City of Hays
Request for Proposal

Convention and Visitors Bureau Website

Date of Issue: 3-16-2012
Proposal Due Date: 4-18-2012
Introduction
The City of Hays is requesting proposals from companies interested in providing website creation and hosting services for our Convention and Visitors Bureau. This project is intended to replace our existing web presence for the Visitors Bureau, which is now combined with our government website, haysusa.com. This new web presence is intended to have a greater emphasis on marketing and drawing visitors to our community via current technology and visitor tools with a modern graphical appearance. Proposals will be accepted until 3:00 p.m. local time, April 18th, 2012 at the Finance Office located at 1507 Main St., P.O. Box 490, Hays, KS 67601.

This project will encompass creation, hosting, and training services, hereafter referred to as “CVB website”.

This written Request For Proposal (RFP) states the scope of the City of Hays requirements and specifies general rules for preparing the proposal.

The proposal should clearly demonstrate how the vendor can best satisfy the requirements of the City of Hays. The City of Hays shall reserve the right to award the purchase order which is most advantageous to the City of Hays.

Rules of Preparation
The submitted proposals must follow the rules and format established within this RFP. Adherence to these rules will ensure a fair and objective analysis of all proposals. Failure to comply with any portion of this request may result in rejection of a proposal.

Vendor Inquiries
The Information Technology Division of the City of Hays has prepared this RFP and has designated I.T. Coordinator Chad Ruder as project manager. Please direct questions or comments concerning either the administrative or technical requirements of this RFP to the project manager.

- Chad Ruder, IT Coordinator
- City of Hays IT Division
- PO Box 490
- Hays, Kansas 67601
- (785) 628-7390 office
- (785) 621-2005 fax
- cruder@haysusa.com

To ensure a timely response, questions should be faxed or e-mailed to the Project Manager at the specified number or address above.
Submission of Proposals
Please prepare and submit one (1) original and two (2) copies of the proposal. Completed proposals should be sealed and clearly marked "CVB Website" in bold or highlighted with strict instructions not to open until the due date and be submitted to the Finance Director by the due date. Proposals received after the above date and time will be considered late and will not be accepted. Any late proposals will be returned unopened to the vendor. Responses will be evaluated objectively based on the vendor's responses to the RFP.

The City of Hays will not pay costs incurred in the proposal preparation including the costs for printing, demonstration, negotiation process, etc. All costs for the preparation of the proposal shall be borne by the proposing vendor.

Notification of Withdrawal of Proposal
Proposals may be modified or withdrawn by an authorized representative of the vendor or by formal written notice prior to the final due date and time specified for proposal submission. Otherwise, proposals will be considered valid for at least 60 days from the opening date. Submitted proposals will become the property of the City of Hays after the proposal submission deadline.

Minimum Specifications and Scope of Project
The contractor shall provide software and hardware products and services to the City of Hays in accordance with the term of this RFP and the successful contractor proposal. The contractor will provide products or services only upon the issuance and acceptance by contractor of a purchase order. The contractor will accept all valid purchase orders.

The City of Hays is seeking proposals to replace our existing web presence for our Visitors center. As part of this, our main goal is to have a website that has the user tools and modern functionality as observed via research in other Cities, both our size and larger. An additional goal is to incorporate an efficient content management system to allow our internal staff to administer their portion of the website without intervention from I.T. staff.

The following specifications should be considered as minimum to initiate project design and shall not be considered an estimate or complete projection of current or future needs. It is the vendors’ responsibility to provide a progressive and modern proposal and to also ensure that they understand the needs of the City of Hays via conversation with the I.T. Coordinator and Convention and Visitor’s Bureau Director. A site visit IS NOT REQUIRED on this project prior to RFP submission. To schedule a site visit, contact Chad Ruder in the City of Hays IT Division, 785-628-7390 or cruder@haysusa.com.

Include all configuration and training etc. needed for this project to be a success and a “turn key” event so that the City has a functional and operational product that meets our satisfaction at the end of the project.
Minimum requirements include:

A website completely separate from haysusa.com with a totally unique design concurrent with the look and user tools available in modern sites focused on encouraging visitors along with allowing for the greatest marketing potential for the City of Hays and the assets contained in our City.

Content management for both I.T. and Visitors Center staff based on a Graphical user interface.

Web hosting services with a unique URL

A redirect to an included mobile version of the website for modern tablets, smartphones, and other mobile devices. Please list if you have the ability to provide any type of mobile version in app format for download via ITunes or Android Market and Blackberry app world.

Up to 20 unique pages designed and populated by the proposer at our direction with the option for additional pages to be built using your template and content management tools in an unlimited fashion up to our hosting storage limit.

Training for both IT staff (for site administration and page creation) along with Visitor's center staff (for page content management) sufficient for a turn key project. Please list the type and amount of training included in your proposal.

Annual technical support, maintenance and hosting for at least 8GB of storage. Please include the optional cost for additional storage.

The ability to redesign, (please list any additional costs associated), the look and feel of the website on a rotational period of no less than 5 years.

Website tools and features must include at least the following:
- The ability to archive page content (list length of archive)
- Dynamic calendar with real time edit capability for CVB staff
- Fill form development tools and templates for user inquiries - comments
- Opt in services for visitors to receive email newsletters and notifications
- All email or SMS are to be created via the proposer's messaging services
- Photo gallery - slide show unique to each page
- Site search for visitors to easily locate information within the entire site
- The ability to upload various file and video types to the site. (PDF, JPG, FLASH, VIDEO FILES as a partial example)
- Asset management capability to review links and files within the website with the ability to find broken links.
- Dynamic navigation menus that update automatically upon page creation.
Support, Maintenance and Hosting should include AT LEAST:
(Please note any special circumstances)

- Business day support via phone and email (list minimum response times)
- Unlimited support calls for both content management and technical issues
- Training manuals
- Complete maintenance of hosted services at the proposer’s location to include but not be limited to:
  - OS patches - Intrusion prevention - Antivirus
  - Upgrades
  - Licensing
  - Compatibility for various browser standards
  - Compatibility for handicap - accessibility standards
- DNS consulting and technical support
- Modern visitor tracking tools for each page
- Redundant hosted servers with power backup
- Daily backups (please describe our options for data restoration)

IT IS EXTREMELY IMPORTANT THAT WE ARE ABLE TO VIEW YOUR PRODUCTS AND SERVICES ACTIVELY USED IN A SIMILAR SITUATION TO BE USED AS A PARTIAL BASIS FOR PROPOSAL REVIEW. AS PART OF THIS, PLEASE PROVIDE AT LEAST 3 SIMILAR DESIGNS CURRENTLY IN PRODUCTION, ALONG WITH REFERENCE NAMES AND CONTACT INFORMATION TO ALLOW FOR THE EXAMINATION OF YOUR CONTENT MANAGEMENT INTERFACE ALONG WITH INVESTIGATION OF CUSTOMER EXPERIENCES BOTH DURING AND AFTER PROJECT COMPLETION.

Please break out costs for consulting - design and hosting - maintenance separately. Clearly state the recurring hosting and maintenance costs for year two and beyond.

Describe your method of customer satisfaction. This may include periodic meetings throughout the design process to ensure our approval along with a possible trial period to before billing occurs.

Please list the time we can expect for project start and completion after a purchase order is presented.

All travel, setup, configuration, and training is to be included

The company shall be fully qualified and licensed to provide installation and training for these services.

All products provided under the terms of this contract shall be new and free from defects in material and workmanship.
This shall not be an exclusive contract with the vendor for service and products. The City of Hays reserves the right to purchase like services or products from another vendor.

It is the vendor’s responsibility to clearly list any exclusions to the minimum requirements listed above that they can not meet. The vendor must also list anything that the City will need to provide in order to make this project a success.

This does not guarantee a specific quantity of business. Purchases are to be made only as authorized by a Purchase Order issued by the City of Hays. This is not an exclusive contract.

**Contractual Obligations**

The successful vendor will be required to accept a purchase order from the City of Hays in which the vendor will undertake certain obligations. These obligations include, but are not limited to, the following:

*Inclusion of Proposal* - The proposal submitted in response to this RFP will be incorporated as part of the final purchase order with the selected vendor.

*Indemnification and Insurance* - The successful vendor(s) shall indemnify and hold the City of Hays and its officers, agents, employees and assigns, harmless from any liability imposed for injury whether arising before or after completion of work hereunder, or in any manner directly or indirectly caused, occasioned or contributed to, or claimed to be caused, occasioned or contributed to, in whole or in part, by reason of any act or omission, including strict liability or negligence of vendor, or of anyone acting under vendor’s direction or control or on its behalf, in connection with or incident to, or arising out of the performance of this contract. The successful vendor shall maintain and shall require all of its subcontractors to maintain general aggregate insurance with limits of not less than $1,000,000 per accident.

*Costs* - All costs are to be stated in exact amounts. All costs must be detailed specifically in the vendor cost summary section of the proposal; no additional charges (e.g. for sales tax, container packing, installation, training, out-of-pocket expenses, etc.) will be allowed unless so specified in the proposal.

*Selection* - The final award is subject to the City of Hays purchasing policy.

**Right of The City of Hays to Reject Proposals**

The City of Hays reserves the right to reject any and all proposals or any part of any proposals, to waive minor defects or technicalities, or to solicit new proposals on the same project or on a modified project which may include portions of the originally proposed project as the City of Hays may deem necessary in its best interest. The City also reserves the right to negotiate with any vendor, all or part of any proposal that is in the best interest of the City.
Evaluations
The committee evaluating the proposals will base the evaluation on the proposal that will best serve the City of Hays at the lowest possible cost.

Non-limitations to RFP
The format of the RFP must be followed and all requested information must be submitted as indicated; however, the City of Hays is receptive to any additional suggestions pertaining to services development, additional related capabilities, and any alternative methods for providing related services. Any exceptions to the RFP terms and conditions must be included in writing in the proposal.

Interpretations and addenda
No interpretation made to any respondent as to the meaning of the RFP shall be binding on the City of Hays unless repeated in writing and distributed as an addendum by the City of Hays. Interpretations and/or clarification shall be requested in writing from the City of Hays, IT Coordinator, Chad Ruder.

Proposal Response Format
In order to facilitate the analysis of responses to this RFP, vendors are required to prepare their proposal in accordance with the instructions outlined in this section. Each vendor is required to submit the proposal documents in response to the RFP in a sealed envelope. Vendors whose proposals deviate from these instructions may be considered nonresponsive and may be disqualified at the discretion of the City of Hays. Proposals should be prepared as simply as possible and provide a straightforward, concise description of the vendor's capabilities to satisfy the requirements of the RFP. Expensive bindings, color displays, promotional material, etc., are not necessary or desired.

EMPHASIS SHOULD BE CONCENTRATED ON ACCURACY, COMPLETENESS, AND CLARITY OF CONTENT.

The proposal should be organized into the following major parts:
*Executive Summary*- A brief and non-technical narrative describing the proposal.

*Company Background* - Information regarding the vendor's stability, length of time in business, past history, future plans, company size, organization.

*Responses to Functional Requirements* - Responses to the requirements listed in this RFP must be provided. Notes of explanation or clarification must be included with specific reference to the item in question.

*Client References* - Provide at least three client references that are similar in nature, size or complexity to that described in this RFP.
**Contract Terms and Conditions** - This section is to contain the vendor's sample agreements initially and for ongoing maintenance and/or support. This section is intended to form the basis for the development of a purchase order to be awarded as a result of the RFP.

**Cost Quotations** - All costs must be itemized and included in this section. **Vendors must also complete the final page of this RFP document to be used as an additional summary document.**

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**Confidentiality of Documents**

All responses to the RFP submitted by vendors shall be deemed public documents at the time opened by City of Hays. The RFP is intended to be worded in a manner so as not to elicit proprietary information from the vendor. If proprietary information is submitted as part of the proposal, such information is to be labeled proprietary and be accompanied with a request that the information is to be returned by the City of Hays to the submitter. Any proposal that is submitted with a blanket statement or limitation that would prohibit or limit such public inspection shall be considered non-responsive and shall be rejected.

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**Legal Notice**

The City of Hays reserves the right to reject any and all proposals and waive any or all technicalities, as determined by the City Manager of the City of Hays.

The City of Hays expects a professional job, done commensurate with the standards and practices of the profession/or business.

All persons awarded and/or entering into purchase orders with the City of Hays shall be subject to and required to comply with all applicable City, State and Federal provisions.

The City of Hays has an affirmative action program. Any vendor will be required to include the following statement in any contract with the City of Hays:

"Contractor shall not discriminate in the employment of persons engaged in the performance of this Agreement on account of race, color, national origin, ancestry, religion, sec, marital status, physical handicap, or medical condition, in violation of any federal or state law. Contractor shall comply with all requirements of the City of Hays pertaining to affirmative action with regard to employment while this Agreement is in effect."
CITY OF HAYS, KANSAS

CITY CONTRACTS

This contract is subject to the provisions of Part II, Chapter 2, Article XI of the City of Hays, Kansas Code of Ordinances.

All parties doing business with the City of Hays should familiarize themselves with the provisions of Chapter 2, Article XI, Sections 2-576 through 2-580, prior to proposing any contract to the City of Hays.

To the extent any contract entered into by or on behalf of the City of Hays, Kansas omits any of the contract provisions required by Section 2-576 of this article, the article will prevail and the required contract provisions will be read into the contract. To the extent any contract entered into by or on behalf of the City of Hays, Kansas contains any of the contract provisions barred by Section 2-577 of this article, the article will prevail and the offending provisions shall be null and void and shall be unenforceable as to the City of Hays, Kansas. Section 2-580.

CITY OF HAYS, KANSAS

Toby Dougherty, City Manager
P.O. Box 490
1507 Main St.
Hays, KS 67601

Phone: 785-622-7220
Fax: 785-628-7323
E-mail: tdougherty@haysks.com
VI S I T O R S  B U R E A U  W E B S I T E  
PR O P O S A L  F O R M

Company _____________________________________________

Representative __________________________________________

Address _____________________________________________

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Telephone Number __________

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Please list all exceptions to the items noted in this document:

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PLEASE USE REVERSE SIDE IF NECESSARY

I have read and will fulfill the requirements of the City of Hays, Kansas Code of 
Ordinances, Part II, Chapter 2, Article XI.

Yes _____  No _____

Total proposal: $_____________________

Signature: ________________________________ Date: ____________