing a presence on the World Wide Web that attracts new residents, visitors, and business through the representation of our many historical, cultural, economic and social assets. The developed brand should reflect Spartanburg’s past, present, and future as the portal will be the true marketing piece for our community on the WWW.

III.PURPOSE, DESCRIPTION AND OBJECTIVES

PURPOSE

This project addresses the fact that the number one research and data gathering methodology for site consultants, corporate real estate executives, business leaders and individuals is the World Wide Web. Spartanburg, like most other communities, has numerous, independent, function-focused web sites which were not designed to provide the systems or informational functionality necessary for today's sophisticated community marketing opportunities. This "portal" will be designed to provide a highly efficient and informative gateway to the kind of information required to make a location decision—every page must be a "sales piece" for our community.

DESCRIPTION

We must create an informative web portal that facilitates the sharing of information from various community entities. We must develop a user-friendly site that can deliver large amounts of constantly changing information to all of our key audiences. In addition to designing a user-friendly site with an intuitive interface, we must also develop a web-based content management system that will allow each community partner to login using a secure username and password from any location with the ability to update information on their specific area of the page without directly being able to alter any of the design, layout, or coding.

The Spartanburg Area Chamber of Commerce will maintain ultimate control of editorial content, without burdening any of the local partners or significantly delaying the publishing of new updates and information to the portal. Each community partner organization will efficiently manage web publishing processes, preferably by using a system with a browser-based user interface. Administration of web content will be based on roles to control access and information uploaded to portal (e.g. author, reviewer/editor, and publisher).

To be effective, our web portal must be:

- Visually appealing and a true marketing "sales piece" for the Spartanburg community
- Easy to use and intuitive, using the latest web technology
- Informative and effectively organized to facilitate easy access to various areas of information
- Safe and secure
- Quick to load and operate on major web browsers
- Designed in a way that it is compatible with mobile phones and devices
- In the top 5 of all major search engines, creating maximum exposure on the World Wide Web.
- Easy to remember, with a URL that is catchy and creates a true brand identity for the community web portal.

OBJECTIVE

- To present the comprehensive community resources of the Spartanburg Area through a single web-based interface

- To provide a web visitor the ability to experience the opportunities Spartanburg presents to its residents, businesses, and guests
- To showcase the beauty and capabilities of our community through a coherent presentation of our assets

GOALS

- Enhance and increase the results of marketing our community through contemporary web marketing and enhanced data capabilities.
- Awaken our community and others to the necessity and the extraordinary capabilities of contemporary web systems for economic development marketing.
- Build a reputation among site consultants, corporate real estate executives and individuals for the clarity and accessibility of information we provide—thus meeting and exceeding their needs and expectations.

OUR VISION

- To create one online destination that provides accurate, up-to-date and positive information about various topics of interest pertaining to living in, working in, or visiting Spartanburg.
- Build awareness of the Spartanburg Community on the World Wide Web by developing a strong presence that gains us regional, national, and international notoriety.
- Facilitate traffic to the websites of the Community Partners, by providing a forum for them to give basic information with a link to their individual sites that users can visit to find out more in-depth information. This gives each of them the opportunity to create their own presence on the web portal and showcase what makes them a true asset the community.
- Ease the sight selection process for any outside businesses considering our community by providing one destination that gives a thorough look at not only accurate demographic data, but our overall community culture and lifestyle.
- Create a forum for area businesses to advertise on the World Wide Web, thus reaching new audiences by utilizing the high traffic and search engine optimization of the web portal.

SPECIFIC STRATEGIES

- *Benefit Local Businesses and Organizations by:*
 - Increasing traffic to their company/organization websites
 - Giving them increased exposure on the World Wide Web through advertising opportunities.
 - Giving them the opportunity to showcase their best and brightest and be at the literal “virtual” front door to our community.
- *Benefit Spartanburg Residents by:*
 - Creating a valuable information resource for various topics of interest
 - Bundling together most major online websites in the community into one online destination

- Creating a simple localized job search tool that will allow for local companies to be matched with local talent in a very easy-to-use system
- *Benefit Relocators and Newcomers by:*
 - Providing a one-stop online destination for information about the Spartanburg community
 - Easing the transition to a new area by pulling together links to area websites, and contact information for many local businesses and organizations.
 - Providing answers to many questions regarding education, healthcare, housing, and employment—those that are essential to someone moving to a new community.
- *Benefit Visitors and Tourists by:*
 - Providing an online resource connected to visitor sites of interest, including the Convention & Visitors Bureau’s new website with online directory features and community calendar
 - Providing a wealth of information on community topics of interest to familiarize any newcomer or visitor with all that we have to offer.
- *Benefit Economic Development Efforts by:*
 - Simplifying the site selection process, giving site selectors access to accurate and updated demographic data and statistics at the click of a button.
 - Allows for site consultants to make a “virtual visit” to Spartanburg, putting us in the forefront for consideration by allowing for easily accessible information.

In short, we must tell our story through the use of compelling visuals, intuitive navigation, and concise messaging.

- **Make it Easy**—develop a visually appealing and well-organized user interface to provide for a friendly user experience and easy access to portal information.
- **Make it Compelling**—plan out the site in a way that will encourage the user to visit links and explore interactive features.
- **Make it Happen**—develop a strong brand for the Spartanburg Community Web Portal that reinforces the concept of a living, breathing organic information resource as opposed to a flat and cold web destination.

IV.SCOPE OF WORK

The Spartanburg Area Chamber of Commerce is seeking a firm to provide the development of a marketing and branding strategy for the Spartanburg community web portal and a plan for implementation. All recommendations should be based on solid, demonstrable research and community involvement.

V.DELIVERABLES

In the event of an award, and for the pricing offered, the Contractor should anticipate being responsible for deliverables to include, but not limited to the following:

- A written report that includes the following components:

- A recommended original logo and tagline (keeping in mind that the name of the web address must be an available or attainable URL).
- A qualitative and quantitative analysis with supporting data of Spartanburg's current and potential online image and positioning on the WWW.
- Identification and evaluation of at least three alternative approaches with supporting data and analysis.
- Detailed implementation plan to include costs associated with implementation and brand maintenance
- A style guide directing the use of the logo and tagline developed for the brand.
- A detailed marketing plan with timeline, including promotions and marketing done pre- and post-web portal launch. Detailed pricing should be included for each component.
- Written periodic reports describing project activities and progress, and any schedule variances.
- An in-person presentation to the web portal project heads at the Spartanburg Chamber of Commerce and contracted web design firm. Report should include a detailed summary of why recommended option was chosen, and why others were not.
- Collaboration with contracted web design firm in execution of business model (i.e. selling advertising on web portal, etc). The web portal project will only have one full-time employee overseeing the entire portal maintenance, etc. Assistance in developing collateral and promotional materials to sell advertising space on the web portal will be necessary.

VI.AUDIENCE

Stakeholders and audience groups:

- Internal information seekers:
 - Local individuals and families looking for information and links to area online resources
 - Newcomers and visitors
 - Local businesses and organizations seeking greater exposure on the world wide web
- External information seekers:
 - Individuals and families researching the area
 - Site selectors researching the area for purposes of market entry and/or economic development
 - Entrepreneurs considering market entry

VII. TECHNICAL AND CONTRACTUAL QUESTIONS

Technical and contractual questions pertaining to this RFP may be directed to Jessica Osborne, Communications Director, via email at josborne@spartanburgchamber.com or via phone at (864)594-5062, no later than Friday, September 18, 2009.

To ensure fair consideration for all offerors, any interpretation made to prospective offerors will be expressed in the form of an addendum to the requirements, if such information is deemed necessary for the preparation of proposals or if the lack of such information would be detrimental to the uninformed offeror. Such addendums, if issued, will be posted to the homepage of the Spartanburg Area Chamber of Commerce's website at <http://www.spartanburgchamber.com>.

Please note it is the offeror's responsibility to check this site frequently for addendums, which may impact pricing, this document's requirements, terms and/or conditions. Failure to sign and return an addendum with your response may result in disqualification of proposal.

There has been a separate RFP document posted to the homepage of the Spartanburg Area Chamber of Commerce's website at <http://www.spartanburgchamber.com> for the web design and development of the web portal. Any firm submitting a proposal is expected to have read this proposal as well to get a better understanding of the structure and purpose of the web portal. If questions arise, please refer to the web portal web design RFP as a first resource before submitting your question via email or phone.

VIII. PROPOSAL SUBMISSION INSTRUCTIONS

Ten (10) copies of your proposal must be received no later than 5:00PM, Monday, October 5, 2009. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format, with details included on the pricing for each component:

Deliver proposals to the attention of:

Jessica Osborne
Spartanburg Area Chamber of Commerce
105 North Pine Street
Spartanburg, SC 29302

In order to provide each firm an equal opportunity for consideration, adherence to a standardized proposal format is required. Individual, separate and complete proposals must be submitted and contain the following elements organized into separate chapters and/or sections, as deemed appropriate. Creativity and ingenuity is heavily encouraged, but for the sake of equality, each proposal must include each of the following:

- Work plan (including all forms of media, publication, and creative services utilized)
- Experience
- Project Team(s) Qualifications and Experience
- Sub-Contractors
- Price Proposal (must include detailed pricing for each component of the marketing/branding strategy and implementation)
- Other Relevant Information

- References

These elements parallel the basis of the Spartanburg Area Chamber of Commerce's proposal evaluation criteria. The following sections provide guidelines for information to include in the proposal

a. Work Plan

Submit a detailed work plan describing how the firm will conduct the project. The plan should demonstrate the offeror's understanding of the project scope of work, and his or her ability to complete the project within the scheduled time frame. Include any issues you believe may require special consideration. Discuss any alternatives to the scope of work that you might recommend. Because of the nature of the work involved, the development of a URL address and overall "site name" will be the timeliest component because of the need for URL address registration. Please submit at least one suggested URL address/site name. The anticipated launch date of the web portal is to be no later than August 1, 2010, so please keep that in mind. Work plans are to include a timeline for completion of each objective of the marketing/branding plan. PLEASE PROVIDE A TIME LINE WITH EACH PHASE OF IMPLEMENTATION FOR THE MARKETING/BRANDING CAMPAIGN, INCLUDE BOTH PRE- AND POST-LAUNCH TARGET DATES.

b. Experience

Offeror's must demonstrate a minimum of five (5) years' experience performing substantially similar consulting work. Offeror shall provide a list of three (3) recent projects completed by the individual offeror or offeror's firm, which are similar in subject, size and scope. Include project description, location, project budget, date, contact name and telephone number. Include a statement listing the name of the project manager and whether each project was completed on time and within the established budget.

c. Project Team(s) Qualifications and Experience

All proposals must include the name, title and contact information of the individual who will manage this project from your firm. Provide a resume detailing education, qualifications and previous work assignments relative to each project. In addition, provide resumes detailing education, qualifications and previous work assignments related to each project for each person in the firm who will perform services under the contract. Include a list of team members that will work on this project, along with their resumes and availability. All substitutes are expected to have similar experience and expertise as those presented in the original proposal.

Additionally, this section of the proposal should include the following:

- An explanation of your firm's organizational capacity to develop and implement a marketing and branding strategy for a web portal of this magnitude (e.g. staff, equipment, physical space, office locations, etc.)

- A description of the percentage of your staff that would be working on this project relative to your entire staff (using full-time equivalents). For example, if you would use five staff on the project and you have ten employees, the percentage would be 50%.
- A brief description of your firm's project management process.

Remember, throughout sections a. through c., offerors must address in depth how you plan to meet the general or overall spirit of the needs of the Spartanburg Community, as well as, discuss the staffing level(s) anticipated by your firm to meet these needs and the relative effort that each staff member will devote to the project. This section should also provide detailed information about your firm's mission and philosophies, as well as, its strategies and processes for providing cultural and entertainment related consulting services to its customers that add value and distinguishes it from all others.

d. Sub-Contractors

If the execution of work to be performed by your company requires the hiring of sub-contractors or outsourcing of labor, you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. **In your proposal, please include at least 3 examples of your previous work.** If sub-contractors are to be used, please provide at least 3 examples of their previous work. **Please include the name, address, and contact information for each sub-contractor listed as well as the name and contact information for each referenced example of previous work, both for your company and any sub-contractors.** *The Spartanburg Area Chamber of Commerce will not refuse a proposal based solely on the use of sub-contractors; however, we retain the right to refuse the sub-contractors you have selected.*

e. Price Proposal

It is the intent of the Spartanburg Area Chamber of Commerce to enter into a contractual agreement with one selected offeror based upon the requirements outlined within this proposal and the subsequent revision (if necessary) to the scope based upon negotiations of a lump sum price. The Price Proposal submitted should contain the total cost of your proposed services. Offeror must attach a highly detailed of cost per deliverable, which should include at a minimum:

- A lump sum fee proposal for completing the services described herein
- An estimate of the hours and hourly rates that will be required by the lead individual and other members of the project team, including all sub-contractors, to complete the services and all deliverables described herein. Hourly rates shall include all profits, fees and other personnel expenditures.
- Identify all non-labor costs, including but not limited to design and production of all collateral materials and logos and necessary media purchases.

Failure to provide these costs may result in the disqualification of your proposal.

f. Other Relevant Information

Provide any additional information you wish to call to the Chamber's attention with respect to your firm's qualifications and how it can add value to this project.

g. References

Provide current reference information for three former or current clients with contact information for each—WE WILL CONTACT EACH OF THESE PERSONALLY FOR REFERENCES.

IX.EVALUATION AND AWARD

The Spartanburg Area Chamber of Commerce will utilize a two-tiered evaluation approach to evaluate each proposal. The first tier will use an evaluation committee consisting of web portal steering committee members. Each proposal will be ranked according to the criteria outlined below. The top three ranking firms will be invited to the Spartanburg Area Chamber of Commerce to make oral presentations to the web portal project heads. After each presentation, the Chamber's portal project heads will have the opportunity to conduct discussions with the offerors regarding the proposal.

The members of the first-tier evaluation committee will independently evaluate the proposals based on the following first-tier weighted criteria:

<u>FIRST-TIER EVALUATION CRITERIA</u>	<u>WEIGHT</u>
Capability to perform the Required Service for The Project	30%
Understanding of the Scope of Work as evidenced By the Work Plan	30%
Recent experience in similar projects and established Success	10%
Professional background, availability and caliber of Key personnel assigned to this project	10%
Price	20%

Each First –Tier Evaluation committee member's individual ranking will be compiled to create a collective ranking of all proposals submitted. Based on the collective ranking, the First Tier Evaluation Committee will forward the proposals, comments of the committee, and the ranking order of the top-ranked offerors to the project heads at the Spartanburg Area Chamber of Commerce for the beginning of the second tier of the evaluation process. After presentations and discussions are concluded with the top three ranking firms, the web portal project heads will use the following weighted evaluation criteria to further rank the offerors:

SECOND TIER EVALUATION CRITERIA

WEIGHT

Presentation and Overall Proposal	33.33%
Offeror's Demonstration that it is the best fit For the Spartanburg Community Web Portal's Marketing and branding needs	33.33%
Offeror's Approach to Developing a Brand Strategy	33.33%

Each Chamber web portal project head will individually rank each offeror and the rankings of all project heads will be collected to produce the single top-ranked offeror. The Spartanburg Area Chamber of Commerce will negotiate contract terms upon selection. All contracts are subject to review by the Spartanburg Area Chamber of Commerce's legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, timeline and other necessary items.

The Spartanburg Area Chamber of Commerce can cancel this Request for Proposal 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 deemed not to be the most advantageous. The Spartanburg Area Chamber of Commerce reserves the right to reject any and all proposals and to accept the proposal(s) the Chamber considers most advantageous. All proposals will become the property of the Spartanburg Area Chamber of Commerce.

X. COMPENSATION

The Chamber will only compensate Contractor in the form of either one (1) lump sum payment upon completion and acceptance of all work, or monthly progress payments for work completed, which has also resulted in a deliverable of equal value that has been received and accepted by the Chamber. In any event, compensation shall not exceed the fixed, firm lump sum price proposed within the Contractor's offer.

Note: The funding for the marketing/branding of the web portal is provided by a grant from Advance SC, who is also the underwriter of the web design portion of the project. The grants will not be awarded to or received by the Spartanburg Area Chamber of Commerce until December 2009.

XI. ADDITIONAL GENERAL TERMS AND CONDITIONS

The Spartanburg Area Chamber of Commerce and the Contractor are referred to throughout this document. The Contractor is the individual, firm, corporation or any combination thereof with which any subsequent contract is made by the Spartanburg Area Chamber of Commerce.

The offeror shall carefully examine the requirements and secure from the Spartanburg Area Chamber of Commerce additional information if necessary, that may be requisite to a clear and full understanding of the need.

The Contractor shall agree to ensure the continuity of the designated primary Program Manager assigned to perform the service. Contractor represents and warrants that the primary Project Manager is available for the entirety of the program and shall remain available throughout the term of the contract. Contractor represents and warrants that the Contractor shall not remove or replace the primary Program Manager and Contractor agrees that the removal or replacement of the primary Program Manager may be grounds for termination of the contract. The Spartanburg Chamber of Commerce recognizes that there are circumstances that may require a replacement to be necessary, such as death, sickness, or termination of employment of the primary Program Manager. In the event such a replacement is necessary, Contractor agrees that the replacement person shall have equal or better qualifications at no additional cost to the Spartanburg Area Chamber of Commerce. No replacement person shall begin work on the web portal project without the prior consent of the Spartanburg Area Chamber of Commerce.