April 15, 2016

RFP 16-1444EC: Professional Website Development, Management, Editorial and Maintenance Services for the Bradenton Area Convention & Visitors Bureau
ADDENDUM No 2

The following Addendum is issued to add to, modify, and/or clarify the Request for Proposals (RFP) documents. The items contained within this Addendum shall have the same force and effect as the original RFP documents. Proposers shall acknowledge receipt of this and any other addenda issued pursuant to this Request for Proposal in their proposal.

If you have submitted a proposal prior to receiving this Addendum, you may request <u>in writing</u> that your original, sealed proposal be returned to your firm. All sealed Proposals will be opened on the date stated, in conformance with the additions listed herein.

Clarification Requests as submitted by Proposers

Item 1:
Question: What is the primary driving force behind BACVB's desire to redesign your website (for example, aesthetic, ease of use, etc.)?

Answer: Market place feedback through focus groups and to assure new tourism industry standards throughout the site. We are also looking to improve the site aesthetics including our brand elements and functionality.

Item 2:
Question: Is BACVB open to a third party hosting provider?

Answer: Yes.

Item 3:
Question: Does BACVB have any technology platform requirements the chosen vendor would need to adhere to (.net, PHP, etc.)?

Answer: No.

Item 4:
Question: Can Proposers connect our Google Analytics account to your existing site for deeper insights into the existing usage?

Answer: No.

Item 5:
Question: What are BACVB's intended measurable goals of the site redesign (traffic increase, time on site, transactional)?

Answer: Our goal is to align with the best practices for Destination Marketing Offices.

Item 6:
Question: What marketing support activity does BACVB envision to be part of the site delivery and training (email, marketing automation, lead generation)?

Answer: Our plan is to have our ad agency of record and our organization, market the new website.

Item 7:
Question: Does BACVB have internal stakeholders that are representatives of IT?

Answer: No.

Item 8:
Question: Are there plans for any new visual assets (photography/video) creations for this new site launch?

Answer: Yes.

Item 9:
Question: The RFP mentions the BACVB is open for recommendations surrounding CMS platforms. Are there any technology requirements or existing infrastructure in place that would limit the recommendation (.net vs php, etc.)?

Answer: No.

Item 10:
Question: Are there existing brand guidelines in place? If yes, could we review?

Answer: Yes, but they are not available at this time.

Item 11:
Question: Are there additional data/functionality providers that the site currently interacts with?

Answer: Yes. JackRabbit, TripAdvisor and Google maps to name a few.

Item 12:
Question: Will there be a need for multi-language functionality?

Answer: Yes

Item 13:
Question: The RFP does not mention the need for copy creation. Would BACVB like an estimate for creation of copy?

Answer: Yes.

Item 14:
Question: Is there a need for SEO/keyword research and delivery as part of this RFP?

Answer: Yes, SEO is a vital component to our site.

Item 15:
Question: Does BACVB know approximately how many pages for which SEO will be required?

Answer: SEO will be required for all pages.

Item 16:
Question: Are there specific technology standards that must be met during development?

Answer: Responsive Mobile first web design, see RFP Section B.02.5.

Item 17:
Question: Does a business partner portal currently exist? If so, could we have access to accurately gauge effort?

Answer: Yes, we currently have a partner portal, but we will not give access to this.

Item 18:
Question: Are there web accessibility requirements for this project (Section 508, WCAG, etc)?

Answer: Yes.

Item 19:
Question: Who is supplying BACVB's CRM technology?

Answer: We will not need this.

Item 20:
Question: Is the previously stated budget of $250,000 the budget for site development only? Is there a separate budget for ongoing monthly maintenance? If so, what is that amount? Is there a planned annual budget for maintenance? If so, what is that budget?

Answer: The budget stated is for both site development and monthly maintenance.

Item 21:
Question: Does BACVB currently have any sites or pages in languages other than domestic U.S. English? If so, what is the extent of foreign language use on the site or sites?

Answer: We currently have google translate as well as a separate German and Portuguese language sites.

Item 22:
Question: Are the foreign language sites being considered as part of this RFP?

Answer: Yes, we would consider this specifically for the German site.

Item 23:
Question: Is foreign language translated natively, or does the site use mechanical translation?

Answer: We used a mechanical translation.

Item 24:
Question: In denoting functionalities desired for the site, the RFP mentions, "Ad specific URL and external URL tracking." Please elaborate.

Answer: In the case of when we do promotions we create landing pages that have a unique URL that would need tracking.

Item 25:
Question: Can BACVB provide the current load of the website?

Answer: We currently receive about 30,000 visitors per month.

Item 26:
Question: Does BACVB have any coding language preference? Which content management system is currently used?

Answer: No, we do not have any coding preference. Our current website agency has their own CMS system that we use.

Item 27:
Question: Is there any incumbent on this project?

Answer: Yes.

Item 28:
Question: Can BACVB provide the estimated award date/month?

Answer: We anticipate a late spring award.

Item 29:
Question: Can BACVB provide the estimated time for website to going live?

Answer: Approximately 6 to 9 months after award date.

Item 30:
Question: Does BACVB have its own in-house server or is it using a third party server? Kindly provide its technical configuration.

Answer: Third-party server.

Item 31:
Question: Would BACVB allow for remote work for this website development, management, editorial and maintenance services?

Answer: Yes.

Item 32:
Question: Are there any analytics that BACVB would like to share about things going well or going wrong with the current site?

Answer: In terms of analytics we would like to see time on site go up and the average page per session as well as have the bounce rate go down. We also would like to increase the amount of traffic to the site.

Item 33:
Question: Does BACVB want to migrate existing content or create new content for the new website?

Answer: We will want to migrate existing content as well as provide new content for the site.

Item 34:
Question: How much content would BACVB like to migrate from the existing website to the new website? Can you provide the number of data or size of data? (Example: number of pdf, approximate content size, existing number of pages, video contents etc.)

Answer: We are not sure yet how much content we would want to migrate. We have industry partners that are business listings with log-in information that we would definitely need migrated.

Item 35:
Question: How often will the site be updated?

Answer: We would like to do enhancements every year as the industry best practices are always changing but redesigning the site would be every 5 years.

Item 36:
Question: How large does BACVB expect the visitor base to be?

Answer: We would be comfortable with a 50,000 visitors per month.

Item 37:
Question: What will be the selection criteria?

Answer: Please refer to RFP Section D, Selection.

Item 38:
Question: In regards to the statement: "The successful Proposer shall also have the ability to manage photography and video for use on the website" – will photos and videos be edited by the successful Proposer, or will photos and videos be supplied pre-edited?

Answer: The successful Proposer will edit most photos. Most videos will be pre-edited.

Item 39:
Question: Will the successful Proposer be expected to integrate the website to a system like CRM, ERP, etc.?

Answer: Yes. We will need some type of CRM.

All other terms and conditions of Request for Proposal 16-1444EC remain unchanged.

No additional questions will be considered after the issuance of this Addendum.

Proposals are to be submitted by **April 22, 2016 at 4:00 P.M.** in the Purchasing Division, 1112 Manatee Avenue West, Suite 803, Bradenton, FL 34205.

Sincerely,

Ericka Carroll
Contracts Negotiator
MANATEE COUNTY GOVERNMENT