

REQUEST FOR PROPOSAL #11-1071-DW
PROFESSIONAL WEBSITE MANAGEMENT AND MAINTENANCE SERVICES

Manatee County, a political subdivision of the State of Florida, (hereinafter "Manatee County" or the "County") will receive proposals from individuals, corporations, partnerships, and other business entities authorized to do business in the State of Florida, for the purpose of providing Professional Website Management and Maintenance Services on an annual basis.

DEADLINE FOR CLARIFICATION REQUESTS: **April 7, 2011 at 5:00 PM** shall be the deadline to submit all inquiries, suggestions, or requests concerning interpretation, clarification or additional information pertaining to this Request For Proposals to the Manatee County Purchasing Office. This deadline has been established to maintain fair treatment for all potential bidders or proposers, while ensuring an expeditious transition to a final agreement.

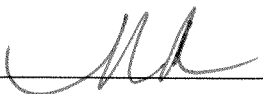
TIME AND DATE DUE: **Proposals will be received until 2:00 PM on April 14, 2011,** at which time they will be **publicly opened.** All interested parties are invited to attend this opening.

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Important Note: A prohibition of Lobbying is in place. Please review paragraph A.17 carefully to avoid violation and possible sanctions.

FOR INFORMATION CONTACT:
Dennis W. Wallace, Contract Negotiator
PHONE (941) 749-3039
FAX (941) 749-3034
Email: dennis.wallace@mymanatee.org
Manatee County
Financial Management Department
Purchasing Division

AUTHORIZED FOR RELEASE:  _____

**REQUEST FOR PROPOSAL #11-1071-DW
PROFESSIONAL WEBSITE MANAGEMENT AND MAINTENANCE SERVICES**

SECTION A: INFORMATION TO PROPOSERS

PROPOSERS MUST COMPLY WITH THE FOLLOWING INSTRUCTIONS TO BE CONSIDERED FOR SELECTION:

A.01 OPENING LOCATION

Proposals will be publicly opened at Manatee County Purchasing, 1112 Manatee Avenue West, 8th Floor, Suite 803, Bradenton, Florida 34205 in the presence of County officials at the time and date stated on the cover sheet. All proposers or their representatives are invited to attend.

A.02 PROPOSAL INFORMATION AND PROPOSAL DOCUMENTS

Bids and Proposals on <http://www.mymanatee.org>

Bid or Proposal documents and the Notices of Source Selection related to those Bids or Proposals are available for download in a portable document format (.PDF) file on the Manatee County web page on the Purchasing tab under "Bids and Proposals". You may view and print these files using Adobe Acrobat software. You may download a free copy of this software (Adobe) from the County's web page if you do not have it.

Manatee County collaborates with the Manatee Chamber of Commerce on distributing solicitations using the RFP Tool web page on the Chambers website: <http://www.Manateechamber.com> to post Bid and Proposal documents in a portable document format (.PDF) file. This step is in addition to the posting on Manatee County Government web pages.

Note: The County posts the **Notice of Source Selection** seven (7) calendar days prior to COMMENCING NEGOTIATIONS with the selected firms.

IT IS THE RESPONSIBILITY OF EACH PROPOSER, PRIOR TO SUBMITTING THEIR PROPOSAL, TO CONTACT THE MANATEE COUNTY PURCHASING OFFICE (see contact information on page one of this document) TO DETERMINE IF ADDENDA WERE ISSUED AND TO MAKE SUCH ADDENDA A PART OF THEIR PROPOSAL.

A.03 REQUIREMENTS FOR FORMAT AND DELIVERY OF PROPOSALS

Any proposals received after the stated time and date will not be considered. It shall be the sole responsibility of the proposer to have their proposal delivered to the Manatee County Purchasing office for receipt on or before the stated time and date. If a proposal is sent by U.S. Mail, the proposer shall be responsible for its timely delivery to the Purchasing Office. Proposals delayed by mail shall not be considered, shall not be opened at the public opening, and arrangements shall be made for their return at the proposer's request and expense.

Proposals must be submitted in the format specified in Section B hereof. The contents of each proposal shall be **separated and arranged with tabs in the same order as listed in the Subsections within Section B** identifying the response to each specific item thereby facilitating expedient review of all responses.

A.04 CLARIFICATION & ADDENDA

Each proposer shall examine all Request For Proposal documents and shall judge all matters relating to the adequacy and accuracy of such documents. Any inquiries, suggestions or requests concerning interpretation, clarification or additional information pertaining to the Request For Proposal shall be made in writing through the Manatee County Purchasing Office. The County shall not be responsible for oral interpretations given by any County employee, representative, or agent. The issuance of a written addendum by the Purchasing Official's Office is the only official method whereby interpretation, clarification or additional information can be given.

Addenda shall be posted on <http://www.mymanatee.org>

It shall be the responsibility of each proposer, prior to submitting their proposal, to contact the Manatee County Purchasing Office at (941)748-4501, ext. 3042 to determine if addenda were issued and to make such addenda a part of the proposal.

Deadline for Clarification Requests: March 30, 2011 at 5:00 PM shall be the deadline to submit all inquiries, suggestions, or requests concerning interpretation, clarification or additional information pertaining to this Request For Proposals to the Manatee County Purchasing Office.

This deadline has been established to maintain fair treatment for all potential bidders or proposers, while ensuring an expeditious transition to a final agreement.

A.05 SEALED & MARKED

One signed Original (please mark the original) and Five (5) copies of your proposal shall be submitted in one sealed package, clearly marked on the outside "**Sealed Proposal #11- 1071-DW**" and addressed to:

Manatee County Purchasing
1112 Manatee Avenue West, Suite 803
Bradenton, FL 34205

A.06 LEGAL NAME

Proposals shall clearly indicate the legal name, address, email and telephone number of the proposer (company, firm, partnership, individual). Proposals shall be signed above the typed or printed name and title of the signer. The signer must have the authority to bind the proposer to the submitted proposal.

A.07 PROPOSAL EXPENSES

All expenses for making proposals to the County are to be borne by the proposer.

A.08 EXAMINATION OF PROPOSAL

The examination of the proposal and the proposer generally requires a period of not less than ninety (90) calendar days from the date of the opening of the proposals.

A.09 DISCLOSURE

Proposals become “Public Records” ten (10) days after the proposal opening or if an award decision is made earlier than this time as provided by Florida Statute 119.071 (1) (b). **No review of the proposal documents shall be conducted at the public opening of the proposals.**

Manatee County will make public at the opening, the names of the business entities that submitted an offer and any amount presented as offers without any verification of the mathematics or the completeness of the offer.

A.10 ERRORS OR OMISSIONS

Once a proposal is submitted, the County shall not accept any request by any proposer to correct errors or omissions in the proposal.

A.11 RESERVED RIGHTS

The County reserves the right to accept or reject any and/or all proposals, to waive irregularities and technicalities, and to request resubmission. Any sole response received by the first submission date may or may not be rejected by the County, depending on available competition and timely needs of the County. The County reserves the right to award the contract to a responsible proposer submitting a responsive proposal, with a resulting negotiated agreement which is most advantageous and in the best interests of the County. The County shall be the sole judge of the proposal, and the resulting negotiated agreement that is in its best interest and its decision shall be final. Also, the County reserves the right to make such investigation as it deems necessary to determine the ability of any proposer to perform the work or service requested. Information the County deems necessary to make this determination shall be provided by the proposer. Such information may include, but shall not be limited to: current financial statements prepared by an independent CPA; verification of availability of equipment and personnel; and past performance records.

A.12 APPLICABLE LAWS

Proposer must be authorized to transact business in the State of Florida. All applicable laws and regulations of the State of Florida and ordinances and regulations of Manatee County will apply to any resulting agreement. Any involvement with any Manatee County procurement shall be in accordance with Manatee County Code of Laws Chapter 2-26, as amended. Procedures and deadlines concerning protests related to this Request For Proposals shall be those which are set forth in §2-26-61 of the County Code.

A.13 CODE OF ETHICS

With respect to this proposal, if any proposer violates or is a party to a violation of the Code of Ethics of Manatee County per Manatee County Code of Laws, Article III, Ethics in Public Contracting, and/or Florida criminal or civil laws related to public procurement including but not limited to Florida Statutes Chapter 112, Part III, Code of Ethics for Public Officers and Employees, such proposer may be disqualified from performing the work described in this proposal or from furnishing the goods or services for which the proposal is submitted and shall be further disqualified from submitting any future proposals for work or for goods or services for Manatee County.

The County presumes that all statements made and materials submitted in a proposal will be truthful. If a proposer is determined to be untruthful in its proposal or any related presentation, such proposer may be disqualified from further consideration regarding this Request for Proposals.

A.14 COLLUSION

By offering a submission to this Request For Proposal the proposer certifies the proposer has not divulged to, discussed or compared his proposal with other proposers and has not colluded with any other proposer or parties to this proposal whatsoever. Also, the proposer certifies, and in the case of a joint proposal, each party thereto certifies, as to their own organization that in connection with this proposal:

- a. any prices and/or data submitted have been arrived at independently, without consultation, communication or agreement, for the purpose of restricting competition, as to any matter relating to such prices and/or cost data, with any other proposer or with any competitor;
- b. any prices and/or cost data quoted for this proposal have not been knowingly disclosed by the proposer prior to the scheduled opening directly or indirectly to any competitor;
- c. no attempt has been made or will be made by the proposer to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition;
- d. the only person or persons interested in this proposal as principal or principals is/are named therein and that no person other than therein mentioned has any interest in this proposal or in the contract to be entered into; and
- e. no person or agency has been employed or retained to solicit or secure this contract upon an agreement or understanding for a commission, percentage, brokerage, or contingent fee, excepting bona fide employees.

A.15 PUBLIC ENTITY CRIMES

In accordance with Section 287.133, Florida Statutes, a person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a proposal on a contract to provide any goods or services to a public entity, may not submit a proposal on a contract with a public entity for the construction or repair of a public building or public work, may not submit proposals on leases or real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017 for Category Two for a period of 36 months from the date of being placed on the convicted vendor list.

A.15 PUBLIC ENTITY CRIMES -continued:

In addition, Manatee Code of Laws Chapter 2-26 Article V prohibits the award of County contracts to any person or entity who/which has, within the past 5 years, been convicted of, or admitted to in court or sworn to under oath, a public entity crime or of any environmental law that, in the reasonable opinion of the Purchasing Official, establishes reasonable grounds to believe the person or business entity will not conduct business in a reasonable manner.

To ensure compliance with the foregoing, the Code requires all persons or entities desiring to contract with the County to execute and file with the Purchasing Official an affidavit, executed under the pain and penalties of perjury, confirming that person, entity, and any person(s) affiliated with the entity, does not have such a record and is therefore eligible to seek and be awarded business with the County. **Proposer is to complete Attachment “A” and submit with your proposal.**

A.16 DRUG FREE WORKPLACE

Drug Free Workplace Program: Manatee County has adopted a policy requiring Contractors to maintain a Drug Free Workplace (Resolution R-93-22). Proposers are asked to review the attached Resolution and provide either a certification of compliance with the program outlined in this Resolution or describe your firm's policy or program as it relates to maintaining a drug free workplace. This response will be considered with the other criteria described herein. **Proposer is to complete Attachment “B” and submit with your proposal.**

A.17 LOBBYING

After the issuance of any Request For Proposals, prospective proposers or any agent, representative or person acting at the request of such proposer shall not contact, communicate with or discuss any matter relating in any way to the Request For Proposals with any officer, agent or employee of Manatee County other than the Purchasing Official or as directed in the Request For Proposals. This prohibition begins with the issuance of any Request For Proposals and ends upon an award of the final contract, when all solicitations have been rejected, or when the request has been canceled. Violators of this prohibition shall be subject to sanctions as provided in the Manatee County Code of Law Chapter 2-26.

A.18 EQUAL EMPLOYMENT OPPORTUNITY

Manatee County, in accordance with the provisions of Title VI of the Civil Rights Act of 1964 and the Regulations of the Department of Commerce (15 CFR, Part 8) issued pursuant to such Act, hereby notifies all prospective proposers that it will affirmatively ensure that in any contract entered into pursuant to this advertisement, women or minority business enterprises will be afforded full opportunity to participate in response to this advertisement and will not be discriminated against on the grounds of race, color, creed, sex, age or national origin in consideration for an award.

A.19 AMERICANS WITH DISABILITIES ACT

The Board of County Commissioners of Manatee County, Florida, does not discriminate upon the basis of any individual's disability status. This non-discrimination policy involves every aspect of the County's functions including one's access to, participation, employment, or treatment in its programs or activities. Anyone requiring reasonable accommodation for the public meetings specified herein (i.e. Information Conference or Proposal Opening), should contact the person named on the first page of this document at least twenty four (24) hours in advance of the activity to request accommodations.

SECTION B: FORM OF PROPOSAL

This section identifies specific evaluation factors which are to be given written responses. The contents of each proposal shall be **separated** and **arranged with tabs** in the same order as listed in Sections B.01 through B.04, identifying the response to each specific item.

The information that Proposers provide shall be used to determine whether the Proposer has the ability to perform the Scope of Services as stated in this Request for Proposal in a way which best meet the needs of Manatee County. A review with those Proposers reasonably susceptible of being selected for award may be conducted for the purposes of clarification of both ability and benefit to Manatee County. See Section C. Selection.

B.01 MINIMUM QUALIFICATIONS

Proposals may be presented by a single business entity, a joint venture, or partnership.

Prior to any consideration of the responses to the criteria in this Request For Proposals, Proposers are to document in their Proposals they have provided Professional Website Management and Maintenance Services that are similar in complexity and nature for the last three (3) years.

To validate experience, expertise and capabilities, Proposers shall provide:

- A. A copy of proposer's license;
- B. The state, county or city where the services were rendered;
- C. Name of the entity who issued the contracts;
- D. Contract Administrator for the named contracts. Include telephone and email address information.

After Manatee County staff validates the Minimum Qualifications have been met, those Proposals found to be in compliance will be considered.

B.02 ADMINISTRATIVE SUBMITTAL

- a. Proposal Signature Form.
- b. Public Contracting and Environmental Crimes Certification (Attachment A).
- c. Drug Free Work Place Certification (Attachment B).

B.03 INFORMATION TO BE SUBMITTED REGARDING YOUR BUSINESS ENTITY

Tabs are required to identify each item defined in this Section.

- B.03.1.** Provide a description of the proposer's **background and size**. Provide a general statement of qualifications that includes your firm's professional credentials, the legal status of your organization, and experience in providing the service enumerated in this Request For Proposal.

- B.03.2.** Provide an **explanation of the business entity which you represent**. Specify the business entity which would be bound by a contract, should your firm be selected: company or corporation; subcontractor roles; and if a joint venture, include the specific experience that the joint venture partners have working together on similar projects.

If the proposer is a joint venture, or partnership, the details of the responsibilities for provision of the required services must be clearly disclosed. Provide a narrative on how you anticipate the partnerships to manage the work and any prior experience that the individual entities may have had in working together on other projects. Disclose the lead firm of a joint venture.

- B.03.3.** Provide a list, with **references, of your business entity’s website experience**. Specify which key personnel were responsible for the contracted services. References given must specify employees in senior level management positions with knowledge of the operations to confirm the claimed details. Include the name of the entity the work was completed for, a description of the services provided, the dates of service and the name(s) and telephone number(s) of the contact persons. This list shall be for both Governmental and Private clients for at least the past three (3) years.

- B.03.4.** Identify each **principal of the firm and other “key personnel”** who will be professionally associated with the County. Do not include personnel that will not have a key role in providing services. Describe their respective areas of expertise.

For each identified person, list:

- Full Name
- Professional credentials; Title;
- Area of expertise, individual’s roles and duties in providing services
- Office address
- Email address
- Telephone number
- Personalized resumes which identify the qualifications, training and experience of each key personnel.

- B.03.5.** Specify the **office location of the business entity** explained in response to item B.03.2. which is to be the primary location of the principal and key personnel. List the key personnel at that location. For the remaining key personnel detail at what location(s) they will work from and how they will provide management or service or supply support from the locations that they will work from.
- B.03.6.** Disclose **any ownership interest in other entities** involved in website services which may be a potential participant in this Request For Proposals. This ownership disclosure shall be included, whether such ownership occurs by the proposer through a parent, subsidiary or holding company or any other form of business entity. Submit entity names and the percent of ownership for each.
- B.03.7.** Submit a narrative **explaining the direct economic benefit to Manatee County to be realized by selecting your firm.** During the term of this engagement detail the revenue maximizing activities, employment, subcontracting, and support services contracting as economic stimulus that your entity may generate that would directly benefit Manatee County.
- B.03.8.** Submit a **manning level statement** for these proposed services, detailing how many total employees work for your firm at any one time, including temporary, seasonal and part-time employees. List the ratios of full-time employees to part-time, temporary and seasonal employees. The County will reserve the right to set minimum requirements concerning criminal records of employees which may work with children.
- B.03.9.** Identify any operational areas you intend to use **subcontractors.** Identify the services and roles that each subcontractor would assume in providing services.
- B.03.10.** **Customer Service Commitment**
Submit a statement of customer service commitment with demonstration of your business entities experience in successfully implementing an effective customer service program. List prior customer service models that you have had direct responsibility for managing and examples of how customer satisfaction feedback was obtained by survey for those specific programs that you managed.
- B.03.11.** **Environmental Sustainability**
Detail what services, products, methods or actions that you propose to use in the operation of the license that will maximize the ecology friendly or “green” impact of your business entity when operating the licenses.

- B.03.12. Marketing and Advertising**
Detail your proposed marketing and advertising plans, including methodologies, media to be used, and schedules. The costs of the proposed marketing and advertising are to be shown separately in the projected budget.
- B.03.13.** Submit a detailed **Quality Assurance Statement** to demonstrate the level of quality that is being proposed will either meet or exceed current quality standards for the work outlined in this Request For Proposal.
- B.03.14.** Provide your firm’s years of experience related to website management and maintenance services as described in this Request For Proposal.
- B.03.15.** Provide a list of three (3) websites created, and/or maintained by your firm with particular emphasis in the travel industry. Include the website address, contact person, address, and telephone number.
- B.03.16.** Provide three (3) examples that demonstrate your firm’s ability to create user-friendly custom design updates.
- B.03.17.** Provide a brief summary of sample feature topics or stories you might recommend for the website.
- B.03.18.** Demonstrate your firm’s ability to supply or generate photography for use to represent the Manatee County area.
- B.03.19.** Discuss all aspects of the website connectivity, redundancy, customer service, and security.
- B.03.20.** Provide your firm’s proposed disaster recovery plan and strategies for web hosting.
- B.03.21.** Provide a cost proposal to include each of the following:
- (i) A monthly fee inclusive for all website management and maintenance services as described in this Request For Proposal with a cost breakdown for the following activities:
 - a.) Architecture and Navigation
 - b.) Design
 - c.) Editorial
 - d.) Daily updates of the Content Management System
 - e.) Functionality Maintenance
 - f.) Hosting and Maintenance
 - g.) FTP Site Maintenance

B.03.21. – continued

- h.)** Disaster Recovery Plan
- i.)** Monthly Reporting; and,

- (ii)** All necessary labor categories and corresponding labor rates. All hourly rates and fees, charges, costs, and anticipated reimbursable costs shall be clearly stated.

B.03.22. Provide a **project plan** detailing how your firm would perform and meet the requirements of the Scope of Services and any additional services that may be offered as part of your proposal submission. Provide a transition plan to show a timetable of the activity required prior to any commencement date.

B.03.23. Provide a list of the **contracts your firm has obtained** within the past three (3) years, indicating the type of services provided and the locations. Provide a list of the contracts your firm has lost in the past three (3) years and state the reason for the loss and the location.

B.04 **SUPPLEMENTAL INFORMATION**

Submit any other additional information which would assist the County in the evaluation of your proposal.

NOTE: The County reserves the right to make such investigation and solicit additional information or submittals as it deems necessary to determine the ability of any proposer to perform the Scope of Services stated in this Request For Proposal.

SECTION C: SELECTION

C.01 EVALUATION FACTORS

Evaluation factors are price and demonstrated ability of the Proposer(s) to perform the Scope of Services as generally outlined in Section E of this Request For Proposal in the most timely and efficient manner and the proposal(s) which will provide the best solution to meet the needs of Manatee County as determined from the responses to this Request For Proposals and subsequent investigation.

C.02 RELATIVE IMPORTANCE OF EVALUATION FACTORS

No weight has been assigned to the Evaluation Factors stated above.

C.03 PRELIMINARY RANKING

A Selection Committee shall determine from the responses to this Request For Proposals and subsequent investigation as necessary, the proposer(s) most susceptible of being selected for award.

C.04 IN-PERSON REVIEW OF PROPOSERS AND PROPOSALS

In-person reviews may be conducted with responsible proposers who are deemed reasonably susceptible of being selected for award, for the purposes of assuring full understanding of (a) conformance to the solicitation requirements, (b) the abilities of the proposer, and (c) the proposal submitted.

Proposers shall be available for presentations to and interviews with the Selection Committee, upon notification from the Purchasing Office. The date(s) and time(s) of any such presentations / interviews shall be determined solely by the County.

C.05 SELECTION FOR NEGOTIATION

The proposer, whose ability and proposal is determined to be the best proposal that is most advantageous to the County, taking into consideration the Evaluation Factors set forth in this Request For Proposals, shall be selected to negotiate an agreement for the County determined Scope of Services.

The selection of a proposer for negotiation shall not be construed as vesting any contractual or other rights of any nature in the proposer.

C.06 AWARD

Award is subject to the successful negotiation and the approval by the Purchasing Official to execute the agreement.

SECTION D: NEGOTIATION OF THE AGREEMENT

D.01 GENERAL

The following general terms and conditions apply to the proposal submitted for consideration and the subsequent negotiations:

- a.** The proposal will serve as a basis for negotiating an agreement, but not compel adherence to its terms or conditions.
- b.** Upon submission, all proposals become the property of the County which has the right to use any or all ideas presented in any proposal submitted in response to this Request For Proposal whether or not the proposal is accepted.
- c.** All products and papers produced in the course of this engagement become the property of the County upon termination or completion of the engagement.

D.02 AGREEMENT

The selected proposer shall be required to negotiate an agreement in a form and with provisions acceptable to Manatee County.

SECTION E: SCOPE OF SERVICES

E.01 GENERAL SCOPE OF SERVICES

Manatee County is a mid-size Florida county located on the southwest coast and consists of 150 miles of coastline, 741 square miles of land, 311,000 residents, and attracts more than 2 million visitors every year.

The Bradenton Area Convention & Visitors Bureau (BACVB), known as Anna Maria Island – Longboat Key on Florida’s Gulf Islands, requires professional website management and maintenance services on an annual basis for a period of four (4) years.

The BACVB, which is funded by the tourism tax levied on overnight stays, also known as the “Bed Tax,” plays a vital role in growing the delicate but resilient tourism base in the destination, Manatee County. BACVB works with all partners in the destination, Manatee County, who interact with visitors on a daily level. BACVB is in daily contact with hotels and area attractions to make Manatee County alluring to the visitor to spend their vacation time in County with the ultimate goal of making a positive economic impact.

The successful Proposer shall have experience with the tourism industry and understand the best practices and industry standards of a Convention and Visitors Bureau.

BACVB is committed to maintaining a premiere website that is designed for the ease of use. The objective shall be to increase tourism in Manatee County by providing potential visitors with a content rich, reliable site with easy to use travel planning tools that will encourage visitation and longer stays. The quality and content of the Anna Maria Island-Longboat Key website shall accurately reflect the area and provide compelling reasons for consumers to visit the market.

The current website is: www.AnnaMarialand-Longboatkey.com.

The successful Proposer shall provide professional technology marketing services to include, but not limited to, architecture and navigation, design, editorial, tourism business listings, functionality, recommendation of new features, content management, proofing and testing, industry best practices and hosting and maintenance.

In addition, it is the BACVB’s intention to expand the current usefulness of the website and future needs and functionality should be demonstrated in the proposal.

The successful Proposer shall be able to work collaboratively with both the BACVB and its’ advertising agency.

Manatee County expects that this Request for Proposal will result in an award to perform Professional Website Management and Maintenance Services on an annual basis for a period of four (4) years.

E.02 SPECIFIC SCOPE OF SERVICES

The following generally describes the "Scope of Services" that shall be the successful Proposer's responsibility:

E.02.1. Architecture and Navigation

Propose improvements to the existing navigation and structure of the website with an explanation of why it will improve the user's experience along with an estimate of this upgrade. All trademarks and creation of architecture shall become the sole property of BACVB.

E.02.2. Design

Design and/or re-design the website on an as-required basis creating a user friendly and custom design that captures the look and feel of the destination. The successful Proposer shall also have the ability to supply and generate photography for use on the website. All photography supplied by the successful Proposer shall be approved by BACVB and become the sole property of the BACVB.

E.02.3. Editorial

Create original travel feature stories, itineraries and other content about unique selling points of the market. All editorial content shall be written following best practices for web readability and becomes the sole property of BACVB.

E.02.4. Tourism Business Listings

A plan to update on a daily basis the Content Management System to the partner logins shall be provided to ensure partners and BACVB can keep listing information in the database updated and maintained throughout the year. The successful Proposer shall also be responsible for assisting BACVB with integrating the social media sites, such as Facebook, Twitter, and TripAdvisor, into the web when necessary.

E.02.5. Functionality

Recommend best practices for functionality to maintain all of its current and/or database driven functionality including:

- a.) Customer Relations Management and Monthly E-newsletter mailings
- b.) Emergency posting on the Home page

E.02.5. Functionality - continued

- c.) Trade and Industry password area
- d.) Media area with administrable press releases and photo link with online photo service
- e.) Ad specific URL and external URL tracking
- f.) Itinerary builder
- g.) Proximity mapping
- h.) Event calendar with partner submissions
- i.) Real-time weather
- j.) Interactive overview map of the market
- k.) Maps & Visitors Guide in PDF download
- l.) Photo gallery which allows visitors to submit photos
- m.) Online postcards
- n.) Site-wide keyword search
- o.) Live chat with a travel expert
- p.) Special offers that can be searched and uploaded by the industry.

E.02.6. Recommendation of New Features

Recommend future development for the site that would be most beneficial to BACVB tourism without incurring major site redesign.

E.02.7. Content Management

BACVB requires a non-technical interface to edit and update the content on the site. Real time updates are required.

E.02.8. Proofing/Testing

BACVB will review and approve all design, content and listings that appear on the site. All testing of functionality of the site shall be performed by the successful Proposer.

E.02.9. Hosting and Maintenance

The successful Proposer shall provide an uptime of greater than 99.5%, 24 hour customer service, security, backup, redundancy and connectivity. Provide an online system for the County to access site traffic pattern reports, reports should include user sessions, page views, most requested pages and top URL referrals.

E.02.10. Disaster Recovery

Provide your firm’s plan and strategies for web hosting backup and recovery performance. Your plan must meet the following requirements:

- a.) Minimize the recovery time (RTO) and recovery point objective (RPO) timeline with a maximum of one (1) hour for both.
- b.) Provide fault tolerance and ensure data integrity.
- c.) Provide capability to easily and seamlessly switch over to the backup system.
- d.) Include a remote access located outside of the state of Florida.
- e.) One (1) full scale test within four (4) months of installation; additional full scale tests on an annual basis.
- f.) Unlimited 24/7 technical support.

All required hardware, software, and network facilities shall be included in the proposal.

E.02.11. Maps/Widgets/Mobile Enhancements

List all recommended enhancements to the BACVB’s site.

E.02.12. Working with other County Vendors

Successful Proposer shall be required to work effectively with other BACVB vendors and provide access, to include but not be limited to, data, and Application Programming Interface (“API”) feeds as requested by BACVB in a timely manner for the good of BACVB’s tourism efforts.

E.02.13. File Transfer Protocol Management

Develop and maintain a File Transfer Protocol (“FTP”) site for BACVB.

E.02.14. Monthly Reporting

Google Analytics for web statistics and trends shall be submitted monthly to BACVB with review of performance. Quantcast and other related performance measures shall be used and monitored as well. The successful Proposer shall provide the analytic login/password for any and all reports generated on behalf of BACVB and the website.

E.02.15. BACVB Official Visitors Guide

Guide is currently being produced bi-annually. The successful Proposer shall be required to provide a suggested structure and development of the 2014/2015 Visitors Guide for the destination and related experience.

The successful Proposer shall also be required to work effectively with BACVB and their advertising agency on the development of the Guide as directed by BACVB. An electronic version of the Guide can be found at www.AnnMariaIsland-Longboatkey.com

PROPOSAL SIGNATURE FORM
RFP #11-1071-DW

Firm Name

Mailing Address:

Email

() _____
Telephone Number

City, State, Zip Code

The undersigned attests to his or her authority to submit this proposal and to bind the firm herein named to perform the services offered in a two party agreement. If the firm is selected by the County the undersigned certifies that he/she will negotiate in good faith to provide the selected services as may determined by the County which are detailed in this RFP #11-1071-DW.

Signature

Witness Signature

Date: _____

Date: _____

Name and Title of Above Signer

Name and Title of Above Signer

Name and Title of Firm's Representative for Manatee County

Email for Firm's Representative for Manatee County

Telephone Number of Firm's Representative for Manatee County