



Request for Proposals
Website Design & Content Development Services
Traverse City Downtown Development Authority
www.downtowntc.com
Website Design & Content Development Services

Introduction

The Traverse City Downtown Development Authority (DDA) in partnership with the Downtown Traverse City Association and Traverse City Parking Services, is seeking proposals for website design and content development for the Downtown Traverse City website www.downtowntc.com.

Background

The Downtown Traverse City website serves as a one-stop-shop for all things Downtown. Information on merchants, dining, and entertainment generates the most traffic. However, parking information, payment for parking violations, and required information pertaining to the Downtown Development Authority are also included. Due to the large amount of content, the three partners would like the current content included, but are seeking more efficient navigation tools and additional elements that will help serve our many sectors of constituents.

General Project Scope

- Reorganization of current content with the addition of new content by creating drop down menus or other organizational tools
- Navigation search for entire site on homepage and name anchors on applicable pages
- Create a responsive mobile friendly interface
- Provide a backend feature that is user friendly and offers the ability for DDA staff to load various content items, photos, add pages, update calendars, events, videos, graphs/tables, etc. with easy formatting options
- Ability to sync with the DDA databases including, but not limited to, Filemaker Pro 12 via ODBC/JDBC
- Maintain a prominent location for the Sara Hardy Downtown Farmers Market, search vendors, easily sync vendor info from Filemaker and ability to provide maps
- Social media feed on homepage
- Form submissions from the website to include but not limited to
 - Applications for employment

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- Parking meter bag requests
 - Report damaged or failed parking meters
- Interactive Maps
- Event Calendar Items
 - Printer friendly option
 - Option to have submissions to approved at once if multiple are submitted
- Provide robust analytics
- Additional items that may be required or recommended

Minimum Qualifications

At a minimum, contractors shall meet the following qualifications:

1. Have been in the business providing web design for a minimum of four years.
2. Have proven expertise in responsive website design/mobile website design for mobile/tablet
3. Familiarity with ad server software, its set-up, ad scheduling, and maintenance requirements
4. The ability to add and change content is very important, therefore a user friendly manager that offers the technical capability to add said content to the Downtown website.
5. Provide training and access to Downtown staff to make content changes.
6. Respond to technical difficulties within a reasonable amount of time.
7. Have provided such services for at least three clients. Provide references.
8. Must not have outstanding debt with the City of Traverse City, the Downtown Development Authority, and/or the Downtown Traverse City Association.

Submission of Proposals

Interested firms must submit four copies of sealed proposals which should include, at a minimum, the following information:

1. The DDA will host an optional pre-bid meeting at the Downtown Office, 303 East State Street, Suite C on Monday, April 13 at 2 pm.
2. Narrative in which the firm delineates their understanding of what is being requested by the DDA in this proposal including the items of work they will accomplish for the DDA, noting any work items they may feel should normally be accomplished under or related to this request, but in their opinion are beyond the scope of what is being requested and therefore not part of this proposal.
3. The methodology, approach or work plan, including timelines, which would be used to complete the project.
4. Proposal Sheet with "Not to Exceed" project cost.

Sealed proposals must be submitted to Colleen Paveglio, DDA Marketing & Deputy Director, 303 East State Street, Suite C, Traverse City, Michigan, 49684 no later than 10:30 a.m., April 17, 2015. "Downtown Traverse City Website Design Services" shall be clearly marked on the outside of the sealed envelope. A digital copy is also required to be included on USB or Disk. Submittals via telefax or email will not be accepted. Questions may be addressed to **Colleen Paveglio, DDA, 231-922-2050 or colleen@downtowntc.com.**

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Evaluation of Proposals

All proposals received shall be subject to evaluation by the DDA. This evaluation will be conducted in the manner appropriate, as may be deemed by the DDA, for the selection of a firm for the purpose of entering into a contract to perform this project. Price alone shall not be the basis for the award of this work, but shall be only one of the components considered. The DDA does not intend to award a contract for this work solely on the basis of any response made to this request. The following facts, along with other items, will be considered:

1. The firm's understanding of the project scope and quality of the firm's project approach.
2. The cost and time scheduled as proposed.

All proposals submitted must include "not to exceed" cost figures for the Downtown Traverse City Website Design Services.

Insurance

The Firm is required to provide and maintain at all times during this project the following insurance. Certified copies, setting forth the limits and coverage, shall be furnished to the DDA Executive Director before commencing with any work. The policy shall contain endorsements stating that a 10-day notice will be given to the City prior to termination or any change in the policy and shall describe the project and provide coverage for the following terms:

- A. Comprehensive General Liability Insurance with limits of liability not less than \$1,000,000 per occurrence and/or aggregate combined single limit with the City and DDA listed as an additional insured. Professional liability insurance coverage in the amount of \$1,000,000 minimum.
- B. Motor Vehicle Liability Insurance, including applicable no-fault coverage, combined single limit bodily injury and property damage shall be maintained during the life of the contract. Coverage shall include all owned vehicles, all non-owned vehicles, and all hired vehicles.
- C. Workers Compensation Insurance, including Employers' Liability Coverage in accordance with all applicable statutes of the State of Michigan.
- D. If any of the insurance is canceled, the Firm shall cease operations, and shall not resume until new insurance is obtained.

Supplemental Information and Requirements

The DDA and City of Traverse City reserve the right to waive any informality or defect in any proposal, to accept any proposal or parts thereof or to reject any or all proposals, should it deem it to be in the best interest of the DDA and City of Traverse City to do so. The DDA reserves the right to revise the contents of the proposal and to negotiate all aspects of this proposal and any future agreement with the successful firm of the DDA's choice. The DDA further accepts no responsibility for expenses which may be incurred in the preparation of such proposals. The

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selected firm shall be expected to comply with all applicable State and Federal laws in the performance of services. Submittals to the DDA are considered public information. The DDA

has the right to disclose information contained in the submittals. The City further reserves the right to photocopy, circulate or otherwise distribute any material submitted in response to the Request for Proposal (R.F.P.). Original materials which the consultant may wish returned shall be clearly marked to be returned to them.

The selection of the successful firm shall be made without regard to race, color, sex, age, religion, sexual preferences, handicap, political affiliation, veteran status, or national origin. The DDA is an Equal Opportunity Employer.

The selected Firm will be required to enter into a Consultant Agreement for this project. A sample agreement is attached.

Any questions regarding this request for proposal shall be submitted in writing to the DDA Executive Director at least seven (7) days prior to the deadline for submitting the request for proposal. Written answers to questions, which in the opinion of the DDA may change or substantially clarify the request for proposal, will be submitted to all prospective firms.

PROPOSAL SHEET

TITLE: REQUEST FOR PROPOSAL: Downtown Traverse City Website Design Services

DUE DATE: 10:30 a.m., Friday, April 17, 2015

Having carefully examined the attached R.F.P. and any other applicable information, the undersigned proposes to furnish all items necessary for and reasonably incidental to the proper completion of this proposal.

The undersigned submits this proposal and agrees to meet or exceed all requirements and specifications listed on the R.F.P., unless otherwise indicated in writing and attached hereto.

The undersigned certifies, as of the date of this proposal, not to be in arrears to the Downtown Development Authority or City of Traverse City for debt or contract or is in any way a defaulter as provided for in Section 152, Chapter XVI of the Charter of the City of Traverse City. The undersigned understands and agrees, if selected to be awarded this work, to enter into an agreement with the DDA to supply this work.

The undersigned understands that the DDA reserves the right to accept any or all proposals in whole or in part and to waive irregularities in any proposal in the interest of the DDA and City.

The Proposal will be evaluated and awarded on the basis of best value to the DDA. The decision criteria to be used, but will not be limited to, is price, accessories, options and overall capability to meet the needs of the DDA and City.

The undersigned agrees that the proposal may not be withdrawn for a period of 60 days from the actual date of the opening of proposals.

Submitted by:

(Signature)

(Name & Title - print)

(Company Name)

(Company Address)

(Telephone Number)

(City, State, Zip Code)