



REQUEST FOR PROPOSALS
RESPONSIVE DOWNTOWN WEBSITE DESIGN, DEVELOPMENT,
AND HOSTING SERVICES
THE CITY OF CRESCENT CITY
COMMUNITY REDEVELOPMENT AGENCY

RFP 2022-02

Issued September 9, 2022. Deadline for Submission October 3, 2022.

Introduction and Background:

The City of Crescent City Community Redevelopment Agency (CRA) is a quasi-governmental agency that is requesting proposals to fulfill needed services for the redevelopment of downtown Crescent City. The CRA, in partnership with the Crescent City Downtown Partnership, is seeking to launch a Downtown Crescent City website. This website will be a visitor-oriented website to market and promote the downtown of Crescent City. This will include a home page with rotating pictures and room to promote the next upcoming event, an event calendar, downtown shopping, dining and services guide, and an available properties guide (for sale and for rent). This will not be the organizational page for the CRA, City or the Partnership. This page will be purely marketing.

The RFP is for the following services:

- 1) Responsive Website Design
- 2) Content Management System & Social Media Manager
- 3) Hosting the site

The CRA is looking for an Independent Company or Contractor (ICOC) to provide these services in the most efficient manner to satisfy the needs of the CRA.

Responsive Website Design Requirements:

The CRA is requesting proposals for building a new website using a Content Management System (CMS) that provides a mobile-responsive website designed to attract visitors to the website and keep them around. The website should provide services of web content management, blog publishing/news, and social publishing.

Therefore, the CRA seeks candidates with demonstrated experience and success in responsive website design.

1) Responsibilities of the Position

- a. Design the website to the CRA staff's approval
 1. Staff will give design ideas for the developer to work from
 2. The developer will provide a BETA website, before going live, for CRA Board and staff to review, edit and approve.
- b. The website must at a minimum
 1. Contain a "Home" page with rotating photos and copy, and 3 designed page styles to choose from for alternate pages.
 2. Be mobile-responsive and reactive to various devices.
 3. Have the potential to expand in number of pages.
 4. Be a Content Management System (CMS) and created in WordPress or similar platform that is easy to manage and edit.
 5. Created with maximized Search Engine Optimization (SEO) at launch.
 6. Perform other tasks mutually agreed as germane to website development.
 7. Provide website developer generated training materials for web design and content management.

2) Terms and Conditions:

- a. CRA must have full access to and have the right to customize site code; CRA will own the rights to the website developed.

3) Terms of Proposal:

1. All proposals must include a statement of authorization to bid by a principal of the responding firm
2. Bidder status: bidder must disclose any relevant conflicts of interest and/or pending lawsuits
3. Proposal must include items listed under "Proposal to Include" (below).

4) Proposal to Include:

- Six (6) bound copies and one electronic copy on a drive with the following sections:
1. Executive summary
 2. Qualifications and experience: relevant case histories with screen shots and links to design and formatting examples
 3. Project timeline
 4. Break-down of cost by production hours, tools, functionalities and potential additional annual/maintenance fees
 5. Biographies of all who will work on the account

5) Preference for Local ICOCs:

- a. Knowledge and understanding of Crescent City will be a consideration in the selection process. However, the Board will consider any and all applications. Therefore, the CRA Board encourages local ICOCs to bid on this proposal.

6) Insurance:

Include a description of professional liability insurance including policy provider and limits.

7) Budget:

- a. The budget range is \$6,000-\$10,000 including labor, design and materials; The CRA Board has given staff the ability to negotiate on contract price based on the experience and scope of work proposed by the firm selected.
- b. The CRA Board has given staff authorization to move forward with this project immediately after the firm is selected. Projected start date: October 2022.
- c. CRA will not pay the firm's direct cost for preparing the proposal.

8) References:

Please submit at least three references for similar work over the past three years. List the company, contact person, phone, and email of the contact.

9) ICOC Representations:

The ICOC, by submitting a bid, represents that

- a. The ICOC has read and understands the contents of the RFP information pack and the bid is made herewith.
- b. The ICOC, before submitting a proposal, understands that the ICOC must:
 1. Examine this RFP information packet
 2. Visit Crescent City if necessary, to become familiar with all local conditions which may in any manner effect the cost, progress or performance of the services.

10) CRA Evaluation Criteria:

- a. The proposal should include at least enough information to provide for the following: CRA will consider following factors when evaluating candidate firms: Innovation and creativity, suitability of the proposal, professional qualifications, experience, fee and feedback from references.

11) Due Date:

- a. All proposals are to be submitted to Charles Rudd, City Manager, 3 N. Summit Street, Crescent City, FL 32112. Please submit any questions or requests for additional information by email to citymanager@crescentcity-fl.com by September 23, 2022. Questions, replies, and information asked for by any ICOC's will be posted on the website as an addendum.

PROPOSALS ARE DUE BY MONDAY, OCTOBER 3, 2022 BY 4 PM, EST.

Any or all proposals may be rejected or accepted for any reason deemed appropriate by the CRA.

12) Potential Questions:

Is there a preference for CMS Software?

We do not have a preference. We ask that is the CMS is user friendly.

Is there an incumbent for this work?

No, this is a brand-new website.

For content management, do you want us to upload the content to the website or do you want to upload it yourself?

We want to be able to maintain the site, as much as possible, ourselves.

Will this website integrate with other applications or is it a stand-alone site?

It may have hyperlinks to related sites and we will rely on the vendor to tie it to social media tools.

Any specific pain points with the current city website?

In some ways we have restricted access to our city site. Occasionally we need to make a change or post content immediately for the public and are unable to do so. Our desire is to have a user-friendly site so that trained staff can make these changes when needed and manage our content more efficiently. We are looking for more ease of use for the end users by implementing a search function and two-click initiative so that users can find what they need.

Do the documents that you upload need to comply with section 508 requirements?

Yes, we need to make as many documents as possible comply with section 508 requirements.

Are there any similar sites that you like?

www.downtownnpr.org, www.downtownwg.com, downtownlkld.com

Is it okay for the vendor to be 100% remote? (US based)

Yes. The chosen vendor will not have to come on-site if they so choose.

What is the desired go-live date for the new site?

Our desired launch date is January 2, 2023.

Will hosting be on-site or off-site?

Hosting will be off-site.

How many internal users shall be involved in updating the content to the site?

There will be no more than 4 employees updating content once we go live.

Should we provide the pricing in two components? One for the redesign and build and one for the ongoing maintenance and hosting?

Yes, you can price those services separately.

Does the City have a brand standard guide that will be made available to the chosen vendor?

Yes, we have a brand standard guide that we can provide to the chosen vendor.

How many employees at the City will need to be trained on the new website?

Approximately 4 employees.

Can companies from outside the USA apply for this?

No.

Can we perform the tasks (related to the RFP) outside USA? (like India, Canada)

No.

What is the current hosting environment?

Our city site is hosted in an off-site service environment. This can be changed as we are looking for recommendations from proposers on hosting.

How many site administrators will you have?

2 site admins, the rest will be staff users with limited access.