

Request for Proposal

Development of CedarCityChamber.com Website

including:

- Website Analysis and Design
- Added Functionality
- Implementation
- Training
- Technical Support

July 1, 2008

**Cedar City Area
Chamber of Commerce Office
(435) 586-4484**

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Summary Sheet

1. **Project:** Website Re-development of www.CedarCityChamber.com.
2. **Location:** Cedar City, Utah (256 miles south of Salt Lake and 175 north of Las Vegas)
3. **Source of Funding:** Cedar City Area Chamber of Commerce
4. **Project Administrator:** Donna Brown, Executive Director, Cedar City Area Chamber of Commerce, (435) 586-4484, director@infowest.com
5. **Project Management:** Steve Mickey, President, Cedar City Area Chamber of Commerce, (435) 531-9324, chamberprez@infowest.com
6. **Advertisement Date:** July 14, 2008 in The Spectrum/Daily News and on www.CedarCityChamber.com
7. **Proposal Due-Time:** Noon (Mountain Time), August 18, 2008 Proposals received after this time will not be considered.
8. **Delivery Address:** Cedar City Area Chamber of Commerce, Attn: Donna Brown, 581 N. Main Street, Cedar City, Utah 84720, (435) 586-4484
9. **Type of Proposal Required:** In accordance with the attached guidelines for preparing proposals. No oral, e-mail or telephone adjustments to proposals will be considered.
10. **Remarks:** If determined necessary for final selection, the Chamber may require additional phone interviews and/or online website demonstrations.

Published

CedarCityChamber.com Website

The Spectrum Newspaper

NOTICE OF VENDOR SERVICES

Cedar City Area Chamber of Commerce is seeking a qualified firm or individual to improve design and functionality of its website www.CedarCityChamber.com . Request for Proposals (RFP) are available at www.CedarCityChamber.com or by request at chamber@netutah.com or (435) 586-4484.

Dated July 14, 2008.

Steve Mickey, President, Cedar City Area Chamber of Commerce

Website Consulting Services

1. Introduction

This RFP is to acquire proposals to select a vendor to work with the Cedar City Area Chamber of Commerce, Chamber Staff and a Chamber Website Committee made up of Board representatives to provide expertise and support services in order to improve the CedarCityChamber.com website's functionality, design, visibility, usability and accountability. Examples are relevant organization registration, Chamber branding, search engine prime positioning, ease of uploading and downloading information and web traffic analysis.

The Chamber reserves the right to reject any and all proposals and waive any and all informalities. In the event that all proposals are rejected the chamber reserves the right to solicit a secondary RFP.

Progress Meetings: The Vendor will conduct progress meetings, as needed, with Cedar City Area Chamber of Commerce and Vendors and follow-up support to the Chamber for the duration of the project. At the end of each phase, detailed reports must be submitted and approved by the signature of a Chamber Staff member before the next phase is begun.

2. Scope of Work

Phase I – Analysis and Timelines

The successful bidder will begin immediately to work with Chamber Web Committee to refine timelines and the strategic goals and needs of the Chamber's website. Additional advice in website capabilities and philosophies is expected. Generally, the Chamber wants a database driven website that is dynamic, easy to navigate and provides a way to capture data, distribute information, manage advertising, and is easy to update on a daily basis. The website is accessed by citizens, businesses of all sizes, recreational participants, vacationers, relocating families and staff. Vendor will also suggest software for web design, secure shopping cart, and uploading software and modules to provide functionality needed by city governments as well as the viability of separate passworded areas for Chamber Members and Chamber Board Members.

Phase II – Design and Functionality

Vendor will provide mockups of possible CedarCityChamber.com homepage and portal-page designs that complement the image of "Festival City USA" as well as the functionality needed for Chamber administration. Unique website designs are preferred, but pre-designed website templates will be considered if the layout allows for customization of colors, logos, photos, forms, video streaming, click-through pages, etc. Once a sample of the prototype design is selected and

approved by signature of the Chamber Phase III will begin.

Phase III – Migration of Information to New Site

Upon approval of website design, Vendor will provide training, technical support and advice during the migration of web pages with data, forms, photos, videos, etc. to the new site. Vendor and Chamber will test the website software, uploads, downloads, links and other functionalities to ensure proper working order. An off-line test website will provide Chamber and focus groups the opportunity to “use” the site’s features and to provide feedback on improvements or additions prior to live launch. Once the Chamber and Vendor feel the site is ready to go live, the Chamber will sign off on Phase III and the Vendor will provide written instructions and assistance with Phase IV.

Phase IV – Site Launch and Follow-up Support

The Vendor will facilitate the smooth transition from the old website to the live launch of the new one including ensuring links, photos, video, software and other functions are working properly. As needed, the Vendor will provide training and technical support to staff up to six months after the live launch.

Phase IV – On-going Technical Support and Upgrades

In addition to training and technical support throughout the project, the Vendor will provide training and technical support to Chamber as needed.

3. Required Personnel and Qualifications

The Vendor shall be responsible to ensure that all personnel proposed under this RFP are qualified and shall have a working knowledge of the tasks to be performed. Please use the form in Appendix A to list personnel, their job title, experience and percentage of responsibility to complete the project. Resumes are also appreciated.

4. Payment, Retention and Work Acceptance

Vendor Partial Payments: The Project Manager will review the Vendor's application of progress payments and, when approved, submit same to the Cedar City Area Chamber of Commerce for Payment with 20% being retained until completion of the project. Final Payment: After public launch of the website and satisfactory resolution of website or software issues, the Vendor will send a final pay request to the Cedar City Area Chamber of Commerce for payment.

5. Applicable Federal and State Regulations

The Vendor shall address and conform to all local, state and federal regulations during the course of the project.

6. Required Proposal Contents

The Proposal from the Vendor should contain the information identified in the attached Guidelines for Preparing Proposals.

7. Proposal Deadline

Proposals shall be delivered to the office identified below no later than Noon, August 18, Monday.

8. Number of Proposal Copies and Point of Delivery

Deliver 7 copies of the proposal to: Donna Brown, Executive Director, Cedar City Area Chamber of Commerce, 581 N. Main Street, Cedar City, Utah 84720, (435) 586-4484.

9. Proposal Evaluation Procedures

The proposal shall be evaluated by the Chamber Website Development Committee and staff in accordance with the criteria described in the Guidelines for Preparing Proposal.

10. Chamber Website Management Responsibility

Steve Mickey is the primary contact for the Vendor (435) 531-9324 or chamberprez@infowest.com.

11. Disposition of Proposals

Proposals become the property of Cedar City Area Chamber of Commerce and are treated as privileged documents, and are disposed of according to Chamber policies including the right to reject all proposals. If the Vendor selected for award has required in writing the non-disclosure of trade secrets and other proprietary data so identified, the Chamber shall examine the request in the proposal to determine its validity prior to award of the contract. If the parties do not agree as to the disclosure of data in the contract, the Chamber shall inform the Vendor in writing what portion of the proposal will be disclosed and that, unless the Vendor withdraws the proposal, it will be disclosed.

Guidelines for Preparing Proposals

INTRODUCTION

These guidelines were developed to standardize the preparation of proposals by Vendors for services on a project. The purpose for these guidelines is to help assure consistency in format and content of proposals that are prepared by Vendors and submitted to the Chamber. This process will reduce the time requirements for the Vendors in preparing a proposal and will simplify the review process by Chamber personnel.

The proposal should contain the following information in the order listed:

1. Introductory Letter
2. Project Team
3. Capabilities of the Vendor
4. Understanding of the Work
5. Detailed Work Plan
6. Schedule Control
7. Required Chamber Services
8. Proposed Budget
9. Proposed Personnel

It is very important that submittals be clear and concise in the recommended format so they can be evaluated in an objective manner by the Chamber. The various sections in the submittal should be tabbed for easy reference.

Recommended Details and Evaluation Criteria

1. Introductory Letter - The introductory letter should be addressed to:

Steve Mickey
President
Cedar City Area Chamber of Commerce
581 N. Main Street
Cedar City, Utah 84721

This letter should contain an expression of the Vendor's interest in the work, a statement regarding the qualifications of the Vendor to do the work, and any summary information on the project team or the Vendor that may be useful or informative to the Chamber.

The introductory letter must be no longer than two pages.

No evaluation points are assigned to this section.

2. Project Team - The evaluation will consider how well the qualifications, experience, and time allocation of the members of the project team relate to the specific project.

Identify the key individuals including their qualifications and experience as related to the project. Express expected amount of involvement and time commitment for key individuals. Include experience on similar or related projects.

A maximum of **15** points is available for this section.

3. Capabilities of the Vendor - The evaluation will consider the Vendor's capabilities to perform the work. List similar database driven websites developed within the last two (2) years that best characterizes your experience, quality and added value. Give names and phone numbers of at least five references.

A maximum of **15** points is available for this section.

4. Understanding of the Project - The evaluation will be based on your demonstrated knowledge of the required work. Describe your basic understanding of the project based on information available in the RFP and an evaluation of current website and experience with other membership / database driven sites.

A maximum of **15** points is available for this section.

5. Detailed Work Plan - The evaluation will consider the completeness and detail of the Detailed Work Plan based on the Scope of Work. The Detailed Work Plan will become part of the negotiated contract. Describe the work you will perform to do the project. Be specific, concise, and complete.

A maximum of **20** points is available for this section.

6. Schedule Control - The evaluation will be based on the internal measures you use to ensure timely completion along with their demonstrated reputation. Identify internal methods that will be used for schedule control.

A maximum of **5** points is available for this section.

7- Required Chamber Services - The Vendor shall list in detail the services they require from the Chamber to successfully complete the project including additional project costs if those services are performed by the Vendor.

A maximum of **5** points is available for this section.

8. Proposed Budget - Include one time set-up fees, and, if applicable, add-on costs and monthly maintenance costs, for recommended services and enhancements.

A maximum of **25** points is available for this section.

9. Proposed Personnel - Include your completed proposed personnel form (included in this RFP as Appendix A). Identify each member of the proposed project team and provide experience and performance.

No evaluation points are assigned to this section.

PROPOSAL SUMMARY

The Proposal should be clear and concise and it should provide the Chamber with an understanding of the Vendor's ability to undertake and complete the proposed project in a thorough and timely manner.

The Proposal shall not exceed 8 pages for "Recommended Details and Evaluation Criteria" sections 2 through 7. (found on pages 9 & 10)

A page is defined as an 8" X 11 sheet which contains text, Pictures, graphs, charts, plan sheets or any other graphics.

Any Proposal that exceeds the eight (8) page limit will receive a three-point penalty per page over eight (8).

A maximum total of 100 points is available for the Proposals.

RFP/Project Schedule

July 2008

14 (Monday) Advertise Proposal (First Publication)

August 2008

18 (Monday), Noon Proposal Submission Deadline

..... Proposal Evaluation Begins

26 (Tuesday) Vendor Evaluation Completed, References Called

28 (Thursday) Executive Board Meeting (Recommendation)

September 2008

4 (Thursday) General Board Meeting (Approval)

8 (Monday) Notification of Successful Bidder

12 (Friday) Contract Completed (Pending General Board Approval)

25 (Thursday) Executive Board Meeting (Recommendation)

October 2008

2 (Thursday) General Board Meeting (Approval)

3 (Friday) Send Contract to Vendor for Signature

6 (Monday) Meeting with Vendor, Phase I Begins

Vendor will provide schedule for remaining phases. A beta version of the website should be completed by December 1, 2008 and the public launch December 30, 2008.

Appendix A

Personnel Qualifications

Name	Job Title	Experience	% of Responsibility to complete job
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