



FOLEY SPORTS TOURISM WEBSITE

Requisition No. FST-040820

WHO:

Foley Sports Tourism (FST) is a department of the City of Foley responsible for attracting, creating and hosting quality events that increase our economic vitality, improve the quality of life and provide a unique and memorable experience for visitors to Foley, Alabama. We strive to promote our destination to event planners that may consider Foley as a host for future events. Our goal is to brand Foley as a nationally recognized sports destination within the sports tourism industry.

WHAT:

Foley Sports Tourism (FST) is seeking a creative agency to design an informative and interactive website. With design input from our team, FST desires a clean, user-friendly, easy-to-manage site that also provides continued troubleshooting support for the life of the site. The goals of the site are to serve the audiences that FST interacts with on a daily basis. First, to encourage participants, their families and visitors to plan their trip ahead of time by utilizing the website to book a hotel room, plan where to eat, consider attractions to enjoy and encourage them to spend their time and dollars in Foley. Second, to highlight our facilities to attract event rights holders who may consider Foley as a host destination for future competitions, events, conferences, or meetings.

PROPOSAL GUIDELINES:

- FST will accept proposals from perspective clients interested in working with FST to fulfill requirement of a new website.
- Once proposal deadline has passed, FST will review all proposals and conduct interviews with potential agencies to discuss project and desired objectives.
- The quoted price must be inclusive of all fees and charges for completion of project. If additional expenses arise during production, agency must reach a payment agreement with FST prior to inclusion in the project.
- FST will provide agency with access to all required content.
- FST maintains all rights to the site.
- By submitting proposal, the agency guarantees to complete desired project by agreed upon deadline.

WHEN/TIME FRAME:

- FST will accept submitted proposals until 12:00PM CST, Wednesday, April 8, 2020.
- After review of proposals, the selected candidates will be notified of anticipated interview process and proceed with scheduling a time to meet with FST staff.
- FST desired completion date is to have finished product in-hand by Monday, September 21, 2020, or agreed upon date between FST and agency.

CONCEPT:

Our primary objective is to be customer-centric, so visitors will find more reasons to plan a trip and stay with us longer. We want to drive the economic impact of the City of Foley by encouraging direct spending

at hotels and many family-friendly locations. We'd like to highlight the convenience and affordability of Foley by also spotlighting that Foley's lodging partners are within a three-mile radius of the complexes.

WHY/OBJECTIVES:

Our primary objective is to have a website that displays a positive first impression to prospective event planners and visitors, promotes our brand, and creates awareness of our offerings to all visitors and event attendees (*including participants and their families*). The strategy of this website is to highlight our missions of both "play Foley" and "experience Foley" to not only our visitors, but also to potential clients who may consider Foley as host for a future event, tournament, conference or meeting.

Additional objectives include:

- Showcase Foley facilities
- Encourage participants and their families to visit and explore
- Spotlight the retail, entertainment, dining, and lodging providers within the community
- Increase lodging numbers through events that generate overnight room needs

TARGET AUDIENCE:

FST has several target audiences it desires to reach with this site:

- First, a majority of our events are youth participant based, that travel with family members to our community. Other events include collegiate championships or nationally recognized tournaments. While most events are group- or team-oriented, some events are geared towards individual participants. However visitors travel to Foley, ease of the website for any individual or team to locate travel information or event details should be the focus.
- Second, our tournament organizers and event planners. We want our partners to understand what facilities are available and what support FST offers to assist with hosting events in Foley.

REQUESTED FUNCTIONALITY

The City of Foley Sports Tourism Department may not award all functionalities requested if the total price does not fall within budget parameters.

- **Mobile Connectivity:** Ease of use for mobile users is a priority for this new site. A majority of current FST users are mobile users, and frequently use their mobile devices to search for information or locations while at FST facilities. Additionally, the site should be mobile friendly for administrators to update content or information through a mobile app or browser. With ever-changing conditions during events, access and ease to update information instantly is a requirement.
- **Ability to book hotels:** FST is focused on providing an incredible experience for each visitor, which includes offering discounted hotel rates for participants and their families. FST has recently purchased Book Direct- powered by Simpleview, an online booking referral engine, and will utilize this system for families to secure hotel rooms through the site. Integration of Book Direct- powered by Simpleview is a requirement for the new site.
- **Functionality over aesthetics:** All important data must be located within two clicks. It must have a fast load time both on mobile and desktop formats.
- **Ease of Use:** Each site administrator will have a different level of comfort working with the back end of a website. This site needs to be simple to understand, not just from an end user standpoint, but also from a site administrator standpoint.
- **Extremely Customizable:** Administrators need to be able to quickly and easily add listings and customize pages. This includes adding dining, accommodations, attraction listings, articles, press releases, and more. All these additions must be done in house by the FST staff. Therefore this process must be simple and quickly executed.
- **Analytics:** Site must be compatible with Google Analytics and Facebook Pixel.

- **Navigation Freeze:** The main navigation must remain frozen at the top of the screen as a user continues to scroll down throughout the site. In the areas of the “visitor bar”, the visitor navigation will remain frozen; in the area of the “planner bar”, the planner navigation will remain frozen.
- **SSL:** Site must have a security certificate
- **Multiple Site Administrators:** Ability to assign specific privileges to each staff member. For example, one or two staff members could be designated as administrators, while other individuals would only be provided limited access. These privileges would be restricted to certain portions of the website based upon the individual’s area of focus. The addition or adjustment of site administrators must be something that can be done in-house by the FST staff rather than having to contact support.
- **Event Pages:** The ability to quickly add and remove specific “event pages” for events hosted at FST; pages not found in the overall navigation, but linked through a calendar. Each event must have a customizable page that had the ability to be hidden after the event is over, or reactivated should the event repeat in the future. Our events require specific details to be shared based upon their needs, and the pages should be customizable and hooked to Google Analytics and Facebook Pixel when active.
- **Calendar Functionality:** The events must be easily viewable both in a list view and a calendar view. Events must auto populate in both areas without having to enter them twice.
- **Site Search:** The ability for users to search the entirety of the site.
- **Interactive Maps:** Maps of facilities, attractions, hotels, and general areas so users can easily get around. Prefer to integrate with Google Maps.
- **Feedback:** Easy immediate ways for users to share feedback.
- **SEO:** To make sure the site appears high up in searches there will need to be some sort of SEO piece. A piece that administrators can utilize themselves is preferred to a paid by month fee for the developer or third party to employ. Also, words used in navigation i.e. “Restaurants” vs “Places to Eat” need to be decided upon based on SEO data as to what is the most searched for.
- **Support:** An extensive support system is desired especially as the administrators are learning to utilize the site. An online searchable library of support references is a must, while a call-in or email customer support is preferred. If there are additional fees for support past the initial build out, agencies are asked to include it separately in the price sheet (*attached*) under the estimated ongoing cost section.
- **Photos:** Not everyone has access to a photo resizing program, therefore any photo used within the site needs to be auto-sized to fit in their respective areas rather than having to be sized before uploading.
- **PDFs:** Some items need to be uploaded as a PDF rather than a jpeg. Site needs to be easily compatible with PDF usage.
- **Ratings and Reviews:** The ability to import reviews of restaurants and hotels from other sources such as Trip Advisor or Yelp.
- **Social Media Integration:** Capability to showcase latest social media posts on our site and encourage web visitors to also follow on our social media sites.
- **Printing ability:** Certain maps need to be outfitted with a printer icon to help users easily print the necessary materials to enjoy their stay in Foley.
- **Hosting:** The current FST website is hosted through WPEngine. Should the need arise, FST is open to hosting through a different company or continuing through WPEngine. However, the site builder would be responsible for regular site backups associated with hosting. Please include any hosting costs in the price sheet (*attached*) with the initial build-out, and any additional month-to-month hosting costs for the life of the site.
- **Video Integration:** The site has to be able to house and load video quickly including pop-up videos. This service can be done through the ability to embed a YouTube video or through the direct upload of a video to the site, whatever would better benefit load time. However, visitors must be able to view videos without leaving the FST site.

- **Weather Widget:** A widget that allows users to see the current weather in Foley. FST currently works with Earth Networks lightning detection system who has provided the code for a widget. The new site must be compatible.

ESTIMATED ONGOING COSTS (MONTHLY)

- **Hosting:** This would include monthly costs to host and backup the site regularly, as well as any ongoing SSL costs.
- **Third Party Integration:** The cost per month for any and all third party integrations as they are used.
- **Training and Support:** How much support will be provided initially? How much after initial setup and training is completed? Please include any estimates on how much support is needed on average with a site of this size.
- **Miscellaneous:** Please put any additional costs that FST would incur regularly that are not associated with the initial build out and have not been listed above.

ADDITIONAL REQUESTED FUNCTIONALITY

- **Geocookies and retargeted ads:** The ability to capture users' information and advertise to them based upon their browsing history.
- **App Integration:** While not a requirement, those who could offer site to app integration would be preferred. An app is not a priority currently for the organization but once a site is in place, an app would be the next step.
- **Heat Maps:** The ability to read where people are clicking and what they are hovering over in order to maximize ease of use.
- **Newsletter Integration:** Many local businesses rely on a monthly newsletter to understand when there will be an influx of visitors to the area. The site needs to either offer integration with Constant Contact or MailChimp or a newsletter function as a piece of the site and that provides analytics would be preferred.
- **Dining Decider:** A fillable form that helps people decide where to eat based upon the tags assigned to the restaurant. For example, visitors could click options like "they don't want pizza or Chinese," or "want seafood or steak." Results must be able to sort by distance.
- **Booklet turns:** The site needs to house a number of our event planning guides. These files, made in InDesign, can be exported as PDFs. The site must put these into a page turn format that can easily be changed out as the copy of the guides are updated.
- **Measure the Mile Widget:** The ability for users to immediately see how far an attraction or dining establishment is from their current location and the fastest route to get there.
- **Extranet:** In order to give partners the ability to update deals and information regarding their business, FST would like to see what an additional cost for an extranet system would be. FST does not want to allow partners full access to the site, however, would like to allow them to update information specific to their business profile. All updates or changes would need to be approved by administrators before going live on the website.
- **Reporting:** While Google Analytics and Facebook Pixel information is a must FST would like to know the cost of additional reports that can be run by individual administrators without having to access all the information Google Analytics has to offer. For example, visits made to a specific hotel's page on the site during a given month. These reports would need to be run through the back end of the site.
- **Site Layout:** Section with each piece of requested navigation submitted by the team.

BUSINESS LICENSE:

The awarded agency will be required to obtain a City of Foley Business License to operate within the City Limits. Contact the City of Foley Revenue Department at (251) 943-1545 for more information.

ADDITIONAL INFORMATION:

All questions related to this proposal must be documented through email and should be sent to Rachel Keith at rkeith@cityoffoley.org no later than 72 hours prior to the scheduled RFP acceptance deadline. No questions will be addressed by any means other than email. Answers will be emailed to all agencies in the event that clarification is required. If further clarification is needed about a particular item or change within the request for proposals, an Addendum will be emailed stating the change. All addendums must be acknowledged in the "Addendum Acknowledgment" section located in this RFP packet.

INSTRUCTIONS TO AGENCIES:

To be eligible for consideration, responses to this RFP are due by 12:00 p.m. CST, Wednesday, April 8, 2020. Proposals may either be mail or submitted electronically, and instructions for both are below. A complete copy of the RFP and completed price sheet must be submitted in a sealed envelope, clearly marked, with the following information on the outside of the envelope: "**Foley Sports Tourism Website, Requisition FST-040820, Due April 8, 2020 at 12:00 p.m., Submitted By: _____**". Proposals may, also, be submitted electronically. All documentation must be contained within one email titled 'Foley Sports Tourism Website, Requisition-040820'. The email should be sent to Rachel Keith at rkeith@cityoffoley.org no later than 12:00 p.m. on Wednesday, April 8, 2020. It shall be the sole responsibility of the agency to assure receipt of the proposal at Foley City Hall prior to the published deadline.

Proposals should be sent to one of the following addresses:

U.S. Postal Service

City of Foley
Attn: Purchasing Agent
P.O. Box 1750
Foley, AL 36536

Physical Address

City of Foley
Attn: Purchasing Agent
407 E. Laurel Avenue
Foley, AL 36535



FOLEY SPORTS TOURISM WEBSITE

Requisition No. FST-040820

PRICE SHEET

Requested Functionality	Cost
New website build out	
Mobile Connectivity	
Book Direct powered by SimpleView Integration (Foley pays for license)	
Analytics compatibility	
Fast load time on all platforms	
SSL	
Multiple Site Administrators with limited access	
Customizable Individual Pages for each event that can be made live for a specific time	
Calendar Functionality	
Full Site Search	
Interactive Maps	
Easy to locate and submit feedback	
SEO	
Support for life of site	
Automatic Photo Resizing	
PDF Compatibility	
Ratings and reviews populated from other sites	
Printing Ability	
Hosting (associated with initial build out and first year)	
Video Integration	
Weather Widget	
TOTAL	

Estimated Ongoing Cost (Monthly)	Cost
Hosting & Backups	
Third Party Integration	
Support	
Miscellaneous	
TOTAL	

Additional Requested Functionality	Cost
Geocookies & Retargeted Ads	
App Integration	
Heat Maps	
Newsletter Integration	
Dining Decider	
Turning Booklet	
Measure the Mile Widget	
Extranet	
Reporting	
TOTAL	

The City of Foley Sports Tourism Department may not award all functionalities requested if the total price does not fall within budget parameters.

Company: _____

Submitted By: _____

Address: _____

Phone: _____

ADDENDUM ACKNOWLEDGEMENT:

Agency acknowledges receipt of the following addendums and has incorporated the requirements of such addendums into this request for proposal.

(List all addendums issued for this RFP.)

No.	Date

No.	Date

No.	Date

AFFIDAVIT OF ALABAMA IMMIGRATION COMPLIANCE

The signed Affidavit must be notarized.

In compliance with Sections 31-13-9 of the Alabama Code, this Affidavit of Alabama Immigration Compliance must be completed and signed by an officer or the owner of a business entity or employer and notarized. Please complete Part I if you do NOT employ one or more employees or Part II if you DO employ one or more employees.

Company Name	
Company Representative	<i>(Please Print Name)</i>
Address	
City, State, & Zip Code	

PART I – (Complete if you do NOT employ one or more employees and notarize below.)

I certify in my capacity as _____ for the above noted business entity that said entity does not employ one or more employees. I further certify that should my status change and I am required to comply, I will submit all required documents to the City of Foley. I have read this Affidavit and swear and affirm that it is true and correct.

Signature of Affiant

PART II – (Complete if you DO employ one or more employees and notarize below.)

As a condition of the above-referenced Entity/Company's receipt of any contract, grant, or incentive from, by or with the City of Foley, Alabama, the undersigned, as such officer, agent or representative of said Company, after being first duly sworn, states as follows:

1. That said Company will not knowingly employ, hire for employment, or continue to employ an unauthorized alien.
2. That said Company has enrolled in, is currently participating in, and will continue to participate in the "E-Verify" program run by the United States Citizenship and Immigration Service Bureau of the United States Department of Homeland Security for the entire term of said Company's performance under any contract, grant, or incentive it has with the City of Foley, Alabama.
3. The undersigned further represents that, should said entity/company employ or contract with any subcontractor(s) in connection with the physical performance of services pursuant to the contract with the City of Foley, it will secure from such subcontractor(s) verification of compliance with Section 31-13-9 of the Code of Alabama 1975, in a form substantially similar to this affidavit.

Entity's E-Verify Employment Eligibility Verification User Identification Number is: _____

I have read this Affidavit and swear and affirm that it is true and correct.

Signature of Affiant

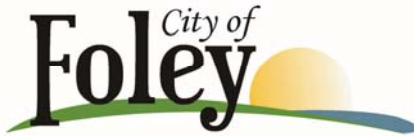
NOTARY SECTION

State of _____ :
County of _____ :

Sworn to and subscribed before me this _____ day of _____, 20____. I certify that the affiant is known (or made known) to me to be the identical party he or she claims to be.

Signature and Seal of Notary Public
My Commission Expires: _____

Please execute, have notarized, and return to the City of Foley, P.O. Box 1750, Foley, AL 36536.



GENERAL CONDITIONS

To insure acceptance, all contractors submitting proposals to the City of Foley shall be governed by the following conditions, attached specifications, and proposal form(s) unless otherwise specified. Proposals **not** submitted on the proposal form(s) provided may be rejected, and proposals **not** complying with these conditions will be subject to rejection.

1.0 Intent of Specifications:

It is the intent of the specifications attached hereto to set forth and describe certain item(s) or service(s) to be purchased by the City of Foley including all materials, equipment, machinery, tools, apparatus, and means of transportation (meaning freight costs) necessary to provide these items or services.

1.01 Legal Requirements:

All applicable provisions of Federal, State, County and local laws including all ordinances, rules and regulations shall govern the development, submittal and evaluation of all bids received in response to these specifications, and shall govern any and all claims between person(s) submitting a bid response hereto and the City of Foley, by and through its officers, employees and authorized representatives. A lack of knowledge by the contractor concerning any of the aforementioned shall not constitute a cognizable defense against the legal effect thereof.

1.02 Sealed Bids:

The specifications and all executed forms must be submitted in a sealed envelope. All proposals must be signed by an authorized representative of the contractor. In the event more than one proposal opening is scheduled for the same date and time, do not include proposals concerning different sets of specifications within the same envelope. **The face of the envelope shall be plainly marked identifying the Contractor's license number and opening date and time.** It shall be the sole responsibility of the contractor to assure receipt of bid at the Purchasing Office prior to the published time for the proposal opening. No proposal will be opened that is received after closing time for receipt of proposals, nor will any offers by telephone, fax, or any electronic means be accepted.

1.03 Exceptions to Specifications:

During the drafting of written specifications, a sincere effort is made to describe products and services best suited to the needs of the City; however, in order that fair consideration is given in evaluating proposals, all exceptions to or deviations from the specifications as written must be noted and fully explained. The Mayor and City Council are the final authority in determining the acceptability of any exceptions to specifications.

1.04 Discounts:

Terms offering a discount for prompt payment will be considered in determining the low cost proposal. The discount period shall begin whenever (1) the conditions of the specifications have been fully met and the product or service judged acceptable to the City of Foley or (2) a correct invoice and other required documents have been received, whichever is later. Discounts offered for a period of less than thirty (30) days will not be considered in determining the low cost proposal.

1.05 Approved Equivalents or Equals:

Any manufacturer's names, trade names, brand names, model numbers, etc. listed in the specifications are for information only and not intended to limit competition. The contractor may offer any brand for which he is an authorized representative that meets or exceeds the specifications as written. If the proposal is based on an "approved equivalent or equal" item, supportive information in the form of manufacturer's printed literature or brochures, sketches, diagrams and/or complete specifications must accompany the proposal. The contractor must explain in detail the reasons why the proposed equivalent or equal will meet specifications and not

be considered an exception thereto. The City of Foley reserves the right to determine acceptance of proposed equivalent or equal item.

1.06 Proposal Withdrawals:

Proposals may be withdrawn by written request received from contractor prior to the time fixed for opening but no proposal may be withdrawn after closing time for receipt of proposals for a period of sixty (60) days. Negligence on the part of the contractor in preparing the proposal confers no right for the withdrawal of the proposal after it has been opened.

1.07 Rejection of Proposal:

The City of Foley reserves the right to accept or reject any or all proposals, to award proposals on a split-order basis, to waive any minor bid irregularities, technicalities, or informalities, and to re-advertise for proposals when deemed in the best interest of the City of Foley.

If there is any reason for believing that collusion exists among the contractors, any or all proposals may be rejected, and those participating in such collusion may be barred from submitting bids or proposals on the same or other work with the City of Foley.

1.08 Delivery:

Proposal quotations shall include all freight cost to Foley, Alabama to point(s) specified herein or specified at the time the purchase order is placed. No title to the item(s) ordered nor any risk of loss shall be passed to the City of Foley until after receipt of delivery has been acknowledged by an authorized representative of the City of Foley.

1.09 Taxes:

The City of Foley, a Municipal Corporation, is a tax exempt entity per Section 40-23-4(11), Code of Alabama 1975. The City of Foley is exempt from all state and local sales taxes. This should **not** be construed to mean that Contractors or suppliers doing business with the City of Foley are exempt from paying tax (General Conditions, Section 1.11 Permits and Taxes).

1.10 Licenses, Registration and Certificates:

A City of Foley Business License must be obtained within ten days of project award. Each contractor must provide proof of State required competency certifications whenever applicable to engage in the business of contracting (or special contracting if the work to be performed necessitates a particular type of specialty Contractor) in the City of Foley.

1.11 Permits and Taxes:

The Contractor shall procure all permits, pay all charges, fees and taxes and give all notices necessary and incidental to the due and lawful prosecution of the work.

1.12 Compliance with Federally Funded Programs:

The successful contractor shall assure the City of compliance with any and all special provisions (if applicable) contained in the contract being proposed. These provisions may include but are not limited to maintaining a Drug-Free Workplace, compliance with Clean Air and Water Laws and Regulations, and compliance with Equal Opportunity and Non-Segregated Facilities guidelines.

1.13 Proof of Liability & Worker's Comp Insurance:

If applicable, Proof of Liability and/or Worker's Comp Insurance must be included in the bid packet. If a company is not covered by Worker's Comp Insurance, labor and material charges should be separated on the bid/proposal. This should be done in order for the City to determine the Worker's Comp rate (in accordance with the City's current Worker's Comp fee schedule) that will be deducted from payment to the company performing the work.

1.14 Background Check:
The bid award of "Public Works" projects over \$50,000 will be contingent upon the results of a background check of the successful low contractor as stated in Ordinance No. 1029-08. According to this ordinance, the City of Foley will take criminal histories into account when deciding whether a low contractor is qualified to do work for the City.

1.15 Disqualification:
The City can disqualify a company based upon the results of a background check or if the company has been prohibited from contracting with another government agency as stated in Ordinance No. 1029-08.

If, in the opinion of The City of Foley, a sealed bids or proposals contains false or misleading statements or references that do not support a function, attribute, capability, or condition as contended by Company, the sealed bid or proposal may be disqualified from further consideration.

1.16 Expenses:
Expenses for developing sealed bids or proposals and addressing information requests herein are solely and entirely the responsibility of Company and shall not be chargeable in any manner to the City of Foley.

1.17 Alabama Immigration Law (Beason-Hammon Alabama Taxpayer and Citizen Protection Act):
Contractor must be in compliance with Alabama's Immigration Law, otherwise known as the Beason-Hammon Alabama Taxpayer and Citizen Protection Act, Act No. 2011-535, Section 31-13-9, Code of Alabama 1975. If the contractor employs persons in the State of Alabama, the contractor must provide documentation with this bid that they are enrolled in the E-Verify program. Additionally, the contractor should be advised that if they employ persons (anywhere), award of the contract is conditioned on the contractor not knowingly employing, hiring for employment or continuing to employ an unauthorized alien within the State of Alabama. Any awarded contract will contain a provision whereby the contractor promises not to violate federal immigration law.

Any subcontractor who works with the general contractor who has been awarded contracts by the City must be enrolled in E-Verify. It is the responsibility of the general contractor to have a system in place to ensure subcontractors' compliance.

Proof of E-Verify documentation will be in the form of a copy of the signed Memorandum of Understanding (MOU) generated upon completion of the E-Verify program.

1.18 Local Bid Preference:
The City of Foley has accepted the local bid / proposal preference guidelines established in Act 2015-293 and allows these guidelines to be utilized when appropriate, on a case by case basis. The local preference area has been established per Resolution 15-2369-RES and is defined as the area within the police jurisdiction of the City of Foley. Bid / proposal awards may be made to local vendors in this area if their submission is within 5% of a lower bid / proposal submitted by a vendor outside of this area and a 10% preference is extended if the lower contractor is located outside the state.

1.19 Contractor Tax Credits/Incentives/Rebates:
Should a Contractor seek tax credits, incentives or rebates for energy efficiency programs or any other such program through the Federal or State Government, the Contractor shall inform the City of its intent to apply and shall negotiate terms with the City.

"The City of Foley encourages all vendors to list job openings with Job Services of Alabama."