

Jefferson County – d/b/a Jefferson County Fair Park

Request for Proposal

Website RFP -
Website Design, Development, and Hosting

RFP Circulation Date:

February 3, 2016

Proposal Submission Deadline:

On February 23, no later than 4:30 PM

This RFP and any addenda are available on the Jefferson County website at www.jeffersoncountywi.gov/RFP. To download the RFP, click the link and save the document to your hard drive. To receive an email copy of this document, please send a request to: **Amy Listle, amyl@jeffersoncountywi.gov, or call 920-674-7148**

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1. SUMMARY

Jefferson County Fair Park currently has a web presence that is outdated in appearance, structure and in the presentation of content. An opportunity exists to redesign the site to better reflect the **Jefferson County Fair Park's** goal of improving communication and to incorporate the latest technologies.

The purpose of **Jefferson County Fair Park's** website is to provide simple and intuitive electronic access to public services, serve as a public communication tool, reduce transaction costs, and to streamline business operations. Upon completion and acceptance of the project structure and design, the website will become the sole property of **Jefferson County Fair Park**. **Jefferson County** will be responsible for content management and will own all content, coding and graphics. The redesigned site is required to support e-government transactions such as online forms and applications, ticket purchases, camping reservations, winter storage, as well as a variety of other activities in the future.

Jefferson County Fair Park is accepting proposals to design, develop, and host the **Jefferson County Fair Park** website. This will be a concept-to-completion production. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

The information on **Jefferson County Fair Park's** website should be directed towards the following groups:

- Visitors – both dial-up and broadband users
- Interested parties; either businesses and/or visitors, especially mobile users
- Local/Regional Stakeholders
- Potential Future Stakeholders

The existing website was originally designed and produced in **2014** and is maintained with **Jefferson County MIS in-house** resources. The website is hosted through GoDaddy.com. The website is located at www.JCFairPark.com and www.Jeffersoncountyfairpark.com.

2. PROPOSAL GUIDELINES AND SUBMISSION DEADLINE

This is an open and competitive process.

Final proposals submitted are to be received by **Jefferson County Fair Park** no later than **4:30 PM on February 23, 2016**. The package shall be marked clearly as "Website RFP," including an original signed proposal and **one** additional copy. Proposals received after the time and date specified will be rejected. **Jefferson County Fair Park** reserves the right to accept or reject any or all proposals submitted.

All proposals shall include all costs associated with this RFP unless a detailed list of excluded fees with a complete explanation of the nature of those fees is included with the proposal.

Provisions of this RFP and the contents of the successful proposals are considered available for inclusion in final contractual obligations.

Please refer to pages 11 & 12 for specific proposal submission format.

3. CONTRACT TERMS

Jefferson County Fair Park will negotiate contract terms upon selection. All contracts are subject to review by legal counsel and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary terms and conditions.

4. BUDGET

Please provide cost proposals to accomplish the scope outlined below. All proposals must encompass all design, production, hosting and software acquisitions necessary for development and maintenance of the website.

The Base Bid, which includes the following:

- a. Designing and building the basic site, including: migrating content for top-level pages, e-commerce system development, testing and training.
- b. A content management system with levels of permission and approvals.
- c. Annual web content management software licensing and support costs.
- d. Cost of hosting the website and annual costs moving forward.

5. TIMELINE

This RFP is dated **February 3, 2016**. Proposers may also request a copy be sent via email by contacting **Amy Listle, amyl@jeffersoncountywi.gov**. This RFP will also be uploaded to **Jefferson County's** website at **www.jeffersoncountywi.gov**.

The below timeline is approximate and may change at any time according to the needs of the **Jefferson County Fair Park**.

- Proposals due: **February 23, 2016 at 4:30 PM**
- Review of Proposals completed by: **February 24, 2016**
- Interviews, if deemed necessary: **February 25 - 29, 2016**
- Notification to proposal candidates: **March 3, 2016**

Proposals will be evaluated as soon as possible. During this time Jefferson County may require interviews or presentations with its evaluation team. Candidates will be notified if this is requested. The deliverable date for completion will be determined when a contract is negotiated with the final candidate.

6. SCOPE AND GUIDELINES

The scope of this project is to replace the existing **Jefferson County Fair Park's** website. A firm that can handle all site planning, interface design production, and hosting is required. 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.

Feature Requirements:

The website designed by the successful candidate must meet the following criteria:

General Site Features

- Attractive, easy-to-navigate design and interface
- A custom layout that allows for incorporation of Jefferson County Fair Park's look and feel into a platform or the creation of a completely new unique design
- Content maintained through an easy-to-use backend "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 page
- Google Analytics tracking code
- Complete site translation from English to Spanish with future options for other languages
- Site fully viewable on all mobile devices
- Ability to create navigation links to external sites

Homepage – Fair Park & Fair

- Feature areas to help customers discern what is most important on the website, including the opportunity to purchase products easily
- Website section headings such as "Eat" "Play" "Things To Do" to help visitor easily navigate to pages of interest
- Ability to preschedule homepage features to change automatically
- Spotlight unlimited featured partnerships/sponsorships with **Jefferson County Fair Park**
- Link to all event items for sale
- Optional countdown feature to draw attention to exciting events at **Jefferson County Fair Park**
- Link to main event categories directly from homepage
- Survey to entice people to interact on homepage (optional)
- Announcement banner for event changes, cancelations, promotions, etc.

Calendar Interactivity and Details

- Interactive schedule, unlimited custom categories, multiple categories and unlimited subcategories to help visitors find events faster on site
- Ability to create events multiple ways

- Optional ability to have unlimited items for sale within events
- Optional ability to use ecommerce to sell any item for sale (or integration with other providers)
- Ability to easily recreate & duplicate items on an event calendar with recurring dates
- Ability to schedule events in advance of the event start date
- Ability to choose between multiple views for the event calendar
- Ability to control the default view and views available to a site visitor for the event calendar
- Visitors to the site should experience interactivity within an event schedule
- Ability for customers to create and save a custom itinerary for the events they want to attend
- Printer-friendly calendar
- Event locations that can optionally 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
- Ability to tag event keywords for customizable searching

Ecommerce

- Site should be user friendly and provide a secure shopping cart
- Ability for visitors to fill-out forms online and submit
- Ability to print-at-home all reservation and order forms (user friendly versions)
- Ability to automatically email customer confirmation
- Ability for submitted data to be automatically saved to an Excel sheet or the equivalent
- Ability to process payment through our Authorized.net account (or integration with other third party providers)

Camping

- Ability to view calendar to determine site availability
- Ability to view grounds map to locate camping area

Winter Storage

- Ability to set event open/close dates and times (i.e. Opens: Sept. 1 at 1:00 AM –Closes: Nov. 15 at 11:00 PM)
- Ability for visitor to view number of spaces still available
- Ability for a limited number of visitors to be placed on a waiting list after space has filled up

Tickets & Other Products

- Ability to purchase concert tickets online – general & reserve seating (or integration with other third party providers)

- Ability to purchase other products – i.e. general admission, building rental(s), etc.

Photos & Videos

- All event photos and videos should be available in one place in a photo or video gallery, as well as on event detail pages
- Unlimited photos and videos, each with optional captions
- Ability to enhance photos with an image cropping tool (Optional)
- Ability for visitors to send photos to friends via email
- Ability for visitors to share event photos with friends on Facebook, Twitter, Pinterest, etc.
- Ability for visitors to buy items for an event right from the event photo (if applicable)
- Optional functionality for visitors to upload their own event photos, which will be approved by **Jefferson County Fair Park** officials before they are placed on the website
- Customer photos uploaded to site will be used for future event marketing by including a usage agreement on upload

News/Blog Content

- The website must include a robust, built-in news/blog content platform
- The news/blog content platform must enable users to create, edit and publish news articles and/or blogs to the website.

Maps & Directions

- Embedded Google Map with driving Directions to the Fair Park (including printer-friendly version)

Press

- Articles/features about event, including date, source, title, customizable content, photos and link
- High-resolution photos that will make it easy for press to report on events

Other Pages

- One page that automatically populates every item for sale on the site
- Photo Gallery and Video Gallery pages that automatically populate every photo and video that has been added to the site
- One-stop Results page (if needed) that automatically populates all event results that have been added to the site
- Unlimited FAQs in custom categories

Partnerships/Sponsorships

1. Ability to add unlimited partnership logos as needed, with the ability to program their logos to link to their websites
2. Automated sizing of logos so that all logos look the same size and shape on website
3. Unlimited PDFs for additional information
4. Ability to designate one major partner on homepage with the ability to change this partner whenever needed

5. Ability to have multiple partners on homepage with the ability to change the partners whenever needed
6. Ability for visitor to fill out new Partnership/Sponsorship application form

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

Mobile-Friendly/Responsive Design

- The website must be responsive, so that it seamlessly adjusts to fit desktops, laptops, tablets, smartphones and all other devices and displays.

Email and Text Message Marketing Integration

- Provide email marketing capabilities that have the ability to integrate with the Jefferson County Fair Park's current email marketing software.

Wish List/Optional/For Additional Discussion – Fair & Fair Park “Event” Maps

- Easily creatable and searchable interactive event map by adding "hotspots" for attractions that can link to any webpage (i.e. map of food vendors during fair, map of swap vendors during car show, etc.)
- Ability to categorize “hotspots” with color-coded icons
- Access to event map and from multiple pages on the site (including printer-friendly versions)
- Interactive map that allows adding items for sale onto map

Search Engine Optimization

- Site must be built to be automatically indexed and easily crawled by search engines.
- 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 (e.g., www.myurl.com/bigpage)
- Customizable page title, which can appear at the top of the browser and the top line in Google results
- Customizable page description for SEO
- Customizable keywords to help with search engine rankings

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
- Ability to easily manage customer accounts including contact info and password reset
- Absolute form customization
- Unlimited “dynamic” pages with drag-and-drop functionality to add page elements like text, images, forms, maps, PDFs, partnerships and more
- All navigation can be edited including renaming, moving pages between sections, etc.

Support

- Efficient and helpful onboarding process
- Unlimited friendly phone support before, during and after website launches and especially during peak events – i.e. fair
- Unlimited email and live chat support

Site Specifications

Jefferson County Fair Park encourages creativity in the proposals submitted. However, there are certain requirements for the website project. Your proposal must account for all of these requirements:

- Compatible with common web browsers.
- 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
- The site should have a feature allowing citizens to report on predefined **Jefferson County Fair Park** issues or problems that are then routed to appropriate departments or people. The tool must provide an acknowledgment to the submitter that the request was submitted.

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 **Jefferson County**.
- **Jefferson County Fair Park** must be able to control levels of permission and approval for its employees uploading information to the site and must have the ability to immediately delete permissions for terminated employees.

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 **Jefferson County Fair Park** 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.

Testing:

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

Delivery:

Hosting services should be provided by the consultant.

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.

7. EXPECTATIONS

Jefferson County Fair Park reserves the right to decide, on a case-by-case basis, whether to reject a proposal as non-responsive. As a precondition to acceptance, **Jefferson County Fair Park** may request the respondent to withdraw or modify those portions of the proposal deemed non-responsive that do not affect quality, quantity, price or delivery of service.

Respondents are cautioned that any oral statements made that materially change any portion of this solicitation are not valid unless subsequently ratified by a formal written amendment to this RFP. No technical questions that may materially change any portion of this solicitation will be accepted during the **seven** calendar days prior to the time and date set for receipt of proposals.

Applicable laws shall apply. The contract awarded shall be governed in all respects by the laws of the State of **Wisconsin** and any litigation with respect thereto shall be brought in the courts of the State of **Wisconsin, County of Jefferson**. The company awarded the contract shall comply with applicable federal, state, and local laws and regulations.

Nonconforming terms and conditions. Any proposal that includes terms and conditions that do not conform to the terms and conditions in this RFP is subject to rejection as non-responsive. **Jefferson County Fair Park** reserves the right to permit the respondent to withdraw non-conforming terms and conditions from its proposal prior to awarding the contract.

Ownership and Intellectual Property: All screens, graphics, domain names, content and the 'look and feel' of the site developed will be the property of the **Jefferson County Fair Park**, together with all layered design files.

In developing the website, the contractor will not infringe or violate the copyright and other intellectual property rights of third parties.

The contractor 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.

8. COMPANY PROFILE, QUALIFICATIONS AND PROJECT MANAGEMENT PROCESS

A. List at least five comparable websites your firm has produced that best reflect your work and relevancy to this project, including those of entertainment, ecommerce, corporate and governmental agencies that have been designed by the firm. Only websites that are live will qualify during evaluation. Include the website address, company/agency contact, emailing address and telephone number.

B. Describe your experience in producing sites for entertainment, ecommerce and government organizations.

C. Briefly describe your firm's organizational capabilities to produce the County's website (e.g. staff, software, office location, etc.). The County is especially interested in the staff who will be assigned to the project.

D. Provide a company profile, including number of years in business and demonstrated financial stability.

E. Briefly describe your firm's project management process.

F. The proposal should include training for employees, a training plan, online tutorials and/or documentation and a training timeline. Please include the anticipated number of hours the training will require.

G. Provide a description of any annual support contracts offered with the associated cost and respondent's hourly rate for support.

H. Fees shown shall be all-inclusive, and shall include all labor, overhead, expenses, travel, subcontract and administration costs unless a detailed list of excluded fees with a complete explanation of the nature of those fees is included with the proposal.

I. Please describe your security measures that will be in place to prevent a hacking event and warranties that your company provides if security is compromised.

J. Include a time frame for completion. Time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is necessary.

K. Describe your web hosting capabilities and pricing.

L. Provide at least three references from current or past customers

9. EVALUATION CRITERIA

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

1. Experience developing and maintaining successful entertainment, ecommerce and/or government websites (based on proposal and reference checking).
2. Quality of prior work and visual presentation— prior work demonstrates artistic and user-friendly interfaces that engage users.

3. The firm's proposed project budget, management and timeline.
4. Suitability – the proposed solution meets the needs and qualifications set forth in the RFP.

Please note: Respondents may be asked to provide a demonstration of their recommended software. You will be contacted if the website evaluation team decides to schedule interviews.

10. FORMAT FOR PROPOSAL SUBMISSIONS

Two copies of your proposal must be received no later than **4:30 PM, February 23, 2016**. Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented in a flat rate or fee for service format.

Deliver proposals in a sealed envelope by mail to the attention of:

**Jefferson County Fair Park
Attn: Website RFP
503 N. Jackson Ave.
Jefferson, WI 53549**

Questions regarding this solicitation shall be submitted by email to **Amy Listle at amyl@jeffersoncountywi.gov, or call 920-674-7148.**

Timely submission of the proposal is the responsibility of the respondent. Any extension, if granted, shall apply to all recipients of this Request for Proposal. The proposal shall be prepared and submitted at the respondent's sole expense.

Please use the following as a guideline to format your proposal:

Length and Font Size: Please use fonts no smaller than 12 point. Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed **ten** pages.

Title Page: **Jefferson County Fair Park**, Website Development Proposal, your company name, address, website address, telephone number, email address and primary contact person.

Cover Letter: Signed by the person or persons authorized to sign on behalf of the company.

Proposal: Discuss your proposed solution, including the features, benefits and uniqueness of your ability to accommodate the services presented in Section 6.

Qualifications: Provide the information requested in Section 8.

Budget and Fees: List budgets as requested above. Identify staff you anticipate working on the project and their hourly rates for work that may be needed, if applicable.

Please provide two copies of your Website RFP Proposal.