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Solicitation Addendum

Addendum No.:	2
Solicitation No.:	26-R090222ED
Solicitation Title:	Website Redesign, Management and Maintenance Services
Addendum Date:	July 30, 2026
Procurement Contact:	Emily Diaz

Request For Proposals (RFP) No. 26-R090222ED is amended as set forth herein. Responses to questions posed by prospective bidders are provided below. This Addendum is hereby incorporated into and made a part of RFP No. 26-R090222ED.

The deadline to submit all inquiries concerning interpretation, clarification or additional information pertaining to this RFP was July 15, 2026.

REPLACE:

EXHIBIT 1, SCOPE OF SERVICES
Replace Exhibit 1, Scope of Services with Exhibit 1, Scope of Services Revised (revised per addendum 2).

REPLACE:

EXHIBIT 2, PROPOSAL RESPONSE REQUIREMENTS
Replace Exhibit 2, Proposal Response Requirements with Exhibit 2, Proposal Response Requirements Revised (revised per addendum 2).

QUESTIONS AND RESPONSES:

Q1. For Destination marketing website, the money leak is when visitors browse but do not move toward planning a trip, booking, or engaging with local businesses. Strategos can support tourism UX, SEO, analytics, conversion tracking, and ongoing optimization. Would a short visitor journey audit be useful?

R1. How potential visitors navigate the website should be a part of the discovery process and should influence the proposed redesign.

Q2. Will the CRM be a part of the website or an external application? Do you need the ability to, within the website, manage those incoming leads, with a software the vendor provides, do you already have software for this? If you could do that within the website, would that be more favorable if it's not an option you've thought about?

R2. The current CRM will not be connected to the website.

Q3. Will the Manatee County/BACVB staff team be providing the new images and video and other photography for the updated website?

R3. BACVB staff will provide access to our current digital asset management system and we can work with the awarded Proposer to develop any further assets we feel are needed/vital to optimize the final product.

Q4. Will the vendor be responsible for rewriting and updating all of the content in tandem with the Manatee County/BACVB staff? Or will it be provided to the vendor?

R4. BACVB expects the awarded Proposer to develop all content for the redesign at which time it will be further maintained in partnership with the awarded Proposer post launch. BACVB will also solicit assistance from the creative agency of record to ensure brand voice is maintained in all developed content.

Q5. We are a Canadian agency that serves US DMOs and Visitor Bureaus. We are registered with https://dos.fl.gov/sunbiz and we meet all additional criteria in 2.02. Are we eligible for this contract?

R5. Yes. Refer to Section A.18, Applicable Laws, and Section 2.02, Minimum Qualification Requirements, of the RFP. Firms authorized to transact business in the State of Florida and meeting the minimum qualification requirements are eligible to submit a proposal.

Q6. What is the budget for this project? Please include budget for website rebuild x 2 plus ongoing support.

R6. $250,000.00

Q7. Is there a local vendor preference? Will local vendors receive higher weights in proposal scoring?

R7. No. This solicitation does not include a local vendor preference.

Q8. I understand you have pain points with your current Wordpress CMS. Are you looking for a more modern CMS or do you prefer to stay on WordPress?

R8. We are open to staying with Wordpress but are seeking a user-friendly back-end experience that staff can easily navigate and manage content daily..

Q9. Will the current brand remain in place for the new sites?

R9. The BACVB is seeking a new design for the bradentongulfislands.com website that better aligns with the primary branding for the destination (better use of brand colors, better incorporation of brand voice, etc.)

Q10. Will BACVB provide all content for the site including; photos, videos, copy, visitor guides, business listings, events?

R10. The BACVB will provide access to our digital asset management system and current digital assets like our visitor guide. It is expected that the awarded Proposer will provide AI forward, SEO copy for the website in tandem with our creative agency to ensure consistency in brand voice.

Q11. Will the new sites require translation? If yes, what languages?

R11. Refer to Exhibit 1, Scope of Services. German and French would be the priority for language translations.

Q12. Is there a desire for website personalization? Ie, the content changes based on visitor interest and past webpage interactions.

R12. We are looking to optimize the user experience of our primary destination website and lean on the bidding vendor to provide how they feel that should be accomplished.

Q13. Is there a desire for AI features such as an AI-powered trip planner?

R13. Yes. The BACVB has looked into AI-powered trip planners and would like to incorporate that into our user experience on the new site.

Q14. Is there a desire to capture first party data?

R14. We are looking at developing strong lead generation funnels that grow our leisure email data base to continue to reach potential visitors and are open to exploring other potential lead gens on the website.

Q15. What API integrations and Wordpress plugins, are used on bradentongulfislands.com? Same question for bradentonareaconvensioncenter.com?

R15. This will be disclosed to the awarded Proposer.

Q16. Can you please provide the "marketing strategy of the Bradenton Area Convention and Visitors Bureau" to ensure our proposal aligns?

R16. Refer to Exhibit 1, Scope of Services.

Q17. Per 1.09 what third party validation tool will you use to verify WCAG AA compliance?

R17. The awarded Proposer shall provide the compliance tool it recommends for testing the site.

Q18. How long do you require post-launch support?

R18. We are seeking annual ongoing support for website maintenance, hosting, and design.

Q19. In the RFP document on page 17, it states that the question and clarification deadline is July 15 at 3pm. When can we expect responses to questions submitted?

R19. Responses to questions received by the deadline will be issued by addendum.

Q20. In section 1.08, County Responsibilities, you indicate Research in item B. You cite that "consultant shall lead and conduct interviews with key department staff and other key website stakeholders, including tourism industry members and other County officials, and create and reconcile required surveys." Can you please indicate approximately how many interviews you anticipate needing? Will you provide the suggested list and contact information for each person? Please clarify what you mean by surveys since you only mention interviews.

R20. BACVB staff will work with the awarded Proposer to provide a list of persons to interview. The amount of persons will be at the discretion of the BACVB and the awarded Proposer.

Q21. Section 1.06, Item 8 requests a recommendation for a translation plugin supporting German, Dutch, French, and Spanish. Beyond recommending the solution, is implementation and configuration of the selected translation platform within the scope of this contract? If so, should translation be available across the entire website or only designated sections?

R21. Yes. The implementation and configuration of the recommended translation plugin is included in Exhibit 1, Scope of Services. Translation should be available across the entire website.

Q22. For new sections of the site, such as international travel and sports tourism, is the expectation that the Consultant will draft the content for these sections or will it be provided by BACVB?

R22. BACVB expects the awarded Proposer to develop all content for the redesign at which time it will be further maintained in partnership with the awarded Proposer post launch.

Q23. If new photography or video assets are determined to be necessary, should proposers include production costs within their fee proposal, or will those services be separately authorized and funded?

R23. The Proposer can provide a line item for special projects where resources can be used for content development as approved by the BACVB.

Q24. The Meetings microsite seems to be treated as precisely that – a functionally separate site, likely placed on a subdomain, does the same go for Premier Sports? Or is that going to be kept from a content perspective?

R24. Premier Sports will go away with the new website as it is managed by a different department within Manatee County and will be hosted on Manatee County's primary website. We will simply need a sports tourism forward page on the primary website that markets the destination as such.

Q25. Will BACVB designate a single approver for content and design deliverables, or should proposers anticipate review and approval from multiple departments and stakeholder groups?

R25. There will be a single approver to streamline processes, but this will be a collaborative project with several BACVB staff members.

Q26. Uptime vs. outage standard (Exhibit 1, §1.04 vs. Exhibit 2, Tab 8, item 17): The Performance Standards require 99.7% uptime with a 1-hour RTO/RPO, while Tab 8 item 17 states outages should "never last more than three (3) minutes." Which is the governing SLA, over what measurement window, and using what monitoring source of record?

R26. The monitoring solution and source of record shall be recommended by the Proposer as part of its proposed solution.

Q27. Hosting responsibility (Exhibit 1, §1.06.A.1.c): Does the County expect the Consultant to provide and manage cloud hosting, or must the site be hosted on Manatee County / BACVB infrastructure? Are there approved or prohibited cloud providers (AWS, Azure, GCP)?

R27. It is expected that the awarded Proposer will provide and manage the hosting of the website to be maintained on an annual basis.

Q28. Data residency (Exhibit 2, Tab 8, item 18d): The DR remote-access location must be outside Florida. Is there a corresponding requirement that primary hosting reside within the U.S. (or a specific region), and are there any state data-residency or sovereignty constraints?

R28. The solicitation does not specify a requirement regarding the geographic location of the primary hosting environment, other than the disaster recovery remote-access location requirement identified in Exhibit 2. Proposals will be evaluated in accordance with the requirements and evaluation criteria set forth in the solicitation documents.

Q29. FareHarbor booking (Exhibit 1, §1.05.D.4): For the Gulf Islands Ferry booking flow, is integration expected via FareHarbor's embed/iframe, or a deeper API integration? Is there an existing integration pattern the redesign should preserve?

R29. FareHarbor is currently an iframe/embed and does not need to be a custom API.

Q30. CRM / lead flows (Exhibit 1, §1.05.A.8 and §1.05.A.12): Is HubSpot the CRM of record for all lead-generation (guide downloads, email opt-ins, meeting-planner RFPs)? Are there existing forms, lists, and workflows that must be mapped and migrated?

R30. There are existing forms, lists and workflows that need to be mapped but BACVB is open to using another CRM.

Q31. PlayEasy on the Sports page (Exhibit 1, §1.05.C.3.g): Is PlayEasy integrated via embed/widget or API, and does BACVB hold an active PlayEasy account with the data feed the page should surface for B2B/C2B access?

R31. BACVB has an active account with PlayEasy. There is an opportunity for better integration with PlayEasy on the sports page.

Q32. Authentication / SSO (Exhibit 1, §1.06.A.1.a–b): SAML authentication and MFA are required for privileged CMS users. Must the CMS federate to a County-provided

identity provider (e.g., Microsoft Entra ID / Okta), or is vendor-managed SAML/MFA acceptable? If federation is required, which IdP?

R32. The CMS shall support federation with the County's Microsoft Entra ID environment for SSO. MFA is required for all administrative and privileged CMS access.

Q33. Penetration testing & remediation (Exhibit 1, §1.08.D): The County reserves the right to have Manatee County InfoSec or a third party conduct security validation and penetration testing. What is the expected cadence, will findings be shared with the Consultant, and must per-severity remediation SLAs be pre-agreed?

R33. The County performs regular vulnerability scanning. Applicable findings will be shared with the awarded Proposer, and severity-based remediation timelines will be finalized in the vendor support agreement.

Q34. Support coverage tiers (Exhibit 1, §1.03.A.3): The RFP asks for pricing on tiers including "24-hour" customer service and security monitoring. Does the County want 24/7/365 live coverage across the full term, or is business-hours support with defined-severity on-call acceptable?

R34. Proposer(s) shall include pricing for 24-hour customer service and security monitoring tiers. The County will evaluate proposed coverage based on risk and cost.

Q35. If possible, please provide the budget for this project.

R35. Refer to R6.

Q36. Can the BACVB share some of the issues you're experiencing with the current website? Where is it falling short? What is your biggest complaint or source of dissatisfaction? What are your main reasons for conducting a competitive procurement at this time?

R36. Refer to Exhibit 1, Scope of Services. Additional information may be provided to the awarded Proposer, if necessary.

Q37. Is BACVB seeking a solution that leverages an existing destination-marketing content management platform, or is the expectation that the awarded vendor will build a fully custom CMS implementation?

R37. The County has not prescribed a specific CMS solution. Proposers may recommend the solution they believe best satisfies the requirements of the RFP.

Q38. Section 1.06 references eCRM and CRM integrations. Can BACVB identify the current CRM platform(s) in use and any anticipated CRM initiatives the website should support?

R38. The forms are managed through Hubspot.

Q39. If partner listings remain part of the redesigned website, can BACVB provide additional detail regarding desired partner portal functionality, including self-service content management, approval workflows, user permissions, and listing management requirements?

R39. If partner listings are determined to be necessary to keep as part of the redesign, BACVB will provide all additional requested materials and information stated.

Q40. To support accurate project scoping, can BACVB provide estimated counts for:

- **Website pages**
- **Blog posts**
- **Partner listings**
- **Events**
- **Digital assets (images, videos, PDFs)**
- **Any other content anticipated for migration?**

R40. This information may be provided to the awarded Proposer, if necessary.

Q41. Would BACVB prefer migration of all existing content, or are vendors encouraged to recommend a strategic migration approach focused on preserving, optimizing, and migrating only high-performing and high-value content?

R41. BACVB prefers to have a strategic migration approach based off the discovery that will be conducted post award.

Q42. The RFP references AI-driven search discovery and AI-optimized content. Can BACVB clarify whether this requirement refers to:

- **AI-search-ready content architecture**
- **AI-powered onsite search experiences**
- **AI-assisted content creation**
- **A combination of these capabilities**

R42. BACVB desires AI-search-ready content architecture. BACVB does not desire AI-assisted content creation and would be open to discussing AI-powered onsite search.

Q43. For bradentonareaconventioncenter.com, is BACVB currently envisioning a standalone website, microsite, subdomain, or section within the primary destination platform, and are vendors encouraged to provide recommendations?

R43. The BACVB has not prescribed a specific approach. Proposers may include recommendations regarding the most appropriate architecture for the Bradenton Area Convention Center website as part of their proposed solution.

Q44. The RFP references third-party accessibility validation prior to launch. Should vendors include the cost of independent accessibility testing within their proposal, or will BACVB/Manatee County coordinate those services separately?

R44. The intent is for any qualified third-party to independently verify the accessibility of the new website whether that be Manatee County or requires the need to allocate additional funding for that testing.

Q45. Can BACVB share primary website KPIs and conversion goals currently used to evaluate website success, including any priorities related to visitor guide conversions, partner referrals, meeting planner leads, email opt-ins, or sports tourism inquiries?

R45. BACVB does not want any past KPIs to influence the redesign of the website as those goals will change.

Q46. Will cloud-hosted SaaS solutions that satisfy the security, uptime, disaster recovery, audit logging, and compliance requirements outlined in the RFP be considered fully acceptable?

R46. Yes

Q47. Can BACVB clarify whether third-party security documentation such as SOC reports, vulnerability assessments, penetration testing reports, and security certifications may be submitted to satisfy portions of the requested System Security Plan requirements?

R47. Yes. Relevant third-party security documentation may be submitted to support the System Security Plan requirements; however, the awarded Proposer remains responsible for project-specific security requirements. Implementation of the approved security plan may be validated through County review, security testing, remediation tracking, and final acceptance prior to go-live.

Q48. Section 2.08 references outages not exceeding three minutes. Can BACVB clarify whether this requirement refers to individual downtime incidents, annual uptime measurements, service-level commitments, or another specific availability metric?

R48. The three-minute reference is an operational objective for unplanned outages and failover, not an absolute incident-resolution guarantee.

Q49. Would BACVB prefer machine-assisted translation, professionally managed translation workflows, or a hybrid approach for the requested German, French, Spanish, and Scandinavian-language content support?

R49. BACVB relies on the expertise of the awarded Proposer to provide a recommendation of how to best integrate translations on the new website.

Q50. When evaluating similar completed projects, will preference be given to vendors demonstrating successful destination marketing organization (DMO), convention and visitors bureau (CVB), tourism, and convention center website experience compared to firms whose experience is primarily commercial or general-government websites?

R50. Refer to Section B.02, Evaluation Criteria, and Exhibit 2, Tab 9 – Similar Completed Projects, of the RFP. The Evaluation Committee will evaluate proposals based on the evaluation criteria and the information submitted in response to the solicitation requirements.

Q51. Would BACVB consider it advantageous for a vendor to provide destination website technology, CMS, partner management functionality, CRM integrations, analytics, hosting, and long-term optimization services through a unified platform and support model?

R51. If the project deems that necessary based on discovery and evaluation of the current site.

Q52. Would it be acceptable for us to submit the complete proposal electronically via email, instead of couriering a bound original together with an electronic copy on a USB drive?

R52. No. Proposals must be submitted in accordance with Section A.04, Submission of Proposals, of the RFP. Electronic submission via email is not permitted.

Q53. Could the County share the approximate content volume of bradentongulfislands.com (pages, blog posts, partner listings, media assets) and the current CMS platform? A sitemap would be helpful for sizing the content audit and migration.

R53. This information may be provided to the awarded Proposer.

Q54. Will industry-partner listings remain on the redesigned website, requiring a self-service portal for partners to manage their own listings, or will this functionality move off-site? If they remain, approximately how many partner records are involved?

R54. It is not intended to retain any listings on the new website.

Q55. Could the County clarify the intended structure for (a) bradentonareaconventioncenter.com - a section or subdomain of the primary site, or a separate hosting instance - and (b) the Gulf Islands Ferry presence - a landing page of the primary site with gulfislandsferry.com pointed to it, or a separate instance? Is existing content available for both?

R55. Refer to Exhibit 1, Scope of Services.

Q56. For the named third-party platforms (HubSpot, FareHarbor, Bandwango, PlayEasy, CrowdRiff, Issuu), which accounts and subscriptions are already held by BACVB and will be made available to the selected firm, and which is the firm expected to procure? This ensures all-inclusive pricing is complete and comparable across proposals.

R56. A list of all third-party platforms will be made available to the awarded Proposer.

Q57. Regarding the availability standards (uptime of at least 99.7% in Exhibit 1, 1.04.A, and outages "never more than three minutes" in Tab 8.17): how will availability and outage duration be measured and over what period, and does the County have a preferred or maximum penalty structure, or is this at the proposer's discretion?

R57. Availability must meet 99.7% uptime, excluding approved maintenance. Proposer(s) shall define measurement, exclusions, and proposed service credits or penalties; the County has no prescribed penalty structure.

Q58. Could the County clarify (a) the intended scope of the GDPR requirement (Exhibit 1, 1.06.A.1.d), for example consent management and data-subject request basics, and (b) which specific "applicable government security standards" (Exhibit 1, 1.06.A.5) the solution must conform to?

R58. The GDPR requirement is intended to address standard privacy obligations for a public-facing global marketing website, including cookie/consent management, privacy notice support, and reasonable handling of data-subject requests where applicable. Applicable government security standards should include County IT security policies and generally accepted secure web application practices appropriate to the final hosting and support model.

Q59. Regarding on-site presence (the discovery tour in Exhibit 1, 1.02.B.2.c and physical meeting attendance in Tab 7.5): what frequency and format of on-site presence does the County expect during the build and the ongoing term, and would a hybrid model be acceptable, combining on-site attendance at key milestones with a scheduled remote meeting cadence and a dedicated local account presence, provided all E-Verify and contractual obligations are met?

R59. BACVB would be open to a hybrid of in person and online based off where the awarded vendor is physically located and necessity to be in person based off if an in person meeting is necessary to accomplish certain aspects within the Scope of Services.

Q60. Has the BACVB established target business outcomes or KPIs for the redesigned website, or is the selected consultant expected to define these during the discovery phase?

R60. This will be provided to the awarded Proposer based off of the objectives outlined in Exhibit 1, Scope of Services.

Q61. Beyond visitor guide downloads, email sign-ups, Convention Center inquiries, and ferry bookings, are there any additional priority conversion events the BACVB considers critical to the success of the new website?

R61. This will be discussed and determined with the awarded Proposer.

Q62. What are your top pain points with your current CMS?

R62. This will be discussed and defined with the awarded Proposer.

Q63. Can the County identify the current CMS and any significant third-party customizations that proposers should consider when planning the migration?

R63. This will be discussed and determined with the awarded Proposer.

Q64. Are there any preferred platforms or restrictions for the new system (e.g., open-source, proprietary, or SaaS)?

R64. No specific platform is prescribed. Proposed solutions may be open-source, proprietary, or SaaS, provided they meet the RFP requirements for security, accessibility, performance, usability, supportability, and long-term maintainability.

Q65. Is a licensed proprietary CMS cost-prohibitive?

R65. This will be discussed and determined with the awarded Proposer.

Q66. If you had to rank in order of importance, what order would you rank the following? Licensing cost, ease of use for content editors, ability to easily create your own layouts, performance, SEO capabilities

R66. Ease of use of the site to be able to update pages and content is the top priority when it comes to the CMS of the new website.

Q67. Beyond the functional requirements described in the RFP, are there any additional CMS capabilities that BACVB considers critical to long-term success?

R67. This will be discussed and determined with the awarded Proposer.

Q68. Can the County provide a complete inventory of existing third-party integrations, including any custom integrations, APIs, authentication services, or internal systems that must be maintained or replaced as part of the project?

R68. This will be provided to the awarded Proposer.

Q69. Approximately how many CMS users (authors, editors, administrators, and partner users) will require access to the new platform?

R69. This will be determined post award and provided to the awarded Proposer.

Q70. Can the County provide access to or summary reports from its current analytics platform (e.g., Google Analytics) showing key traffic, engagement, and conversion metrics to inform the proposed KPI framework?

R70. This will be provided to the awarded Proposer.

Q71. Can the County provide an inventory of the current website, including the approximate number of pages, blog posts, landing pages, partner listings, media assets, and documents that are expected to be evaluated as part of the content audit and migration?

R71. This will be provided to the awarded Proposer.

Q72. Can the County clarify whether the selected consultant is expected to perform the migration of approved content into the new CMS, or whether BACVB staff will participate in content entry following the content audit?

R72. It is expected the consultant will be the one to migrate any content into the new CMS.

Q73. To what extent does the County expect the selected consultant to create new content versus editing or optimizing existing content?

R73. This will be determined based off of discovery and further investigation from the awarded Proposer.

Q74. Do you need documentation for the governance of the website?

R74. Formal governance documentation is not required beyond standard project and operational documentation. The awarded Proposer should provide documentation for CMS administration, user roles/permissions, content publishing workflow, maintenance responsibilities, and escalation/support procedures.

Q75. In addition to an accessibility audit, do you require an Accessibility Conformance Report (ACR) that follows the VPAT (Voluntary Product Accessibility Template) format?

R75. No. A formal ACR/VPAT is not required. Prior to launch, the awarded Proposer shall provide independent third-party confirmation that the public-facing website meets current WCAG AA accessibility requirements.

Q76. Are photography, illustration, or other visual assets available, or should the agency source/create them?

R76. BACVB staff will provide access to our current digital asset management system and we can work with the awarded vendor to develop any further assets we feel are needed to optimize the final product.

Q77. Can the County share any existing user research, usability testing, customer feedback, or analytics insights that identify current user pain points or priority user journeys?

R77. This will be provided to the awarded Proposer.

Q78. Are you interested in having user research and usability testing to ensure a user-friendly website?

R78. Yes, this should be part of discovery and research conducted by the awarded Proposer.

Q79. Are you able to provide participant recruitment if user research is desired?

R79. This would be coordinated with the awarded Proposer and any necessary outside agency.

Q80. Can you elaborate on who the primary and secondary target audiences are for the website? What are the top tasks they need to complete on the site?

R80. Refer to Exhibit 1, Scope of Services.

Q81. What is the anticipated budget or budget range for this project?

R81. Refer to R6.

Q82. Is there an anticipated annual operating budget for website hosting, maintenance, and enhancements after launch?

R82. Refer to R6.

Q83. What are your expectations for post-launch support, including help desk availability (e.g., business hours vs. 24/7 support), response time SLAs, and support channels?

R83. The awarded Proposer shall provide 24/7 support (primary during business hours with an emergency contact number during non-business hours) and include ongoing maintenance of the website to catch any bugs or breaks in the user experience.

Q84. Do you have an anticipated level of post-launch support (e.g., expected monthly support hours, number of support requests, or preferred retainer model)?

R84. Refer to R83.

Q85. Are there any planned enhancements, new functionality, or future phases that you anticipate following the initial website launch?

R85. Refer to Exhibit 1, Scope of Services to address objectives for the redesign.

Q86. Could you please confirm when responses to vendor questions will be issued via addendum?

R86. Refer to R19.

Q87. The RFP Form 8 includes requirements for both a 5% bid bond and a 100% Payment & Performance Bond. Since this procurement is for professional website design, hosting, and managed services rather than construction, can the County confirm whether these bonding requirements apply to this solicitation? If they do apply, are proposers required to include a 5% bid bond or certified check with their proposal submission, or do the bonding requirements apply only to the successful proposer after contract award?

R87. No. Refer to Form 8, Insurance Requirements. Only requirements indicated by an "X" apply.

Q88. Given the County is requesting, as part of the response requirements, an authorized/signed statement on company letterhead attesting to our commitment to meet the County's time and budget requirements for all assigned work, can the County provide an estimated project budget or anticipated funding range for implementation and ongoing managed services?

R88. Refer to R6.

Q89. For any mutually agreed-upon travel required to fulfill the scope of work (e.g., discovery workshops, stakeholder interviews, or other in-person meetings in Manatee County), how does the County prefer travel expenses to be handled? Should proposers include anticipated travel costs within the one-time Discovery (Pre-Launch) fee, or does the County prefer to reimburse actual travel expenses separately following approved travel?

R89. Anticipated travel should be included within the discovery fee.

Q90. Can the County provide anticipated expectations for ongoing support, enhancement requests, and maintenance following launch? For example, based on previous and existing destination website engagements, can you share how many hours of support the BACVB has generally required from its website agency related to consultation, strategy, training, new design/development requests, etc.?

R90. The awarded Proposer should provide ongoing maintenance and hosting as well as creative strategy support post launch of the new site on an annual basis.

Q91. Section 1.05 "Service Requirements" (Exhibit 1, Sections A.4 and J.1) states that "Consultant shall develop recommendations for creative campaigns and promotional opportunities that highlight the destination's unique selling points." and "Consultant shall create original creative campaigns and promotions" Could the County clarify whether these references relate to website content strategy (e.g. landing pages, seasonal content, editorial content), paid media campaigns, creative asset production, or a combination thereof? If a broader creative marketing scope is intended, could the County provide examples of the anticipated deliverables?

R91. This pertains to content strategy for the new website.

Q92. Section 1.07 "Expected Outcomes or Deliverables" (Exhibit 1, Section C.4) states that "Consultant shall create custom reporting dashboards that report site health, content performance and campaign performance". Could the County provide a sample of its current dashboard(s) or performance reports so proposers can better understand the desired reporting format, metrics, and level of detail?

R92. This will be provided to the awarded Proposer.

Q93. Can the County elaborate on its expectations regarding AI capabilities and AI optimization so proposers can align their responses appropriately?

R93. Refer to R13.

Q94. Aside from HubSpot, Bandwango, CrowdRiff, Issuu, and FareHarbor, can the County provide a list of any other known third-party integrations anticipated for the new website?

R94. This will be provided to the awarded Proposer.

Q95. Could you share your current website traffic (annual or monthly sessions and pageviews) to help us appropriately size infrastructure and performance recommendations?

R95. This will be provided to the awarded Proposer.

Q96. Can you share the incumbent website vendor and current CMS platform? Where is the website currently hosted?

R96. Fahlgren Mortine is the current website vendor and the website is hosted on AWS.

Q97. Sections 1.08(E) and 1.09(E) require that the completed website undergo an independent third-party accessibility review and that WCAG AA compliance be validated through a third-party accessibility analysis tool prior to launch. Could the County clarify whether:

- **the successful proposer may utilize its own independent third-party accessibility testing solution (e.g., an industry-recognized accessibility analysis platform) to satisfy this requirement;**
- **the County intends for its IT Department or a County-designated third party to perform or coordinate the validation; or**
- **the County requires proposers to engage a specific third-party accessibility resource?**

R97. Refer to R44.

Q98. Additionally, if an external validation is required beyond the proposer's standard accessibility testing process, should proposers include any associated costs within their pricing, or will the County coordinate and fund that review separately?

R98. Refer to R44.

Q99. For a proposer that is not submitting as a joint venture and will be including Forms 3 and 4 in Tab 3, what, if anything, should be included in Tab 2? The RFP indicates that no additional documentation is required for Tab 2, so we wanted to confirm whether it should simply be included as an empty section or omitted entirely.

R99. If the Proposer is not submitting as a joint venture, Tab 2 should be included and identified as "Not Applicable." Refer to Exhibit 2, Proposal Response.

Q100. Similarly, if a proposer is not claiming any trade secret or proprietary information, should Tab 4 be included as an empty section, or may it also be omitted? We want to ensure our proposal is organized in accordance with the County's intended tab structure.

R100. If the Proposer is not claiming any trade secret or proprietary information, Tab 4 should be included and identified as "Not Applicable." Refer to Exhibit 2, Proposal Response.

Q101. Given one of the tabbed sections ('Forms') along with some required pages in other sections (such as a statement on company letterhead) are 8.5" × 11", should we assume this dictates that the entire submission must follow that same paper size and orientation? Or is the format flexible?

R101. The proposal format is flexible. Except for the required forms identified in the solicitation, proposers may determine the page size and orientation of their proposal. Proposers shall comply with the applicable submission requirements set forth in Section A, Instructions to Proposers.

Q102. We noticed the following two requirements appear verbatim in both Tab 7 and Tab 8 of the proposal instructions. Is the County requesting that proposers duplicate this content in both tabs, or is it sufficient to include this information once (either in Tab 7 or Tab 8)?

- **A narrative of the project approach and an explanation of how this approach meets County objectives and requirements as specified in Exhibit 1, Scope of Services.**
- **An explanation of Proposer's technical ability to perform all facets of the scope as defined in Exhibit 1, Scope of Services."**

R102. Refer to Replace section within this Addendum.

Q103. Similarly, we noticed that the implementation plan and schedule requirement appears verbatim in both Tab 7 and Tab 8 ("Details of implementation plan and schedule. Provide an implementation schedule for each component of the services."). Is the County requesting that proposers duplicate this content in both tabs, or is it sufficient to include this information once (either in Tab 7 or Tab 8)?

R103. Refer to R102.

Q104. Has the County established a budget range, allocation, or not-to-exceed amount for (a) the initial redesign and rebuild and (b) annual ongoing website management and maintenance services?

R104. Refer to R6.

Q105. Article 8 assigns to the County exclusive ownership of all 'reports, documents, designs, ideas, materials, concepts, plans, creative works and other work product' and all related intellectual property. Will the County accept standard background-IP terms — under which the County owns all project-specific deliverables, custom development, creative, and information architecture, while the Consultant retains its pre-existing, general-purpose platform components, frameworks, libraries, and tools, licensed to the County as required to use and maintain the deliverables?

R105. The County will not modify the Sample Agreement through the question and clarification process. Proposers shall submit their proposals in accordance with the requirements of the RFP and Sample Agreement. Refer to Section A.16, Determination of Responsibleness and Responsiveness, Section C.02, Negotiation and Exhibit 4, Sample Agreement.

Q106. Article 24 provides that the individuals performing the Services shall be personally liable for negligent acts or omissions. Will the County confirm the intent of this provision, and whether liability may be borne by the Contractor entity rather than its individual employees?

R106. Refer to R105.

Q107. Article 6.J states the Agreement is a firm fixed price contract with no allowances or reimbursement for any cost. Exhibit 3 requests pricing for Maintenance (annually), SEO/AI Driven Search Management (monthly), and Additional Services (upon request). How should Proposers reconcile these — specifically, will the County accept a fixed price for the Pre-Launch items with a rate card or unit-rate schedule governing Additional Services, and are the recurring items fixed for the initial term?

R107. Proposers shall complete Exhibit 3, Fee Proposal, as provided. Fixed pricing shall be submitted for the requested services, and rates shall be provided for Additional Services. Refer to Exhibit 3, Fee Proposal.

Q108. Are the performance standards and penalty provisions negotiable — specifically 99.7% uptime (1.04.A), RTO and RPO of one hour (1.04.B), and the requirement at Tab 8.17 that outages never exceed three (3) minutes with Proposer-proposed penalties? Please confirm (a) the measurement method and measurement window, (b) permitted exclusions for approved maintenance, third-party service failures, and force majeure, and (c) whether penalties are intended as service credits against fees or as at-risk amounts beyond fees.

R108. Refer to Exhibit 1, Section 1.04, Performance Standards, and Exhibit 2, Tab 8, Item 17, of the RFP.

Q109. Does the County's local preference apply to this solicitation? If so, please confirm the preference percentage, the qualifying criteria, and whether a local preference affidavit is required with the Proposal.

R109. Refer to R7.

Q110. Tab 7 (Approach, 30 points) and Tab 8 (Capacity, 30 points) both request, in items 1 and 2, a narrative of the project approach and an explanation of the Proposer's technical ability to perform the scope. How would the County like Proposers to differentiate these two responses, and is cross-referencing between Tabs acceptable rather than duplicating the narrative?

R110. Refer to R102.

Q111. Tab 9 requests up to five similar projects performed over the last two (2) years. Will the County consider projects completed within a longer window (for example, five years), or projects currently in progress, where they are directly comparable in scope and scale?

R111. No. Refer to Exhibit 2, Proposal Response Requirements, Tab 9 – Similar Completed Projects.

Q112. Form 8 appears twice — as 'Insurance Requirements' (pages 31–39) and as 'Insurance Statement' (page 40). The Table of Contents and Tab 3 list Form 8 as the Insurance Statement. Please confirm that only the executed Insurance Statement (page 40) is required in Tab 3.

R112. Yes. Proposers are only required to submit the completed Form 8 – Insurance Statement with their proposal. Refer to Exhibit 2, Tab 3 of the RFP.

Q113. No Bid Bond or Payment and Performance Bond is marked as required in Form 8, but the Bonding Requirements narrative and the Contractor's Insurance Statement surety fields are included in the RFP and Sample Agreement. Please confirm that no bid bond, payment bond, or performance bond is required for this solicitation.

R113. Refer to R87.

Q114. Other than the two-page limit on the introductory letter, is there a page limit or maximum length for the Proposal overall, or for any individual Tab?

R114. No.

Q115. Form 8 requires Cyber Liability coverage on a per occurrence policy form, endorsed to name Manatee County as an Additional Insured. Cyber liability is written on a claims-made basis in the commercial market, and most carriers will not add an Additional Insured to a cyber policy. Will the County accept a claims-made cyber policy with an extended reporting period, and a certificate evidencing coverage in lieu of an Additional Insured endorsement?

R115. The acceptability of the proposed Cyber Liability coverage and supporting documentation will be evaluated by the County’s Risk Management Division during negotiations with the selected proposer.

Q116. Form 9 (Indemnity and Hold Harmless) and Article 16 of the Sample Agreement contain materially different indemnity language — Form 9 is not limited to third-party claims and expressly includes 'errors or omissions that result in material cost

increases to County,' while Article 16 is mutual and third-party limited. In the event of a conflict, which governs?

R116. The indemnification obligations of the awarded Proposer will be as set forth in the final executed Agreement.

Q117. Article 18.C requires insurance to remain in force for at least three (3) years after completion of the Services. Given the Agreement's one-year initial term with four one-year renewal options, please confirm the intended duration of the post-completion insurance obligation and whether it applies to all coverages or only to claims-made policies.

R117. The three (3) year requirement applies following completion of the Services under the Agreement. Claims-made policies must be maintained for the required post-completion period. Occurrence-based coverages must remain in effect throughout the Agreement term.

Q118. Does the County require, prefer, or prohibit any specific CMS platform, or is any modern commercially available headless CMS acceptable provided it satisfies the stated requirements for role-based access, SAML authentication, MFA, portability, and version control?

R118. The County does not require, prefer, or prohibit a specific CMS platform. Proposed CMS solutions will be evaluated based on their ability to meet the stated requirements, including role-based access, authentication, MFA, portability, version control, security, accessibility, vendor support, and long-term maintainability.

Q119. The RFP requires geo-redundant hosting, a System Security Plan, and 'a remote access located outside of the state of Florida' (Tab 8.18.d). Will the County accept a managed edge/CDN and serverless hosting model, in which redundancy, failover, and geographic distribution are inherent to the platform, in lieu of a traditional multi-site server architecture? How should the RTO/RPO and remote-access requirements be evidenced for such an architecture?

R119. Yes. The County will consider managed edge/CDN, serverless, or other modern hosting models if the proposal demonstrates equivalent or better redundancy, failover, geographic distribution, security, and supportability. The Consultant should document how the proposed architecture satisfies the RTO/RPO, remote access, backup/recovery, and security requirements within its System Security Plan and hosting approach.

Q120. For the named third-party applications (HubSpot, Bandwango, CrowdRiff, Issuu, FareHarbor, and PlayEasy), please confirm which licenses and subscriptions are held and funded by BACVB versus procured by the Consultant, and whether existing integrations and configurations are to be preserved or rebuilt.

R120. This will be provided to the awarded Proposer.

Q121. Is CrowdRiff BACVB's primary/sole system of record for photo and video assets, or are there additional digital asset repositories the CMS would need to reference/integrate for imagery?

R121. Crowdriff is the primary digital asset management system for the BACVB and user generated photo galleries are currently incorporated on the website and the BACVB desires to continue to incorporate those galleries in a strategy manner on the new website.

Q122. 1.05.B.3 asks for a professional recommendation on how the Convention Center microsite should be housed and hosted. To confirm the boundaries of that recommendation: is the County open to the microsite sharing the primary site's CMS and hosting infrastructure while maintaining separate navigation and a distinct user experience, or is a separately hosted property expected?

R122. BACVB anticipates the awarded Proposer to provide a professional recommendation.

Q123. The scope describes a Gulf Islands Ferry web page on bradentongulfislands.com (1.05.D), and notes that BACVB currently drives SEM traffic to gulfislandsferry.com (1.05.D.3). Please confirm whether gulfislandsferry.com is in scope under this Agreement — for redesign, redirection, retirement, or ongoing maintenance — or whether it remains a separate property outside this engagement.

R123. Refer to Exhibit 1, Scope of Services. It will remain a page on the primary website until otherwise stated.

Q124. How many content authors or admins will require access.

R124. Refer to R69.

Q125. 1.06.A.8 requests a translation plugin recommendation supporting 'German, Deutch, French, and Spanish.' Please confirm the intended set of languages. Additionally, is machine or integrated translation acceptable, or is professional human translation required — and which pages or sections must be localized?

R125. Machine or integrated translation is acceptable. Pages to be translated will be determined and shared with the awarded Proposer.

Q126. 1.05.F.2 states that if the Consultant recommends that bradentongulfislands.com continue to host partner listings, the Consultant must develop a partner portal enabling industry partners to manage their own listings independently. Please confirm whether a partner portal is a required deliverable of this engagement, and if so, approximately how many industry partners and listings it must support.

R126. A partner portal is not required and should be at the recommendation of the awarded Proposer.

Q127. The content audit and migration are identified as among the most critical components of the redesign. Can the County provide approximate current counts of pages, blog posts, partner listings, media assets (images and video), and PDFs on bradentongulfislands.com, and confirm whether an existing content inventory or analytics export can be made available to Proposers?

R127. This will be made available to the awarded Proposer.

Q128. 1.05.A.5 states that if the Consultant determines new photography or video assets are needed, producing them is the Consultant's responsibility. What volume of net-new photography and videography does the County anticipate for this engagement, relative to use of the existing BACVB asset library?

R128. This will be assessed and determined by the awarded Proposer based off of discovery and content evaluation.

Q129. 1.02.B.2.c requires the Consultant to bring all primary staff assigned to the redesign into market for a discovery tour. Approximately how many staff, how many days, and how many in-market visits should Proposers plan for across the engagement — including the discovery tour and any subsequent on-site meetings — and are these costs to be included within the fixed price?

R129. This cost should be included within fixed price. The intention is that primary staff (as determined by the awarded Proposer) come into market for a one-time discovery visit. Any other in-person meetings will be planned and coordinated with BACVB staff.

Q130. Does the nine-month completion timetable begin at contract execution or at Discovery Phase kickoff? Does that window include content migration and the independent third-party accessibility validation required prior to public launch (1.08.E, 1.09.E)?

R130. This will be assessed and determined during the initial kick off meeting with the awarded Proposer.

Q131. Regarding the independent third-party accessibility review required before launch: will the County engage and fund this reviewer (for example, through the County IT Department), or is procuring it the Consultant's responsibility? What review and remediation turnaround should Proposers assume when building the project schedule? Please also confirm how this reconciles with 1.09.E, which states that accessibility compliance shall not result in additional costs to BACVB.

R131. Refer to R44.

Q132. The RFP references several accessibility standards: Section 508 of the Rehabilitation Act and W3C WCAG 2 (A.36), Section 504 and W3C WCAG 2 (1.09.A), 'the latest WCAG AA compliance guidelines' (1.09.C), and Section 508 and/or WCAG 2.0 AA (Tab 5.12.a). Please confirm the single controlling standard and version for both the website and the Proposer's document deliverables.

R132. WCAG 2.1 Level AA is the controlling accessibility standard for the public-facing website and all documents submitted under this solicitation or Agreement that may be made available to the public.

Q133. Section A.04 specifies physical submission of a bound original and one electronic copy (USB/CD) delivered to the Procurement Division, while Section A.06 references the County's use of a third-party distribution system for issuing solicitation documents and addenda. Please confirm the sole acceptable method of proposal submission for this RFP: (a) physical delivery of a bound original plus electronic media, as described in A.04; (b) electronic submission via email to the Designated Procurement Contact;

or (c) submission through a third-party bid management portal (e.g., DemandStar). If a third-party portal is used for document distribution only and not for proposal submission, please confirm that in writing.

R133. Refer to R52.

Q134. Sections 1.01 and 1.05.E provide helpful context on the destination's audiences, including key international origin markets, arrival airports, and the target demographic of women with an average household income of $125K. Can BACVB share any additional visitor research to supplement this — such as typical length of stay, the drive vs. fly split for domestic visitors, and demographic detail by segment — and confirm which international markets are supported by in-market representation firms?

R134. BACVB has an international marketing team who work with the international firms for the BACVB. Further visitor information will be provided to the awarded Proposer.

Q135. Section 1.05.B — Is there any additional information you can share with us about your target audience for the Convention microsite and how leads are nurtured?

R135. Leads are nurtured through an email marketing campaign dedicated to meeting planners as well as personal outreach from our sales team.

Q136. Section 1.05.C — Is there any additional insight you can share about the target audiences for the sports tourism page?

R136. No. Refer to Exhibit 1, Scope of Services.

Q137. Are there any inspiration sites the marketing team would like to share, both for in category and out of category?

R137. This will be shared with the awarded Proposer.

Q138. Are there pain points for the editorial team with the existing site that you can elaborate on? This would help us to best understand the internal BACVB team's priorities.

R138. This will be further discussed with the awarded Proposer.

Q139. Does the tourism tax funding carry any nuance regarding website content and/member expectations of the site?

R139. The BACVB is a department of Manatee County Government and not membership based and is solely funded by the tourist development tax.

Q140. Is there a brand style guide that can be shared?

R140. This will be provided to the awarded Proposer.

Q141. Sections 1.02.A.6 and 1.05.A.10 both reference "conversions" — the site should be "designed to generate meaningful conversions for featured industry partners," and the Consultant will "work to establish annual key performance indicators as well as define 'conversions' resulting from user experience on the redesigned website." Can

BACVB share how conversions are currently defined and tracked, both site-wide (e.g., visitor guide downloads/requests, email opt-ins, bookings) and at the individual partner level (e.g., referral clicks or bookings attributed to partner listings), and any existing annual KPIs that the new definitions would build upon?

R141. Currently BACVB tracks the amount of destination guide requests that come through the website as well as e-newsletter sign-ups. There is an opportunity to create better KPIs on the new site and set better tracking of conversions.

Q142. Exhibit 2 requires an implementation schedule in Tab 7 (item 3) and a Project Timeline and component schedules in Tab 8 (items 6–7), while Section 1.02.B.2.d notes the formal schedule will be agreed upon during the Discovery Phase. Can the County confirm that (a) the timeline submitted in the proposal will be treated as preliminary and subject to refinement during Discovery and (b) whether the nine-month clock begins at contract execution or at the conclusion of the Discovery Phase?

R142. Any timeline submitted in the proposal will be treated as preliminary until the discovery happens and all parties agree on a final timeline.

Q143. Can BACVB share current baseline performance data (annual sessions, visitor guide downloads/requests, newsletter opt-ins, ferry bookings attributed to the site) that will inform the joint KPI-setting exercise described in Section 1.07?

R143. This will be provided to the awarded Proposer.

Q144. Can the County provide a budget range or not-to-exceed figure for the initial redesign/build phase, separate from the ongoing annual maintenance and monthly SEO/AI search management components? Understanding budget parameters will help us right-size the technical and creative approach.

R144. Refer to R6.

Q145. Is the intention for the Bradenton Area Convention Center experience to become a true standalone microsite in the future, or should it remain as a dedicated landing page/section on the main site with a vanity URL?

R145. The intention is for it to be a standalone microsite so as not to complicate the backend of the website.

Q146. Approximately how many partner listings are currently maintained on bradentongulfislands.com? (Per Section 1.05.F, the RFP indicates a self-service partner portal does not currently exist and would need to be developed — this figure will help scope that build.)

R146. This will be assessed with the awarded Proposer.

Q147. Section 1.05.A.5 references BACVB's existing image and video collection and notes that any new photography/video assets needed would be the Consultant's responsibility to produce. Can the County characterize the current asset library's coverage and quality (e.g., by destination pillar, by property/page) so we can identify

likely gaps, and confirm whether net-new media production should be quoted as part of this response or handled separately if gaps are identified?

R147. The BACVB has a robust content library that reflects the primary pillars of the destination. Any short comings will be addressed with the awarded Proposer and if any further content is needed for the site that will be determined and handled separate from this Scope of Services as outlined in Exhibit 1.

Q148. For the required discovery-phase market visit (Section 1.02.A.2.c), is there a preferred or required timeframe within the project timeline, and are there specific BACVB stakeholders or industry partners the County expects the discovery tour to include?

R148. The discovery should be done at the beginning of the project. BACVB will identify the stakeholders.

Q149. Beyond the in-market discovery tour, what frequency of in-person attendance does BACVB anticipate for the weekly status meetings and ongoing account management — are recurring meetings expected to be virtual with periodic on-site sessions? (This affects the travel assumptions in our Fee Proposal.)

R149. The BACVB expects weekly status calls and a frequency held on an as needed basis. In person is expected for the discovery and any additional significant milestones of the project, as needed.

Q150. Is the current WordPress site self-hosted, on a managed WordPress host, hosted on County/State infrastructure, or hosted by a development agency partner? Understanding the current hosting arrangement will help scope the hosting recommendation and disaster-recovery plan required in Tab 8.

R150. The current website is hosted on WordPress that is hosted by the current website agency.

Q151. Our technical review indicates the current web properties are built on WordPress. Can the County confirm this is correct for each property in scope — bradentongulfislands.com, bradentonareaconventioncenter.com, and gulfislandsferry.com — including the WordPress version in use, and describe how the properties are currently architected (e.g., a single WordPress multisite serving all three, separate standalone installations, or pages within the primary site resolving from vanity domains)?

R151. Yes. All of the aforementioned URLs are hosted on WordPress. Currently, bradentonareaconventioncenter.com is hosted within the same WordPress environment as bradentongulfislands.com, essentially as a website within a website, while gulfislandsferry.com is a page within bradentongulfislands.com. BACVB intends to continue hosting the ferry page on the primary leisure website, bradentongulfislands.com, while establishing a separate WordPress site for bradentonareaconventioncenter.com.

Q152. BACVB hold and pay for its own licenses/contracts for the required third-party platforms (HubSpot, Bandwango, CrowdRiff, Issuu, FareHarbor, PlayEasy, Google

Analytics/Tag Manager), with the Consultant responsible for integration only? Or should any platform licensing costs be included in the Fee Proposal?

R152. The BACVB holds individual license for all listed with the exception of Hubspot and Google Tag Manager. The awarded Proposer is expected to handle integration. The awarded Proposer may be asked to assist in handling the cost of select platforms that are vital to the site.

Q153. Section 1.06.A.8 requests a plugin recommendation for translation services to "German, Deutch, French, and Spanish." Can the County confirm the intended language list (e.g., is "Deutch" a duplicate reference to German, or was Dutch intended as a fourth language)? Additionally, is the County expecting the plugin to provide machine translation of content, or does the County have in-house or contracted translation resources whose output the plugin would need to display?

R153. BACVB is anticipating machine translations.

Q154. Beyond the required TAB structure (Exhibit 2) and package/mailing instructions (Section A.04), are there specific formatting requirements for the written response (e.g., font, margins, page limits per tab)?

R154. No. Refer to Section A.04, Submission of Proposals and Exhibit 2, Proposal Response.

Q155. For the notarized forms (Forms 3, 5, and 9), is electronic signature paired with online notarization acceptable in lieu of wet-ink signature and in-person notarization? Form 10 explicitly permits online notarization — can the County confirm whether the same applies to the other notarized forms in the submission?

R155. Yes. Electronic signatures and online notarization are acceptable for Forms 3, 5, and 9, provided they comply with applicable Florida law.

Q156. Can you describe the current WordPress architecture for bradentongulfislands.com, including hosting model, plugin stack, custom post types, custom themes, third-party integrations, and any known performance or administrative pain points? This helps us evaluate migration complexity, technical debt, and whether the current CMS issues are primarily platform, implementation, hosting, or governance related.

R156. This will be provided to the awarded Proposer.

Q157. For bradentongulfislands.com, bradentonareaconventioncenter.com, Gulf Islands Ferry, Sports Tourism, and International Tourism, do you envision these as separate websites, microsites, landing page experiences, or managed sections within a shared CMS platform?

R157. See R152

Q158. What is the approximate size of the current content inventory, including pages, blog posts, partner listings, event records, PDFs, images, videos, forms, redirects, and historical content that may need to be audited? The RFP identifies content audit and migration as one of the most critical components, and specifically notes that only top-performing and high-impact content should be migrated.

R158. An audit of the entire site will need to be conducted by the awarded Proposer to best assess the content needed for migration.

Q159. Do you have existing analytics, search, heatmap, CRM, email marketing, and campaign performance data available to support decisions about what content should be migrated, consolidated, rewritten, redirected, or retired?

R159. This will be provided to the awarded Proposer.

Q160. Regarding the partner listings, the RFP states that "if the Consultant recommends bradentongulfislands.com continues to host partner listings on the website, the Consultant will need to develop a user-friendly partner portal so industry partners can independently manage their listing." Is BACVB's preference to retain partner listings on the new site, or is the Consultant expected to evaluate this and make a recommendation? If partner listings are to remain, what level of partner self-service is required for the proposed partner portal, including authentication, approval workflow, listing fields, media uploads, expiration and review cycles, notifications, and BACVB moderation?

R160. This will be based off of the awarded Proposer's recommendation.

Q161. Based on our initial scans, we're seeing about 100 core website pages, and approximately 1,500 pages of dynamically generated content (events, listings, and articles). Should the consultant assume all content migration/population responsibility for the purposes of this scope, or will the BACVB team support this effort?

R161. The BACVB will assist in direction of the content but the primary responsibility will fall on the awarded Proposer.

Q162. What CRM or eCRM and marketing automation platforms are currently in use, and what specific lead capture workflows are expected at launch for visitor guide requests, email opt-ins, meeting planner guide downloads, RFP submissions, partner promotions, and campaign landing pages?

R162. Refer to Exhibit 1, Scope of Services.

Q163. For the named third-party systems (HubSpot, Bandwango, CrowdRiff, Issuu, FareHarbor, PlayEasy, events calendars, social media tools, and translation services), which are mandatory launch integrations versus future-phase enhancements, and are API credentials, vendor contacts, and technical documentation available?

R163. This will be determined and shared with the awarded Proposer.

Q164. The RFP references "AI-driven website copy" and "AI-driven search discovery" in multiple sections. Can BACVB elaborate on the expectations for AI in the context of this project? Specifically, is the expectation that the Consultant will use AI tools to generate and optimize website copy, implement AI-powered site search for visitors, optimize content for AI search engines (e.g., Google AI Overviews, ChatGPT,

Perplexity), or all of the above? Clarifying this will help us appropriately scope the AI capabilities and ongoing services.

R164. BACVB does not desire AI written copy, but desires AI strategy and integration of that strategy into the website to aid in new AI search preferences.

Q165. What are the County's expectations for identity management and security in the new CMS, including SAML provider, MFA enforcement, user roles, privileged access, audit logging, penetration testing, vulnerability remediation SLAs, and ongoing security reporting?

R165. In addition to the identity requirements in R32, the CMS shall provide role-based access, audit logging, and appropriate security reporting. Security testing and remediation shall follow the approved System Security Plan and vendor support agreement.

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.

END OF ADDENDUM

AUTHORIZED FOR RELEASE

Brent Sargent, CPPO, CPPB, NIGP-CPP, FCCM, FCCN

Digitally signed by Brent Sargent, CPPO, CPPB, NIGP-CPP, FCCM, FCCN
Date: 2026.07.30 15:04:37 -04'00'

EXHIBIT 1, SCOPE OF SERVICES REVISED
RFP No. 26-R090222ED

1.01 BACKGROUND INFORMATION

The Bradenton Area Convention & Visitors Bureau (BACVB) is a department of Manatee County Government and is the official tourism bureau for Bradenton, Anna Maria Island, and Longboat Key on Florida's West Coast. BACVB is seeking a website agency to design a new destination marketing website for bradentongulfislands.com that includes professional website management, annual maintenance services, and creative optimization based on marketing goals and objectives.

This also includes enhancement and optimization of the microsite for the Bradenton Area Convention Center, www.bradentonareaconventioncenter.com.

The BACVB is funded by the tourism tax levied on overnight stays, also known as the "Bed Tax," which plays a vital role in growing and maintaining the tourism base in Manatee County. The Bradenton Area collects all six pennies of the Bed Tax and maintains a 94% visitor return rate, demonstrating the effectiveness of sustained destination marketing and visitor experience investment. Tourism is the Bradenton Area's primary economy, consistent with much of Florida, and supports a significant number of Manatee County residents across hospitality, food and beverage, retail, attractions, transportation, and related service industries.

The Bradenton Area encompasses a diverse group of municipalities including, but not limited to, Anna Maria Island, Bradenton, Longboat Key, Cortez, Palmetto, and Lakewood Ranch. Centrally located along Florida's West Coast, the destination also benefits from nonstop air access through Sarasota Bradenton International Airport, enhancing accessibility for regional, domestic, and international visitors. The Bradenton Area also has a strong international audience in the United Kingdom, Germany and Scandinavia.
The Bradenton Area competes within a primary competitive set that includes Sarasota, The Palm Beaches, the Florida Keys & Key West, Pensacola, and St. Pete/Clearwater, and continues to position itself as a distinctive and accessible Gulf Coast destination with strong repeat visitation, diverse accommodations, and a tourism economy that drives local prosperity.

While the destination is not defined by a single peak season, the Bradenton Area welcomes a variety of traveler segments throughout the year. Seasonal travel patterns influence the types of visitors we attract at different times, requiring the primary website to showcase a range of experiences that appeal to evolving audience needs.

The new website must highlight the brand pillars of the Bradenton Area which are as follows: beaches, outdoor adventure, culinary, arts and culture and prominently display our Love It Like a Local initiative that promotes responsible tourism.

The BACVB has established brand elements that should be preserved and prominently reflected in the proposed website redesign, rather than modified.
The target audience for the BACVB is women with the average household income of $125K who have the intent to travel.

1.02 PROJECT OBJECTIVES

Successful Proposer (hereinafter in this Scope referred to as Consultant) shall furnish all equipment, labor, materials, supplies, licensing, transportation, and other components necessary to provide design and maintenance of a new destination marketing website that will meet the requirements of the Agreement.

A. Consultant shall design and maintain a new destination marketing website for bradentongulfislands.com and bradentonareaconventioncenter.com

The Bradenton Area Convention & Visitors Bureau (BACVB) seeks to redesign, develop, implement, and maintain a destination marketing website for bradentongulfislands.com and a meetings-focused website experience for bradentonareaconventioncenter.com.

The current website has evolved into a large and complex platform that no longer fully supports BACVB's destination marketing goals, brand pillars, and user experience objectives. The redesigned website shall serve as the primary digital marketing platform for the Bradenton Area and support visitor engagement, destination awareness, lead generation, and partner promotion.

At a minimum, the redesigned website shall include:

1. An engaging, streamlined user experience that aligns with current accessibility standards.
2. A mobile-first design, fully responsive website experience.
3. Rich storytelling supported by blog posts, video, and photography.
4. Increased engagement through interactive content and dynamic features.
5. A strong sense of place that clearly positions the Bradenton Area within Florida and highlights the unique characteristics and diversity of its distinct geographic regions.
6. A marketing-driven website designed to generate meaningful conversions for featured industry partners.
7. Streamlined, well-structured content optimized for engagement, SEO/SEM performance, and AI-driven search discovery.
8. A meetings-focused microsite for the Bradenton Area Convention Center that aligns with the above priorities where appropriate, with a strong emphasis on both B2B and consumer-facing audiences, lead generation, and event planning resources.

B. Website Design & Development for bradentongulfislands.com
   1. Architecture & Navigation: The BACVB is seeking a comprehensive redesign that is intuitive to user flow based on how they interact with the primary brand for the destination.
   2. Discovery Phase: Research, analytics review, SEO audit, competitive analysis.
      a. The Consultant will perform an SEO and AI copy audit of the destination to establish strong, organic storylines that can be optimized through brand storytelling on the website.

b. The Consultant will perform an audit of the existing bradentongulfislands.com website to assess current user experience, content interaction and performance, etc. to establish best opportunities for optimization moving forward.
c. The Consultant will be responsible for bringing all primary staff assigned to work on the redesign of the bradentongulfislands.com website into market for a discovery tour.
d. Project Timeline – A formal schedule for the project that will be agreed upon during the Discovery Phase of the project.

1.03 GENERAL REQUIREMENTS

Consultant shall provide the following requirements:

A. Account Management
   1. Consultant's Account Service Team shall be responsible for managing and integrating all services and to ensure adherence to client expectations regarding deadlines, quality, and effectiveness as well as provide continued monitoring of site's security health and accessibility compliance. The team shall be responsible for the day-to-day management of interactive projects, project planning, team integration and weekly status reports.
   2. Consultant Account Manager and web team must be available for weekly status meetings with the BACVB team to discuss website maintenance, updates, new projects, performance insights, upcoming enhancements, and any additional support needs.
   3. Consultant shall provide pricing for multiple tiers of support including 24-hour customer service and security monitoring, back-up and redundancy and connectivity issues.
   4. If Consultant needs to add or remove any of the primary staff as part of the Account Service Team, they must alert BACVB to that change before any staff changes are implemented.

1.04 SELF-PERFORMANCE REQUIREMENT

The Consultant shall perform all primary professional services required under this Agreement using its own employees. The Consultant shall not subcontract, assign, or delegate the performance of the website strategy, design, development, implementation, content migration, content strategy, project management, or ongoing website management and maintenance services to any subcontractor or third party without the prior written approval of the County. This restriction does not prohibit the use of commercially available hosting platforms, software products, cloud services, content delivery networks, security tools, accessibility testing services, or other incidental third-party technology necessary to support the Consultant's performance of the Agreement.

1.05 PERFORMANCE STANDARDS

Throughout the term of the Agreement, Consultant shall maintain the following minimum performance standards:

A. Website uptime of no less than 99.7%, excluding approved scheduled maintenance periods.

B. A documented disaster recovery and business continuity plan capable of meeting a Recovery Time Objective (RTO) and Recovery Point Objective (RPO) of one (1) hour.
C. Consultant shall monitor and maintain the website infrastructure, hosting environment, and related services necessary to meet these performance standards.
D. Failure to maintain the performance standards identified herein may be considered by the County when evaluating Consultant performance and any future renewal options available under the Agreement.

1.06 SERVICE REQUIREMENTS

Consultant's services shall include but not be limited to:

A. bradentongulfislands.com (leisure destination website)
    1. Consultant shall propose a comprehensive website redesign, including strategic rationale for how the recommended approach will improve user experience, engagement, and conversion. All trademarks, design concepts, information architecture, and related creative developed through this project shall become the sole property of BACVB.
    2. Consultant will design a user-friendly website that highlights the Bradenton Area's primary destination pillars, including beaches, outdoor adventure, arts and culture, and culinary experiences, through brand storytelling that utilizes existing brand assets such as video, photography, and blog content. The website will also communicate the destination's responsible tourism initiative, Love It Like a Local. The redesign should reflect the established brand identity while modernizing the user experience, improving navigation, and incorporating an intuitive site-wide keyword search function to enhance content discovery including AI-driven website copy. The website must be fully responsive across mobile, tablet, laptop, desktop and other screen devices to ensure a consistent experience for all users.
    3. Consultant shall design a website homepage that provides bradentongulfislands.com users with a clear understanding of the destination's location within the state of Florida. The website shall incorporate an interactive map that highlights the Bradenton Area's location and showcases the diversity of its distinct geographic regions.
    4. Consultant shall develop an original content strategy, including recommendations for creative campaigns and promotional opportunities that highlight the destination's unique selling points. The strategy should be informed by a comprehensive audit of existing content on bradentongulfislands.com. Consultant will evaluate current performance to determine which content should be transferred to the new site, what should be revised or optimized, and what should be removed entirely. Consultant will lead and manage the overall content strategy, including recommendations for the content that will be carried forward to the new website.
    5. Consultant will redesign the website to create a user-friendly, custom design that captures the look and feel of the destination. Consultant shall use photos and video sourced from the BACVB's robust image and video collection. If the Consultant feels new photo or video assets are needed, this will be at the responsibility of the Consultant to produce.
    6. Consultant must build the ability to implement emergency messaging on the homepage during adverse situations, including but not limited to natural disasters, environmental

events, or public safety communications, through banners, alerts, webpages or featured messaging.

7. Consultant shall also support integration and promotion of digital Visitor Guide(s), including downloadable PDFs, iFrame displays and strong lead generation opportunities for guide requests and downloads, as well as a dedicated Media Kit section for press and industry stakeholders.
8. Consultant shall ensure the website architecture supports integration with third-party tools, including but not limited to CRM platforms, events calendars, social media integrations, and other tourism-related tools necessary for destination marketing and partner promotion.
9. Consultant will be responsible for implementing these tools as part of the website build and should utilize BACVB's existing platforms and resources whenever possible in the design and development of the website.
10. Consultant shall take into account the marketing strategy of the Bradenton Area Convention and Visitors Bureau to develop a website that works within the existing marketing funnel and will work to establish annual key performance indicators as well as define "conversions" resulting from user experience on the redesigned website.
11. Consultant will be responsible for implementing SEO and AI search driven copy that aligns with the BACVB brand standards and voice.
12. Consultant will consider how to design a website optimized to drive lead generation, i.e., visitor guide downloads or requests, email marketing opt-ins, etc.

B. Bradenton Area Convention Center Microsite

1. The Bradenton Area Convention & Visitors Bureau manages and operates the Bradenton Area Convention Center, which recently underwent a $54 million renovation and expansion. The Convention Center serves as the centerpiece for attracting meetings, conventions, and tradeshows to the Bradenton Area. With the destination's strong leisure offerings, the Bradenton Area is positioned to be a leading "bleisure" (business + leisure) destination, allowing conference attendees to seamlessly extend their stay before or after business events to experience the area's beaches, outdoor recreation, and culinary scene.
2. The purpose of bradentonareaconventioncenter.com is to act as a sales and marketing tool for the Convention Center sales team, providing meeting planners with a comprehensive understanding of the facility's amenities, services, and the bleisure opportunities available throughout the destination.
3. Consultant shall provide a professional recommendation on how this microsite should be housed/hosted to make it fully optimized for its targeted user experience. The site must have its own navigation separate from bradentongulfislands.com and meet all current WCAG AA compliance requirements.
4. Consultant shall optimize the microsite or standalone page for lead generation, including email marketing opt-ins, meeting planner guide views and downloads, and RFP submissions, to support the Convention Center's sales goals.
5. Consultant shall ensure the site design is responsive across all devices and aligns with the overall branding of the Bradenton Area Convention & Visitors Bureau and Bradenton Area Convention Center while providing a distinct experience tailored to meeting planners and business travelers.

C. Sports Tourism Web Page
    1. The Bradenton Area Convention & Visitors Bureau is the Sports Tourism Bureau for Manatee County. This page is necessary to deliver pertinent information to sporting event planners on venues available within the Bradenton Area that would attract them to bring their event to the destination.
    2. Consultant shall incorporate a sporting events calendar highlighting BACVB sponsored sporting events that can be organized by host sports venues within and around the Bradenton Area to use as a sales tactic to attract future sports tourism business.
    3. The Sports Tourism portion of bradentongulfislands.com must include:
        a. The Sports Tourism calendar
        b. A concise overview of sports tourism opportunities in the destination
        c. Feature contact information for the Sports Tourism sales team
        d. Existing sports tourism marketing video and photography assets into the design to create a cohesive and visually engaging experience
        e. Offer the Sports Playbook for digital viewing and downloadable access
        f. Optionally highlight key sporting event venues and facilities within the Bradenton Area
        g. Incorporate third-party provide, PlayEasy, into the page for B2B and C2B access.

D. Gulf Islands Ferry Web Page
    1. The Gulf Islands Ferry page is currently the most visited page on the Bradenton Gulf Islands website. The objective of this page is to provide an intuitive, easy-to-navigate experience where ferry customers can quickly access essential information, and ferry operators can efficiently update content on the back end. While the Gulf Islands Ferry is managed by the BACVB, it is operated by a contracted third party, so the page must be easily accessible to users outside the BACVB network and support straightforward content management by external operators.
    2. The objective of the Gulf Islands Ferry, a tourist development tax funded service, is to alleviate cars off Bradenton Area thoroughfares, especially those accessing the Bradenton Area's barrier island beaches that cause significant traffic impacts during high season and certain holiday weekends.
    3. The BACVB currently has SEM driving strong web traffic to the gulfislandsferry.com web page as well as geotargeting digital marketing aimed at both residents of the Bradenton Area and people visiting the destination.
    4. Consultant shall develop a streamlined landing page for Gulf Islands Ferry that delivers a seamless booking experience integrating the current booking system, FareHarbor.
    5. The Gulf Islands Ferry webpage must include:
        a. A clear "Book Now" call to action above the fold for users to easily purchase tickets
        b. An interactive map that guides users to learn more about each stop of the Gulf Islands Ferry service.
        c. An alert area for service updates or schedule disruptions (weather, maintenance, etc.) that can be updated by the ferry operator and customer service representative.
        d. A frequently asked questions section that can be easily maintained by BACVB staff and the third-party operator.

e. Display the Gulf Islands Ferry schedule in a clear, user-friendly format, with the ability to easily update it for seasonal changes, particularly during peak beach periods such as Memorial Day, Fourth of July, and Labor Day.
f. A promotion and clear call-to-action for downloading the Ferry Perks Pass, a free savings pass available to active Gulf Islands Ferry ticket holders, managed through the third-party vendor Bandwango.

E. International Tourism Page
1. The Bradenton Area attracts a significant international audience, particularly from the United Kingdom, Central Europe (Germany), and Scandinavia. Most international visitors arrive via Tampa International Airport, located approximately 45 minutes north of the Bradenton Area, or Orlando International Airport, about two hours away. Many of these travelers combine their visit to the Bradenton Area with other major Florida destinations, such as Orlando or Tampa, positioning our destination as a relaxing, beachside complement to Florida's larger attractions.
2. The purpose of the International Tourism page is to provide targeted content that highlights the Bradenton Area's unique appeal to long-haul international travelers. The International traveler page must include:
a. Information about international Tour Operators and how to book travel to the Bradenton Area through them.
b. Highlight recommended or paid partnerships with flight providers on best preferred ways to get to the Bradenton Area from designated international markets
c. Have a section on "best things to know" before traveling to the Bradenton Area, i.e. international drivers license, etc.
d. Feature strategic storytelling that funnels international travelers into engaging with the primary website. We don't want international travelers to feel separate from the rest of the intended audiences of the website.
e. Must highlight and lead with Anna Maria Island and beach experiences as that is the primary attraction for this demographic.

F. Development: CMS implementation, content migration, technical SEO optimization.
1. The current bradentongulfislands.com has grown into a sprawling site with an overabundance of content, making it increasingly difficult to manage. Previous versions included numerous images, blog posts, user listings, and other content that now require a thorough audit. Only top-performing and high-impact content should be migrated to the new site. Content auditing and migration is one of the most critical components of this website redesign, and BACVB is seeking a highly experienced website vendor to guide and manage this process.
2. Additionally, the current CMS struggles with functionality, frequently experiencing bugs and errors that make site management challenging for BACVB staff. The redesigned website must implement a highly user-friendly CMS that enables BACVB staff to make updates independently, without relying on external agencies for routine changes, ensuring the site remains efficient, flexible, and easy to maintain. If the Consultant recommends bradentongulfislands.com continues to host partner listings on the website, the Consultant will need to develop a user-friendly partner portal so industry partners can independently manage their listing.

G. Content Audit
   1. The Consultant shall lead a comprehensive audit of all existing website content to clearly define the target audiences, assess content performance, and determine strategic priorities for the new site. This includes identifying high-traffic and high-impact pages, evaluating content relevance and quality, and recommending which content should be updated, migrated, or removed. The Consultant shall also identify top-performing content that can be leveraged to attract new audiences and support broader marketing initiatives. The audit should result in a detailed content plan that establishes BACVB's goals for user engagement, SEO/AI performance, and destination marketing effectiveness.

H. Website Maintenance & Support
   1. Consultant shall provide ongoing maintenance and support for the new bradentongulfislands.com, including monthly maintenance and strategic enhancements. Recommendations for improvements shall be presented to BACVB and informed by performance data, user behavior, and reporting insights to continuously enhance the website's effectiveness as a marketing tool.
      The Consultant must:
      a. Provide monthly reporting and access to a custom dashboard to review KPIs, analytics, and website performance metrics. This includes SEO/AI search optimization reporting, top traffic drivers to the website as well as UTM tracking and website integration.
      b. Provide ongoing technical maintenance, monitoring, and troubleshooting to ensure optimal site performance.
      c. Provide security monitoring, routine backups, and a documented disaster recovery plan.
      d. Recommend and implement enhancements that are marketing-driven and aligned with BACVB's overall destination marketing goals.
      e. Provide ongoing monitoring, logging, and error tracking for front-end and back-end components, including uptime, performance metrics, and client-side errors.
      f. Implement centralized logging for system events, application errors, and integrations, with access provided to BACVB upon request.
      g. Provide regular reporting on website health, including performance, uptime, and error trends, with recommendations for improvement.
      h. Provide continued support on design, website optimization, and copy to align with marketing strategies of the BACVB.

I. Training
   1. Consultant shall develop, implement, and conduct specialized training for the new website, outline steps necessary for content (copy and imagery) creation and implementation, storage and entry through the established Content Management System tools.
   2. Consultant shall work with BACVB staff members to train on website CMS until the staff is sufficiently briefed on their use. Consultant will remain available for BACVB staff in need of additional training at no additional cost to the BACVB.

3. Consultant must build efficient and easy-to-use training materials and documentation (i.e.: PDF guides, videos, etc.) that explain all levels of expertise to manage content, complete with documented workflow and role assignment for content ownership, creation, editing and publication.

J. Content Development
   1. Consultant shall create original content strategy, creative campaigns and promotions to improve KPI metrics or review, adjust KPIs quarterly. Any content provided will be optimized for best search results.B.2.5 Website Enhancements
   2. Consultant shall work with the BACVB team to develop an ongoing content management and enhancement strategy. This shall include regular discussions to evaluate existing content, identify opportunities to enhance or optimize current pages, recommend removal or replacement of outdated content, and propose new pages or content aligned with BACVB marketing priorities and campaign needs.
   3. Consultant shall aid future projects to enhance the site as needed.

1.07 TECHNICAL REQUIREMENTS

Consultant shall implement an automated testing framework as part of the development lifecycle to proactively identify and resolve defects prior to deployment. This shall include, at minimum, automated front-end testing (UI/UX validation, accessibility scanning, and cross-browser compatibility) and back-end testing (application logic, API integrations, and CMS functionality).

Automated test results shall be documented and made available to BACVB upon request, including error reporting, failed test cases, and remediation status. The CONSULTANT shall demonstrate how automated testing is integrated into continuous integration and deployment processes to ensure ongoing site stability and performance.

A. Technical Requirements
   1. Website shall have the ability to support or develop software and features that includes, but is not limited to dynamic content, interactive maps, eCRM and CRM software(s), and a user-friendly commercially available content management system for BACVB staff and BACVB hospitality industry users to include but not limited to:
      a. CMS features: Role-based access, SAML authentication, portability, version control.
      b. All privileged user access to the CMS must enforce Multi-Factor Authentication (MFA).
      c. Hosting: High availability, geo-redundancy, security standards (firewalls, DDoS protection).
      d. Compliance: GDPR, SSL Labs A rating.
      e. Environments: Production, staging, QA/QC.
   2. Consultant shall design and implement the website to meet modern performance standards across all devices. At a minimum, the website shall meet Google Core Web Vitals benchmarks (LCP, INP, CLS).
   3. The solution shall incorporate performance best practices, including image optimization, caching, code optimization, and use of a Content Delivery Network (CDN). Consultant shall validate performance using industry-standard tools and

provide baseline results prior to launch, with ongoing optimization included in maintenance.

4. Consultant shall adhere to industry-standard secure development practices, including secure coding standards, vulnerability management, and dependency monitoring. The website and all supporting infrastructure shall be subject to routine security assessments, including vulnerability scanning and penetration testing.
5. The solution shall support audit logging, role-based security controls, and compliance with applicable government security standards.
6. Third Party apps required for implementation on the website include, but are not limited to, HubSpot, Bandwango, CrowdRiff, Issuu, and FareHarbor.
7. Consultant shall conduct new site soft launch with pre- and post-site quality control and ongoing support.
8. Consultant shall provide a recommendation for plugin that provides translation services to German, Deutch, French, and Spanish.

1.08 EXPECTED OUTCOMES OR DELIVERABLES

A. Key Performance Indicators (KPIs):
The Consultant shall, in conjunction with BACVB staff, define, implement, and track key website performance metrics, capturing and reporting insights on user engagement, conversion, traffic patterns, and other relevant indicators. KPI reporting should provide actionable recommendations to optimize content, improve user experience, and support BACVB's overall digital marketing objectives.

B. Deployment & Launch: Soft launch, QA testing, post-launch analysis.
1. Consultant shall include an extensive quality assurance (QA) testing period prior to site launch. QA testing must include both front-end user experience and back-end CMS functionality. Consultant shall also test content accuracy, internal linking, and migration integrity to ensure all approved content displays correctly.
2. Consultant shall conduct cross-browser and cross-device testing to ensure consistent performance across modern browsers, mobile devices, tablets, and desktop environments. Any bugs, accessibility issues, or functionality errors identified during QA must be resolved prior to launch.
3. Following launch, the Consultant shall monitor website performance to ensure stability, functionality, and accuracy. Consultant shall identify and resolve any post-launch bugs, content issues, or performance concerns that arise.
4. Consultant shall outline the duration of post-launch support, including availability for troubleshooting, bug fixes, and performance monitoring, as well as a recommended timeline for continued optimization following launch.

C. Monthly reporting
1. Consultant shall work with BACVB to establish business goals and Key Performance Indicators and incorporate those goals to specific actions which users can take on the website. Measurement planning shall also involve development of a campaign tagging strategy including development of custom URL tracking when appropriate.

2. Consultant shall implement the measurement plan under BACVB's existing Google Analytics and Google Tag Manager Accounts to capture, interpret and share the information necessary for making data-driven marketing decisions.
3. Consultant shall provide monthly reporting on performance metrics such as traffic volume, top referral sources, most viewed pages, conversions, and any other customized reports that may be applicable to improving relevancy, visibility, and engagement. These metrics shall be monitored to identify areas of success and opportunities for continuous improvement.
4. In addition to monthly reports, Consultant shall create custom reporting dashboards that report site health, content performance and campaign performance.
5. Consultant will use analytics information to collaborate with the BACVB's other third-party vendors to assist in campaign reporting on marketing initiatives, campaign landing pages, etc.

1.09 COUNTY RESPONSIBILITIES

A. Project Team – The BACVB, at any time, reserves the right to approve or disapprove of the Consultant's Project Management Team provided. The Project Management Team shall be consistent with the ongoing Account Services Team upon launch of the site.
B. Research – Consultant shall lead and conduct interviews with key department staff and other key website stakeholders, including tourism industry members and other County officials, and create and reconcile required surveys. BACVB shall provide Consultant with all branding, focus group and market research information.
C. Consultant shall conduct a soft launch period on a staging website. During this phase, the website will be reviewed and used by BACVB stakeholders to test the user experience, content accuracy, CMS functionality and overall performance. The Consultant shall address feedback and resolve identified issues before final launch. BACVB retains final approval authority for website launch.
D. BACVB reserves the right to require security validation and penetration testing conducted by Manatee County Information Security staff or designated third-party vendors. The Consultant shall cooperate with all security testing efforts and promptly remediate identified vulnerabilities in accordance with agreed-upon service level timelines.
E. The Consultant shall engage an independent third party, whether through the County IT Department or another qualified accessibility testing resource, to conduct a comprehensive accessibility review of the completed website prior to launch. The review must confirm that the website meets the most current WCAG AA Accessibility Standards, or any updated equivalent standard in effect at the time of launch. The website shall not be made publicly available until confirmation of compliance has been provided.

1.010 ACCESSIBILITY

A. Consultant shall ensure all of its electronic information, documents, applications, reports, and deliverables required under the Agreement are in a format that meets the requirements of Section 504 of the Rehabilitation Act and best practices (W3C WCAG 2).
B. Where not fully compliant with these requirements and best practices, Consultant shall provide clear points of contact for each document and information technology to direct

users in how to obtain alternate formats. Further, Consultant shall develop accommodation strategies for those non-compliant resources and implement strategies to resolve the discrepancies.

C. Consultant shall use the latest WCAG AA compliance guidelines to design the website, including but not limited to contrast tests, zoom and scrolling features, color correction, and alternative text options for screen-reader users.
D. Consultant shall ensure that all dynamic, interactive, and JavaScript-driven components are fully accessible through the appropriate use of Accessible Rich Internet Applications (ARIA) roles, states, and properties. This includes, but is not limited to, navigation menus, modals, carousels, accordions, maps, and form elements. All interactive components must be operable via keyboard navigation and compatible with screen readers and assistive technologies. Accessibility implementation shall follow current W3C ARIA Authoring Practices in conjunction with WCAG AA compliance.
E. The website shall not be launched until WCAG AA compliance is confirmed. Verification must be reviewed and approved by BACVB's and validated through a third-party accessibility analysis tool. Accessibility compliance must be included as part of the website build and shall not result in additional costs to BACVB.
F. Provide continued CMS support, including content updates, system updates, and ongoing WCAG AA compliance. The website must remain compliant with accessibility requirements, as BACVB is legally subject to accessibility standards as a department of Manatee County Government.

END OF EXHIBIT 1

EXHIBIT 2, PROPOSAL RESPONSE REQUIREMENTS REVISED
RFP No. 26-R090222ED

This section identifies specific information which must be contained within the Proposal and the order in which such information should be organized. The information each Proposer provides will be used to determine those Proposers with the background, experience, and capacity to perform the scope of services as stated in this RFP and which Proposer(s) best meets the overall needs of the County. For more information on the evaluation process, refer to Section B, Evaluation of Proposals.

2.01 INFORMATION TO BE SUBMITTED

The contents of each Proposal will be organized and arranged with tabs in the same order as listed below and with the same TAB numbers. The Proposal should contain sufficient detail to permit the County to conduct a meaningful evaluation. However, overly elaborate proposals are not requested or desired.

2.02 PROPOSAL FORMAT

A. FORMAT

For more information regarding submission of Proposals, refer to the Request for Proposals, Section A.04, Submission of Proposals.

B. TAB 1 - INTRODUCTION

In Tab 1, include the following:

1. A cover page that identifies Proposer, the RFP by title and the RFP number.
2. An introductory letter/statement that describe your Response in summary form (limit 2 pages).
3. A table of contents.

C. TAB 2 – MINIMUM QUALIFICATION REQUIREMENTS

In Tab 2, submit the information and documentation requested that confirms Proposers meets the following minimum qualification requirement(s):

1. Proposer must be registered with the State of Florida, Division of Corporations to do business in Florida.

   No documentation is required. The County will verify registration.

2. Proposer is not listed on the Florida State Board of Administration, Scrutinized List of Prohibited Companies found on the SBAFLA website.

   No documentation is required. The County will verify.

3. Proposer is not on the Florida Department of Management Services Suspended, Debarred, and Convicted Vendor Lists.

No documentation is required. The County will verify.

4. Proposer is not on the Federal Convicted Vendor or Excluded Parties list (SAM/EPLS).

   No documentation is required. The County will verify.

5. Proposer is not on the Florida Department of Transportation Contractor Suspended List.

   No documentation is required. The County will verify.

6. Proposer has not been convicted of a public entity crime per Section 287.133, Florida Statutes, or environmental law in the past five (5) years.

   Proposer must complete Form 3 and submit with its Proposal attesting that it has not been convicted of a public entity crime or environmental law in the past five (5) years.

7. If Proposer is submitting as a joint venture, Proposer must have file the required documents with the Florida Department of Business and Professional Regulation as required by Florida Statute Section 489.119, prior to the Due Date and Time for submission of Proposals in response to this RFP.

   If Proposer is a joint venture, Proposer must provide a copy of Proposer's approved filing with the Florida Department of Business and Professional Regulation.

8. Proposer has no reported conflict of interests in relation to this RFP.

   If no conflicts of interest are present, Proposer must submit a fully completed copy of Form 4.

   If there is a potential conflict of interest, on a separate page submit a statement to that effect and disclose the name of any officer, director or agent who is an employee of the County. Disclose the name of any County employee who owns, directly or indirectly, any interest in Proposer's firm or any of its branches.

D. <u>TAB 3 – FORMS</u>

In Tab 3, provide the completed and executed Forms listed below.

Form 1, Acknowledgement of Addenda
Form 2, Proposal Signature Form
Form 3, Public Contracting and Environmental Crimes Certification
Form 4, Conflict of Interest Disclosure Form
Form 5, Non-Collusion Affidavit
Form 6, Truth in Negotiation Certification
Form 7, Scrutinized Company Certification

Form 8, Insurance Statement
Form 9, Indemnity and Hold Harmless
Form 10, Anti-Human Trafficking Affidavit

E. TAB 4 – TRADE SECRETS

In Tab 4, Pursuant to Section A.28, Trade Secrets, identify any trade secret being claimed. **NOTE: Designation of the entire Proposal as "Trade 'Secret', 'Proprietary' or 'Confidential' is not permitted and may result in a determination that the Proposal is non-responsive and therefore will not be evaluated or considered.**

Proposer must submit purported trade secret as follows:

1. Trade secret material must be segregated, within the applicable TAB, from the portions of the Response that are not being declared as trade secret. **NOTE**: Responses cannot be designated as 'Proprietary' or 'Confidential' in their entirety.
2. Proposer shall cite, for each trade secret being claimed, the Florida Statute number which supports the designation.
3. Proposer shall provide a brief written explanation as to why information claimed as trade secret fits the cited Statute.
4. Proposer shall provide an additional electronic copy of its Response that redacts all designated trade secrets.

F. TAB 5 – PROPOSER STATEMENT OF ORGANIZATION

In Tab 5, provide information and documentation on Proposer as follows:

1. Legal contracting name including any dba.
2. State of organization or incorporation.
3. Ownership structure of Proposer's company.
   (e.g., Sole Proprietorship, Partnership, Limited Liability Corporation, Corporation)
4. Federal Identification Number.
5. A fully completed (signed and dated) copy of Proposer's W-9.
6. Contact information for Proposer's corporate headquarters and local office (if different)
   NOTE: local is defined as Manatee, DeSoto, Hardee, Hillsborough, Pinellas, or Sarasota counties.
   a. Address
   b. County, State, Zip
   c. Phone
   d. Number of years at this location
7. List of officers, owners and/or partners, or managers of the firm. Include names, addresses, email addresses, and phone numbers.
8. Provide supporting documentation from the certifying agent indicating Proposer is a certified Minority-owned Business Enterprise, if applicable.
9. Contact information for Proposer's primary and secondary representatives during this RFP process to include the following information:
   a. Name
   b. Phone
   c. E-mail

d. Mailing Address
e. County, State, Zip

10. Provide a brief summary regarding any prior or pending litigation, either civil or criminal, involving a governmental agency or which may affect the performance of the services to be rendered herein, in which the Proposer, any of its partners, employees or subcontractors is or has been involved within the last three (3) years.
11. Provide details of any ownership changes to Proposer's organization in the past three (3) years or changes anticipated within six (6) months of the Due Date and Time (e.g., mergers, acquisitions, changes in executive leadership).
12. Detail Proposer's accessibility under Section 508 of the Rehabilitation Act strategies and processes as follows:
    a. Detail Proposer's strategies and approach to meeting the ADA accessibility compliance standards of Section 508 and/or WCAG 2.0 AA for all documents to be submitted under the Agreement.
    b. Briefly describe Proposer's ADA accessibility conformance testing process.

G. TAB 6 – PROPOSER AND TEAM'S EXPERIENCE (MAXIMUM POINTS 15)

In Tab 6, provide details of Proposer and its team's experience to include the following:

1. Provide a summary of Proposer's background, size, and years in business.
2. Describe Proposer's experience in other destination management or other organizations as well as for other government agencies, particularly those within Florida.
3. Provide Proposer's years of experience.
4. Identify and include information regarding experience and qualifications of Proposer's key staff to be assigned to the services. Include a resume for each with the name of the firm(s) for their current and previous employers, their full names, professional credentials (e.g., certifications and/or licenses), and roles and duties which the individuals will provide to the County. Include the address of their current primary office location, email address and phone number.
5. Self-Performance - Proposer shall identify the personnel who will perform the primary services required under this solicitation and certify that the Proposer will perform those services using its own employees. The use of subcontractors to perform the primary services identified in Exhibit 1 will not be permitted unless expressly approved in writing by the County. Proposer may identify any third-party software, hosting, cloud, accessibility testing, security, or similar technology providers that will support the proposed solution.
6. Describe any significant or unique accomplishments, recognition, or awards received by Proposer and its key personnel for previous similar services.
7. Provide a minimum of four (4) client references of similar services performed by Proposer, who are agreeable to responding to an inquiry by the County. References should include the following information:
    a. Client name
    b. Client address
    c. Client contact name
    d. Client contact phone and fax numbers
    e. Client contact email address
    f. Brief description of work (1-2 sentences)

g. Performance period (start/end dates)
h. Total dollar value of contract

8. Provide any additional information that would assist the County in the evaluation of Proposer and team's experience.

H. TAB 7 – APPROACH (MAXIMUM POINTS 30)

In Tab 7, provide Proposer's project approach to include the following:

1. A narrative of the project approach and an explanation of how this approach meets County objectives and requirements as specified in this RFP.
2. An explanation of Proposer's technical ability to perform all facets of the scope of services defined in Exhibit 1. If more than one Proposer is jointly filing a Response, details must be provided to clearly demonstrate individual roles and responsibility for all components of the project.
3. Details of implementation plan and schedule. Provide an implementation schedule for each component of the services. NOTE: Proposer must commit to a timetable of no more than nine (9) months for completion of the redesign and rebuild of a new mobile-first and mobile responsive website that is in accordance with Exhibit 1, Scope of Services.
4. Provide a narrative of the methodology for engaging with County representatives in-the-course of performing the duties.
5. Proposer shall thoroughly explain:
    a. Its accessibility in the areas of availability for meetings, general communications, coordination, and supervision.
    b. How Proposer physically plans on attending pre-scheduled meetings.
    c. How Proposer plans on ensuring accessibility and availability during the term of the Agreement.
6. Provide a statement on company letterhead and signed by an authorized official of Proposer attesting to its commitment to meet the County's time and budget requirements for all assigned work.
7. Provide any additional information that would assist County in the evaluation of Proposer's approach to provide the required services.
8. Proposer's current workloads and any projected changes to the workload within the next one(1) year.

I. TAB 8 - CAPACITY (MAXIMUM POINTS 30)

In Tab 8, provide Proposer's capacity to include the following:

1. Architecture and Navigation: Proposer's comprehensive redesign and an explanation as to why it will be successful and improve user experience.
2. Software Development Best Practices: Describe how Proposer's software resiliency (e.g., code backups) and reversibility (e.g., version control) is maintained.
3. Project Charter: Proposer's objectives of the project, its scope, the key stakeholders, roles and responsibilities, project risks, acceptance criteria and communication plan.
4. Project Timeline: Proposer's formal schedule for the project that will be agreed

upon during the Discovery Phase of the project.

5. Details of future needs and functionality to expand the usefulness of the website.
6. Design: Proposer's options for multilanguage support.
7. CMS Features: Name of the proposed CMS and supporting software and services used for the site.
8. CMS Features: Describe how the proposed CMS allows portability (e.g., exports) and reversibility (e.g., versioning, recycle bin, back-ups).
9. Hosting: Proposer's System Security Plan (SSP).
10. Hosting: Proposer's hosting service to be used; describe features of the service that improve performance (scaling, caching, etc.), auditability (e.g., logging), availability (e.g., geo-replication), regulatory (e.g., standards and certifications) and security (e.g., firewalls, DDS attack prevention, anti-virus/anti-malware, whitelisting).
11. Hosting: Describe the process for identifying, notification, and patching of low/medium/high/critical security vulnerabilities throughout the Cloud Computing Architecture.
12. Hosting: Identify who is notified/who maintains point of contact.
13. Hosting: Describe Proposer's financial penalties incurred for violating the terms of the service agreement.
14. Proposer's web service should prevent bradentongulfislands.com outages never last more than three (3) minutes. Proposer shall propose penalties to be imposed in the event of an outage greater than the agreed upon terms.
15. Disaster Recovery: Proposer's plan and strategies for web hosting backup and recovery performance. The proposed plan shall meet the requirements listed below. All required hardware, software, and network facilities shall be included in the proposal.
    a. Minimize the Recovery Time Objective (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 evidence to transition to the backup system easily and seamlessly.
    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.
16. Provide a statement on company letterhead, signed by an authorized representative of the Proposer, certifying that the Proposer can meet the performance standards identified in Exhibit 1.
    a. Website uptime of no less than 99.7%, excluding approved scheduled maintenance periods.
    b. A documented disaster recovery and business continuity plan capable of meeting a Recovery Time Objective (RTO) and Recovery Point Objective (RPO) of one (1) hour.
    c. Ongoing monitoring, maintenance, and support necessary to maintain these performance standards throughout the term of the Agreement.
    If the Proposer cannot meet any of the above performance standards, the Proposer shall clearly identify the exception(s) and provide an explanation.
17. Provide details on proposed Training and Testing as follows:
    a. Proposed Project Manager who will be available to present information and

coordinate with BACVB staff. This will include a reasonable number of meetings to present design and development solutions.

b. Proposed comprehensive testing plan, including quality assurance and regression testing across the project, including major browsers (Chrome, Safari, Firefox & Microsoft Edge) and mobile devices.
c. Proposed comprehensive training plan for the BACVB's approval prior to site launch that includes technical and end user training.
d. Proposed training and training manuals to understand the CMS, integrations, and other pertinent information.

18. Any additional information requested in Exhibit 1, Scope of Services, or any additional information not previously requested which Proposer believes would assist the County in the evaluation of Proposer's capacity to provide the required services.

J. TAB 9 - SIMILAR COMPLETED PROJECTS (MAXIMUM POINTS: 15)

Provide a list of up to five (5) similar projects, which Proposer has provided services to other entities over the course of the last two (2) years. Include the following information:

a. Organization/Owner name
b. Address (County/State)
c. Project date (Start/End)
d. Proposer's role in the project (e.g., prime/lead, sub)
e. Scope of work (Brief description 1-2 sentences)
f. Total project costs

NOTE: Representative photographs and exhibits supporting the above projects are permitted as an attachment to this section.

K. TAB 10 – FEE PROPOSAL (MAXIMUM POINTS 10)

In Tab 10, Proposer shall submit a completed copy of Exhibit 3, Fee Proposal.

1. Proposer shall provide a detailed breakdown of all costs associated with the redesign and rebuild of a new mobile-first and mobile responsive website.
2. Proposer shall provide a detailed breakdown of all costs for ongoing professional website management and maintenance services after the project is complete.
3. Proposer shall complete all applicable sections of Exhibit 3 and may attach supplemental pricing information if additional detail is necessary to explain proposed costs.
4. All required hardware, software, network facilities and other costs necessary to perform services described in Exhibit 1 shall be included in the Fee Proposal.
   Proposer shall provide pricing options for 24-hour customer service support, security, backup, redundancy, and connectivity.
   If proposing optional services or additional enhancements not specifically requested by the County, such costs shall be separately identified.

END OF EXHIBIT 2