



**HIGHLANDS COUNTY
BOARD OF COUNTY COMMISSIONERS
(HCBCC)
PURCHASING DEPARTMENT**

DATE: 12/29/2016

RFP NO. 17-012 ADDENDUM No. 2

Project.: Highlands County Tourism Website Re-Design and Development & Ongoing Services

Owner: Highlands County BCC
Attn: Purchasing Department
4320 George Blvd; Sebring, FL 33875-5803

The purpose of this addendum is to address questions submitted regarding RFP 17-012.

This document contains 3 pages.

1. Question: Can the payment schedule be altered to 50% up-front, 25% at beta review, 25% at launch?
Answer: Yes
2. Question: Can you please provide details on the current hosting environment so we can identify migration options? i.e. Linux Server vs. Windows Server
Answer: Rackspace Windows Server
3. Question: Please provide additional details on the opt-in for the photo/video gallery. Can you please provide a use-case for when a user will input a password to access the photo/video gallery? Is there a username AND password requirement, or just a global password that is to be shared to all who needs to access this section? Will the County need the ability to change this password (or multiple passwords) themselves? Will there be a photo/video gallery that does not require a password?
Answer: We want to show Image Gallery and what images are available but know and control who is using the images. Much like VISIT FLORIDA: <http://www.visitfloridamediablog.com/home/digital-assets/>
4. Question: Is the opt-in e-newsletter completely independent from the opt-in requirement from #4?
Answer: Yes
Question: Will this opt-in tie in to an email system like Constant Contact or Mail Chimp (or other)? Or do you simply want to collect the emails in the backend of the website?
Answer: Yes, if they look at current site it links to Constant Contact.
5. Question: Which social media platforms are widgets are required for?
Answer: Facebook, Twitter, Instagram and YouTube.
6. Question: Please detail Media Planners and Media/News section requirements.
Answer: Meeting Planners section will be area where planners can submit their meeting planning needs (# hotel rooms, SF meeting space, etc.) and TDC works to connect them with venues that meets their needs. Will also have listings of potential meeting locations with pertinent details.

Media/News section will include: Media Kit, Press Coverage/In the News, Press Releases, Digital Library (Photos/Video clips that Media may need for their stories), etc.

7. Question: When was the current website built? What agency designed/developed it?
Answer: 2006, Miles Media but was later transferred over to Clark Nikdel Powell who currently hosts and manages it.
8. Question: Is that agency participating in the RFP process? Does the client still contract with that agency?
Answer: The agency (Clark Nikdel) has the option to participate in the RFP. We do have a PO issued to them.
9. Question: In reference to the stated budget, is the client willing to be flexible above the requested \$40,000 cap? If the proposed CMS does not have a licensing fee, would the client be willing to put that budget towards overall design/development?
Answer: The TDC and BOCC approved the \$40,000 budget. If there were to be any changes to it, both TDC and BOCC would need to approve it. Within the \$40,000 we don't have a breakdown.
10. Question: What is driving the 100 days deadline? Is the client willing to be flexible with that timeline?
Answer: The need for a mobile friendly website. That could be a negotiated point but would prefer the new website designed ASAP.
11. Question: We assume that the design will be based on the existing brand of Visit Sebring? Is there a brand standards guide?
Answer: No, we just changed logo and have not completed brand standards yet
12. Question: What is driving the request for graphic design files? (Not a typical request of a website project)
Answer: The county wants to own and have in possession all aspects of the website.
13. Question: Is the client willing to only export the listings database over as opposed to all content from the site? Current CMS is not a WordPress site and could pose compatibility issues with a migration. It also can increase costs.
Answer: Yes
14. Question: If the export of all content is necessary, will the current web vendor be willing to export the data in a useable file format?
Answer: If the export of all content is necessary, the current web vendor can provide the SQL data base.
15. Question: In reference to the Partner login, does the client prefer it to function similarly to the existing Listings pages? (Editable form submitted on front end to an admin) Or would you prefer the agency to create a login based system instead?
Answer: Yes, function similarly to the existing.
16. Question: Please clarify the request for "motion animation" as part of design. Does this simply mean interactivity on home page or functionality similar to parallax design or ambient background video?
Answer: interactivity on home page
17. Question: It was stated that content and assets will be provided by client, will any copywriting or copyediting services be needed?
Answer: No
18. Question: Please clarify need for major and minor changes to site. Our goal is to design and develop all needed page templates in order to give the client full admin capabilities within the CMS and not require the services of our agency unless a major development change is needed. Also note that modifying

design of a template or adding an entirely new template post-launch will incur both design and development charges.

Answer: current situation is that we can edit some of the interior pages/content but some of the major updates to Home Page and template must be done by current website company. If changes are beyond our capability, we would like web company available to assist if necessary.

19. Is the client looking to the agency to manage all updates to the site post-launch?

Answer: No, not all of the updates. We can do basic updates.

20. Question: Will the client be willing to accept references listed in paragraph form, with contact info, a brief statement about the project and a testimonial from the reference?

Answer: No, reference letters are required.

21. Question: Our company is both a Minority AND Woman Owned Business. What specific certificate or evidence are you looking for to include in our response (i.e. proposal)?

Answer: Copy of the Minority Business Certificate or Woman Owned Business Certificate issued by state or regional councils.

http://www.dms.myflorida.com/business_operations/state_purchasing/myfloridamarketplace/mfmp_vendors/certified_business_enterprise_cbe_information