

Bellevue Convention Center Authority
Meydenbauer Center
Bellevue, Washington

REQUEST for PROPOSALS (RFP):
Website Redesign and Development

January 3, 2019

PROPOSAL DEADLINE:

Friday, February 1, 2019, 3:00 p.m. local time in Bellevue, Washington

PROPOSAL DELIVERY ADDRESS:

Bellevue Convention Center Authority - Meydenbauer Center
Level 3 Administrative Offices
11100 NE 6th Street
Bellevue, WA 98004

EXPECTED PERFORMANCE PERIOD:

The period of performance for any Contract resulting from this solicitation is expected to begin on or about March 11, and end on October 31, 2019. The BCCA reserves the right at its discretion to extend the contract for a period of time to be specified, in accordance with the Contract.

CONTRACTOR ELIGIBILITY:

This procurement is open to all service providers who satisfy the minimum qualifications stated herein and that are available for work in Washington State.

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1. INTRODUCTION

1.1 PURPOSE & BACKGROUND

The Bellevue Convention Center Authority (BCCA), a public corporation chartered by the City of Bellevue (the "City") and has been duly constituted pursuant to RCW 35.21.730 et seq. and Ordinance No. 4092 of the City, has issued this Request for Proposals (RFP) to solicit responses from service providers interested in and qualified to provide design and development of an updated website that is organized in a manner that is modern and visually engaging while allowing visitors to easily find and access information.

1.2 OBJECTIVE & SCOPE

The BCCA Board of Directors is seeking professional recommendations as to designing and developing a website with a visually engaging and modern design that better reflects the organization's key differentiators, presenting them above local and regional competition. Further objectives for the project include a sitemap that is easily navigated by Meydenbauer Center's three primary audiences (event planners, attendees and patrons of the theatre) and addresses existing and potential clients for both the convention center and performing arts theatre. The specific and detailed Scope of Work to achieve this objective is contained in Exhibit B to the RFP.

1.3 MINIMUM QUALIFICATIONS

The Contractor must have no less than five (5) years experience in web design and development, preferably specific specialization with the Content Management System WordPress, of a scope similar to the BCCA project, and must be licensed to do business in the State of Washington, as applicable.

1.4 PERIOD OF PERFORMANCE

The period of performance of any contract resulting from this RFP is tentatively scheduled to begin on or about March 11, and to end on October 31, 2019. The BCCA reserves the right in its sole discretion to extend the performance period as needed to accomplish the objectives of the project.

1.5 DEFINITIONS

Definitions for the purposes of this RFP include:

Contractor – Individual or company whose Proposal has been accepted by the BCCA and is awarded a fully executed, written contract.

Proposal – A formal offer submitted in response to this solicitation.

Proposer – Individual or company submitting a proposal to attain a contract with the BCCA.

RCW and WAC – The "Revised Code of Washington" and the "Washington Administrative Code", respectively, which together provide the statutory and regulatory framework for BCCA procurements.

BCCA – The Bellevue Convention Center Authority is the governmental entity issuing this RFP.

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2. GENERAL INFORMATION

2.1 RFP COORDINATOR

All communication between potential Proposers and the BCCA shall be with the RFP Coordinator, as follows:

Name	Devon Allen, Marketing & Communications Manager
Address	11100 NE 6 th Street Bellevue, WA 98004
Phone Number	425-637-1020
Fax Number	425-637-0166
E-mail Address	<u>dallen@meydenbauer.com</u>

Proposers are to rely on written statements issued by the RFP Coordinator; any other information will be considered unofficial and non-binding on the BCCA. The BCCA reserves the right to appoint an alternate RFP Coordinator during the solicitation process, as may be necessary and convenient.

2.2 ESTIMATED SCHEDULE OF PROCUREMENT ACTIVITIES

Issue Request for Proposals	<u>January 3, 2019</u>
Last date for questions regarding RFP	<u>January 18, 2019</u>
Issue addendum to RFP (if applicable)	<u>January 23, 2019</u>
Proposals due	<u>February 1, 2019</u>
Evaluate Proposals	<u>February 6, 2019</u>
Conduct oral interviews with finalists, if required	<u>February 11 – 15, 2019</u>
Announce apparent successful Contractor(s) and send notification via fax or e-mail to unsuccessful Proposers	<u>March 1, 2019</u>
Negotiate contract(s)	<u>March 4 – 8, 2019</u>
Begin contract work	<u>March 11, 2019</u>

The BCCA reserves the right to revise the above schedule.

2.3 QUESTIONS REGARDING THE SOLICITATION

No pre-proposal conference for this solicitation will be conducted. Written questions may be submitted to the RFP Coordinator no later than the close of business, Friday, January 18, 2019. A statement of any questions received and the BCCA response(s) in the form of an addendum to the RFP will be issued no later than the close of business, Wednesday, January 23, 2019.

2.4 REVISIONS TO THE RFP

In the event it becomes necessary to revise any part of this RFP, one or more addenda to the solicitation will be issued. The BCCA also reserves the right to cancel or to reissue the RFP in whole or in part, prior to execution of a contract.

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2.5 PROPRIETARY INFORMATION & PUBLIC DISCLOSURE

All proposals received under this RFP shall remain confidential until the contract, if any, resulting from this solicitation is executed by the BCCA and the apparent successful Contractor; thereafter, the proposals shall be deemed public records as defined in Chapter 42.56 RCW.

Any information in the proposal that the Proposer desires to claim as proprietary and exempt from disclosure under the provisions of RCW 42.56 must be clearly designated. The page must be identified, as must the particular exception from disclosure upon which the Proposer is making the claim. Each page claimed to be exempt from disclosure must be clearly identified by the word "Confidential" printed on the lower right-hand corner of the page. The Proposer must be reasonable in designating information as confidential; marking the entire proposal as exempt from disclosure will not be honored.

The BCCA will consider a Proposer's request for exemption from disclosure; however, the BCCA will make a decision predicated upon Chapter 42.56 RCW and Chapter 143-06 WAC. If any information is marked as proprietary in the proposal, such information will not be made available until the affected Proposer has been given an opportunity to seek a court injunction against the requested disclosure.

All requests for public records should be directed to the BCCA Administrative Services at the address on the face page of this RFP. A charge is made to the requestor for copying and shipping of disclosed public documents, as outlined in RCW 42.56.120. No fee shall be charged for inspection of contract files.

2.6 EQUAL OPPORTUNITY REQUIREMENTS

The successful vendor must comply with BCCA equal opportunity requirements. The BCCA is an Equal Opportunity Employer. It does not discriminate and does not do business with others who discriminate on the basis of race, color, creed, sex, age, nationality or disability.

2.7 COMPLIANCE WITH LAWS AND REGULATIONS

In addition to nondiscrimination and affirmative action compliance requirements previously listed, the vendor awarded the contract shall comply with federal, state and local laws, statutes and ordinances relative to the execution of the work. This requirement includes, but is not limited to, protection of public and employee safety and health; environmental protection; waste reduction and recycling; the protection of natural resources; permits; fees; taxes; and similar subjects.

2.8 INDEMNIFICATION

The vendor shall hold harmless, defend, and indemnify the BCCA and the BCCA's officers, agents, and employees against any liability that may be imposed upon them by reason of the vendor's failure to provide compensation coverage or liability coverage.

2.9 SUBMISSION OF PROPOSALS

Proposals may be submitted in hardcopy or electronically, but may not be transmitted via facsimile.

If submitting the Proposal in hard copy, the following information is applicable. Proposers are required to submit six (4) copies of their Proposal. One (1) copy must have original signatures and the additional copies may have photocopied signatures. The Proposal, whether mailed or hand-delivered, must be received by the BCCA no later than 3:00 p.m. local time in Bellevue on Friday, February 1, 2019. The Proposal is to be sent to the RFP Coordinator at the address noted in Sec-

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tion 2.1, above. The submittal package should be clearly marked to the attention of the RFP Coordinator, and should include the notation “RFP Submittal for Website Redesign and Development”.

Consultants mailing Proposals should allow for normal mail delivery schedules to ensure timely receipt of their Proposals by the RFP Coordinator. Hand-delivered Proposals will only be accepted at the reception desk, BCCA Level 3 Administrative Offices, 11100 NE 6th Street, Bellevue. Proposers assume all risk for the method of delivery chosen; the BCCA will accept no responsibility for delays caused by any delivery service or external circumstance, e.g. traffic congestion.

If submitting the Proposal electronically, the following information is applicable. Proposals being submitted electronically must be sent as an attachment to an e-mail, addressed to the RFP Coordinator as noted in Section 2.1, above, and must include the notation “RFP Submittal for Website Redesign and Development” in the e-mail subject line. Proposals must arrive at the BCCA by 3:00 p.m. local time in Bellevue on Friday, February 1, 2019. Attachments to the e-mail shall be in Microsoft Word[®] and Excel[®] software, and/or in .pdf file form. Proposers submitting Proposals via e-mail must also send hardcopies of the cover submittal letter and the Certifications and Assurances form (Attachment A) with original signatures to the RFP Coordinator. The BCCA will accept no responsibility for problems encountered in the e-mail transmittal process.

Proposers are specifically advised that as to Proposal submittal:

1. Late Proposals will not be accepted and will be automatically disqualified from further consideration.
2. The Proposal must respond to the procurement requirements set forth herein.
3. The Proposal must be complete, must stand on its own merits, and should not respond by referring to material presented elsewhere.
4. A concise and well-thought-out Proposal is more advantageous to the Proposer than a voluminous one.
5. All Proposals and any accompanying documentation submitted in response to this procurement shall become the property of the BCCA and will not be returned.

2.10 ACCEPTANCE PERIOD

Proposals must provide sixty (60) days for acceptance by BCCA from the due date for receipt of proposals.

2.11 RESPONSIVENESS

All Proposals will be reviewed by the RFP Coordinator to determine compliance with administrative requirements and instructions specified in the RFP. Proposers are hereby specifically notified that failure to comply with any part of the RFP may result in rejection of the Proposal as non-responsive. The BCCA reserves the right, however, at its sole discretion to waive minor administrative irregularities in the Proposals received.

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2.12 REJECTION OF PROPOSALS

The BCCA reserves the right at its sole discretion to reject any and all Proposals received without penalty.

2.13 MOST FAVORABLE TERMS

The BCCA reserves the right to make an award without further discussion of any Proposal submitted. Therefore, the Proposal should be submitted on the most favorable terms that can be offered. The BCCA does reserve the right to contact a Proposer for clarification of its Proposal during the evaluation process. In addition, the BCCA reserves the right to enter into contract negotiations with the apparent successful Proposer, which may include discussions regarding the terms of the proposal. Contract negotiations may result in incorporation of some or all of the subject proposal. The Proposer should be prepared to accept this RFP document for incorporation into a contract resulting from this solicitation. It is also understood that the Proposal will become part of the BCCA's official procurement file.

2.14 CONTRACT AWARD AND EXECUTION

The BCCA shall not be bound or in any way obligated until both parties have executed a vendor contract. The general conditions and specification of the RFP and the successful vendor's response, as amended by contract between the BCCA and the successful vendor, including e-mail or written correspondence relative to the RFP, will become part of the contract documents. Additionally, the BCCA will verify vendor representations that appear in the proposal. Failure of a vendor to perform services as represented may result in elimination of the vendor from further competition or in contract cancellation or termination.

The vendor selected as the apparently successful vendor will be expected to enter into a contract with the BCCA. The foregoing should not be interpreted to prohibit either party from proposing additional contract terms and conditions during negotiations of the final contract. If the selected vendor fails to sign the contract within five (5) business days of delivery of the final contract, the BCCA may elect to cancel the award and award the contract to the next-highest ranked vendor. All parties may incur no cost chargeable to the proposed contract before the date of execution of the contract.

2.15 COSTS TO PROPOSE

The BCCA will not be liable for any costs incurred by the Proposer in preparation of a submittal in response to this RFP, in conduct of a presentation, or any other activities related to responding to the RFP.

2.16 NO OBLIGATION TO CONTRACT

Issuance of this RFP does not obligate the BCCA to contract in whole or in part for services specified herein.

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3. PROPOSAL FORM & CONTENTS

Written proposals must be prepared on letter-size (8-1/2 x 11 inch) paper with tabs separating the major sections of the Proposal; electronically-submitted Proposals are to be formatted analogously. Proposals are not to exceed twenty (20) pages. The major sections of the Proposal are to be in the order noted below:

1. Signed Letter of Submittal, including signed Certifications and Assurances
2. Technical Proposal
3. Management Proposal
4. Cost Proposal

3.1 LETTER OF SUBMITTAL & AFFIDAVIT CONCERNING CONFLICTS OF INTEREST

The Letter of Submittal must be signed and dated by a person authorized to legally bind the Proposer to a contractual relationship, e.g., the President or Executive Director if a corporation, the Managing Partner if a partnership, or the proprietor if a sole proprietorship. This introductory letter should convey the Proposer's interest in the project and highlight particular strengths of the proposed service provider. In addition, it is to include by attachment the following information about the Proposer and any proposed subcontractors:

1. Name, address, principal place of business, telephone/fax number, and e-mail address of legal entity or individual with whom contract would be written.
2. Name, address, and telephone number of the principal officer(s) (President, Vice President, Treasurer, Chairperson of the Board of Directors, etc.).
3. Legal status of the Proposer (sole proprietorship, partnership, corporation, etc.) and the year the entity was organized to do business as it now substantially exists.
4. Federal Employer Tax Identification number or Social Security number and the Washington Uniform Business Identification (UBI) number as issued by the Washington State Department of Revenue.
5. Location of the facility from which the Contractor would operate.
6. Identification of any current or former BCCA employees on the firm's governing board or in a management position as of the date of the proposal. Include their position and responsibilities within the Proposer's organization. If following a review of this information, it is determined by the BCCA that a conflict of interest exists, the Proposer may be disqualified from further consideration for the award of a contract.

The Affidavit Concerning Conflicts of Interest form (Attachment A to this RFP) must be signed and dated by a person authorized to legally bind the Proposer to a contractual relationship and is to be included with the Letter of Submittal in the proposal.

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3.2 TECHNICAL PROPOSAL

The Technical Proposal must contain a comprehensive description of services including the following elements:

A. Project Approach/Methodology – Include a complete description of the proposed approach and methodology for the project. This section should convey Proposer’s understanding of the project.

B. Proposed Work Plan – Include all project requirements and the proposed tasks, services, activities, etc. necessary to accomplish the scope of the project as defined in the RFP. This section of the technical proposal must contain sufficient detail to convey to members of the evaluation team the Proposer’s knowledge of the facility tasks, subjects and skills necessary to successfully complete the project. Include any required involvement of BCCA staff. The Proposer may also present any creative approaches that might be appropriate and may provide any pertinent supporting documentation.

C. Project Schedule – Include a proposed project schedule indicating when the elements of the Work will be completed and when deliverables will be provided.

D. Deliverables – Fully describe proposed deliverables to be submitted under the Contract.

3.3 MANAGEMENT PROPOSAL

A. Project Management

1. Project Team Structure/Internal Controls – Provide a description of the proposed project team structure and internal controls to be used during the course of the project, including any subcontractors. Provide an organizational chart of the company/firm indicating lines of authority for personnel involved in performance of this potential contract and relationships of this staff to other programs or functions of the company/firm. This chart must also show lines of authority to the next senior level of management. Include who within the company/firm will have prime responsibility and final authority for the work.

2. Staff Qualifications/Experience – Identify staff, including subcontractors, who will be assigned to the potential contract, indicating the responsibilities and qualifications of such personnel, and include the amount of time each will be assigned to the project. Provide résumés for the named staff, which include information on the individual’s particular skills related to this project, education, experience, significant accomplishments and any other pertinent information. The Proposer must commit that staff identified in its Proposal will actually perform the assigned work. Any staff substitution must have the prior approval of the BCCA.

B. Experience of the Proposer; References

1. Indicate the experience the Proposer and any subcontractors have in the areas of providing website design and development for convention center and meeting venues or with the Content Management System WordPress.

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2. Provide any other relevant experience that indicates the qualifications of the Proposer, and any subcontractors, for the performance of the potential contract.
3. Include a list of contracts the Proposer has had during the last five (5) years that relate to the Proposer's ability to perform the services needed under this RFP. List contract reference numbers, contract period of performance, contact persons, telephone/fax numbers, and e-mail addresses, and briefly describe the type of service provided. The Proposer and staff proposed to provide the services must grant permission to the BCCA to contact references, and others for whom services have been provided. Do not include current BCCA staff as references. References will be contacted and scored for the top-ranking Proposal(s) only.

C. Related Information

1. If the Proposer or any subcontractor has contracted with the BCCA during the past 24 months, indicate the contract number and project description and/or other information available to identify the contract.
2. If a member of the Proposer's staff or subcontractor's staff was an employee of the BCCA during the past 24 months, or is currently a BCCA employee, identify the individual by name, job title or position held and separation date.
3. If the Proposer has had a contract terminated for default in the last five years, describe such incident. Termination for default is defined as notice to stop performance due to the Proposer's non-performance or poor performance, wherein the issue of performance was either (a) not litigated due to inaction on the part of the Proposer, or (b) litigated and such litigation determined that the Proposer was in default.

Submit full details of the terms for default including the other party's name, address, and phone number. Present the Proposer's position on the matter. The BCCA will evaluate the facts as presented and may, at its sole discretion, reject the proposal on the grounds of the past experience. If no such termination for default has been experienced by the Proposer in the past five years, so indicate.

3.4 COST PROPOSAL

The evaluation process is designed to award this procurement not necessarily to the least cost proposal, but rather to the proposal(s) which represent the best overall value in meeting the requirements of this RFP. However, Proposers are encouraged to submit proposals that are consistent with BCCA efforts to conserve public resources.

Identification of Costs – Using their own cost proposal form/format, Proposers are to identify all costs including expenses to be charged for performing the services necessary to accomplish the objectives of the contract. Submit a fully detailed budget including staff costs, subcontractor costs, administrative costs, travel costs, and any other expenses necessary to accomplish the tasks and to produce the deliverables under the contract. Note that contractors are required to collect from the BCCA and remit to the WS Department of Revenue any Washington State sales tax applicable to the contract.

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4. EVALUATION & CONTRACT AWARD

Responsive Proposals will be evaluated in accordance with the requirements stated in the solicitation and any addenda issued. Only those Proposals meeting all mandatory submittal requirements will be evaluated for possible contract award. The evaluation of Proposals shall be accomplished by an evaluation team to be designated by the BCCA, which will determine the ranking of the Proposals.

4.1 PROPOSAL SCREENING

Proposals received by the published deadline will be administratively screened for “responsiveness”, i.e., meeting all the material requirements of the solicitation, and for proposer “responsibility”, i.e., being a service provider in good standing in the State of Washington, eligible for receiving public contracts.

4.2 CLARIFICATION OF PROPOSAL

The RFP Coordinator may contact a Proposer for clarification of any portion of the respective Proposal.

4.3 EVALUATION WEIGHTING & SCORING

For all Proposals determined to be responsive to the requirements of the solicitation and determined to have been submitted by responsible Proposers, the following weighting and points will be assigned for evaluation purposes:

Technical Proposal – 30%	30 points
Project Approach/Methodology	
Quality of Proposed Work Plan	
Project Schedule	
Project Deliverables	
Management Proposal – 25%	25 points
Project Team Structure/Internal Controls	
Staff Qualifications/Experience	
Experience of the Consultant	
Cost Proposal – 40%	40 points
References –5%	5 points
Total	100 points

4.4 ORAL PRESENTATIONS

The BCCA, at its sole discretion, may select the top scoring finalist(s) from the written evaluation for an oral presentation and final determination of contract award. Should the BCCA elect to hold oral presentations, it will contact the top-scoring firm(s) to schedule a date, time and location. Commitments made by a Proposer at the oral interview, if any, will be considered binding.

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4.5 NOTIFICATION TO PROPOSERS

Firms whose Proposals have not been selected for further negotiation or award will be notified via fax or by e-mail.

4.6 PROTEST PROCEDURE

Proposers protesting this procurement shall follow the procedures described below; protests that do not follow these procedures will not be considered. This procedure constitutes the sole administrative remedy available regarding this procurement and is available only to those Proposers who submitted a response to this solicitation document.

Upon completing the debriefing conference, the Proposer is allowed three (3) business days to file a protest with the RFP Coordinator. Protests may be submitted by facsimile or e-mail. All protests must be in writing and signed by the protesting party or an authorized agent, e.g., legal counsel. The protest must state the grounds for the protest with specific facts and complete statements of the action(s) being protested. A description of the relief or corrective action being requested should also be included. All protests shall be addressed to the RFP Coordinator.

Only protests stipulating an issue of fact concerning the following subjects shall be considered:

- A matter of bias, discrimination or conflict of interest on the part of an evaluator.
- Errors in computing the score.
- Non-compliance with procedures described in the procurement document or with BCCA policy.

Protests not based on procedural matters will not be considered. Protests will be rejected as without merit if they address issues such as: 1) an evaluator's judgment on the quality of a proposal, or 2) BCCA's assessment of its own needs or requirements.

Upon receipt of a protest, a protest review will be held by the BCCA. The BCCA Executive Director or an employee delegated by the Executive Director who was not involved in the procurement will consider the record and all available facts and issue a decision within five (5) business days of receipt of the protest. If additional time is required, the protesting party will be notified of the delay.

In the event a protest may affect the interest of another Proposer under the RFP, such Proposer will be given an opportunity to submit its views and any relevant information on the protest to the RFP Coordinator.

The final determination of the protest shall:

- Find the protest lacking in merit and uphold the BCCA's action; or
- Find only technical or harmless errors in the BCCA's acquisition process and determine the BCCA to be in substantial compliance, and therefore reject the protest; or
- Find merit in the protest and provide the BCCA options which may include:
 - Correct the errors and re-evaluate all proposals, and/or
 - Reissue the solicitation document and begin a new process, or
 - Make other findings and determine other courses of action as appropriate.

If the BCCA determines that the protest is without merit, the BCCA will enter into a contract with the apparently successful Proposer. If the protest is determined to have merit, one of the alternatives noted in the preceding paragraph will be taken.

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5. RFP ATTACHMENTS

Attachment A – Affidavit Concerning Conflicts of Interest

6. RFP EXHIBITS

Exhibit B – Scope of Work

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Attachment A
Affidavit Concerning Conflicts of Interest

STATE OF: _____)
•) ss.
COUNTY OF: _____)

The undersigned, being first duly sworn, on oath states on behalf of _____, hereinafter called the Proposer, as follows:

A. CONFLICT OF INTEREST

That the Bidder, by submitting its Qualifications to perform or provide work, services or materials, has thereby covenanted, and by this affidavit does again covenant and assure, that it has no direct or indirect pecuniary or proprietary interest, and that the Bidder shall not acquire any such interest, which conflicts in any manner or degree with the work, services or materials required to be performed under a contract which may result from this Request for Qualifications.

B. CONTINGENT FEES AND GRATUITIES

That the Proposer, by submitting its Qualifications to perform or provide work, services or materials, has thereby covenanted, and by this affidavit does again covenant and assure:

1. That no person or selling agency except bona fide employees or designated agents or representatives of the Proposer has been employed or retained to solicit or secure this submittal with an agreement or understanding that a commission, percentage, brokerage, or contingent fee would be paid; and
2. That no gratuities, in the form of entertainment, gifts or otherwise, were offered or given by the Proposer or any member of its agents, employees or representatives, to any official, member or employee of the Owner or other governmental agency with a view toward securing a Contract or securing favorable treatment with respect to the awarding or amending, or the making of any determination with respect to the performance of a contract which may result from this Request for Qualifications.

SIGNED this _____ day of _____, 20 ____.

Name of Proposer

By: _____

Title: _____

SUBSCRIBED AND SWORN to before me this _____ day of _____, 20 ____.

NOTARY PUBLIC in and for the State of Washington

Residing at _____

My Appointment Expires _____

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**Attachment B
Scope of Work**

FOR BELLEVUE CONVENTION CENTER AUTHORITY ("Authority")
CONCERNING WEBSITE REDESIGN AND DEVELOPMENT

PROJECT OBJECTIVES

Meydenbauer Center, located in Bellevue, WA, is a convention center and performing arts theatre requesting proposals from firms to redesign the organization's website; *www.meydenbauer.com*. The primary objective of this project is to design a website with a visually engaging and modern design that better reflects the organization's key differentiators, presenting them above local and regional competition.

Further objectives for the project include a sitemap that is easily navigated by Meydenbauer Center's three primary audiences (event planners, attendees and patrons of the theatre) and addresses existing and potential clients for both the convention center and performing arts theatre.

Interested firms will be expected to execute the following envisioned scope of work.

ENVISIONED SCOPE OF WORK

- Review existing site and components including capabilities and integrations.
- Consult with project owners and stakeholders on current and outstanding business needs.
- Recommend new capabilities and features based on analysis of existing website.
- Design a site from end-to-end that incorporates modern design and best practices addressing the needs and objectives of the project.
- Present design concepts for review and approval of project owners.
- Develop and implement approved website design on desired Content Management System including transferal of existing content to be kept.
- Provide training for internal users for maintenance of site.
- Launch of outward facing website with troubleshooting support until site is running self-sufficiently.

PROJECT DELIVERABLES

PRIMARY DELIVERABLES

- Visually engaging, modern and fully responsive webpage design accurately reflecting the Meydenbauer Center brand guidelines.
- Full sitemap including pages for all identified business needs.
- Fully functional blog.
- Proposal/microsite generation system maintaining functionality of current system.
- Media hub to house images for distribution by Meydenbauer Center.
- Inclusion of code for tracking and testing via Google Analytics, Google Tag Manager and Google Optimize.
- Form submission system.
- Ability to house and link to key documents (e.g. menus, floorplans, contract proposals, etc.).
- Website search functionality.

CMS DELIVERABLES

- Form submission to email functionality.
- Ability to create custom landing pages.
- Calendar of events to be easily edited and maintained in tandem with Meydenbauer Center's event management software EBMS.
- Media hub to host pictures of venue and events where copyright and usage agreement allows.

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- Fully functional blog with ability to include media, categorize posts and be navigated and searched by users easily.
- Ability to house a variety of digital assets ranging from PDFs to photos, word docs and more.
- Mobile functionality across all major mobile devices.
- Site searchability that functions easily and accurately.
- Compatibility with the most up-to-date versions of the following browsers:
 - Internet Explorer (Microsoft Edge)
 - Firefox
 - Safari
 - Chrome
 - Opera
 - Additional browsers as deemed fit by the firm contracted
- Social media accessibility.
- Easily editable pages and user-friendly backend setup.
- Scalability across a variety of screen resolutions including, but not limited to, mobile device, tablets and laptop computers.

INTEGRATION DELIVERABLES

- Feature events from EBMS
- Job posting/ATS integration with Paycom (similar to current representation on existing site)
- Google Maps representation for directions
- Ability to house a virtual tour of the building
- Integrate Google Analytics account with each web page (including Google Tag Manager and Google Optimize)

SITE DESIGN CONSIDERATIONS

- Make use of permitted brand colors and logo renderings as stated in Meydenbauer Center's brand guidelines.
- Design that maximizes ability to drive traffic to appropriate locations on the site without crashing.
- Ability to add images and other media seamlessly.
- Website should be built with consideration for the future of the organization and the potential for growth.

PROPOSAL BUILDER

The proposal/microsite builder requires the following functionality:

- Create overview/welcome letter in WYSIWYG editor
- Store optional overview/welcome text for re-use
- Call name, company, contact, etc. from initial form to populate welcome letter
- Output proposal/microsite in both framed web format and printable version of entire proposal
- Create excel input for pricing information that will convert data values to web format
 - The organization has a contingency for this feature should it exceed cost or practicality.
- Create area for selectable components for proposal options and the ability to create new components that will be re-usable
- Create subsequent section that allows the user to re-order proposal items via drag and drop
- Set up the option to duplicate, edit, archive, or delete proposals
- Create feature that allows users to create line items using a WYSIWYG editor or document upload and name those items
- Microsites created by the tool will include code that prevents them from being indexed by the search engines
- Password protected content

Bellevue Convention Center Authority
REQUEST for PROPOSALS: Website Redesign and Development

Meydenbauer Center and the Bellevue Convention Center Authority will also consider suitable alternatives should interested firms have recommended solutions that better meet best practices and usability needs.

MINIMUM QUALIFICATIONS

Meydenbauer Center and the Bellevue Convention Center Authority requires a minimum set of qualifications to be met after review and approval by the Board of Directors wherein interested firms must demonstrate experience and successful results in the completion of similar projects for clients. A list of the minimum set of qualifications expected by the organization includes:

- A firm with prior experience in WordPress – preferably a firm that specializes in WordPress
- Prior related experience
- Specialize in web design and development
- Proven past performance
- Financial stability to complete engagement
- SEO expertise
- Ability to meet reasonable deadline
- Ability to continue to support as needed
- Perform onsite interview to understand vision and needs
- Work with internal teams to address department representation