

Jo Daviess County, Illinois and



REQUEST FOR PROPOSAL

Websites

PROPOSALS DUE: Proposals are due and must be received in the Jo Daviess County Convention & Visitors Bureau Office, 720 Park Avenue, Galena, Illinois 61036 no later than 1 p.m., Central Time on Thursday, January 12, 2012

GALENA/JO DAVIESS COUNTY CONVENTION & VISITORS BUREAU

WEBSITES REQUEST FOR PROPOSALS

Title: Websites Request For Proposal

RFP # 2012217

Issuing Agency: Galena/Jo Daviess County CVB

Begin Date: February 15, 2012

Sealed Proposals subject to the conditions of this request shall be received until 1pm central time on January 12, 2012.

All proposals should be sent to:

Galena/Jo Daviess County CVB

720 Park Avenue

Galena, IL 61036

Indicate firm name, and RFP # on the front of each sealed proposal envelope or package. This is a one-step process. Technical and cost proposals shall be submitted in the same package.

Bids submitted via fax, telephone and electronic means in response to this Request for Proposals will not be accepted.

Direct all inquiries concerning the RFP to:

Katherine Walker, Executive Director

Galena/Jo Daviess County CVB

director@galena.org

Questions concerning the specifications in this Request for Proposals will be received until 1 pm central time on December 15, 2011. A summary of all questions and answers will be sent to all bidders.

Questions must be submitted in writing and transmitted by email. RFP 2012217 must be in the subject line. All substantive questions received by the deadline will be answered and communicated to all interested parties. Questions asked in other than written form will not be answered. The CVB reserves the right, at its sole discretion, to answer or not answer any question.

It is the contractor's responsibility to assure that all materials have been reviewed and are complete with signatures when required.

I. Introduction

It is the intent of the Galena/Jo Daviess County CVB to solicit proposals for new websites in accordance with all requirements stated in the proposal document. The current website Galena.org states the mission of the Galena/Jo Daviess County CVB. It is -
To develop year-round sustainable tourism for Jo Daviess County in a manner which will favorably impact the residents' quality of life and economic well-being.

II. Background

A key component of the CVB's marketing strategy are the websites. The current site galena.org was designed about two years ago. It is currently hosted by DWC out of Dubuque, Iowa. We are looking for a high profile web presence that will promote the Galena/Jo Daviess County as a premier travel destination electronically using internet and mobile apps. Our other site which also needs a fresh look is galenabride.com.

III. Additional background

The CVB is a department of Jo Daviess County, Illinois government and is certified by the Illinois Office of Tourism as the bureau for the service area of Galena/Jo Daviess County. It is the designated DMO for Galena/Jo Daviess County as determined by Destination Marketing Association International. The CVB is over seen by a nine member CVB Board of Directors. The major program areas of the CVB are leisure travel; groups which include motorcoach, meetings and conventions; visitor information services; event promotion and management; and community outreach.

In addition to program areas, promotions go to those with geographic and psychographic interest such as rest and relaxation, romance and weddings, golf, shopping, winter recreation, culinary, heritage, and outdoor recreation.

A contract with the University of Houston, Hilton College of Hotel and Restaurant Management is compiling data from our Visitors Center and requests for information. Research will specifically identify delivery preferences of information. Expectations are that research results will be used to effectively market the destination. A preliminary report should be available after the holidays and a full presentation of results should be in February.

The CVB has produced a number of printed pieces in the past including a Visitors Guide and Calendar of Events. With a look to the future, the CVB board is willing to go totally electronic for information provided to the consumer. Print on demand would be available for the consumer unable to access data electronically.

IV. Scope of Work

The contactor shall be expected to complete the responsibilities described below:

- A. Create new websites utilizing a content management system, i.e. Joomla, Word Press or Drupal, which is fast to download, flexible, informative and easy to maintain. We need friendly sites that can deliver large amounts of constantly changing information to our potential visitors and stakeholders.
- B. In addition to designing user-friendly sites with intuitive interfaces, we must also develop a web based system to enable the CVB staff to easily add pages and update content without directly accessing source code. The sites need to be proactive to alter our marketing message based on inquiries and information priorities.
- C. We would like to add a secure retail component to the galena.org site to sell merchandise. We are not using an ecommerce system now. We want a website that offers ease of navigation in the selection of products and allows retail transactions that are quick and secure. The retail needs to be adaptable for smart phone use.
- D. We would like a reservation system on galena.org capable of making lodging reservations and restaurant reservations. We would like visitors to have the ability to create their own package deals with the supplier providing their information, including photos and content. We also desire to incorporate the weekly data we compile on availability for an upcoming weekend.
- E. We are interested in a live chat component to the galena.org website.
- F. To be effective the websites must be quick to load and operate; easy and intuitive; visually appealing; informative; safe and secure; optimized for search engines; minimum scrolling. We do not want duplicated content. Site should offer cross browsing capability. We would prefer less scrolling than our current site and are open to options in that regard.
- G. The sites should load and view well on mobile devices, such as I-Pads and other PDA types of devices.
- H. Our new sites should be able to maintain link equity with our partners and stakeholders.
- I. We are interested in cloud computing.
- J. Besides Google analytics we want to do conversion tracking, measure the click through rates and have good crawl depth. Google Analytics Real-Time is desired to track specific campaigns and accurately track social media integration.
- K. Monthly updates are required on how the sites are being used and effectiveness. We would prefer face-to-face updates at the monthly CVB Board meeting, currently scheduled for the first Tuesday of every month.
- L. The sites should easily support e newsletters, promotions and measure the click through rate. Online contests and special offer sign ups are done now and would continue.
- M. Search engine words and optimization need to be measurable. We desire keywords that are navigational, informational and transactional.
- N. Drop down menus need to function effortlessly to ensure visitor satisfaction.

- O. The calendar of events on galena.org should be searchable by date and type of event. An example might be a search for events on January 27 – date search. You may also wish to see all culinary events for the month of January – type of event. Any site search needs to anticipate the consumer and their questions.
- P. Our online presence at galena.org needs to offer international languages. We intend to market to the United Kingdom, Ireland, and Germany and Japan in tandem with State efforts. The Hispanic market is also of importance and needs to be considered with our website.
- Q. Social media on both sites should include Facebook, Twitter and blog pages with the opportunity for consumers to sign up for the e newsletter and special deals. All consumer data and databases would be the property of the Galena/Jo Daviess County CVB. We would also like to see a fan page where consumers can relay their level of interest in Galena. The end result would be a dedicated fan club of our destination. Special promotion could be geared to our fans based on level ranging from very interested to OK.
- R. Provide training and necessary support to permit easy use by CVB staff.

V. Proposal Submission

Vendors are urged to submit a proposal for establishing and performing the services described. Proposals must be submitted in accordance with the RFP requirements.

- A. Each bidder shall demonstrate in its proposal that the firm and its management and employees are experienced and competent and that it has the background and necessary expertise to perform the services
- B. Proposals in one original and five copies will be received from each bidder in sealed packages with the RFP number and company name on each package. The original should be signed and dated by an authorized official to bind the firm. Unsigned proposals will not be conserved.
- C. All proposals must be received by the date and time specified on the first sheet of this RFP. Materials received prior to the due date and time, will have a receipt noting date and time received written on the bid envelope. If materials arrive after the time specified, date and time received will be written on the envelope and materials will not be accepted but kept in the file unopened and may be returned to the bidder unopened. In fairness to all bidders, submission times will be strictly adhered to.
- D. Sealed proposals shall be publicly opened at 1:30 pm on January 12 at the CVB office, 720 Park Avenue, Galena, Illinois. Interested agencies and businesses may attend the opening. Each proposal will be open and noted, with the name of each bidder announced publicly. A tabulation of responding companies shall be posted for the public.
- E. The selected firm will be required to carry and provide certificates of insurance as required by the Jo Daviess County certificate of insurance policy as follows – It is the requirement of Jo Daviess County that work performed under contract and/or authorized by the County and conducted on county property that the agency procure

and maintain insurance at the expense of the agency and without expense to the County, until final acceptance of the work. All insurance must be procured and maintained in a form satisfactory to the County.

Before work is commenced or contract signed, contractors doing business with Jo Daviess County are required to provide proof of insurance satisfactory to the County and documentation evidencing that the contractor maintains insurance that meets the following requirements:

1. General Liability insurance of not less than \$1,000,000.00 combined single limit per occurrence for bodily injury and property damage.
2. Personal and Advertising injury of not less than \$1,000,000.00 per occurrence.
3. Worker's Compensation and Employer's Liability Insurance, of not less than 500/500/500, covering all employees and subcontractors of contractor as required by law in the State of Illinois.
4. Automobile Liability insurance of not less than \$1,000,000.00 is required in the event motor vehicles are used by the contractor in the performance of the agreement.
5. In the event the contractor is a licensed professional, and is performing professional services under an agreement with the County, professional liability (for example, errors and omissions) is required with a limit of liability of not less than \$1,000,000.00 per occurrence.
6. Contractor shall furnish a certificate of insurance satisfactory to the county as evidence that the insurance required above is maintained.
7. The Insurance certificate must have Jo Daviess County named as an additional insured under the contractor's general liability insurance. This provision shall apply to all liability policies except worker's compensation and professional liability insurance policies.
8. The contractor shall not cancel insurance coverage. Insurance shall be kept in force during the duration of the contract and for a minimum of at least 30 days after.
9. When entering into a contractual agreement with the County, the contractor shall agree to indemnify and hold harmless the County, its officers and employees, from and against any and all claims, losses, judgments, liabilities or claims for attorneys' fees arising out of or resulting from contractor's performance of its duties pursuant to the contract.
10. The contractor's insurance coverage shall be primary insurance as respects the County, its officers, officials, employees and volunteers.
11. Any failure of the contractor to comply with the reporting provisions of the policies shall not affect the contractors obligations provided to the County, its officers, officials, employees or volunteers under this agreement.
12. Contractor's obligations shall not be limited by the forgoing insurance requirements and shall survive expiration of any agreement with the County.
13. The standards as outlined above are the minimum acceptable requirements.
Certificate of insurance may be required to meet additional standards that are

considered essential for protection of the County. Depending upon the level of exposure, additional limits of liability or additional coverage may be required for individual jobs or projects as determined by Jo Daviess County.

- F. Bidders will not be compensated for any costs related to their responses, or any other costs incurred by participation in the process. There is no expressed or implied obligation for Jo Daviess County to reimburse responding forms for any expenses incurred in submitting proposals for this request.
- G. The bidder must disclose and complete the attachments provided regarding general information, references and litigation.
- H. Bid price shall include all labor, software, taxes, and insurance needed to cover the work and manage the website. Travel and lodging expenses will remain the vendor's responsibility.

VI. Written Proposals

- A. List 4 websites that you have produced and reflect your work and relevancy to destination marketing, with the role you played in each. Sites should be live and not merely examples.
- B. Describe your experience in producing sites for tourism organizations and government agencies and your process of designing, developing and implementing enterprise level web applications and testing procedures.
- C. Describe your background in SEO standards and Google Analytics.
- D. Describe how you would address possible integration issues with the content and databases in existence and what might need to be imported and connected to the new site.
- E. Break down costs by production hours, tools and functionalities. Identify any costs involved with maintenance and support and those that will be the cost of development. License fees need to be listed and the fees coupled with the possibility of hosting by your company. Hosting is an option. Identify the costs to train our staff and provide a style guide. Identify any other expenses, such as consulting fees, licensing, software, future work etc. to complete the project.
- F. Identify a point of contact and project manager and a time frame for the project, testing and completion.

VII. Ownership

Upon completion of the websites the CVB would have ownership of all pictures, text, audio and video files used with the project.

VIII. Schedule – Subject to change

December 9, 2011– RFP Available and advertised

December 15, 2011 – Questions due by 1 pm

December 16, 2011– Response to Questions

January 12, 2012 – RFP due by 1 pm

January 30-February 3, 2012 – Oral Presentations

February 7, 2012 – Decision of CVB Board

February 14, 2012 – Decision of County Board

February 16 – New contract for Websites

IX. Right to Reject Proposals

Submission of a proposal indicated acceptance by the firm of the conditions contained in this request for proposal unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the CVB, County and the firm selected. The CVB and County reserve the right to reject any and all proposals, either in part or entirety, to waive technicalities or informalities, and to accept any proposal deemed to be in the best interest of the CVB and Jo Daviess County.

X. Disclosure

The content of all proposals, correspondence on any other medium which discloses any aspect of the request for proposals will be considered public information when the award decision is announced.

XI. Websites Proposal

The RFP Documents may be obtained by visiting the Galena/Jo Daviess CVB website at www.galena.org or the Jo Daviess County website at www.jodaviess.org or by emailing director@galena.org or calling the CVB office at 815.777.3557.

RFP ATTACHMENT

GENERAL INFORMATION

To be submitted with Respondent's Proposal

1. **Respondent Information:** Provide the following information regarding the Respondent.
(NOTE: Co-Respondents are two or more entities proposing as a team or joint venture with each signing the contract, if awarded. Sub-contractors are not Co-Respondents and should not be identified here. If this proposal includes Co-Respondents, provide the required information in this Item #1 for each Co-Respondent by copying and inserting an additional block(s) before Item #2.)

Respondent Name: _____

(NOTE: Give exact legal name as it will appear on the contract, if awarded.)

Principal Address: _____

City: _____ State: _____ Zip Code: _____

Telephone No. _____ Fax No: _____

Website address: _____

Year established: _____

Provide the number of years in business under present name: _____

Social Security Number or Federal Employer Identification Number: _____

DUNS NUMBER: _____

Business Structure: Check the box that indicates the business structure of the Respondent.

☐ Individual or Sole Proprietorship If checked, list Assumed Name, if any:

☐ Partnership

☐ Corporation If checked, check one: ☐ For-Profit ☐ Nonprofit

Also, check one: ☐ Domestic ☐ Foreign

☐ Other If checked, list business structure: _____

Provide any other names under which Respondent has operated within the last 10 years and length of time under for each: _____

Provide address of office from which this project would be managed: _____

City: _____ State: _____ Zip Code: _____

Telephone No. _____ Fax No: _____ Annual Revenue: \$ _____

Total Number of Employees: _____ Total Number of Current Clients/Customers: _____

Briefly describe other lines of business that the company is directly or indirectly affiliated with: _____

List Related Companies: _____

2. **Contact Information:** List the one person who the County may contact concerning your proposal or setting dates for meetings.

Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone No. _____ Fax No: _____

Email: _____

3. Does Respondent anticipate any mergers, transfer of organization ownership, management reorganization, or departure of key personnel within the next twelve (12) months?

Yes ☐ No ☐

4. Is Respondent authorized and/or licensed to do business in Illinois?

Yes ☐ No ☐ If "Yes", list authorizations/licenses.

5. Where is the Respondent's corporate headquarters located? _____

6. **Local/County Operation:** Does the Respondent have an office located in Jo Daviess County, Illinois?

Yes ☐ No ☐ If "Yes", respond to a and b below:

- a. How long has the Respondent conducted business from its Jo Daviess County, Illinois office?

Years _____ Months _____

- b. State the number of full-time employees at the Jo Daviess County office? _____

7. **Debarment/Suspension Information:** Has the Respondent or any of its principals been debarred or suspended from contracting with any public entity?

Yes ☐ No ☐ If "Yes", identify the public entity and the name and current phone number of a representative of the public entity familiar with the debarment or suspension, and state the reason for or circumstances surrounding the debarment or suspension, including but not limited to the period of time for such debarment or suspension.

8. **Surety Information:** Has the Respondent ever had a bond or surety canceled or forfeited?

Yes ☐ No ☐ If "Yes", state the name of the bonding company, date, amount of bond and reason for such cancellation or forfeiture.

9. **Bankruptcy Information:** Has the Respondent ever been declared bankrupt or filed for protection from creditors under state or federal proceedings?

Yes ☐ No ☐ If "Yes", state the date, court, jurisdiction, cause number, amount of liabilities and amount of assets.

10. **Disciplinary Action:** Has the Respondent ever received any disciplinary action, or any pending disciplinary action, from any regulatory bodies or professional organizations?

Yes ☐ No ☐

If "Yes", state the name of the regulatory body or professional organization, date and reason for disciplinary or impending disciplinary action.

11. Previous Contracts:

- a. Has the Respondent ever failed to complete any contract awarded?

Yes ☐ No ☐ If "Yes", state the name of the organization contracted with, services contracted, date, contract amount and reason for failing to complete the contract.

- b. Has any officer or partner proposed for this assignment ever been an officer or partner of some other organization that failed to complete a contract?

Yes ☐ No ☐ If "Yes", state the name of the individual, organization contracted with, services contracted, date, contract amount and reason for failing to complete the contract.

- c. Has any officer or partner proposed for this assignment ever failed to complete a contract handled in his or her own name?

Yes ☐ No ☐ If "Yes", state the name of the individual, organization contracted with, services contracted, date, contract amount and reason for failing to complete the contract.

RFP ATTACHMENT

REFERENCES

To be submitted with Respondent's Proposal

Using the format below, provide a list of client references. The contact person named should be familiar with the day-to-day management of the contract and **be willing to respond to questions** regarding the type, level, and quality of service provided.

Reference No. 1:

Firm/Company Name: _____

Contact

Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone No. _____ Fax No: _____

Email: _____

Date _____ and _____ type _____ of _____ service(s)

Provided: _____

Reference No. 2:

Firm/Company Name: _____

Contact

Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone No. _____ Fax No: _____

Email: _____

Date _____ and _____ Type _____ of _____ Service(s) _____ Provided:

Reference No. 3:

Firm/Company Name: _____

Contact

Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone No. _____ Fax No: _____

Email: _____

Date and Type of Service(s) Provided:

LITIGATION DISCLOSURE

Respond to each of the questions below by checking the appropriate box. Failure to fully and truthfully disclose the information required by this Litigation Disclosure form may result in the disqualification of your proposal from consideration or termination of the contract, once awarded.

1. Have you or any member of your Firm or Team to be assigned to this engagement ever been indicted or convicted of a felony or misdemeanor greater than a Class C in the last five (5) years?

Yes ☐ No ☐

2. Have you or any member of your Firm or Team to be assigned to this engagement been terminated (for cause or otherwise) from any work being performed for Jo Daviess County or any other Federal, State or Local Government, or Private Entity?

Yes ☐ No ☐

3. Have you or any member of your Firm or Team to be assigned to this engagement been involved in any claim or litigation with the Jo Daviess County or any other Federal, State or Local Government, or Private Entity during the last ten (10) years?

Yes ☐ No ☐

If you have answered “Yes” to any of the above questions, please indicate the name(s) of the person(s), the nature, and the status and/or outcome of the information, indictment, conviction, termination, claim or litigation, as applicable. Any such information should be provided on a separate page, attached to this form and submitted with your proposal.

SIGNATURE PAGE

The undersigned certifies that (s)he is authorized to submit this proposal on behalf of the entity named below:

Respondent Entity Name

Signature: _____

Printed Name: _____

Title: _____

(NOTE: If proposal is submitted by Co-Respondents, an authorized signature from a representative of each Co-Respondent is required. Add additional signature blocks as required.)

Co-Respondent Entity Name

Signature: _____

Printed Name: _____

Title: _____

By signature(s) above, Respondent(s) agrees to the following:

1. If Respondent is a corporation, Respondent will be required to provide a certified copy of the resolution evidencing authority to enter into the contract, if other than an officer will be signing the contract.
2. If awarded a contract in response to this RFP, Respondent will be able and willing to comply with the insurance and indemnification requirements set out in RFP Exhibits.
3. If awarded a contract in response to this RFP, Respondent will be able and willing to comply with all representations made by Respondent in Respondent's proposal and during Proposal process.
4. Respondent has fully and truthfully submitted a Litigation Disclosure form with the understanding that failure to disclose the required information may result in disqualification of proposal from consideration.
5. Respondent agrees to fully and truthfully submit a Respondent Questionnaire and understands that failure to fully disclose requested information may result in disqualification of proposal from consideration or termination of contract, once awarded.