

REQUEST FOR PROPOSALS
NO. 22-TA004172BB
PROFESSIONAL WEBSITE
REDESIGN, MANAGEMENT, AND
MAINTENANCE SERVICES
JULY 29, 2022

Manatee County BCC
Procurement Division
1112 Manatee Avenue West Suite 803
Bradenton, FL 34205
purchasing@mymanatee.org



ADVERTISEMENT

REQUEST FOR PROPOSALS NO. 22-TA004172BB

PROFESSIONAL WEBSITE REDESIGN, MANAGEMENT, AND MAINTENANCE SERVICES

Manatee County, a political subdivision of the State of Florida (hereinafter referred to as County) will receive proposals from individuals, corporations, partnerships, and other legal entities authorized to do business in the State of Florida (Proposers), to provide Professional Website Redesign, Management, and Maintenance Services, as specified in this Request for Proposals.

DATE, TIME AND PLACE DUE

The Due Date and Time for submission of Proposals in response to this RFP is **August 30, 2022 at 3:00 P.M. ET.** Proposals must be delivered to the following location: Manatee County Administration Building, 1112 Manatee Avenue West, Suite 803, Bradenton, FL 34205 prior to the Due Date and Time.

SOLICITATION INFORMATION CONFERENCE

There is no Solicitation Information Conference for this Request for Proposals.

DEADLINE FOR QUESTIONS AND CLARIFICATION REQUESTS

The deadline to submit all questions, inquiries, or requests concerning interpretation, clarification or additional information pertaining to this Request for Proposal to the Manatee County Procurement Division is August 14, 2022. Questions and inquiries should be submitted via email to the Designated Procurement Contact shown below.

Important: A prohibition of lobbying is in place. Review Section A.13 carefully to avoid violation and possible sanctions.

DESIGNATED PROCUREMENT CONTACT: Brooke Baker, CPPB, Procurement Team Leader

(941) 748-4501, Ext. 3039, Fax (941) 749-3034
Email: brooke.baker@mymanatee.org
Manatee County Financial Management Department
Procurement Division

AUTHORIZED FOR RELEASE:

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SECTION A, INSTRUCTIONS TO PROPOSERS

In order to receive consideration, Proposers must meet the minimum qualification requirements and comply with the following instructions. Proposals will be accepted from a single business entity, joint venture, partnership or corporation.

A.01 INFORMATION CONFERENCE

There is no Solicitation Information Conference scheduled for this Request for Proposal.

A.02 PROPOSAL DUE DATE

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

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

A.03 PUBLIC OPENING OF PROPOSALS

Sealed Proposals will be publicly opened at Manatee County Administration Procurement Division, 1112 Manatee Avenue West, 8th Floor, Suite 803, Bradenton, Florida 34205, in the presence of County officials immediately upon expiration of the Due Date and Time. Interested parties may attend the proposal opening.

Manatee County will make public the names of the business entities which submitted a proposal and city and state in which they reside at the opening. No review or analysis of the proposals will be conducted at the proposal opening.

A.04 SUBMISSION OF PROPOSALS

The contents of the proposal sealed package must include:

- One (1) bound original clearly identifying Proposer and marked "ORIGINAL".
- One (1) electronic original clearly identifying Proposer and marked "ORIGINAL".

The electronic format copy shall be submitted on a separate Universal Serial Bus (USB) portable flash memory drive or Compact Disc (CD) in Microsoft Office® or Adobe Acrobat® Portable Document Format (PDF) **in one file that includes all required TAB sections shown in Exhibit 2 in a continuous file.** Do not submit electronic format proposal with separate files for each TAB section. Do not password protect or otherwise encrypt electronic proposal copies. The electronic copy must contain an identical proposal to the ORIGINAL.

Submit the proposal package in a sealed container with the following information clearly marked on the outside of the package: RFP No. 22-TA004172BB, Professional Website Redesign, Management, and Maintenance Services, Proposer's name, and Proposer's address. Proposals must be received by the Manatee County Procurement Division prior to the Due Date and Time at the following address:

Manatee County
Procurement Division
1112 Manatee Avenue West, Suite 803
Bradenton, FL 34205

A.05 ORGANIZATION OF PROPOSALS

Proposals must be organized and arranged with tabs in the same order as listed in the subsections within Exhibit 2 identifying the response to each specific item.

Proposals must clearly indicate the legal name, address and telephone number of the Proposer. Proposals must be signed by an individual authorized to make representations for the Proposer.

A.06 DISTRIBUTION OF SOLICITATION DOCUMENTS

All documents issued pursuant to this RFP are distributed electronically and available for download at no charge at www.mymanatee.org > *Bids and Proposals*. This link is located on the left side of the County website home page. Documents may be viewed and downloaded for printing using Adobe Reader® software.

At its sole discretion, the County may utilize a third-party provider, to distribute proposals. Visit the third-party's website for more information regarding this service. Participation in the third-party system is not a requirement for doing business with Manatee County.

Additionally, the RFP and all related documents are available for public inspection at the Manatee County Procurement Division, 1112 Manatee Avenue West, Suite 803, Bradenton, FL 34205. Call (941) 749-3014 to schedule an appointment. Documents are available between the hours of 8:00 A.M. and 5:00 P.M., Monday through Friday, with the exception of County holidays.

As a courtesy, Manatee County notifies the Manatee County Chamber of Commerce and the Manasota Black Chamber of Commerce of all active solicitations, who then distributes the information to its members.

A.07 ADDENDA

Any interpretations, corrections or changes to this RFP will be made by addenda. Addenda will be posted on the Procurement Division's web page of the County website at <http://www.mymanatee.org/purchasing> > *Bids and Proposals*. For those solicitations that are advertised on a third-party distribution system, addenda will also be posted on the third-party distribution system on the 'Planholders' link.

All addenda are a part of the RFP and each Proposer will be bound by such addenda. It is the responsibility of each Proposer to read and comprehend all addenda issued. Failure of any Proposer to acknowledge an issued addendum in its Proposal will not relieve the Proposer from any obligation contained therein.

A.08 PROPOSAL EXPENSES

All costs incurred by Proposer in responding to this RFP and to participate in any interviews/presentations/demonstrations, including travel, will be the sole responsibility of the Proposer.

A.09 QUESTION AND CLARIFICATION PERIOD

Each Proposer shall examine all RFP documents and will judge all matters relating to the adequacy and accuracy of such documents. Any questions or requests concerning interpretation, modification, clarification or additional information pertaining to this RFP shall be made in writing via email to the Manatee County Procurement Division to the Designated Procurement Contact or to purchasing@mymanatee.org. All questions received and responses given will be provided to potential Proposers via an addendum to this RFP.

If the Proposer requests modifications to the RFP documents, the Proposer must provide detailed justification for each modification requested. The County will determine what changes will be acceptable to the County and changes approved by the County will be issued in a written addendum

Manatee County will not be responsible for oral interpretations given by other sources including County staff, representative, or others. The issuance of a written addendum by the Procurement Division is the only official method whereby interpretation, clarification or additional information will be given.

A.10 FALSE OR MISLEADING STATEMENTS

Proposals which contain false or misleading statements, or which provide references which do not support an attribute or condition claimed by the Proposer, may be rejected. If, in the opinion of the County, such information was intended to mislead the County in its evaluation of the proposal, and the attribute, condition or capability is a requirement of this RFP such Proposer will be disqualified from consideration for this RFP and may be disqualified from submitting a response on future solicitation opportunities with the County.

A.11 WITHDRAWAL OR REVISION OF PROPOSALS

Proposers may withdraw Proposals under the following circumstances:

- a. If Proposer discovers a mistake(s) prior to the Due Date and Time. Proposer may withdraw its proposal by submitting a written notice to the Procurement Division. The notice must be received in the Procurement Division prior to the Due Date and Time for receiving proposals. A copy of the request shall be retained, and the unopened proposal returned to the Proposer; or
- b. After the Proposals are opened but before a contract is signed, Proposer alleges a material mistake of fact if:
 - 1. The mistake is clearly evident in the solicitation document; or
 - 2. Proposer submits evidence which clearly and convincingly demonstrates that a mistake was made in the Proposal. Request to withdraw a Proposal must be in writing and approved by the Purchasing Official.

A.12 JOINT VENTURES

Proposers intending to submit a proposal as a joint venture with another entity are required to have filed proper documents with the Florida Department of Business and Professional Regulation and all other State or local licensing agencies as required by Florida Statute Section 489.119, prior to the Due Date and Time.

A.13 LOBBYING

After the issuance of any solicitation, no prospective Proposers, or their agents, representatives or persons acting at the request of such Proposers, shall contact, communicate with or discuss any matter relating in any way to the solicitation with any County officers, agents or employees, other than the Purchasing Official or designee, unless otherwise directed by the Purchasing Official or designee. This prohibition includes copying such persons on written communications (including email correspondence) but does not apply to presentations made to evaluation committees or at a County Commission meeting where the Commission is considering approval of a proposed contract/purchase

order. This requirement ends upon final execution of the contract/purchase order or at the time the solicitation is cancelled. Violators of this prohibition will be subject to sanctions as provided in the Manatee County Code of Ordinances Section 2-26-31 and 2-26-32. Sanctions may include (a) written warning; (b) termination of contracts; and (c) debarment or suspension.

A.14 EXAMINATION OF PROPOSALS

The examination and evaluation of the proposals submitted in response to this solicitation generally requires a period of not less than ninety (90) calendar days from the Due Date and Time.

A.15 ERRORS OR OMISSIONS

Once a proposal is opened, the County will not accept any request by Proposer to correct errors or omissions in the proposal other than as identified in paragraph A.10.

A.16 DETERMINATION OF RESPONSIBLENESS AND RESPONSIVENESS

The County will conduct a due diligence review of all proposals received to determine if the Proposer is responsible and responsive.

To be responsive a Proposer must submit a proposal that conforms in all material respects to the requirements of this RFP and contains all the information, fully completed attachments and forms, and other documentation required. Proposals that are deemed non-responsive will not be considered or evaluated.

To be responsible, a Proposer must meet the minimum qualification requirements and have the capability to perform the Scope of Services contained in this RFP. Proposals submitted by Proposers that are deemed non-responsible will not be considered or evaluated.

A.17 RESERVED RIGHTS

The County reserves the right to accept or reject any and all proposals, to waive irregularities and technicalities, to request additional information and documentation, and to cancel this solicitation at any time prior to execution of the contract. In the event only one proposal is received, the County reserves the right to negotiate with the Proposer. The County reserves the right to award the contract to a responsive and responsible Proposer which in its sole determination is the best value and in the best interests of the County.

The County reserves the right to conduct an investigation as it deems necessary to determine the ability of any Proposer to perform the work or service requested. Upon request by the County, Proposer shall provide all such information to the County. Additional information may include, but will not be limited to, current financial

statements prepared in accordance with generally accepted accounting practices and certified by an independent CPA or official of Proposer; verification of availability of equipment and personnel; and past performance records.

A.18 APPLICABLE LAWS

Proposer must be authorized to transact business in the State of Florida. All applicable laws and regulations of the State of Florida and ordinances and regulations of Manatee County will apply to any resulting contract. This solicitation process will be conducted in accordance with Manatee County Code of Ordinances, Chapter 2-26.

A.19 TAXES

Manatee County is exempt from Federal Excise and State Sales Taxes. (F.E.T. Cert. No. 59-78-0089K; Florida Sales Tax Exempt Cert. No. 85-8012622206C-6). Therefore, the Proposer is prohibited from delineating a separate line item in its proposal for any sales or service taxes.

The successful Proposer will be responsible for the payment of taxes of any kind, including but not limited to sales, consumer, use, and other similar taxes payable on account of the work performed and/or materials furnished under the award in accordance with all applicable laws and regulations.

A.20 SCRUTINIZED COMPANIES

Pursuant to Florida Statute Section 287.135, as of July 1, 2012, a company that, at the time of submitting a response for a new contract or renewal of an existing contract, is on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, created pursuant to Florida Statute Section 215.473, is ineligible for, and may not submit a response for or enter into or renew a contract with an agency or local governmental entity for goods or services of \$1 million or more.

A.21 COLLUSION

Proposer certifies that its Proposal is made without prior understanding, agreement, or connection with any other corporation, firm or person submitting a Proposal for the same materials, services, supplies, or equipment and is in all respects fair and without collusion or fraud.

Any such violation may result in contract cancellation, return of materials or discontinuation of services and the possible removal of Proposer from participation in future County solicitations for a specified period.

The County reserves the right to disqualify a Proposer during any phase of the solicitation process and terminate for cause any resulting contract upon evidence of collusion with intent to defraud on the part of the Proposer.

A.22 CODE OF ETHICS

With respect to this proposal, if any Proposer violates, directly or indirectly, the ethics provisions of the Manatee County Procurement Code and/or Florida criminal or civil laws related to public procurement, including but not limited to Florida Statutes Chapter 112, Part II, Code of Ethics for Public Officers and Employees, such Proposer will be disqualified from eligibility to perform the work described in this RFP, and may also be disqualified from submitting any future bids or proposals to supply goods or services to Manatee County.

A.23 PUBLIC ENTITY CRIMES

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

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

To ensure compliance with the foregoing, Manatee County Code of Laws requires all persons or entities desiring to contract with Manatee County to execute and file with the Purchasing Official an affidavit, executed under the pain and penalties of perjury, confirming that person, entity, and any person(s) affiliated with the entity, does not have such a record and is therefore eligible to seek and be awarded business with Manatee County. Proposer is to complete Form 3 and submit with its Proposal.

A.24 AMERICANS WITH DISABILITIES

Manatee County does not discriminate upon the basis of any individual's disability status. This non-discrimination policy involves every aspect of County's functions including

one's access to participation, employment, or treatment in its programs or activities. Anyone requiring reasonable accommodation for an information conference or proposal opening should contact the person named on the cover page of this document at least twenty-four (24) hours in advance of either activity.

A.25 EQUAL EMPLOYMENT OPPORTUNITY

In accordance with Title VI of the Civil Rights Act of 1964, Title 15, Part 8 of the Code of Federal Regulations and the Civil Rights Act of 1992, Manatee County hereby notifies all Proposers that it will affirmatively ensure minority business enterprises are afforded full opportunity to participate in response to this Request For Proposal and will not be discriminated against on the grounds of race, color, national origin, religion, sex, age, handicap, or marital status in consideration of award.

A.26 MINORITY AND/OR DISADVANTAGED BUSINESS ENTERPRISE

The State of Florida Office of Successful Proposer Diversity provides the certification process and maintains the database of certified MBE/DBE firms. Additional information may be obtained at <http://www.osd.dms.state.fl.us/iframe.htm> or by calling (850) 487-0915.

A.27 DISCLOSURE

Upon receipt, all inquiries and responses to inquiries related to this Request for Proposal become "Public Records" and shall be subject to public disclosure consistent with Florida Statute, Chapter 119.

Proposals become subject to disclosure thirty (30) days after the opening or if a notice of intent to award decision is made earlier than this time as provided by Florida Statutes § 119.071(1)(b). No announcement or review of the proposals shall be conducted at the public opening.

If County rejects all proposals and concurrently notices its intent to reissue the solicitation, the rejected proposals are exempt from public disclosure until such time the County provides notice of an intended decision concerning the reissued solicitation or until County withdraws the reissued solicitation. A proposal is not exempt for longer than twelve (12) months after the initial notice of rejection of all proposals.

Pursuant to Florida Statute 119.0701, to the extent successful Proposer is performing services on behalf of County, successful Proposer must:

- a. Keep and maintain public records required by public agency to perform the service. That information and data it manages as part of the services may be public record in accordance with Chapter 119, Florida Statutes and Manatee County public record policies. Proposer agrees, prior to providing goods/services, it will implement policies

and procedures, which are subject to approval by County, to maintain, produce, secure, and retain public records in accordance with applicable laws, regulations, and County policies including but not limited to Section 119.0701, Florida Statutes.

- b. Upon request from the public agency's custodian of public records, provide the public agency with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in Florida Statutes, Chapter 119, or as otherwise provided by law.
- c. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the contract term and following completion of the contract if the successful Proposer does not transfer the records to the public agency.
- d. Upon completion of the contract, transfer, at no cost, to the public agency all public records in possession of contractor or keep and maintain public records required by the public agency to perform the service. If the successful Proposer transfers all public records to County upon completion of the contract, the successful Proposer shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If the successful Proposer keeps and maintains public records upon completion of the contract, the successful Proposer shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to County, upon request from County's custodian of public records, in a format that is compatible with the information technology systems of County.

IF THE SUCCESSFUL PROPOSER HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO ITS DUTY TO PROVIDE PUBLIC RECORDS RELATING TO ANY RESULTING CONTRACT, CONTACT COUNTY'S CUSTODIAN OF PUBLIC RECORDS AT:

PHONE: (941) 742-5845

EMAIL: DEBBIE.SCACCIANOCE@MYMANATEE.ORG

ATTN: RECORDS MANAGER

1112 MANATEE AVENUE WEST

BRADENTON, FL 34205

A.28 TRADE SECRETS

Manatee County is subject to Chapter 119, Florida Statutes. Therefore, all documents, materials, and data submitted as part of a Proposal in response to a Request for Proposal

are governed by the disclosure, exemption and confidentiality provisions relating to public records in Florida Statutes.

Notwithstanding any other provision in this solicitation, 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 the proposal will not be evaluated or considered.

Except for materials that are ‘trade secrets’ as defined by Chapter 812, Florida Statutes, ownership of all documents, materials and data submitted as part of a Proposal in response to the Request for Proposal shall belong exclusively to County.

To the extent that Proposer desires to maintain the confidentiality of materials that constitute trade secrets pursuant to Florida law, trade secret material submitted must be segregated from the portions of the Proposal that are not declared as trade secret. In addition, Proposer shall cite, for each trade secret claimed, the Florida Statute number which supports the designation. Further, Proposer shall offer a brief written explanation as to why the cited Statute is applicable to the information claimed as trade secret.

Additionally, Proposer shall provide an electronic copy of its Proposal that redacts all information designated as trade secret.

In conjunction with trade secret designation, Proposer acknowledges and agrees that:

- a. Trade secret requests made after the opening will not be considered. However, County reserves the right to clarify the Proposers request for trade secret at any time; and
- b. County and its officials, employees, agents, and representatives are hereby granted full rights to access, view, consider, and discuss the information designated as trade secret throughout the evaluation process and until final execution of any awarded purchase order or contract; and
- c. That after notice from County that a public records request has been made pursuant to Proposer’s proposal, the Proposer at its sole expense, shall be responsible for defending its determination that submitted material is a trade secret and is not subject to disclosure. Action by Proposer in response to notice from the County shall be taken immediately, but no later than 10 calendar days from the date of notification or Proposer will be deemed to have waived the trade secret designation of the materials.

Proposer shall indemnify and hold County, and its officials, employees, agents and representatives harmless from any actions, damages (including attorney’s fees and costs), or claims arising from or related to the designation of trade secrets by the Proposer, including actions or claims arising from County’s non-disclosure of the trade secret materials.

A.29 CONFIDENTIALITY OF SECURITY RELATED RECORDS

- a. Pursuant to Florida Statutes § 119.071(3), the following records (hereinafter referred to collectively as “the Confidential Security Records”) are confidential and exempt from the disclosure requirements of Florida Statutes § 119.07(1):
 - i. A Security System Plan or portion thereof for any property owned by or leased to County or any privately owned or leased property held by County.
 - ii. Building plans, blueprints, schematic drawings, and diagrams, including draft, preliminary, and final formats, which depict the internal layout and structural elements of a building, arena, stadium, water treatment facility, or other structure owned or operated by County.
 - iii. Building plans, blueprints, schematic drawings, and diagrams, including draft, preliminary, and final formats, which depict the internal layout or structural elements of an attractions and recreation facility, entertainment or resort complex, industrial complex, retail and service development, office development, or hotel or motel development in the possession of, submitted to County.
- b. Successful Proposer agrees that, as provided by Florida Statute, it shall not, as a result of a public records request, or for other reason disclose the contents of, or release or provide copies of the Confidential Security Records to any other party absent the express written authorization of County’s Property Management Director or to comply with a court order requiring such release or disclosure. To the extent successful Proposer receives a request for such records, it shall immediately contact the County’s designated Contract administrator who shall coordinate County’s response to the request.

A.30 E-VERIFY

Prior to the employment of any person under this contract, the successful Proposer shall utilize the U.S. Department of Homeland Security’s E-Verify system to verify the employment eligibility of (a) all persons employed during the contract term by the successful Proposer to perform employment duties within Florida and (b) all persons, including subcontractors, assigned by the successful Proposer to perform work pursuant to the contract with Manatee County. For more information on this process, please refer to United States Citizenship and Immigration Service site at: <http://www.uscis.gov/>.

Only those individuals determined eligible to work in the United States shall be employed under this contract.

By submission of a proposal in response to this RFP, the successful Proposer commits that all employees and subcontractors will undergo e-verification before placement on this contract.

The successful Proposer shall maintain sole responsibility for the actions of its employees and subcontractors. For the life of the contract, all employees and new employees brought in after contract award shall be verified under the same requirement stated above.

A.31 LICENSES AND PERMITS

The successful Proposer shall be solely responsible for obtaining all necessary license and permit fees, including, but not limited to, all license fees, permit fees, impact fees, or inspection fees, and responsible for the costs of such fees. Successful Proposer is solely responsible for ensuring all work complies with all Federal, State, local, and Manatee County ordinances, orders, codes, laws, rules, regulations, directives, and guidelines.

A.32 HEALTH INSURANCE PORTABILITY AND ACCOUNTABILITY ACT (HIPAA)

Any person or entity that performs or assists the County with a function or activity involving the use or disclosure of “individually identifiable health information (IIHI) and/or Protected Health Information (PHI) shall comply with the Health Insurance Portability and Accountability Act (HIPAA) of 1996. HIPAA mandates for privacy, security, and electronic transfer standards include, but are not limited to:

- a. Use of information only for performing services required by the contract or as required by law;
- b. Use of appropriate safeguards to prevent non-permitted disclosures;
- c. Reporting to the County any non-permitted use or disclosure;
- d. Assurances that any agents and subcontractors agree to the same restrictions and conditions that apply to the Proposer and reasonable assurances that IIHI/PHI will be held confidential;
- e. Making PHI available to the customer;
- f. Making PHI available to the customer for review and amendment, and incorporating any amendments requested by the customer;
- g. Making PHI available to the County for an accounting of disclosures; and making internal practices, books, and records related to PHI available to the County for compliance audits.

PHI shall maintain its protected status regardless of the form and method of transmission (paper records and/or electronic transfer of data). The selected Proposer must give its customers written notice of its privacy information practices, including specifically, a description of the types of uses and disclosures that would be made with protected health information.

A.33 BINDING OFFER

Proposals will remain valid for a period of 120 days following the Due Date and Time and will be considered a binding offer to perform the required services and/or provide the

required goods. The submission of a Proposal will be taken as prima facie evidence that the Proposer has familiarized itself with the contents of this Solicitation.

A.34 PROTEST

Any actual bidder, proposer, or contractor who is aggrieved in connection with the notice of intent to award of a contract with a value greater than \$250,000 where such grievance is asserted to be the result of a violation of the requirements of the Manatee County Procurement Code or any applicable provision of law by the officers, agents, or employees of the County, may file a protest to the Purchasing Official.

Protest must be in writing and delivered via email at purchasing@mymanatee.org or by hand delivery to the Procurement Division at 1112 Manatee Avenue West, Suite 803, Bradenton, FL 34205 by 5:00 p.m. on the fifth business day following the date of posting of the Notice of Intent to Award on the County website. There is no stay of the procurement process during a protest. The Purchasing Official shall have the authority to settle and resolve a protest concerning the intended award of a contract.

For additional information regarding the County protest process, visit the Procurement Division webpage on the County website.

A.35 ACCESSIBILITY

The County is committed to making its documents and information technologies accessible to individuals with disabilities by meeting the requirements of Section 508 of the Rehabilitation Act and best practices (W3C WCAG 2). **For assistance with accessibility regarding this solicitation, contact the Manatee County Procurement Division via email at purchasing@mymanatee.org or by phone at 941-748-4501, X3014.**

Successful Proposer shall ensure all its electronic information, documents, applications, reports, and deliverables required in the proposal are in a format that meets the requirements of Section 508 of the Rehabilitation Act and best practices (W3C WCAG 2).

Where not fully compliant with these requirements and best practices, Successful Proposer shall provide clear points of contact for each document and information technology to direct users in how to obtain alternate formats. Further, successful Proposer shall develop accommodation strategies for those non-compliant resources and implement strategies to resolve the discrepancies.

A.36 SOLICITATION SCHEDULE

The following schedule has been established for this Solicitation process. Refer to the County's website (www.mymanatee.org > *Business > Bids & Proposals*) for meeting locations and updated information pertaining to any revisions to this schedule.

Scheduled Item	Scheduled Date
Question and Clarification Deadline	August 14, 2022
Final Addendum Posted	August 19, 2022
Proposal Due Date and Time	August 30, 2022, by 3:00 P.M. ET.
Technical Evaluation Meeting	TBA
Interviews/Demonstrations/Presentations (If Conducted)	TBA
Final Technical Evaluations	TBA
Projected Award	September of 2022

END OF SECTION A

SECTION B, EVALUATION OF PROPOSALS

B.01 EVALUATION

Evaluation of proposals will be conducted by an evaluation committee. Each evaluation committee member will evaluate and score the proposals for each of the evaluation criteria.

The committee reserves the right to provide a final score without conducting interviews, presentations, and/or demonstrations with Proposers. Therefore, each Proposer must ensure that its proposal contains all the information requested in this RFP and reflects Proposer's best offer.

The committee will consider all information submitted by each responsible and responsive Proposer, clarification information provided by Proposer, information obtained during the interview/presentation/demonstration, feedback received from Proposer's references, and any other relevant information received during any investigation of Proposer, to ascertain the ability of the Proposer(s) to perform the scope of services as stated in this RFP.

B.02 EVALUATION CRITERIA

The following evaluation criteria have been established for this RFP.

Criteria	Maximum Score
Relevant Experience & References	30
Organizational Structure & Capacity	25
Approach	30
Fee Proposal	15

B.03 CLARIFICATIONS/INTERVIEWS /PRESENTATIONS/ DEMONSTRATIONS

As part of the evaluation process the evaluation committee may request additional information or clarification from Proposers for the purpose of further evaluation of (a) conformance to the solicitation requirements, (b) the abilities of the Proposer, and (c) understanding of the proposal submitted. Additional information and/or clarification must be submitted by Proposer within the requested time-period.

Additionally, interviews, presentations and/or demonstrations may be conducted with Proposers as part of the evaluation process. If conducted, the evaluation committee will make a determination of those proposals that are deemed by the committee as having a

reasonable probability of being selected for award. The Proposers for this ‘short-list’ of proposals will be invited to meet with the committee. Proposers shall make arrangements to attend the interviews, presentations and/or demonstrations if invited. The interviews, presentations and/or demonstrations are closed to the public to the extent permitted by law.

The committee reserves the right to provide a final score without conducting interviews, presentations, and/or demonstrations with Proposers. Therefore, each Proposer must ensure that its proposal contains all the information requested in this RFP and reflects Proposer’s best offer.

B.04 BEST AND FINAL OFFER (BAFO)

The County may request a BAFO if additional information or modified proposals are necessary for the evaluation committee to complete its evaluation and scoring. The information received from the BAFO will be used by the evaluation committee to re-evaluate and re-score the Proposers.

B.05 SCORING OF PROPOSALS

The evaluation committee will determine from the responses to this RFP and subsequent investigation as necessary, the Proposer(s) whose proposal(s) best meet the County’s requirements and recommend the County enter into negotiations for an agreement.

In its review, the evaluation committee may take the following actions:

- a. Review all responses pursuant to the evaluation factors stated herein,
- b. Short list Proposers to be further considered in oral interview/presentation/product demonstrations,
- c. Recommend commencement of negotiations to the Purchasing Official,
- d. Reject all proposals received and cancel the Request for Proposal,
- e. Receive written clarification of proposal.

END OF SECTION B

SECTION C, NEGOTIATION OF THE AGREEMENT

C.01 GENERAL

- a. The proposal will serve as a basis for negotiating an agreement.
- b. Upon submission, all proposals become the property of Manatee County which has the right to use any or all ideas presented in any proposal submitted in response to this Request for Proposal whether, or not, the proposal is accepted.
- c. All products and papers produced by Proposer and submitted to the County during the solicitation process become the property of Manatee County.

C.02 NEGOTIATION

The evaluation committee will make a recommendation as to the Proposer which the County should enter into negotiations, if any. Upon approval of the recommendation, the successful Proposer will be invited to enter negotiations led by the County Procurement Division. These negotiations are generally relative to the scope of work/services to be provided and any associated costs.

The County will publicly notice the Intent to Negotiate prior to commencing negotiations as required by law and policy.

C.03 RECOMMENDATION FOR AWARD

Upon successful completion of negotiations, a recommendation for award to the successful Proposer(s) will be presented for approval per County ordinances, policies and procedures.

C.04 AGREEMENT

The successful Proposer(s) will be required to enter into an agreement. Agreement may, or may not, include all elements of this RFP or the resulting successful Proposer's Proposal where alternatives provide best value, are desirable to the County, and the parties agree to such terms.

The term of the Agreement shall be for the period of two (2) years with options to renew for three (3) additional one-year periods.

C.05 AWARD

The County does not make award to a Proposer who is delinquent in payment of any taxes, fees, fines, contractual debts, judgments, or any other debts due and owed to County, or is in default on any contractual or regulatory obligation to County. By submitting this solicitation response, Proposer attests that it is not delinquent in payment of any such debts due and owed to County, nor is it in default on any contractual or regulatory obligation to County. In the event the Proposer's statement is discovered to be false, Proposer will be subject to suspension and/or debarment and County may terminate any contract it has with Proposer.

Award of an agreement is subject to the approval of either the Purchasing Official or the Board of County Commissioners, as provided for in the current Manatee County Procurement Code.

END OF SECTION C

SECTION D, FORMS

FORM 1, ACKNOWLEDGMENT OF ADDENDA

The undersigned acknowledges receipt of the following addenda:

Addendum No. _____	Date Received:
Addendum No. _____	Date Received:
Addendum No. _____	Date Received:
Addendum No. _____	Date Received:
Addendum No. _____	Date Received:
Addendum No. _____	Date Received:
Addendum No. _____	Date Received:
Addendum No. _____	Date Received:
Addendum No. _____	Date Received:

Print or type Proposer’s information below:

_____	_____
Name of Proposer	Telephone Number
_____	_____
Street Address	City/State/Zip
_____	_____
Email Address	Website Address
_____	_____
Print Name & Title of Authorized Officer	Signature of Authorized Official Date

FORM 2, PROPOSAL SIGNATURE FORM

The undersigned represents that by signing this Proposal Signature Form that:

- (1) He/she has the authority and approval of the legal entity purporting to submit the Proposal and any additional documentation which may be required such as the Joint Venture Agreement or Joint Venture Affidavit, if applicable; and
- (2) All facts and responses set forth in the Proposal are true and correct; and
- (3) If the Proposer is selected by County to negotiate an agreement, that Proposer’s negotiators will negotiate in good faith to establish an agreement to provide the services described in this RFP; and
- (4) By submitting a Proposal and signing below, the Proposer agrees to the terms and conditions in this RFP, which incorporates all addenda, appendices, exhibits, and attachments, in its entirety, and is prepared to sign the Agreement. The Proposer understands that if it submits exceptions to the RFP in its Proposal, the Proposer may be determined non-responsive.

Print or type Proposer’s information below:

_____	_____
Name of Proposer	Telephone Number
_____	_____
Street Address	City/State/Zip
_____	_____
Email Address	Web Address
_____	_____
Print Name & Title of Authorized Officer	Signature of Authorized Officer Date

FORM 3, PUBLIC CONTRACTING AND ENVIRONMENTAL CRIMES CERTIFICATION

SWORN STATEMENT PURSUANT TO MANATEE COUNTY PROCUREMENT CODE SECTION 2-26 ARTICLE V,

THIS FORM MUST BE SIGNED AND SWORN TO IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICIAL AUTHORIZED TO ADMINISTER OATHS.

This sworn statement is submitted to Manatee County by

_____ [print individual's name and title]

for _____ [name of entity submitting sworn statement]

whose business address is: _____

and (if applicable) its Federal Employer Identification Number (FEIN) is _____

_____. If the entity has no FEIN, include the Social Security Number of the individual signing this sworn statement:

I, the undersigned, understand that no person or entity shall be awarded or receive a County contract for public improvements, procurement of goods or services (including professional services) or a county lease, franchise, concession or management agreement, or shall receive a grant of County monies unless such person or entity has submitted a written certification to County that it has not:

(1) been convicted of bribery or attempting to bribe a public officer or employee of Manatee County, the State of Florida, or any other public entity, including, but not limited to the Government of the United States, any state, or any local government authority in the United States, in that officer's or employee's official capacity; or

(2) been convicted of an agreement or collusion among Proposers or prospective Proposers in restraint of freedom of competition, by agreement to bid a fixed price, or otherwise; or

(3) been convicted of a violation of an environmental law that, as determined by the County, reflects negatively upon the ability of the person or entity to conduct business in a responsible manner; or

(4) made an admission of guilt of such conduct described in items (1), (2) or (3) above, which is a matter of record, but has not been prosecuted for such conduct, or has made an admission of guilt of such conduct, which is a matter of record, pursuant to formal prosecution. An admission of guilt shall be construed to include a plea of nolo contendere; or

(5) where an officer, official, agent or employee of a business entity has been convicted of, or has admitted guilt to, any of the crimes set forth above on behalf of such and entity and pursuant to the direction or authorization of an official thereof (including the person committing the offense, if he/she is an official of the business entity), the business shall be chargeable with the conduct herein above set forth. A business entity shall be chargeable with the conduct of an affiliated entity, whether wholly owned, partially owned, or one which has common ownership or a common board of directors.

For purposes of this Form, business entities are affiliated if, directly or indirectly, one business entity controls or has the power to control another business entity, or if an individual or group of individuals controls or has the power to control both entities. Indicia of control shall include, without limitation, interlocking management or ownership, identity of interests amount family members, shared organization of a business entity following the ineligibility of a business entity under this Article, or using substantially the same management, ownership or principles as the ineligible entity.

Any person or entity who claims that this Article is inapplicable to him/her/it because a conviction or judgment has been reversed by a court of competent jurisdiction, shall prove the same with documentation satisfactory to Manatee County's Purchasing Official. Upon presentation of such satisfactory proof, the person or entity shall be allowed to contract with Manatee County.

I UNDERSTAND THAT ANY CONTRACT OR BUSINESS TRANSACTION SHALL PROVIDE FOR SUSPENSION OF PAYMENTS, OR TERMINATION, OR BOTH, IF THE PROCUREMENT DIVISION OR THE COUNTY ADMINISTRATOR DETERMINES THAT SUCH PERSON OR ENTITY HAS MADE FALSE CERTIFICATION.

Signature of Contractor Representative

STATE OF _____

COUNTY OF _____

Sworn to and subscribed before me this _____ day of _____, 20____
by _____. Personally known OR Produced the
following identification

[Type of identification]

Notary Public Signature

My commission expires _____

[Print, type or stamp Commissioned name of Notary Public]

Signatory Requirement - In the case of a business entity other than a partnership or a corporation, this affidavit shall be executed by an authorized agent of the entity. In the case of a partnership, this affidavit shall be executed by the general partner(s). In the case of a corporation, this affidavit shall be executed by the corporate president.

FORM 4, CONFLICT OF INTEREST DISCLOSURE FORM

The award of an agreement resulting from this RFP is subject to the provisions of Manatee County Code of Laws. Proposer must disclose within its Proposal: the name of any officer, director, or agent who is also an employee of Manatee County. Furthermore, Proposer must disclose the name of any County employee who owns, directly or indirectly, an interest of more than five percent (5%) in the Proposer’s firm or any of its branches, divisions, or affiliates.

By signing below, Proposer confirms that it is not currently engaged or will not become engaged in any obligations, undertakings or contracts that will require the firm to maintain an adversarial role against the County or that will impair or influence the advice or recommendations it provides to the County.

Please check one of the following statements and attach additional documentation if necessary:

_____ To the best of my knowledge, the undersigned firm has no potential conflict of interest for this RFP.

_____ The undersigned firm, by execution of this form, submits information which may be a potential conflict of interest for this RFP.

Acknowledged and attested to by:

_____ Firm Name

_____ Signature

_____ Name and Title (Print or Type)

_____ Date

Return this fully executed form with your Proposal.

FORM 5, NON-COLLUSION AFFIDAVIT

STATE OF _____

COUNTY OF _____

Before me, the undersigned authority, personally appeared _____, who, after being by me first duly sworn, deposes and says of his/her personal knowledge that:

a. He/She is _____ of _____, the Proposer that has submitted a Proposal to perform work for the following:

RFP No.: _____ Title: _____

b. He/She is fully informed respecting the preparation and contents of the attached Request for Qualifications, and of all pertinent circumstances respecting such Solicitation. Such Proposal is genuine and is not a collusive or sham Proposal.

c. Neither the said Proposer nor any of its officers, partners, owners, agents, representatives, employees, or parties in interest, including this affiant, has in any way colluded, conspired, connived, or agreed, directly or indirectly, with any other Proposer, firm, or person to submit a collusive or sham Proposal in connection with the Solicitation and contract for which the attached Proposal has been submitted or to refrain from proposing in connection with such Solicitation and contract, or has in any manner, directly or indirectly, sought by agreement or collusion or communication or conference with any other Proposer, firm, or person to fix the price or prices in the attached Proposal or any other Proposal, or to fix any overhead, profit, or cost element of the Proposal price or the Proposal price of any other Proposer, or to secure through any collusion, conspiracy, connivance, or unlawful agreement any advantage against the City or any person interested in the proposed contract.

d. The price or prices to be submitted shall be fair and proper and shall not be tainted by any collusion, conspiracy, connivance, or unlawful agreement on the part of the Proposer or any of its agents, representatives, owners, employees, or parties in interest, including this affiant.

Signature: _____

Subscribed and sworn to (or affirmed) before me this _____ day of _____ 20__, by _____, who is personally known to me OR has produced _____ as identification.

Notary Signature _____

Notary Name: _____

Notary Public (State): _____

My Commission No: _____

Expires on: _____

SEAL

FORM 6, TRUTH-IN NEGOTIATION CERTIFICATE

The undersigned warrants (i) that it has not employed or retained any company or person, other than bona fide employees working solely for the undersigned, to solicit or secure the Agreement and (ii) that it has not paid or agreed to pay any person, company, corporation, individual, or firm other than its bona fide employees working solely for the undersigned or agreed to pay any fee, commission, percentage, gift, or any other consideration contingent upon or resulting from the award or making of the Agreement.

The undersigned certifies that the wage rates and other factual unit costs used to determine the compensation provided for in the Agreement are accurate, complete, and current as of the date of the Agreement.

(This document must be executed by an authorized official of Proposer (e.g., President, CEO, Partner, Managing Partner))

Name: _____

Title: _____

Date: _____

Signature: _____

FORM 7, SCRUTINIZED COMPANY CERTIFICATION

This certification is required pursuant to Florida State Statute Section 287.135 and must be executed and returned with Proposer’s Proposal.

As of July 1, 2011, a company that, at the time of bidding or submitting a Proposal for a new contract or renewal of an existing contract, is on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List is ineligible for, and may not bid on, submit a Proposal for, or enter into or renew a contract with an agency or local governmental entity for goods or services of \$1 million or more.

Companies must complete and return this form with its response.

Company: _____

FEIN: _____

Address. _____

City/State/Zip. _____

I, _____, as a representative of _____
_____ certify and affirm that this entity is not on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List.

Signature

Title

Printed Name

Date

FORM 8, INSURANCE REQUIREMENTS

The Successful Proposer will not commence work under the resulting Agreement until all insurance coverages indicated by an “X” herein have been obtained. The Successful Proposer shall obtain and submit to the Procurement Division within ten (10) calendar days from the date of notice of intent to award, at its expense, the following minimum amounts of insurance (inclusive of any amounts provided by an umbrella or excess policy): Work under this Agreement cannot commence until all insurance coverages indicated herein have been obtained on a standard ACORD form (inclusive of any amounts provided by an umbrella or excess policy):

Automobile Liability Insurance Required Limits

Coverage must be afforded under a per occurrence policy form including coverage for all owned, hired and non-owned vehicles for bodily injury and property damage of not less than:

- \$1,000,000 Combined Single Limit; OR
- \$ 500,000 Bodily Injury and \$500,000 Property Damage
- \$10,000 Personal Injury Protection (No Fault)
- \$500,000 Hired, Non-Owned Liability
- \$10,000 Medical Payments

This policy shall contain severability of interests’ provisions.

Commercial General Liability Insurance Required Limits (per Occurrence form only; claims-made form is not acceptable)

Coverage shall be afforded under a per occurrence policy form, policy shall be endorsed and name ‘Manatee County, a political subdivision of the State of Florida’ as an Additional Insured, and include limits not less than:

- \$1,000,000 Single Limit Per Occurrence
- \$2,000,000 Aggregate
- \$1,000,000 Products/Completed Operations Aggregate
- \$1,000,000 Personal and Advertising Injury Liability
- \$50,000 Fire Damage Liability
- \$10,000 Medical Expense, and
- \$1,000,000, Third Party Property Damage
- \$ Project Specific Aggregate (Required on projects valued at over \$10,000,000)

This policy shall contain severability of interests’ provisions.

Employer’s Liability Insurance

Coverage limits of not less than:

- \$100,000 Each Accident
- \$500,000 Disease Each Employee
- \$500,000 Disease Policy Limit

- Worker's Compensation Insurance
- US Longshoremen & Harbor Workers Act**
- Jones Act Coverage**

Coverage limits of not less than:

- Statutory workers' compensation coverage shall apply for all employees in compliance with the laws and statutes of the State of Florida and the federal government.
- If any operations are to be undertaken on or about navigable waters, coverage must be included for the US Longshoremen & Harbor Workers Act and Jones Act.

Should 'leased employees' be retained for any part of the project or service, the employee leasing agency shall provide evidence of Workers' Compensation coverage and Employer's Liability coverage for all personnel on the worksite and in compliance with the above Workers' Compensation requirements. NOTE: Workers' Compensation coverage is a firm requirement. Elective exemptions are considered on a case-by-case basis and are approved in a very limited number of instances.

Aircraft Liability Insurance Required Limits

Coverage shall be afforded under a per occurrence policy form, policy shall be endorsed and name 'Manatee County a political subdivision of the State of Florida' as an Additional Insured, and include limits not less than:

- \$ Each Occurrence Property and Bodily Injury with no less than \$100,000 per passenger each occurrence or a 'smooth' limit.
- \$ General Aggregate.

Un-Manned Aircraft Liability Insurance (Drone)

Coverage shall be afforded under a per occurrence policy form, policy shall be endorsed and name 'Manatee County a political subdivision of the State of Florida' as an Additional Insured, and include limits not less than:

- \$ Each Occurrence Property and Bodily Injury; Coverage shall specifically include operation of Unmanned Aircraft Systems (UAS), including liability and property damage.
- \$ General Aggregate

Installation Floater Insurance

When the contract or agreement **does not** include construction of, or additions to, above ground building or structures, but does involve the installation of machinery or equipment, Installation Floater Insurance shall be afforded under a per occurrence policy form, policy shall be endorsed and name "Manatee County, a political subdivision of the State of Florida" as an Additional Insured, and include limits not less than:

- 100% of the completed value of such addition(s), building(s), or structure(s)

Professional Liability and/or Errors and Omissions (E&O) Liability Insurances

Coverage shall be afforded under either an occurrence policy form or a claims-made policy form. If the coverage form is on a claims-made basis, then coverage must be maintained for a minimum of three years from termination of date of the contract. Limits must not be less than:

- \$ 1,000,000 Bodily Injury and Property Damage Each Occurrence
- \$ 2,000,000 General Aggregate

Builder's Risk Insurance

When the contract or agreement includes the construction of roadways and/or the addition of a permanent structure or building, including the installation of machinery and/or equipment, Builder's Risk Insurance shall be afforded under a per occurrence policy form, policy shall be endorsed and name "Manatee County, a political subdivision of the State of Florida" as an Additional Insured, and include limits not less than:

- An amount equal to 100% of the completed value of the project, or the value of the equipment to be installed
- The policy shall not carry a self-insured retention/deductible greater than \$10,000

Coverage shall be for all risks and include, but not be limited to, storage and transport of materials, equipment, supplies of any kind whatsoever to be used on or incidental to the project, theft coverage, and Waiver of Occupancy Clause Endorsement, where applicable.

Cyber Liability Insurance

Coverage shall comply with Florida Statute 501.171, shall be afforded under a per occurrence policy form, policy shall be endorsed and name 'Manatee County, a political subdivision of the State of Florida' as an Additional Insured, and include limits not less than:

- \$1,000,000 Security Breach Liability
- \$500,000 Security Breach Expense Each Occurrence
- \$1,000,000 Security Breach Expense Aggregate
- \$500,000 Replacement or Restoration of Electronic Data
- \$500,000 Extortion Threats
- \$500,000 Business Income and Extra Expense
- \$500,000 Public Relations Expense

NOTE: Policy must not carry a self-insured retention/deductible greater than \$25,000.

Hazardous Materials Insurance (As Noted Below)

Hazardous materials include all materials and substances that are currently designated or defined as hazardous by the law or rules of regulation by the State of Florida or federal government.

All coverage shall be afforded under either an occurrence policy form or a claims-made policy form, and the policy shall be endorsed and name 'Manatee County, a political subdivision of the State of Florida' as an Additional Insured. If the coverage form is on a claims-made basis, then coverage must be maintained for a minimum of three years from termination of date of the contract. Limits must not be less than:

Pollution Liability

Amount equal to the value of the contract, subject to a \$1,000,000 minimum, for Bodily Injury and Property Damage to include sudden and gradual release, each claim and aggregate.

Asbestos Liability (If handling within scope of Contract)

Amount equal to the value of the contract, subject to a \$1,000,000 minimum, for Bodily Injury and Property Damage to include sudden and gradual release, each claim and aggregate.

Disposal

When applicable, Successful Proposer shall designate the disposal site and furnish a Certificate of Insurance from the disposal facility for Environmental Impairment Liability Insurance covering liability.

- Amount equal to the value of the contract, subject to a \$1,000,000 minimum, for Liability for Sudden and Accidental Occurrences, each claim and an aggregate.
- Amount equal to the value of the contract, subject to a \$1,000,000 minimum, for Liability for Non-Sudden and Accidental Occurrences, each claim and an aggregate.

Hazardous Waste Transportation Insurance

Successful Proposer shall designate the hauler and have the hauler furnish a Certificate of Insurance for Automobile Liability insurance with Endorsement MCS-90 for liability arising out of the transportation of hazardous materials. EPA identification number shall be provided.

All coverage shall be afforded under either an occurrence policy form or a claims-made policy form and the policy shall be endorsed and name “Manatee County, a political subdivision of the State of Florida” as an Additional Insured. If the coverage form is on a claims-made basis, then coverage must be maintained for a minimum of three years from termination of date of the contract. Limits must not be less than:

- Amount equal to the value of the contract, subject to a \$1,000,000 minimum, per accident.

Liquor Liability Insurance

Coverage shall be afforded under a per occurrence policy form, policy shall be endorsed and name “Manatee County, a political subdivision of the State of Florida” as an Additional Insured, and include limits not less than:

- \$1,000,000 Each Occurrence and Aggregate

Garage Keeper’s Liability Insurance

Coverage shall be required if the maintenance, servicing, cleaning or repairing of any County motor vehicles is inherent or implied within the provision of the contract.

Coverage shall be afforded under a per occurrence policy form, policy shall be endorsed and name “Manatee County, a political subdivision of the State of Florida” as an Additional Insured, and include limits not less than:

- Property and asset coverage in the full replacement value of the lot or garage.

Bailee’s Customer Liability Insurance

Coverage shall be required for damage and/or destruction when County property is temporarily under the care or custody of a person or organization, including property that is on, or in transit to and from the person or organization’s premises. Perils covered should include fire, lightning, theft, burglary, robbery, explosion, collision, flood, earthquake and damage or destruction during transportation by a carrier.

Coverage shall be afforded under a per occurrence policy form, policy shall be endorsed and name “Manatee County, a political subdivision of the State of Florida” as an Additional Insured, and include limits not less than:

- Property and asset coverage in the full replacement value of the County asset(s) in the Successful Proposer’S care, custody and control.

Hull and Watercraft Liability Insurance

Coverage shall be afforded under a per occurrence policy form, policy shall be endorsed and name “Manatee County, a political subdivision of the State of Florida” as an Additional Insured, and include limits not less than:

- \$ Each Occurrence
- \$ General Aggregate
- \$ Fire Damage Liability
- \$10,000 Medical Expense, and
- \$ Third Party Property Damage
- \$ Project Specific Aggregate (Required on projects valued at over \$10,000,000)

INSURANCE REQUIREMENTS

I. THE POLICIES ARE TO CONTAIN, OR BE ENDORSED TO CONTAIN, THE FOLLOWING PROVISIONS:

Commercial General Liability and Automobile Liability Coverages

- a. **“Manatee County, a Political Subdivision of the State of Florida,” is to be named as an Additional Insured in respect to:** Liability arising out of activities performed by or on behalf of the Successful Proposer, his agents, representatives, and employees; products and completed operations of the Successful Proposer; or automobiles owned, leased, hired or borrowed by the Successful Proposer. The coverage shall contain no special limitation(s) on the scope of protection afforded to the COUNTY, its officials, employees or volunteers.

In addition to furnishing a Certificate of Insurance, the Successful Proposer shall provide the endorsement that evidences Manatee COUNTY being listed as an Additional Insured. This can be done in one of two ways: (1) an endorsement can be

- issued that specifically lists “Manatee County, a Political Subdivision of the State of Florida,” as Additional Insured; or, (2) an endorsement can be issued that states that all Certificate Holders are Additional Insured with respect to the policy.
- b. The Successful Proposer'S insurance coverage shall be primary insurance with respect to the COUNTY, its officials, employees and volunteers. Any insurance or self-insurance maintained by the COUNTY, its officials, employees or volunteers shall be excess of Successful Proposer's insurance and shall be non-contributory.
 - c. The insurance policies must be on an occurrence form.

Workers' Compensation and Employers' Liability Coverages

The insurer shall agree to waive all rights of subrogation against the COUNTY, its officials, employees and volunteers for losses arising from work performed by the Successful Proposer for the COUNTY.

II. General Insurance Provisions Applicable to All Policies

1. Prior to the execution of contract, or issuance of a Purchase Order, and then annually upon the anniversary date(s) of the insurance policy's renewal date(s) for as long as this contract remains in effect, Successful Proposer shall furnish the COUNTY with a Certificate(s) of Insurance (using an industry accepted certificate form, signed by the Issuer, with applicable endorsements, and containing the solicitation or contract number, and title or description) evidencing the coverage set forth above and naming “Manatee County, a Political Subdivision of the State of Florida” as an Additional Insured on the applicable coverage(s) set forth above.
2. If the policy contains an aggregate limit, confirmation is needed in writing (letter, email, etc.) that the aggregate limit has not been eroded to procurement representative when supplying Certificate of Insurance. In addition, when requested in writing from the COUNTY, Successful Proposer will provide the COUNTY with a certified copy of all applicable policies. The address where such certificates and certified policies shall be sent or delivered is as follows:

Manatee County, a Political Subdivision of the State of Florida
Attn: Risk Management Division
1112 Manatee Avenue West, Suite 969
Bradenton, FL 34205

3. The project's solicitation number and title shall be listed on each certificate.
4. Successful Proposer shall provide thirty (30) days written notice to the Risk Manager of any cancellation, non-renewal, termination, material change, or reduction in coverage of any insurance policies to procurement representative including solicitation number and title with all notices.
5. Successful Proposer agrees that should at any time Successful Proposer fail to meet or maintain the required insurance coverage(s) as set forth herein, the COUNTY may terminate this contract.
6. The Successful Proposer waives all subrogation rights against COUNTY, a Political Subdivision of the State of Florida, for all losses or damages which occur during the

contract and for any events occurring during the contract period, whether the suit is brought during the contract period or not.

- 7.** The Successful Proposer has sole responsibility for all insurance premiums and policy deductibles.
- 8.** It is the Successful Proposer'S responsibility to ensure that his agents, representatives and subcontractors comply with the insurance requirements set forth herein. Successful Proposer shall include his agents, representatives, and subcontractors working on the project or at the worksite as insured under its policies, or Successful Proposer shall furnish separate certificates and endorsements for each agent, representative, and subcontractor working on the project or at the worksite. All coverages for agents, representatives, and subcontractors shall be subject to all of the requirements set forth to the procurement representative.
- 9.** All required insurance policies must be written with a carrier having a minimum A.M. Best rating of A- FSC VII or better. In addition, the COUNTY has the right to review the Successful Proposer's deductible or self-insured retention and to require that it be reduced or eliminated.
- 10.** Successful Proposer understands and agrees that the stipulated limits of coverage listed herein in this insurance section shall not be construed as a limitation of any potential liability to the COUNTY, or to others, and the COUNTY'S failure to request evidence of this insurance coverage shall not be construed as a waiver of Successful Proposer'S obligation to provide and maintain the insurance coverage specified.
- 11.** Successful Proposer understands and agrees that the COUNTY does not waive its immunity and nothing herein shall be interpreted as a waiver of the COUNTY'S rights, including the limitation of waiver of immunity, as set forth in Florida Statutes 768.28, or any other statutes, and the COUNTY expressly reserves these rights to the full extent allowed by law.
- 12.** No award shall be made until the Procurement Division has received the Certificate of Insurance in accordance with this section.

FORM 8, INSURANCE STATEMENT

THE UNDERSIGNED has read and understands the insurance requirements applicable to any Agreement resulting from this solicitation and shall provide the insurances required in this RFP within ten (10) days from the date of Notice of Intent to Award.

Proposer Name: _____ Date: _____

Signature
(Authorized
Official): _____

Printed Name/Title: _____

Insurance Agency: _____

Agent Name: _____ Agent Phone: _____

Return this signed statement with your proposal.

FORM 9, INDEMNITY AND HOLD HARMLESS

MANATEE COUNTY, A POLITICAL SUBDIVISION OF THE STATE OF FLORIDA

The Successful Proposer shall indemnify and hold harmless County, its officers, and employees from liabilities, damages, losses, and costs, including but not limited to reasonable attorney’s fees, to the extent caused by the negligence, recklessness, or intentionally wrongful conduct of the Successful Proposer, its personnel, design professionals and other persons employed or utilized by the Successful Proposer in the performance of the Agreement, including without limitation, defects in design, or errors or omissions that result in material cost increases to County. Such indemnification shall include the payment of all valid claims, losses, and judgments of any nature whatsoever in connection therewith and the payment of all related fees and costs. County reserves the right to defend itself with its own counsel or retained counsel at Successful Proposer’s expense.

Signature of Authorized Official of Proposer: _____

Title: Date: _____

Project Number and /or Name: _____

Insurance Agent: _____

Acknowledgement:

STATE OF _____

COUNTY OF _____

The foregoing instrument was acknowledged before me this ____ day of _____, 20__ by _____ [FULL LEGAL NAME], who is

Personally known to me

OR

has produced _____ as identification.

Notary Signature _____

Print Name _____

Seal

SECTION E, EXHIBITS

EXHIBIT 1, SCOPE OF SERVICES



Scope of Services

The Bradenton Area Convention & Visitors Bureau (BACVB), known as Bradenton, Anna Maria Island, Longboat Key on Florida's West Coast, requires professional website management and maintenance services. The successful Proposer (hereinafter in this Scope referred to as "Consultant") shall provide their expertise to the destination for the design of a premium user-friendly, content rich, reliable website with the objective to encourage visitation and ultimately increase tourism to Manatee County. This Scope includes website maintenance, hosting, and SEM/SEO marketing support following the launch of the new site.

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

As a department of Manatee County Government, the BACVB requires its website design, PDF documents and features to meet Web Content Accessibility Guidelines (WCAG) 2.1 AA guidelines, to meet the most modern web accessibility standards for users with disabilities.

The BACVB also manages the Powel Crosley Estate, a wedding venue in Manatee County, FL, Premier Sports Campus, a sports complex in Lakewood Ranch, FL and the Bradenton Area Convention Center in Palmetto, FL. The three facilities are critical, revenue-generating assets with distinct client bases. Each of the three facility page areas should be include in a distinct and unique design within the BACVB website, but visitors to any of the three facility areas should easily understand that each is a part of the BACVB family of properties.

The current website is: www.BradentonGulfIslands.com.

NOTE: BACVB will review and approve all design, content and listings that appear on the site. All trademarks and creation of architecture shall become the sole property of BACVB.

A WEBSITE MANAGEMENT SERVICES

Consultant shall provide all hardware, software, and network facilities, to redesign and rebuild a new mobile-first and mobile responsive website and collaboratively work with both the BACVB and its advertising agency of record to provide the following services:

A.1 Architecture and Navigation

Consultant shall provide a comprehensive redesign for the BACVB website. All trademarks and creation of architecture shall become the sole property of the BACVB.

A.2 Discovery

Consultant shall provide the following:

1. Project Charter – A document that states the objectives of the project, its scope, the key stakeholders, roles and responsibilities, project risks, acceptance criteria and communication plan.
2. Project Timeline – A formal schedule for the project that will be agreed upon during the Discovery Phase of the project.
3. 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 Account Services Team upon launch of the site.
4. 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.
5. Analytics Review and SEO Audit – Analysis of historical site analytics to identify usage patterns, inform new content hierarchy and identify strengths and opportunities.
6. A Master Service Agreement or representative example of a service agreement as well as any subordinate Service Level Agreements for any supportive services delivered as part of this Scope of Services.

A.3 Define

Consultant shall provide the following:

1. Competitive Set Review – BACVB will provide a list of competitive brands and destinations and Consultant shall undergo assessment of competitor’s digital presence to identify strategic opportunities for site rebuild.
2. Functionality – Research what tools and features should be implemented on the site and make suggestions to BACVB.
3. Content Audit – Consultant shall assist with the audit of content on the existing site to clearly define the audience of the site. Consultant shall assist BACVB with identifying top trafficked pages that have the most impact. Consultant shall assist BACVB to identify content to be deleted, updated, or migrated to the new site by identifying top trafficked pages that have the most impact. Consultant shall also recommend high performing content to help discover new audiences to where the website can be marketed.
4. KPIs – Consultant shall identify, measure, capture, and report BACVB’s web Key

Performance Indicators.

A.4 Design

1. Consultant shall design a new website and, on an as-required basis, adapt website design to suit a user-friendly and custom design that captures the BACVB brand as well as the look and feel of the destination.
2. The website's Content Management System must be adaptable to current and future technology with the ability for BACVB staff to easily make changes, updates, and additions as needed. The site should have a modular homepage that can feature different and adjustable content that is timely and that staff wants to highlight. The Consultant shall provide BACVB staff with comprehensive guidelines and a handbook for updating the website.
3. Consultant shall evaluate the BACVB's photography and video assets and shall make recommendations on whether additional assets are needed to support the design of the new site.
4. Consultant shall collaborate with the BACVB to create a sitemap with recommendations of site content hierarchy, navigation structure, user flows and experiences. Consultant shall outline special functionality features including but not limited to:
 - a. Emergency posting on homepage of an adverse situation including but not limited to natural disasters, acts of terror, environmental disasters, etc. (i.e.: banners, images, etc.).
 - b. Managing website's industry listings and special events calendar.
 - c. 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. The CMS should allow for RESTful service integrations, API's, event feeds, and RSS feeds.
 - d. Implementation of digital Visitor Guide(s) and PDF downloads.
 - e. The ability to download a spreadsheet of active hospitality industry listings from the website by request.
 - f. Site-wide keyword search functionality.
 - g. Flexibility to add paid advertising for industry.
 - h. Integration of BACVB social media feeds to amplify the "sense of place" for the destination.
5. Consultant shall create wireframes for the homepage, landing pages, sub-pages, facility and trade pages, and business listings for review and approval. Consultant shall make required adjustments before moving on to the work of the design mockups for these pages. Once wireframes have been approved by the BACVB, Consultant shall then design the mockups taking into consideration the existing branding guidelines and configure the site in line with the requirements and design agreed upon during the Discovery Phase.

6. Consultant shall use WCAG 2.1 AA 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.
7. Consultant shall provide options for multilanguage support.

A.5 Development

1. Consultant shall migrate all the required approved content from the previous website to the new website including existing business listings, events, blog posts, itineraries, facility, and trade pages, etc. The process shall be as follows:
 - a. Consultant shall migrate an initial fifty (50) pages for review.
 - b. BACVB shall review the quality of the migrated pages. These pages shall become the quality benchmark for the remaining content as it gets migrated.
 - c. Consultant shall continue with the migration of all agreed content to the same standards as the first 50 pages.
2. Consultant's professional writers shall conduct the rewriting of existing content and creation of new content as approved by BACVB. Consultant shall conform to best practices with keyword research and identification to optimize on-page elements including, but not limited to:
 - a. Title Tags
 - b. Meta Descriptions
 - c. Headline Tags
 - d. Internal Links
 - e. Alternative Text for Images and Graphics
3. Consultant shall create back-end Content Management System technical development and front-end HTML programming and use the Content Management System to populate the site with approved content.

A.6 Deployment and Launch

1. Consultant shall conduct new site soft launch with pre- and post-site quality control and ongoing support.
2. Consultant shall schedule a post launch analysis of the site and implement recommendations to improve the new sites performance.
3. Consultant shall develop a well-researched and comprehensive SEM and SEO campaign, including groups of keywords and ad copy to drive traffic to the new website once launched.

A.7 Training

1. Consultant shall develop, implement, and conduct specialized training for the new website, outline steps necessary for content (copy and imagery) creation, storage and entry through the established Content Management System tools.

2. Consultant shall work with BACVB staff members to train on website's CMS until the staff is sufficiently briefed on its use. Consultant shall remain available for BACVB staff in need of additional training.
3. Consultant shall create a Content Management System user guide for BACVB staff members and BACVB tourism industry members, including the management of industry user and special event listings.
4. Consultant shall build efficient and easy-to-use training tools and documentation that allow all levels of expertise to manage content, complete with documented workflow and role assignment for content ownership, creation, editing and publication.
5. Consultant shall build efficient and easy-to-use training tools and documentation to allow stakeholders of all levels of expertise to manage their business listings on the site.

B WEBSITE MAINTENANCE SERVICES

B.1 Monthly Reporting and Dashboards

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 shall 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.

B.2 Account Management

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. The team shall be responsible for the day-to-day management of interactive projects, project planning, team integration and weekly status reports.

B.3 On-Going Maintenance

1. Consultant shall handle monitoring and support for the website. Consultant shall continually monitor for tracking issues by checking metrics that indicate potential problems when present. Consultant shall troubleshoot technical issues and resolve coding concerns that are experiencing problems.

2. Consultant shall manage Content Management System updates and enhancements as needed including, but not limited to:
 - a. Photo replacement and insertions
 - b. Promotion creations
 - c. The addition of on-click tags to landing pages and calls to action
 - d. Possible updates or changes to existing template pages
 - e. Extraction of business listings spreadsheet from site
 - f. Building campaign landing pages
 - g. Managing content and navigation updates
 - h. Adding alternative text or other WCAG 2.1 AA requirements
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. Consultant shall deliver technical link audit reports to the BACVB generated from quarterly link-building campaigns to increase the site's organic search rankings for targeted key phrases and to drive more qualified referral traffic to the site. These technical link audits shall include identifying dead pages, dead backlinks pointing to those pages, dead internal links, and dead outgoing links.
5. Consultant shall provide marketing plan using SEM to support the success of the website through paid search.

B.4 Content Development

1. Consultant shall provide editorial planning and content development services required to support eCRM and website needs.
2. Consultant shall create original content strategy, creative campaigns and promotions to improve KPI metrics or review, adjust KPI's quarterly. Any content provided will be optimized for best search results.

B.5 Website Enhancements

Consultant shall aid on future projects to enhance the site as needed.

C BACKGROUND INFORMATION

1. Consultant shall have experience with the tourism industry and understand the best practices and industry standards of a Convention and Visitors Bureau.
2. The BACVB is committed to maintaining a premier, mobile responsive website that is designed for ease of use. The objective shall be to increase tourism in Manatee County by providing potential visitors with a content-rich, SEO-driven, reliable site with easy-to-use travel planning tools that will encourage visitation and longer stays. The quality and content of the Bradenton, Anna Maria Island, Longboat Key website shall accurately depict the area and provide compelling reasons for consumers to visit the market.
3. Consultant shall provide tourism industry best practices and expertise in destination marketing services to include, but not limited to, architecture and navigation, user experience, creative and technical writing, design, editorial, tourism business listings,

- functionality, recommendation of new features, content management, proofing and testing, industry best practices and hosting and maintenance.
4. In addition, it is the BACVB's intention to expand the current usefulness of the website. Future needs and functionality should be demonstrated in the proposal.
 5. Consultant shall be able to work collaboratively with both the BACVB and its third-party vendors.
 6. Manatee County expects that this RFP will result in an award for the provision of professional website management and maintenance services on an annual basis for a period of five (5) years (two (2) years with three (3) one-year renewal options). After the first two (2) years of the five-year agreement, there will be an opportunity for a creative design review and refresh.

D RESPONSIBILITIES AND REQUIREMENTS

D.1 Architecture and Navigation

Consultant shall propose a comprehensive redesign and an explanation as to why it will be successful and improve user experience. All trademarks and creation of architecture shall become the sole property of BACVB.

D.2 Design

Consultant shall redesign the website to create a user-friendly, custom design that captures the look and feel of the destination. The Consultant shall also have the ability to manage photography and video for use on the website. Photos and video will be provided by the BACVB unless the Consultant feels additional photography and video assets are needed to support the new website.

D.3 Editorial

Consultant shall create original content strategy, creative campaigns, and promotions about unique selling points of the market. CMS should provide the ability to implement creative campaigns and promotions on the website. Any content provided will be optimized for best SEO practices.

D.4 Tourism Business Listings

1. A plan to update daily the Content Management System to the partner logins shall be provided to ensure partners and BACVB can keep listing information in the database updated and maintained throughout the year. Consultant shall build website industry listings to be able to include social media handles, website links, booking widgets, TripAdvisor (and other review websites) reviews, maps, amenities, business hours, photos and more.
2. Consultant shall create a CMS workflow that allows for BACVB staff members to approve all tourism industry business listings and special event calendar submissions before they are published live to the website.

D.5 Functionality

1. Consultant shall recommend best practices for functionality to maintain all its current and/or database driven functionality including:

- a. Customer Relations Management and design, create templates, and mail monthly e-newsletters, as well as manage BACVB e-newsletter database and eCRM software
- b. Emergency posting on the home page
- c. Trade and industry account sign up
- d. Trade and industry login and password recovery area
- e. Media area with media kit (story ideas), administrable press releases and integration of online photo and video media gallery
- f. Ad-specific URL and external URL tracking
- g. Proximity mapping Google Map API integration
- h. Event calendar with partner submissions
- i. Real-time weather API
- j. 360 tours integration
- k. Maps, visitor guides and PDF integrations and downloads
- l. Site-wide keyword search
- m. Live chat features
- n. CMS user management
- o. Training for BACVB staff on CMS as needed
- p. Website enhancement projects
- q. Flexibility to add paid advertising for industry
- r. Responsive with mobile, tablet, ipad, desktop, etc.
- s. Meets WCAG 2.1 AA requirements for users with disabilities

D.6 Recommendation of New Features

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

D.7 Content Management

BACVB requires a non-technical interface that is easy to edit/update the content on the site that both the BACVB, its hospitality industry users and Consultant can use. Real time updates are required.

D.8 Proofing/Testing

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

D.9 Hosting and Maintenance

Consultant shall provide an uptime of greater than 99.7%, pricing options for 24-hour customer service support, security, backup, redundancy, and connectivity. Consultant shall provide a geo-diverse presence that will safeguard against natural disasters so that content updates can be made from anywhere during an emergency. Consultant's web service should prevent BradentonGulfIslands.com outages never last more than three (3) minutes. Consultant shall propose penalties to be imposed in the event of an outage greater than the agreed upon terms.

D.10 Disaster Recovery

Consultant shall provide your firm's plan and strategies for web hosting backup and recovery performance. Your plan shall meet the following requirements:

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

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

D.11 Enhancements

Consultant shall recommend website enhancement projects on a regular basis in accords with best practices.

D.12 Working With Other County Vendors

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

E TECHNICAL REQUIREMENTS

E.1 Software Development Best Practices

1. The website must adhere to industry best practices for web development including the separation of markup from theme and layout using the latest specification for HTML, CSS and JavaScript.
2. Only Industry leading frameworks and API's that are being actively maintained will be selected for incorporation into the site.
3. Minimize PCI exposure by passing cardholder data to third party payment processing sites.
4. Consultant shall describe how software resiliency (e.g., code backups) and reversibility (e.g. version control) is maintained.

E.2 Hosting

1. Consultant shall provide a System Security Plan (SSP).
2. Consultant shall declare what hosting service is 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).
3. The Cloud Computing Architecture and operational processes must adhere to GDPR guidelines and protect Personally Identifiable information.

4. The Cloud Computing Architecture must receive a Qualys SSL Labs score of an A or higher.
5. County retains the right to utilize Cloud Security Scanning tools to discover security weaknesses.
6. Consultant shall describe the process for identifying, notification, and patching of low/medium/high/critical security vulnerabilities throughout the Cloud Computing Architecture.
7. Consultant shall identify who is notified/who maintains point of contact.
8. Consultant shall adhere to a consistent change management process.
9. Consultant shall provide minimum of ten (10) business days' notice for all disruptive changes.
10. Consultant shall provide Audit Logs to the County when requested.
11. Consultant shall provide its financial penalties incurred for violating the terms of the service agreement.

E.3 Environments

Consultant shall configure both high availability production with staging and a QA/QC environment.

E.4 CMS Features

1. Consultant shall provide the name of the CMS and supporting software and services used for the site.
2. The CMS must produce efficient content by resizing images and compressing content.
3. Consultant shall describe how the CMS allows portability (e.g., exports) and reversibility (e.g., versioning, recycle bin, back-ups).

E.5 CMS user Management

The CMS must allow for role-based authorization and SAML authentication using County's existing ADFS environment.

E.6 Accessibility

The CMS must be able to manage WCAG 2.1 AA requirements.

F TRAINING AND TESTING

1. Consultant shall provide a qualified 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.
2. Consultant shall include a comprehensive testing plan, including quality assurance and regression testing across the project, including major browsers (Chrome, Safari, Firefox & Microsoft Edge) and mobile devices.
3. Consultant shall present and execute a comprehensive training plan for the BACVB's approval prior to site launch that includes technical and end user training.
4. Consultant shall include training and training manuals to understand the CMS, integrations, and other pertinent information.

END OF EXHIBIT 1

EXHIBIT 2, PROPOSAL RESPONSE

EXHIBIT 2, PROPOSAL RESPONSE REQUIREMENTS

This section identifies specific information which must be contained within the Proposal and the order in which such information must 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 Proposal 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 the Proposal must 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.

The contents of the sealed Proposal package must include:

1. One (1) bound original Proposal clearly identifying Proposer and marked "ORIGINAL".
2. One (1) electronic original Proposal clearly identifying Proposer and marked "ORIGINAL". The electronic Proposal must be identical to the bound original Proposal.

Electronic Proposals must be submitted on a Universal Serial Bus (USB) portable flash memory drive or a Compact Disc (CD) in Microsoft Office® or Adobe Acrobat® Portable Document Format (PDF) in one (1) continuous file that includes all required tab sections listed below. Do not submit a Proposal with separate files for each tab section. Do not password protect or otherwise encrypt the electronic Proposal. The electronic Proposal must be identical to the bound original Proposal.

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

2.02 PROPOSAL FORMAT

TAB 1 – INTRODUCTION

Page Limit: 5 Pages

In Tab 1, Proposer shall provide the following:

1. A cover page that identifies the Proposer, the RFP by title, and the RFP number.
2. An introductory letter that describes your Proposal in summary form.
3. A table of contents.

TAB 2 – MINIMUM QUALIFICATION REQUIREMENTS

In Tab 2, Proposer shall provide the information and documentation requested below that confirms Proposer meets the following minimum qualification requirements:

1. Proposer must have provided/completed professional website services/projects, similar in size and scope as defined in this RFP, for at least ten (10) commercial clients each of which included the following components: redesign and rebuild of a new mobile-first and mobile responsive website; ongoing website management; and ongoing website maintenance. The services/projects must have been provided/completed within the last five (5) years.

Proposer must provide the information below for each of the ten (10) qualifying commercial clients/projects:

- a. Client company name
 - b. Client address
 - c. Client contact name and title
 - d. Client contact phone number
 - e. Client contact email address
 - f. Brief description of services/projects provided/completed and outcome (2-3 sentences)
 - g. Duration dates of the services/project or contract (start/end dates)
 - h. Total dollar value of contract
2. Proposer is not on the Florida Suspended, Debarred, Convicted Vendor List.

No documentation is required. The County will verify.

3. 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.

4. If Proposer is submitting as a joint venture, Proposer must 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 for submission of Proposals in response to this RFP.

If Proposer is a joint venture, Proposer must provide a copy of its approved filing with the Florida Department of Business and Professional Regulation. If Proposer is not a joint venture, Proposer must provide a statement to that effect.

5. Proposer has no reported conflicts of interest in relation to this RFP.

If Proposer has no reported conflicts of interest in relation to this RFP, Proposer must complete Form 4 and submit with its Proposal. If Proposer has reported conflicts of interest in relation to this RFP, Proposer must provide a statement to that effect and disclose the name of any officer, director, or agent who is an employee of the County and the name of any County employee who owns, directly or indirectly, any interest in Proposer's firm or any of its branches.

TAB 3 – FORMS

In Tab 3, Proposer shall provide the following completed and executed Forms:

1. Form 1, Acknowledgement of Addenda Form
2. Form 2, Proposal Signature Form
3. Form 3, Public Contracting and Environmental Crimes Certification
4. Form 4, Conflict of Interest Disclosure Form
5. Form 5, Non-Collusion Affidavit
6. Form 6, Truth in Negotiation Certificate
7. Form 7, Scrutinized Company Certification
8. Form 8, Insurance Statement
9. Form 9, Indemnity and Hold Harmless Form

TAB 4 - TRADE SECRETS

Proposer shall submit trade secrets as follows:

1. In Tab 4, Proposer shall list all trade secrets being claimed. In addition, Proposer shall cite, for each trade secret claimed, the Florida Statute number which supports the designation. Further, Proposer shall provide a brief written explanation as to why the cited Statute is applicable to the information claimed as trade secret.
2. If Proposer is claiming any trade secrets, Proposer shall submit an additional electronic copy of its Proposal that redacts all information designated as trade secret. The electronic redacted Proposal shall have a watermark or stamp identifying the Proposal as the redacted copy. The electronic redacted Proposal must be identical to the bound and electronic original Proposal with all information designated as trade secret redacted.
3. Trade secret requests made after the Due Date and Time for submission of Proposals in response to this RFP are not permitted. 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. For more information on trade secrets, refer to Section A.28.

TAB 5 – STATEMENT OF ORGANIZATION

Page Limit: 10 Pages

In Tab 5, Proposer shall provide the following:

1. Proposer's legal contracting name including any doing business as (DBA) name.
2. Proposer's state of organization or incorporation.
3. Proposer's ownership structure of its company (e.g., Sole Proprietorship, Partnership, Limited Liability Corporation, Corporation).
4. Proposer's 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. Note: Local is defined as Manatee, DeSoto, Hardee, Hillsborough, Pinellas, or Sarasota counties. Proposer shall include the following:
 - a. Address
 - b. City, State, Zip
 - c. Phone
 - d. Number of Years at Location
7. List of officers, owners, partners, or managers of Proposer's company. Include names, addresses, email addresses, and phone numbers.
8. 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 the RFP process to include the following information:
 - a. Name
 - b. Phone
 - c. E-mail
 - d. Mailing Address
 - e. City, State, Zip
10. 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 subconsultants is or has been involved within the last three (3) years.
11. 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 for submission of Proposals in response to this RFP (e.g., mergers, acquisitions, changes in executive leadership).

TAB 6 – RELEVANT EXPERIENCE & REFERENCES

Page Limit: 30 Pages

Maximum Points: 30

In Tab 6, Proposer shall provide the following:

1. Proposer’s background, size, and years in business.
2. Proposer’s experience in professional website management and maintenance services for other government agencies, particularly those within Florida.
3. Identify and include information regarding experience and qualifications of Proposer’s key staff and Project Management Team to be assigned to the services. Include a resume for each with the name of the firms 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. Proposer’s Project Management Team shall be consistent with the Account Services Team upon launch of the site.
4. Identify any proposed subconsultants to accomplish the work. Include the company name, the name of the individuals to be assigned, and an overview of their experience and qualifications applicable to their role in the provision of professional website management and maintenance services for the County.
5. Describe any significant or unique accomplishments, recognition, or awards received by Proposer, its key personnel, or its subconsultants for previous similar services.
6. A minimum of five (5) commercial client references for which Proposer has provided/completed professional website services/projects, similar in size and scope as defined in this RFP, each of which included the following components: redesign and rebuild of a new mobile-first and mobile responsive website; ongoing website management; and ongoing website maintenance. The services/projects must have been provided/completed within the last five (5) years. Proposer shall provide the following:
 - a. Client company name
 - b. Client address
 - c. Client contact name and title
 - d. Client contact phone number
 - e. Client contact email address
 - f. Brief description of services/projects provided and outcome (2-3 sentences)
 - g. Duration dates of the services/project or contract (start/end dates)
 - h. Total dollar value of contract

NOTE: Proposer may utilize five (5) of the same references as utilized in Tab 2, Minimum Qualification Requirements.

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

7. Any additional information not previously requested which Proposer believes would assist the County in the evaluation of Proposer's experience to provide the required services.

TAB 7 – ORGANIZATIONAL STRUCTURE & CAPACITY

Page Limit: 20 Pages

Maximum Points: 25

In Tab 7, Proposer shall provide the following:

1. Details of Proposer's staffing resources, at the location that will provide services to the County as well as corporately, by discipline and the number of personnel within each discipline.
2. If Proposer's staffing resources includes subconsultants, provide the names of the firms who will perform the services to the County.
3. An organizational diagram clearly identifying key personnel as well as other staffing resources who are designated to provide services to the County. For each individual in the organizational diagram, include each individual's name, title, firm and indicate their functional relationship to each other.
4. If Proposer is teaming with other entities to provide the required services, detail any prior similar work any two or more team members have jointly performed.
5. If a joint venture is proposed, provide an affidavit attesting to the formulation of the joint venture and provide proof of incorporation as a joint venture or a copy of the formal joint venture agreement between all joint venture parties, indicating their respective roles, responsibilities, and levels of participation in the project.
6. An explanation, in general terms, of Proposers' financial capacity to perform the scope of services. If Proposer is jointly filing a Proposal with other entities, details must be provided to demonstrate financial capacity of each entity.
7. Disclose any ownership interest in other entities proposed for services. This ownership disclosure includes ownership by the Proposer through a parent, subsidiary or holding company or any other form of business entity. Submit entity names and the percent of ownership for each.
8. Proposer's and any subconsultant's current workloads and any projected changes to the workload within the next six (6) months.
9. 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.

TAB 8 – APPROACH

Page Limit: 30 Pages

Maximum Points: 30

In Tab 8, Proposer shall provide the following:

1. 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.

2. An explanation of Proposer's technical ability to perform all facets of the scope as defined in Exhibit 1, Scope of Services.
3. Architecture and Navigation: Proposer's comprehensive redesign and an explanation as to why it will be successful and improve user experience.
4. Software Development Best Practices: Describe how Proposer's software resiliency (e.g., code backups) and reversibility (e.g., version control) is maintained.
5. Project Charter: Proposer's objectives of the project, its scope, the key stakeholders, roles and responsibilities, project risks, acceptance criteria and communication plan.
6. Project Timeline: Proposer's formal schedule for the project that will be agreed upon during the Discovery Phase of the project.
7. 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 365 calendar days for completion of the redesign and rebuild of a new mobile-first and mobile responsive website that is in accordance with the requirements of this RFP.
8. Details of future needs and functionality to expand the usefulness of the website.
9. Design: Proposer's options for multilanguage support.
10. CMS Features: Name of the proposed CMS and supporting software and services used for the site.
11. CMS Features: Describe how the proposed CMS allows portability (e.g., exports) and reversibility (e.g., versioning, recycle bin, back-ups).
12. Hosting: Proposer's System Security Plan (SSP).
13. 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).
14. Hosting: Describe the process for identifying, notification, and patching of low/medium/high/critical security vulnerabilities throughout the Cloud Computing Architecture.
15. Hosting: Identify who is notified/who maintains point of contact.
16. Hosting: Describe Proposer's financial penalties incurred for violating the terms of the service agreement.
17. Consultant's web service should prevent BradentonGulfIslands.com outages never last more than three (3) minutes. Consultant shall propose penalties to be imposed in the event of an outage greater than the agreed upon terms.
18. 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.

- f. Unlimited 24/7 technical support.
19. 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.
20. A narrative of the methodology for engaging with County representatives in-the-course of performing the services.
21. 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.
22. 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 approach to provide the required services.

TAB 9 – FEE PROPOSAL

Maximum Points: 15

In Tab 9, Proposer shall provide the following:

- 1. Exhibit 3, Pricing Form, completed and signed by Proposer.
- 2. Proposer’s own Pricing Proposal (supplemental to Exhibit 3) that includes:
 - a. Detailed breakdown of all costs required for completion of the project (redesign and rebuild of a new mobile-first and mobile responsive website).
 - b. Detailed breakdown of all costs for ongoing professional website management and maintenance services after the project is complete.

NOTE: All required hardware, software, and network facilities shall be included in the Pricing Form. Consultant shall provide pricing options for 24-hour customer service support, security, backup, redundancy, and connectivity.

END EXHIBIT 2

EXHIBIT 3, PRICING FORM

EXHIBIT 3, PRICING FORM

RFP No. 22-TA004172BB

Professional Website Redesign, Management, and Maintenance Services

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

Authorized Signature: _____

Name and Title: _____

Company Name: _____

Date: _____