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Bradenton, FL 34205
purchasing@mymanatee.org

Solicitation Addendum

Addendum No.: 1
Solicitation No.: 22-TA004172BB
Solicitation Title: Professional Website Redesign, Management, and Maintenance Services
Addendum Date: August 19, 2022
Procurement Contact: Brooke Baker, CPPB, Procurement Team Leader

RFP No. 22-TA004172BB is amended as set forth herein. Responses to questions posed by prospective proposers are provided below. This Addendum is hereby incorporated in and made a part of the RFP.

The deadline to submit all inquiries concerning interpretation, clarification, or additional information pertaining to the RFP was on August 14, 2022.

REPLACE:

EXHIBIT 3, PRICING FORM

Exhibit 3, Pricing Form, is hereby replaced with Exhibit 3, Revised Pricing Form. Proposers shall utilize Exhibit 3, Revised Pricing Form, as stated in Exhibit 2, Proposal Response; 2.02, Proposal Format; Tab 9, Fee Proposal, to submit their price proposals.

CHANGE TO:

SECTION A, INSTRUCTIONS TO PROPOSERS; A.02, PROPOSAL DUE DATE

The Due Date and Time for submission of Proposals in response to this Request for Proposals (RFP) is August 30, 2022 at 3:00 P.M. ET. Proposals must be delivered to the following location: Manatee County Administration Building, 1112 Manatee Ave. W., Suite 803, Bradenton, FL 34205 and be time stamped by a Procurement representative prior to the Due Date and Time. Proposals will be opened immediately following the Due Date and Time at the Manatee County Administration Building, Suite 803.

Proposal(s) received after the Due Date and Time will not be considered. It will be the sole responsibility of the Proposer to deliver its proposal to the Manatee County Procurement Division for receipt on or before the Due Date and Time. If a proposal is sent by U.S. Mail, courier or other delivery services, the Proposer will be responsible for its timely delivery to the Procurement Division. Proposals delayed in delivery will not be considered, will not be opened at the public opening, and arrangements will be made for their return at the Proposer's request and expense.

Effective Monday, August 1, 2022, all visitors coming into the Administration Building will need to check in with 311 staff on the first floor by the main entrance to obtain a visitor's badge to access all floors. Badges will be signed out and provided by 311 staff members. Visitors will be instructed to turn the badge in to the 311 staff upon departure.

QUESTIONS AND RESPONSES:

Q1. Do BACVB has images and pictures and rights for them so they can be put on new site, or do vendor needs to provide this when approval from BACVB to be used on the site?

R1. Yes, BACVB has images and videos that we have full rights to that can be used.

Q2. Can companies from outside USA can apply for this (like, from India or Canada)?

R2. Refer to Sections A.18 and A.30 of the RFP.

Q3. Do we need to come over there for meetings?

R3. Yes.

Q4. Can we perform the tasks (related to RFP) outside USA (like, from India or Canada)?

R4. No.

Q5. Can we submit the proposals via email?

R5. No.

Q6. Has a Q&A or an addenda been released yet?

R6. No.

Q7. Is there a mandatory pre-proposal meeting?

R7. No.

Q8. Is the due date still the same?

R8. Yes.

Q9. Do you have a style guide or a brand guide?

R9. Yes.

Q10. Do you have a budget you are able to share? Does the budget include tech support and hosting?

R10. This information may be available through a Public Records Request. Individuals can

submit Public Records Requests by contacting the Manatee County Public Records Division.

Q11. What was the investment in the previous website?

R11. Refer to R10.

Q12. Does the organization have a CMS preference? Open source? Drupal/WordPress?

R12. BACVB prefers WordPress.

Q13. Who are your primary and secondary users?

R13. BACVB does not understand proposer's question.

Q14. Would you like detailed research in terms of your audience in the form of an audience needs assessment?

R14. Refer to R13.

Q15. Do you have a desired launch date? Is there a specific event driving the launch date?

R15. No.

Q16. What is the current hosting environment?

R16. AWS.

Q17. How many visitors does the current website receive on a monthly basis?

R17. Approximately 20K.

Q18. How many pages of content do you anticipate transferring to the new site?

R18. This will be based on the recommended design and map presented by the awarded proposer.

Q19. What are your current pain points with the existing website?

R19. UX could be a lot better. There is a lot of information available on the site, but it is not always easy to find. The creative design is also segmented.

Q20. What are the current technical challenges (if any)?

R20. The partner portal is too technical for our industry to effectively manage their listings and events, and we have very limited options when it comes to the templates available for adding landing pages and blog posts.

Q21. How many site administrators will you have?

R21. A minimum of one.

Q22. Will you require different levels of admin permissions?

R22. Potentially, yes.

Q23. Do you expect copywriting or editing services as part of engagement?

R23. Yes.

Q24. What is meant by “flexibility to add paid advertising for industry”?

R24. BACVB would like to offer co-op advertising opportunities to our industry partners to have them advertise on the website. BACVB would like the new website to be easily able to accommodate that.

Q25. Is the proposer responsible for creating the Visitor Guide or just making it available for download?

R25. Just making it available for download. The design and creation of the Visitor Guide would be handled by another vendor.

Q26. Does BACVB have any concerns about a subcontractor working with another Florida CVB?

R26. Yes.

Q27. Are there any third party softwares or third party vendors, including a CRM, that the consultant will be expected to work/integrate with?

R27. Yes, to include but not be limited to the following: Candid.io; TripAdvisor; Yahoo (or similar) weather widget; and the Crosley’s site visit widget and payment service.

Q28. Can the BACVB share basic Google Analytics metrics from the past 12 months for the website? Please include (broken down by month): the number of page views, bounce rate, unique visitors, broken down by percent of desktop traffic versus mobile, and any other traffic information you can share.

R28. This information will be provided to the awarded proposer.

Q29. Would the County/BACVB consider accepting electronic or emailed proposal submissions to reduce the cost and waste associated with printing and shipping?

R29. No.

Q30. Under scope of services (A.2 - Discovery, 3. Research), approximately how many key staff/website stakeholders will be expected to be interviewed?

R30. There will be three key staff who will need to be interviewed for the website. As for website stakeholders, this information will be provided to the awarded proposer.

Q31. What is the budget range for this project in year one and subsequent years in the term of the contract?

R31. Refer to R10.

Q32. Please provide the most recent brand guidelines, and any new marketing / brand materials that could help guide the design of the site.

R32. Refer to R28.

END OF ADDENDUM


NOTE:

Deleted items will be ~~struck through~~, added or modified items will be underlined. All other terms and conditions remain as stated in the RFP.

INSTRUCTIONS:

Receipt of this Addendum must be acknowledged as instructed in the solicitation document. Failure to acknowledge receipt of this Addendum may result in the response being deemed non-responsive.

AUTHORIZED FOR RELEASE

for 
By: _____
Jacob Erickson, MBA, CPPO, NIGP-CPP
Purchasing Official

Date: August 19, 2022

EXHIBIT 3, REVISED PRICING FORM

RFP No. 22-TA004172BB

Professional Website Redesign, Management, and Maintenance Services

| ITEM | DESCRIPTION | COST |
|------|-------------------------------|----------|
| 1 | Discovery | \$ _____ |
| 2 | Define | \$ _____ |
| 3 | Design | \$ _____ |
| 4 | Content Development / Writing | \$ _____ |
| 5 | Development | \$ _____ |
| 6 | Deployment & Launch | \$ _____ |
| 7 | Website Hosting & Maintenance | \$ _____ |

Authorized Signature: _____

Name and Title: _____

Company Name: _____

Date: _____