REQUEST FOR BID PROPOSAL PACKAGE

2016-RFP-01

for

JOPLIN CVB WEBSITE DEVELOPMENT, DESIGN AND HOSTING

JOPLIN CONVENTION & VISITORS BUREAU
602 S. MAIN STREET
JOPLIN, MO 64801

NOTICE TO BIDDERS

The City of Joplin, Missouri will accept sealed bid proposals until NOON, Monday, December 21, 2015 at the Joplin Convention & Visitors Bureau located at 602 S. Main Street, Joplin, Missouri, 64801 for the following SERVICE:

The Joplin Convention & Visitors Bureau is seeking bids for a provider to develop, design and host their tourism-based website.

The scope of this project is to replace the existing www.VisitJoplinMo.com website owned by the Joplin Convention & Visitors Bureau (JCVB), City of Joplin Missouri. The selected provider will handle all site planning, interface design, production and hosting as required to bring a new site on line. The site must include a solution that allows staff to quickly, easily and cost-effectively update content and modify site design after the initial launch. The site must be mobile friendly and have the ability to adapt to a future online retail component. The content, look and function must be 100% tourism focused.

Specifications and bid forms are available from Patrick Tuttle, director of the Joplin Convention & Visitors Bureau by calling 417.625.4789 or by email at ptuttle@joplinmo.org. Any proposals received after the specified deadline will be returned to the vendor.

The City reserves the right to evaluate all proposals, to reject any or all proposals and solicit again at a later date. The City may waive any irregularities in the proposal or negotiate variances from specifications, and make awards that are in the best interests of the City. The City will have final decision in all matters regarding acceptance of proposals and issuance of awards.

The City encourages minority and female owned businesses to submit proposals on all City purchases.

Leslie Haase, CPA
Finance Director

Publication Date: Monday, November 23, 2015

INSTRUCTIONS TO BIDDERS

The City of Joplin, Missouri proposes to CONTRACT the following service:

JOPLIN CVB WEBSITE DEVELOPMENT, DESIGN AND HOSTING

All bids shall have firm-fixed F.O.B. Joplin, Missouri price and shall be honored for a minimum of ninety (90) days following the bid opening.

All bids shall be exclusive of Federal, State, and City taxes.

It is the intent of the specifications included with this bid document to generally describe the item(s) desired in sufficient detail as to secure bids on comparable items. All parts not specifically mentioned which are necessary in order for the item(s) to perform as intended shall be included. The strength, quality of workmanship, and material shall be in accordance with the best trade practices.

Specification variances, manufacturer's literature and additional information should be attached to the bid form. All blanks on the attached bid specifications shall be filled in completely and accurately. Any bid not meeting this requirement may be considered non-responsive.

Any protest or grievance must be issued in writing and delivered to the office of the Director of Finance within ten (10) days following the bid opening. Any protest filed after this time period has elapsed will not be considered.

The City encourages selection of products manufactured, assembled and/or produced in the United States, as long as the quality and price are comparable with other items bid.

Businesses which are located within the city limits of Joplin may be given preference in the awarding of a bid, providing the bid from the local business does not exceed the lowest bid by more than 3% or $2,500, whichever is less.

The City may give preference to vendors handling products that contain post-consumer recovered materials, providing the bid does not exceed the lowest bid by more than 5% or $2,500, whichever is less.

Once the bids are reviewed and evaluated, the successful vendor will be notified, in writing, and will receive an authorized City of Joplin purchase order. Verbal acknowledgments will not be considered as official notification and will not obligate the City in any way. Delivery or performance should not be completed without the receipt of an authorized purchase order.
Minimum information to be submitted with each bid shall consist of the following:

MARK BID ENVELOPES: "BID 2016-RFP-01 JOPLIN CONVENTION & VISITOR'S BUREAU WEBSITE DEVELOPMENT, DESIGN & HOSTING, BY NOON, MONDAY, DECEMBER 21, 2015"

Questions concerning the specifications and bidding procedures should be directed to Patrick Tuttle, Joplin CVB at 602 S. Main Street, Joplin, MO, 64801 or by phone 417.625.4789.

JOPLIN CVB WEBSITE

Project Description

The Joplin Convention & Visitors Bureau (JCVB) currently has a web presence that is not mobile friendly and not a strong integration with social platforms. This RFP is seeking what opportunities are available, at what cost to better serve the Joplin Missouri regional tourism market. The goal of this RFP is to improve the user experience, be mobile friendly, have a strong social media interaction, while incorporating the latest in web technology.

The purpose of the Joplin Convention & Visitors Bureau's website is to provide our guests and potential visitors with accurate and up-to-date information about our attractions, events, and restaurants, through multiple user-friendly formats (desktop, mobile and tablet) to enhance their experience in discovering Joplin.

VisitJoplinMO.com must communicate the destination's potential, while establishing an emotional connection to the customer to see and feel Joplin.

Upon completion and acceptance of the project structure and design, the website will become the sole property of the Joplin CVB. JCVB will be responsible for content management and will own all content, coding and graphics. JCVB intends for the redesigned site to support tourism marketing to the fullest extent and allow for growth and integration as technology trends evolve.

Joplin Convention & Visitors Bureau (JCVB) is accepting bids to design, develop and host the *www.VisitJoplinMO.com* website. Bids will be for concept-to-completion production.

The existing website was originally designed and produced in 2012 and is maintained in-house. The website is hosted through CivicPlus. The website is www.VisitJoplinMO.com.

For reference, the JCVB existing social platforms are:

- Facebook/JoplinCVB
- Facebook/Route66Joplin
- Twitter/VisitJoplin

Ownership and Intellectual Property Notice

- All screens, graphics, domain names, content and the 'look and feel' of the site developed will be the property of the Joplin Convention & Visitors Bureau, City of Joplin Missouri, together with all layered design files.
- In developing the website, the selected provider will not infringe or violate the copyright and other intellectual property rights of third parties.
- The selected provider is responsible for securing various rights, licenses, clearances, and other permissions related to works, graphics, or other copyrighted materials to be used or otherwise incorporated in the website. All applicable copyright notices will be displayed on the website.

Goals and Objectives

The goal of new website design and function is to include as much as possible of the following 19 criteria. Please submit any ideas or suggestions in your bid response ensuring the suggestions are supportive of our tourism mission.

1) **General Site Features:**
    - Attractive, easy-to-navigate design and interface
    - Custom layout that allows for incorporation of City's look and feel into a platform or creation of a completely new, unique design for our brand
    - Content maintained through an easy-to-use, back-end dashboard
    - Unlimited custom pages
    - Unlimited easy-to-create web forms
    - Easily integrates with other programs and software (AdWords, live chat, etc.)
    - Facebook, Twitter, Pinterest, YouTube, Instagram, etc. links on every web page
    - Google Analytics tracking code
    - Complete site translation into other languages - optional
    - Site fully viewable on all PC, tablet and mobile devices

2) **Homepage:**

- Feature areas to help customers discern what is most important on the website
- Website section headings such as “Eat” “Play” “Things To Do” to help visitors easily navigate to pages of interest
- Ability to preschedule homepage features to change automatically
- Linkable to events and tourism partner sites
- Countdown feature to draw attention to exciting events in city - optional
- Link to main event categories directly from homepage
- Link showing the current weather for zip code 64801

3) **Calendar Interactivity and Details:**

- Interactive schedule, custom categories and unlimited subcategories to help visitors find events faster on site
- Ability to create events multiple ways
- Ability to easily recreate & duplicate items on event calendar with recurring dates
- Ability to choose between multiple views for the event calendar
- Printer-friendly calendar
- Event locations that optionally can include description and embedded Google map, with the ability to add multiple locations per event
- Unlimited PDFs
- Unlimited links to external websites (e.g., performer websites, etc.)
- Ability to automatically email customers before and after events they have saved

4) **Photos & Videos:**

- All photos and videos should be available in one place in a photo or video gallery, as well as on supporting pages
- Unlimited photos and videos, each with optional captions
- Optional functionality for visitors to upload their own event photos, which will be approved by the JCVB before they are placed on the website
- Visitor photos uploaded to site will be used for future event marketing, by including usage agreement on upload

5) **Maps & Directions:**

- Easily creatable and searchable interactive maps by adding "hotspots" for attractions that can link to any web page
- Ability to categorize “hotspots” with color-coded icons
- Access to area maps and driving directions from every page on the site (including printer-friendly versions)

6) **Other Pages:**

- Unlimited FAQs, in custom categories
- Unlimited PDFs for additional information

7) **Social Media Integration:**

- Custom Facebook cover photo and Twitter background design to coordinate with website
- Integration with Pinterest, Instagram, YouTube, LinkedIn etc.
- WordPress blog setup and blog design to coordinate with website

8) **Mobile Version:**

- Version of website that automatically works with mobile devices, containing all the information of the desktop site but designed specifically for the best mobile user experience
- Website should auto-direct mobile customers
- Directions to your location, email sign-up and social media platforms
- Scrolling photos that match homepage features on desktop version of site

9) **Email and Text Message Marketing Integration:**

- Email sign-ups from website should automatically go into email marketing tool
- Ability to collect phone numbers from site
- Ability to send text updates and announcements to customers, either immediately or scheduled for future

10) Search Engine Optimization:

- Site should be search engine optimized from the ground up
- Site should be CSS-based navigation so site's navigation is fast-loading and can be crawled by search engines
- Customizable, descriptive URLs for main pages
- Customizable page title, which can appear at the top of browser and the top line in Google results
- Customizable page description for SEO

11) Site Maintenance:

- Password-protected web browser access to a “dashboard” to make changes to public site
- Mobile dashboard to update most frequently changing website content
- Unlimited dashboard user logins, including custom access levels per page
- Unlimited “dynamic” pages, with drag-and-drop functionality to add page elements like text, images, forms, maps, photos, PDFs, partnerships and more
- All navigation can be edited, including renaming, moving pages between sections, etc

12) Ongoing Future Enhancements:

- Website to be updated every 6-12 weeks minimum, with new features and/or technology updates
- Specify fee for enhancements or if enhancements are included in the base price

13) Support:

- Efficient and helpful onboarding process
- Unlimited live phone support after website launches
- Unlimited email support for the life of the agreement

14) Site Specifications:

Creativity is welcome in your proposal, items we may not have considered, as long as it is tourism focused; however must account for the following basics:

- Compatible with common web browsers
- Must not require plug-ins as a default
- Files and documents should be loaded to be compatible with different operating systems and software versions
- The site should be developed to meet all federally mandated access requirements
- Full-Text Keyword Search, with a search box located in a static position on each page throughout the site
- Future Flexibility – The site should include a flexible design template that can easily accommodate the addition of new functionality at a later date
- Easily accessible to the novice as well as the experienced internet user
- Drop down menus and sidebars within the navigation areas

15) Security:

- The contractor must consider the appropriate and secure use of interactive forms for confidential information such as personnel applications and records
- The site must be secured from email harvesters
- The site should be built to withstand security attacks
- Any mailing list modules or subscriptions must be secure in compliance with the stated privacy policies of the City of Joplin
- The JCVB must be able to control levels of permission and approval for City of Joplin employees uploading information to the site, and must have the ability to immediately delete permissions for terminated employee

16) Training & Maintenance:

The minimum training and maintenance requirements that the consultant should provide include:

- Training of website administrators and staff assigned to maintain and create their department web pages
- Provide unlimited support and fast responses to troubleshooting questions
- When new technology becomes available, web consultant shall update their software and hardware and unveil them to JCVB to incorporate new components if necessary; provide demonstrated proof of keeping current with technology changes (software updates) and adapting to future clients' needs and provide surveys to take client feedback

17) Testing:

- Testing of site on all applicable platforms to ensure website works as promised

18) Delivery:

- Following an initial face-to-face meeting with the JCVB staff, to learn interests and needs, a Timeline with milestone dates will be developed before work begins

19) Tracking:

- Inclusion of a tool to track page visits, length of stay, top pages, exit pages, etc. Internal reporting only; tracking data or hit counters should not be displayed on the site
- Fully support Google analytics

Sealed-Bid Proposal

Your proposal must be on company letterhead and, at least, include the following.

Goals and Objectives:

Address the 19 items listed in our Goals and Objectives. Please submit any ideas or suggestions in your bid response ensuring the suggestions are supportive of our tourism mission.

Cost:

The funding portion of a bid proposal must indicate the following breakdowns:

1) Development, designing and building the basic site, including migrating of content for top-level pages, and a site map
2) Cost to move domain name from existing host
3) A content management system with levels of permission and approvals
4) Annual Web content management software licensing and support costs
5) Cost of hosting the Website and annual maintenance costs (can bid for three (3) year following launch date)
6) Estimated cost (if at all) for SSL (Secure Sockets Layer) should a retail component be added within the next 3 years
7) Any additional fee for future enhancements

References:

Please include no less than three references of websites your company have developed and designed. At least two should be tourism related.

Timeline:

Please provide a rough timeline from development through design to launch.

Selection Process:

Bids must arrive in the JCVB office NLT Noon, Monday, December 21, 2015. Once bidding is closed the bids will be opened in the order they were received, reviewed by a panel and scored using the following percentages:

40% = Overall cost for the development, design and implementation

25% = Cost for annual hosting and maintenance

20% = How well our goals and objectives were addressed

10% = References

5% = Provider's tourism experience

Results/selection will be announced via email by Friday, December 28th.

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JOPLIN CVB WEBSITE DESIGN AND HOSTING

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Unauthorized Aliens Workers Act

The successful bidder will have to sign an agreement that they are enrolled and participating in a Federal Work Authorization Program ("FWAP") that ensures that all of its employees or agents or subcontractors have the legal right to work in the United States, as defined in 8 U.S.C. 1324a(h)(3) and RSMo § 285.525-285.555, and that it will maintain this compliance for the entire duration of its contract with the City of Joplin, and will provide an Affidavit of Compliance to the City stating the same.

AFFIDAVIT OF COMPLIANCE
(Missouri Unauthorized Alien Workers Act)

My name is _____ (name) _____ and I am the _____ (Title) _____ of _____ (Company Name) _____. I hereby represent, affirm and certify to the City of Joplin that my company does not knowingly employ any person who is an unauthorized alien in connection with contracted services with the City. I further affirm that my company is actively enrolled and participating in a federal work authorization program with respect to all employees working in connection with the contract services provided to the City.

_____
Affiant

COMPANY NAME: _____

CONTACT PERSON: _____

EMAIL ADDRESS: _____

ADDRESS: _____

_____

Signature of Company Representative: _____

Date: _____

Phone: _____

Mark Bid Envelopes:
"2016-RFP-01 JOPLIN CVB WEBSITE DEVELOPMENT, DESIGN AND HOSTING",
by Noon, Monday, December 21, 2015