

HIGHLANDS COUNTY BOARD OF COUNTY COMMISSIONERS
Purchasing Department

REQUEST FOR PROPOSALS

17-012

**Highlands County Tourism Website Re-Design and
Development & Ongoing Services**

NOVEMBER, 2016

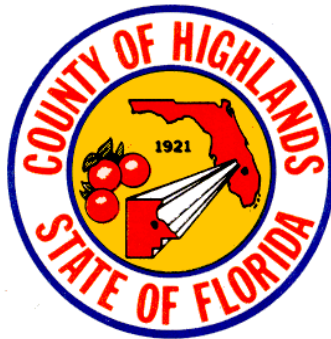


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**HIGHLANDS COUNTY BOARD OF
COUNTY COMMISSIONERS**
Purchasing Department

REQUEST FOR PROPOSALS (“RFP”)

The Board of County Commissioners of Highlands County, Florida (“County”) will receive sealed Proposals in the Highlands County Purchasing Department (“Purchasing Department”) for:

**RFP NO. 17-012 Highlands County Tourism Website Re-Design and Development &
Ongoing Services**

Specifications may be obtained by downloading from our website: www.hbcc.net or by contacting: Olimpia Lonsdale, Purchasing Analyst; 4320 George Boulevard, Sebring, Florida 33875-5803, Phone: 863-402-6525; Fax: 863-402-6735; or E Mail: olonsdal@hbcc.org.

A PRE-PROPOSAL meeting will not be held for this solicitation. Each submittal shall include one (1) original and four (4) exact paper copies and five (5) exact electronic copies (CD’s or thumb drives) of the Proposal submission packet. PROPOSALS MUST BE DELIVERED to the Purchasing Department, 4320 George Blvd., Sebring, FL. 33875-5803 so as to reach said office no later than **2:00 P.M., Wednesday; January 4, 2017**, at which time they will be opened. The Public is invited to attend this meeting. Proposal envelopes must be sealed and marked with the Proposal number and name so as to identify the enclosed Proposal. Proposals received later than the date and time as specified will be rejected.

The County will not be responsible for the late deliveries of Proposals that are incorrectly addressed, delivered in person, by mail or any other type of delivery service.

One or more County Commissioners may be in attendance at the Proposal opening.

The Board’s Local Preference Policy (“Local Preference Policy”) will not apply to the award of this RFP. The County reserves the right to accept or reject any or all Proposals or any parts thereof, and the determination of this award, if an award is made, will be based on the ranking of each Proposal. The County reserves the right to waive irregularities in the Proposal.

The Board, does not discriminate upon the basis of any individual's disability status. This non-discrimination policy involves every aspect of the Board's functions, including one's access to, participation, employment or treatment in its programs or activities. Anyone requiring reasonable accommodation as provided for in the Americans with Disabilities Act or Section 286.26, Florida Statutes, should contact Ms. Tasha Morgan, ADA Coordinator at: 863-402-6842 (Voice), or via Florida Relay Service 711, or by e-mail: tmorgan@hbcc.org. Requests for CART or interpreter services should be made at least 24 hours in advance to permit coordination of the service.

Board of County Commissioners, Highlands County, FL

www.hbcc.net

SECTION I. GENERAL TERMS AND CONDITIONS

- A. For purposes of this RFP, the following terms are defined as follows:
1. Proposer means the person or entity submitting a Proposal in response to this RFP.
 2. Contractor means the Proposer who signs a contract with the County to perform the Scope of Work.
- B. All Proposals shall become the property of the County.
- C. Compliance with Florida Statutes Section 287.087, on Drug Free Workplace, Section 287.133(2)(a), on Public Entity Crimes, and Section 287.134, on Discrimination, is required.

F.S. 287.087, Preference to businesses with drug free workplace programs:

In order to have a drug free workplace program, a business shall:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893, Florida Statutes, or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community by, any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug free workplace through implementation of this section.

NOTE: PLEASE INCLUDE YOUR "DRUG FREE" STATUS AS PART OF THE GENERAL COMMENTS IN YOUR PROPOSAL OR WHERE INDICATED ON THE PROPOSAL FORM.

F.S. 287.133, Public entity crime; denial or revocation of the right to transact business with public entities:

(2)(a) A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a bid, proposal or reply on a contract to provide any goods or services to a public entity, may not submit a bid, proposal or reply on a contract with a public entity for the construction or repair of a public building or public work; may not submit bids, proposals or replies on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier,

subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017, Florida Statutes, for CATEGORY TWO for a period of 36 months following the date of being placed on the convicted vendor list.

F.S. 287.134, Discrimination; denial or revocation of the right to transact business with public entities:

(2)(a) An entity or affiliate who has been placed on the discriminatory vendor list may not submit a bid, proposal or reply on a contract or provide goods and services to a public entity; may not submit a bid, proposal or reply on a contract with a public entity for construction or repair of a public building or public work; may not submit bids proposals or replies on leases of real property to a public entity; may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under contract with any public entity; and may not transact business with a public entity.

- D. Proposals are due and must be received in accordance with the instructions given in the announcement page.
- E. The County will not reimburse Proposers for any costs associated or expenses incurred in connection with the preparation and submittal of any Proposal.
- F. Proposers, their agents and associates shall not solicit any County Official and shall not contact any County Official other than the individual listed in Section XV of this RFP for additional information and clarification.
- G. Due care and diligence has been exercised in the preparation of this RFP and all information contained herein is believed to be substantially correct. However, the responsibility for determining the full extent of the services required rests solely with those submitting a Proposal. Neither the County nor its representatives shall be responsible for any error or omission in the Proposals submitted, nor for the failure on the part of the Proposers to determine the full extent of the exposures.
- H. All timely Proposals meeting the specifications set forth in this RFP will be considered. However, Proposers are cautioned to clearly indicate any deviations from these specifications. The terms and conditions contained herein are those desired by the County and preference will be given to those Proposals in full or substantially full compliance with them.
- I. Each Proposer is responsible for full and complete compliance with all laws, rules, and regulations including those of the Federal Government, the State of Florida and the County of Highlands. Failure or inability on the part of the Proposer to have complete knowledge and intent to comply with such laws, rules, and regulations shall not relieve any Proposer from its obligation to honor its Proposal and to perform completely in accordance with its Proposal.
- J. The County, at its discretion, reserves the right to waive minor informalities or irregularities in any Proposals, to reject any and all Proposals in whole or in part, with or without cause, and to accept that Proposal, if any, which in its judgment will be in its best interest.

- K. Award will be made to the Proposer whose Proposal is determined to be the most advantageous to the County, taking into consideration those Proposals in compliance with the requirements as set forth in this RFP. The County reserves the right to reject any and all Proposals for any reason or make no award whatsoever or request clarification of information from the Proposers.
- L. Any interpretation, clarification, correction or change to this RFP will be made by written addendum issued by the Purchasing Department. Any oral or other type of communication concerning this RFP shall not be binding.
- M. Proposals must be signed by an individual of the Proposer's organization legally authorized to commit the Proposer to the performance of services contemplated by this RFP.
- N. Unless otherwise stated in the specifications, the following Insurance Requirements will be included in the contract and must be met before delivery of goods and performance of services:
1. **Workers' Compensation Insurance:** The Contractor shall have and maintain workers' compensation insurance for all employees for statutory limits in compliance with Florida law and Federal law. The policy must include Employer' Liability with a limit of \$100,000 each accident, \$100,000 each employee, \$500,000 policy limit for disease.
 2. **Commercial General Liability Insurance: Occurrence Form Required:** The Contractor shall have and maintain commercial general liability (CGL) insurance with a limit of not less than \$1,000,000 each occurrence. If such CGL insurance contains a general aggregate limit, it shall apply separately to the work performed pursuant to this RFP in the amount of \$1,000,000. Products and completed operations aggregate shall be \$1,000,000. CGL insurance shall be written on an occurrence form and shall include bodily injury and property damage liability for premises, operations, independent contractors, products and completed operations, contractual liability, broad form property damage and property damage resulting from explosion, collapse or underground (x, c, u) exposures, personal injury and advertising injury. Fire damage liability shall be included at \$100,000.
 3. **Commercial Automobile Liability Insurance:** The Contractor shall have and maintain automobile liability insurance with a limit of not less than \$1,000,000 combined single commercial limit per occurrence for bodily injury and property damage liability. Such insurance shall cover liability arising out of any auto (including owned, hired, and non-owned autos). The policy shall be endorsed to provide contractual liability coverage.
 4. **Professional Liability / Errors and Omissions Insurance:** The Contractor shall have and maintain professional liability insurance with a limit not less than \$1,000,000 for each occurrence and an aggregate limit of not less than \$1,000,000. If coverage is provided on a claims-made basis, the retroactive date shall be prior or equal to the effective date of any contract with the County. The coverage shall be renewed or include a "tail" or discovery, or continuous renewal of coverage for a period of three (3) years following the termination of the contract entered into in connection with this RFP.
 5. **Special Requirements / Evidence of Insurance:**
 - a. A copy of the Proposer's current certificate of insurance **MUST** be provided with the Proposal submitted in response to this RFP. A formal certificate shall be provided upon announcement that a Proposer has been awarded the work as called for in this RFP. The Certificate(s) shall

be signed by a person authorized by that insurer to bind coverage on its behalf. All Certificates of Insurance must be on file with and approved by the County before commencement of any work activities. The formal insurance certificate shall also comply with the following:

- (1) "Highlands County, a Political Subdivision of the State of Florida and its elected officials, its agents, employees, and volunteers" shall be named as an "Additional Insured" on all policies except Worker's Compensation and Professional Liability.
- (2) Contractor shall deliver written notice to the County by overnight delivery return receipt requested, hand delivery or confirmed facsimile thirty (30) days prior to giving or within three (3) days after receiving notice of cancellation, modification, non-renewal, or any other lapse in coverage of any required insurance policies.

- b. It should be remembered that these are minimum requirements, which are subject to modification in response to high hazard operations.
- c. The policies of insurance shall be written on forms acceptable to the County and placed with insurance carriers authorized by the Insurance Department in the State of Florida and meet a minimum financial AM Best company rating of no less than "A- Excellent: FSC VII.
- d. The Contractor shall hold the County, its agents and employees, harmless on account of claims for damages to persons, property or premises arising out of the services performed to in connection with this RFP. The County reserves the right to require Contractor to provide and pay for any other insurance coverage the County deems necessary, depending upon the possible exposure to liability.
- e. All policies must include Waiver of subrogation; any liability aggregate limits shall apply "Per Jobsite"/Per Job Aggregate. All liability insurance except Professional Liability shall be Primary and Non-Contributory. Certificate of Insurance shall confirm in writing that these provisions apply.

6. Renewal:

- a. In the event the insurance coverage expires prior to termination of the contract entered into in connection with this RFP, a renewal certificate shall be issued 30-days prior to said expiration date.
- b. Such notification will be in writing by registered mail, return receipt requested, and addressed to the County Purchasing Director/Manager, 4320 George Blvd., Sebring, FL 33875-5803.

O. The following "Statement of Indemnification" will be incorporated in the contract entered into in connection with this RFP.

Contractor shall, in addition to any other obligation to indemnify the County and to the fullest extent permitted by law, protect, defend, indemnify and hold harmless the County, its elected officials, employees, agents, and volunteers from and against all claims, actions, liabilities, losses (including economic losses), costs, including attorneys' fees and all costs of litigation, and judgments of every name and description arising out of or incidental to the performance of this Agreement or work performed under or related to this Agreement, unless caused by the sole negligence of the County, its elected officials, employees, agents, or volunteers. Any cost or expenses, including attorney's fees (including appellate, bankruptcy or patent counsel fees), incurred by the County to enforce this Indemnification shall be borne by the Contractor. This

Indemnification shall also cover all claims brought against the County, its elected officials, employees, agents, or volunteers by any employee of the Proposer. The Contractor's obligation under this Indemnification shall not be limited in any way to the agreed upon Agreement price as shown in this Agreement or the Contractor's limit on or lack of sufficient insurance protection. Upon completion of all services, obligations and duties provided for in this Agreement, or in the event of termination of this Agreement for any reason, the terms and conditions of this Indemnification shall survive indefinitely.

- P. All pages included in or attached by reference to this RFP shall be called and constitute the Request for Proposals as stated on the front page of this RFP.
- Q. If submitting a Proposal for more than one RFP, each Proposal must be in a separate envelope and correctly marked. Only one Proposal per RFP shall be accepted from any person, corporation or firm. Modifications will not be accepted or acknowledged.
- R. Each Proposal must contain proof of enrollment in E-Verify. Minority Owned and Women Owned businesses must submit a copy of the certificate to receive credit.
- S. Board policy prohibits any County employee or members of their family from receiving any gift, benefit, and/or profit resulting from any contract or purchase. Board policy also prohibits acceptance of gifts of any kind other than advertising novelties valued less than \$10.00
- T. Proposals are only accepted if delivered to the location and prior to the time specified on the RFP. Proposals must be delivered in sealed envelope or box. Late Proposals will not be accepted under any circumstances. If Proposals received after the scheduled time of the Proposal Opening Meeting, the Proposer will be contacted for disposition. The Purchasing Department, at the Proposer's expense, can return the unopened envelope, or, at the Proposer's request in writing, can destroy it.
- U. Emailed and faxed Proposals will not be accepted. Any blank spaces on the required Proposal form or the absence of required submittals or signatures may cause the Proposal to be declared non-responsive.
- V. The County is not responsible for correcting any errors or typos made on the Proposal. Incorrect calculations or errors may cause the Proposal to be declared non-responsive.
- W. The Proposer shall comply with the Florida Sales and Use Tax Law as it may apply to the contract. The quoted amount(s) shall include any and all Florida Sales and Use Tax payment obligations required by Florida Law of the successful Proposer and its material suppliers.
- X. Any material submitted in response to this RFP will become public record pursuant to Section 119, Florida Statutes.
- Y. In the event of legal proceedings to enforce the terms of a contract entered into in connection with this RFP, the prevailing party will be entitled to legal fees. Venue is in Highlands County, Florida.

- Z. If any Proposer violates or is a party to a violation of the code of ethics of the County or the State of Florida, with respect to this RFP, such Proposer may be disqualified from performing the work described in this RFP or from furnishing the goods or services for which this RFP is issued and shall be further disqualified from bidding on any future requests for work, goods or services for the County.

-END OF SECTION-

SECTION II. LOCAL PREFERENCE POLICY

A. Reserved.

-END OF SECTION-

SECTION III. THE COUNTY'S RESERVATION OF RIGHTS

This RFP constitutes only as an invitation to submit a Proposal to the County. The County reserves, holds and may in its own discretion, exercise any or all of the following rights and options with respect to this RFP:

- A. To supplement, amend or otherwise modify this RFP, and to cancel this RFP with or without the substitution of another Invitation to Bid (ITB) or Request for Proposals (RFP).
- B. To issue additional subsequent ITBs or RFPs.
- C. To reject all incomplete / non-responsive Proposals, or Proposals with errors.
- D. The County reserves the right to determine, in its sole discretion, whether any aspect of the submitted Proposals is satisfactory to meet the criteria established in this RFP, the right to seek clarification and/or additional information from any submitting Proposer.
- E. The County also reserves the right to modify the Scope of Work to be performed.
- F. The County shall have no liability to any Proposer for any costs or expenses incurred in connection with the preparation and submittal of a Proposal in response to this RFP.
- G. If the County believes that collusion exists among Proposers, all Proposals will be rejected.

-END OF SECTION-

SECTION IV. ADDITIONAL TERMS AND CONDITIONS FOR RFP 17-012

- A. ADDENDUMS: In this RFP the County has attempted to address most situations that may occur. However, should situations arise that are not addressed, they will be dealt with on a case by case basis, at the discretion of the County. If deemed necessary, the Purchasing Department will supplement this RFP document with Addendums. These Addendums will be posted on the County's website, www.hcbcc.net. It is the sole responsibility of the Proposer to check the website for Addendums. Proposers must acknowledge receipt of Addendums by completing the respective section on the Proposal Submittal Form.
- B. AFFIRMATION: By submitting a Proposal, the Proposer affirms that the Proposal is genuine and not made in the interest of or on behalf of any undisclosed person, firm or corporation and is not submitted in conformity with any agreement or rules of any group, association, organization or corporation; that the Proposer has not directly or indirectly induced or solicited any other person to submit a false or sham Proposal; that the Proposer has not solicited or induced any person, firm or corporation to refrain from submitting a Proposal; and that the Proposer has not sought by collusion to obtain for him/herself/itself any advantage over other persons or over the County.
- C. COUNTY EMPLOYEES / CONFLICT OF INTEREST: All Proposers must disclose the name of any officer, director or agent who is also an employee of the Board. All Proposers must disclose the name of any Board employee who owns, directly or indirectly, any interest in the Proposer's business or any of its branches.
- D. MISUNDERSTANDINGS: The failure or omission of the Proposer to receive or examine any instruction or document, or any part of the specifications, or to visit the site and acquaint themselves as to the nature and location of the work (where applicable), the general and local conditions, and all matters which may in any way affect performance shall not relieve the Proposer of any obligation to perform as specified herein. The Proposer understands the intent and purpose thereof and their obligations and will not make any claim for, or have any right to damages resulting from any misunderstanding or misinterpretation of this RFP, or because of any lack of information.
- E. ASSIGNMENT OF CONTRACT: The selected Proposer and the person designated by the Proposer to perform the services required by this RFP in its Proposal submitted in response to this RFP shall not assign, transfer, convey, sublet or sell any portion of any contract entered into in connection with this RFP unless permission is first given in writing by the County.
- F. COMPLAINTS: The contract will provide that complaints against the Contractor will be processed through the County Leisure Services Department and are to be corrected within five (5) business days. Written response to the County Leisure Services Department Director is required. Failure to properly resolve complaints within five (5) business days may result in cancellation of the contract. Repeat complaints against the Contractor may result in termination of contract.

- G. REQUEST FOR CHANGE OF RFP SPECIFICATIONS: Requests for changes to specifications must be submitted for consideration in writing to the person identified in Section XV of this RFP. Requests must be submitted by the RFI Cut-Off date stated in Section XVI of this RFP. The request will be evaluated by the Project Manager, and the County's response will be made in an Addendum.
- H. EXCEPTIONS / ITEMS NOT IDENTIFIED IN THE SCOPE OF WORK: Any modification to these specifications by a Proposer shall be an exception to the RFP and must be discussed in detail by the Proposer in its Proposal under "Exceptions / Items not Identified in Scope of Work", unless otherwise specified.
- I. DOCUMENTATION RESULTING FROM SERVICES RENDERED: The contract will prohibit the Contractor from publishing or releasing any information related to the requested services without prior written permission from the County. All reports, documents, resulting from the ensuing contract will remain the sole property of the County.

-END OF SECTION-

SECTION V. GENERAL SPECIFICATIONS FOR RFP 17-012

- A. PURPOSE: The Board hereby gives notice that it intends to award a contract for tourism website re-design and development, as well as ongoing services, as defined in Section VI of this RFP, in order to better promote Highlands County, Florida as a visitor destination.
- B. PRE-PROPOSAL MEETING: A Pre-Proposal meeting will not be held for this RFP.
- C. PROPOSAL DUE DATE: January 4, 2017 at 2:00 P.M.
Location: HCBC Purchasing Department, 4320 George Blvd., Sebring, FL 33875.
- D. PERFORMANCE OF SERVICES: The Contractor must perform all services required pursuant to this RFP.
- E. CONTRACT MANAGER: Vicki Pontius, Leisure Services Director (“Project Manager”).
- F. INSURANCE: As described in the General Terms and Conditions, subsection N of Section I of this RFP.
- G. CONTRACT: A written contract must be signed by the Proposer and the County prior to issuance of a purchase order and Notice to Proceed. The initial contract period will be one hundred (100) calendar days for website re-design and development followed by a one (1) year ongoing services period. The County, at its sole discretion, may extend the completion deadline of the one hundred (100) calendar day website re-design and development period if deemed necessary. Upon mutual agreement of the parties, the contract may be extended four (4) times for additional terms of one (1) year for the provision of ongoing services. The contract will include a thirty (30) day termination clause.
- H. COMMENCEMENT OF WORK: Work shall commence within fourteen (14) days after delivery of a Notice to Proceed by the County following execution of a contract by the County and a Proposer.
- I. CHANGE ORDER(S): The Contractor must have approval from the County, in writing, prior to commencement of any work for which additional compensation or cost reimbursement would be sought by the Contractor.
- J. PRICING: Include pricing with your Proposal as provided in Section VIII of this RFP.
- K. INVOICING / COMPENSATION:
 - 1. The Contractor shall submit the first invoice for fifty (50) percent of the Contract value for Website Re-Design and Development (Phase 1) within five (5) business days after receipt of the Notice to Proceed.
 - 2. Upon completion of the Website Re-Design and Development (Phase 1) the Contractor shall submit the second invoice for fifty (50) percent of the Contract value for Website Re-Design and Development (Phase 1), plus an amount to be negotiated by the Parties for one (1) year of Ongoing Services (Phase 2).

3. Upon the Project Manager's approval of satisfactory completion of the Contract and mutual agreement of the parties, a Contract extension invoice may be submitted to the County.
4. Invoices shall be submitted to the Project Manager, in sufficient detail to ensure compliance with the Contract. The Project Manager will determine if the services rendered are satisfactory.
5. Any payments made by the County to Contractor prior to the performance of services for which payment is made for Website Re-Design and Development (Phase 1) or Ongoing Services (Phase 2) that the Contractor does not provide or does not provide to the satisfaction of the Project Manager, shall be refunded by the Contractor to the County based upon the time remaining of the time period for which the payment was made.
6. Payment(s) shall be made in accordance with the Local Government Prompt Payment Act, Section 218.70 et. seq., Florida Statutes.

L. **FAILURE TO PERFORM:** Failure to satisfactorily complete the work as scheduled may result in written notice to the Contractor terminating its right to proceed as to the whole or any part of the contract. Should the Contractor be unable to or refuse to supply service, on any given day, against the predetermined schedule to which the Contractor has agreed and the County is forced to do the work with materials bought from a different Contractor, the difference in the Proposal price of the services and that paid the new Contractor, in order to do the work, shall be charged to and paid for by the contracted Contractor holding the Proposal award for these services.

Contractor shall not, however, be responsible for delays in service due to:

1. Unavoidable mechanical breakdowns
2. Strikes
3. Acts of God
4. Fire

provided the Project Manager is notified in writing by the contracted Contractor of such pending or actual delay. The County reserves the right to terminate the contract with 30 days written notice if the Contractor fails to comply with any of the provisions of the contract such as performance, insurance requirements, and licenses.

M. **NO SUBSTITUTIONS:** The Contractor shall not substitute any person for the person or persons identified in its response to Tab-B(4) of this RFP or for any County approved replacement without the prior written permission of the Project Manager. The Contractor shall immediately notify the Project Manager in writing if any person identified in its response to Tab-B(4) of this RFP or any County approved replacement ceases to provide services pursuant to the Contract entered into pursuant to this RFP.

-END OF SECTION-

SECTION VI. SCOPE OF WORK AND QUALIFICATIONS

The County's current tourism website is: <http://www.visitsebring.com/>

A. PHASE 1 –Website Re-Design and Development:

Create a clean, modern redesigned website that will present the visitor experience of Highlands County in a positive, energetic light and ensure the site visitor has a fresh, engaging experience while on the site and can easily discover the tourism experience of Highlands County incorporating and consistent with the branding recently approved by the Board of County Commissioners, copy of which is included with this RFP in Section XVIII. The redesigned website must be fully responsive, custom designed website using the images, branding, and other content approved by the Project Manager.

In addition to a completed website, deliverables also include all HTML files, the graphic design files, a final site map, and irrevocable, noncancellable, full administrator access that cannot be modified or terminated except by the County Administrator or his or her designee. Responsibilities of TDC staff will be to develop a navigational outline and provide content including text, photos, videos, and logos. The County will fully own everything produced by the Contractor for the website. The Contractor shall not have and shall not claim any ownership of anything received, prepared, produced or delivered arising out of or related to this RFP, the services performed by Contractor pursuant to this RFP or the Contract between the County and the Contractor, including, but not limited to, the County's tourism website, its re-design, development, support, and maintenance.

REQUIRED WEBSITE COMPONENTS:

(The domain name for the proposed website is already registered by the County.)

1. A mobile-friendly, responsive, and material design Content Management System (CMS), similar in nature to WordPress, that allows County staff to easily update basic information and content.
2. An interactive Calendar of Events showcasing both community and tourism events, along with the option to display either or both.
3. Interactive maps showing locations of all tourism attractions, restaurants, hotels, sports facilities, and other tourism attractions requested by the County with directions to each.
4. A Photo and Video Gallery with an opt-in, password protected access request form.
5. Opt-In E-newsletter and visitor contact information collection.
6. Partner Login for Listings Content Management or an alternative partner content management option, with administrative approval required.
7. Search Feature and Social Media Integration with live feed widgets.
8. All print materials in downloadable formats.
9. Downloadable Grant Application forms.
10. Online Grant Application capability (fillable format).

11. Meeting Planners and Media/News section.
12. Motion animation incorporated as part of the website re-design.
13. Capability to add short video in various locations along with link to YouTube and other social media channels managed by Visit Sebring.
14. Cross-Browser Compatibility, including, but not limited to mobile browsers.
15. Automatically Generated and Distributed Monthly Google Analytics Reports.
16. Capability to add/modify/delete landing pages to coincide with various advertising campaigns to measure and track website traffic sources.
17. Administrator access for the County Administrator or his or her designee as described in Phase 1 of the Scope of Work.
18. Not less than five (5) County assignable administrator access accounts for search engine optimization providers authorized by the County.

The Contractor shall not publish any material developed during Phase 1 until final approval by the Project Manager.

B. PHASE 2 - Ongoing Services:

Phase 2 begins immediately after the website is published for the first time, and it includes, but not limited to the following:

1. Design Changes
Requests and support for major and minor changes. Contractor shall invoice the County monthly at an agreed upon hourly rate.
2. Subscription Services
 - a. Content Management System – Contractor shall invoice the County monthly for use of the Contractor’s Content Management System (“CMS”) for at least three (3) user and at least ten (10) administrative accounts. A one (1) time, online/conference call CMS training session shall be provided by Contractor upon County’s request.
 - (1) CMS shall include:
 - (a) Professional services to aid the County in maintaining the website and its resources;
 - (b) Adding, removing and modifying the content or design of both the website template and individual web pages; and
 - (c) Consultations around best-practices and maximizing the platform to create an exceptional customer experience.
 - b. Web Hosting – It is optional for the Proposer to offer this service. If the County and Contractor agree that Contractor shall provide Web Hosting, Contractor shall invoice the County monthly for Web Hosting services.
 - (1) Email accounts are not needed.
3. Technical Support

- a. Reactive, incident-based technical support services that focus on a specific problem, error message, or functionality that is not working as intended; and
- b. Maintenance support services for all production technologies such as (a) implementing updates to ensure security, performance, availability, and provide new features or functionality and (b) protecting data integrity through the exercise of recovery and data loss avoidance practices. Maintenance support services shall include server administration, application of security updates and patches monthly, and monthly status report and recommendation for improvement; and
- c. Contractor shall communicate with and provide meaningful access, including, but not limited to user and administrative accounts, to any third party search engine optimization company upon the County providing prior written authorization.

Note: Search engine optimization and search engine marketing services are not solicited pursuant to this RFP, and Proposers shall not propose search engine optimization and search engine marketing services in response to this RFP.

C. PREFERRED QUALIFICATIONS:

1. Extensive experience in website re-design and development and ongoing services for rural tourism, sports, arts & culture, event marketing, promotions, and sales.

-END OF SECTION-

SECTION VII. PROPOSAL FORMAT CRITERIA

- A. Each Proposer must fully complete and submit the Proposal Submittal Form and Price Proposal Form found within Section VIII of this RFP and provide all necessary documentation to fully demonstrate the Proposer's capabilities and qualifications in order to be considered responsive. **Failure to supply the required documentation or failure to address all criteria will be grounds for rejection of the Proposal.**
- B. Proposals must be sealed and marked with the name of the Proposer, the RFP number and title so as to identify the enclosed Proposal.
- C. Each Proposal shall include one (1) original and four (4) exact paper copies and five (5) exact electronic copies (such as compact discs or USB flash drives) of the Proposal, all of which are properly indexed and tabbed.
 1. Electronic copies:
 - a. No macros, audio-start media allowed.
 - b. PDF or Microsoft Word formats are allowed.

- c. The Proposer must ensure that the electronic copy includes only one (1) file of the entire submittal and that the electronic file is the exact copy of the original printed Proposal submitted by the Proposer, provided, however, that:
 - (1) Confidential information is not required to be included in the electronic copy. If the Proposer chooses to include confidential information on the electronic copy, such information must be in a separate, second file marked "Confidential" in the file name.

- D. It is imperative that the information submitted is precise, clear, and complete. All Proposals must be presented in an 8 1/2" by 11" bound document. Proposals shall not exceed fifty (50) pages single sided print. Proposals not conforming to this format may be disqualified from further consideration or will receive a lower score under criteria B-8 of the Evaluation Score Sheet, an example of which is provided in Section IX of this RFP.

- E. At the discretion of the Evaluation Committee, some or all Proposers, may be asked to give short presentations / interviews as part of the selection and ranking process pursuant to Section X of this RFP.

- F. Sections and subsections of the Proposal must correspond to the sequence/tabbed format identified below. In order to be considered responsive, the Proposer must answer each heading and any sub-heading, and the Proposal must be constructed in the following tabbed format, Tab A through Tab C.

TAB-A

-----**(No points)**

- 1. Proposal Submittal Form (required, see Section VIII of this RFP)
- 2. Price Proposal Form (required, see Section VIII of this RFP)
- 3. Table of Contents (optional)
- 4. Acord Insurance Form (required)
 - (Certificate does not have to show the County as the certificate holder in the submittal, but will be required prior to the contract being signed)
- 5. E-Verify (required)
 - (Please submit any document from the Dept. of Homeland Security showing Proposer's Company ID#)
- 6. Drug-Free Workplace (required)
 - (Please submit a statement on company letterhead stating that Proposer complies with F.S. 287.087, or the policy itself.)

The pages from Tab-A do not count toward the fifty (50) page allowance.

TAB-B

- 1. Introduction of your Organization -----**(Maximum of 10 points)**

- 2. Minority or Woman Owned Business Certificate -----**(Maximum of 10 points)**
 Please note, this certificate must be held by the Proposer.

3. Understanding and Approach -----(Maximum of 25 points)
- a. Describe your understanding of the Scope of Work.
 - b. Explain your approach to the Website Re-Design and Development (Phase 1) (as described generally in Section VI, Website Re-Design and Development (Phase 1)) including design concepts, deliverables, content development, technical/functional specifications, migration from current site, client training, quality assurance, post-launch monitoring, etc.
 - c. Provide a timeline to complete the Website Re-Design and Development (Phase 1) within the one hundred (100) calendar day deadline.
 - d. Identify and describe your approach to providing Ongoing Services (Phase 2) (as described generally in Section VI, Ongoing Services (Phase 2)), together with a detailed description of the ongoing services and any other services you believe the County will need to effectively use, change, and maintain the website delivered pursuant to this RFP.
 - e. Disclose the number of user and administrator accounts included to manage content.
4. Relevant Experience -----(Maximum of 35 points)
- a. Identify and provide a description of relevant experience(s) of the person or persons who will perform the services under the contract with the County pursuant to this RFP.
 - b. Provide links to at least three (3) websites created by the person or persons identified in response to (4)(a) above who will be assigned to the contract with the County pursuant to this RFP.
5. Location/Accessibility -----(Maximum of 10 points)
- a. State the Proposer's office location(s)
 - b. Describe the accessibility of the person or persons who will perform the services during the terms of the contract with the County pursuant to this RFP.
6. Reference Letters -----(Maximum of 15 points)
- a. The Proposer must provide five (5) reference letters from clients for similar work completed for projects of similar Scope of Work in the last ten (10) years by the Contractor. The Scope of Work shall be indicated. Provide reference letters on the client's company letterhead and include address, contact name, telephone number and e-mail address. Evaluator's might submit questions to the references in a uniform manner. Please provide a current email address for the person who signed the reference letter if he or she is no longer available to the client.
7. Price Proposal -----(Maximum of 15 points)

- a. Include a Price Proposal on the Price Proposal Form found in Section VIII of this RFP.
- b. Disclose all additional charges and fees that may be invoiced during the Contract period, including your estimate of the time, fees, and other costs for each of the Ongoing Services described in Section VI of this RFP and all other services you believe the County will need to effectively use, change, and maintain the website delivered pursuant to this RFP.

8. RFP Format

----- (Maximum of 10 points)

- a. The Proposal shall be prepared and submitted in accordance with the Proposal Submittal Form criteria required by this Section.

TAB-C

----- (No points)

The Proposer may include additional promotional material under Tab-C. Please note that pages under Tab-C shall count toward the fifty (50) page allowance. Promotional material cannot be substituted for the documents that must be included in the Proposal under Tabs A and B pursuant to subsection F of this Section.

-END OF SECTION-

SECTION VIII. FORMS

A. Proposal Submittal Form

B. Price Proposal Form

REMAINDER OF THIS PAGE WAS LEFT BLANK INTENTIONALLY

**HIGHLANDS COUNTY BOARD OF COUNTY COMMISSIONERS
PROPOSAL SUBMITTAL FORM**

RFP IDENTIFICATION: RFP 17-012 – HIGHLANDS COUNTY TOURISM
WEBSITE RE-DESIGN DEVELOPMENT & ONGOING
SERVICES

PROPOSAL SUBMITTED TO: HIGHLANDS COUNTY BOARD OF COUNTY
COMMISSIONERS – PURCHASING DEPARTMENT

PROPOSAL SUBMITTED BY: _____
Proposer's Name

Proposer's Authorized Representative's Name

Proposer's Address 1

Proposer's Address 2

Contact's Name (Print)

Contact's E-mail Address

Contact's Phone Number

In submitting this Proposal, Proposer represents that:

- Proposer has examined and carefully studied this RFP and the following Addenda (receipt of all which is hereby acknowledged):

Date	Number	Date	Number	Date	Number	Date	Number

- This Proposal is genuine and not made in the interest of or on behalf of any undisclosed person, firm or corporation and is not submitted in conformity with any agreement or rules of any group, association, organization or corporation. Proposer has not directly or indirectly induced or solicited any other Proposer to submit a false or sham Proposal. Proposer has not solicited or induced any person, firm or corporation to refrain from submitting a Proposal. Proposer has not sought by collusion to obtain for itself any advantage over any other Proposer or over the County.

SUBMITTED ON: _____, 20_____.

SIGNATURE: _____ (seal)
Proposer's Authorized Representative

PRINTED NAME: _____

TITLE: _____

HIGHLANDS COUNTY BOARD OF COUNTY COMMISSIONERS

PRICE PROPOSAL FORM (Total of 3 pages)

¹ Insert the number of hours you feel is reasonably needed for the purpose.

YEAR 1

A. PHASE 1

Website Re-Design and Dev. _____ x 1 = _____
 Including services as described in Section VI. /Subsection A

B. PHASE 2

B.1 Design Changes

Including services as described in Section VI. / Subsection B (1)

Major: _____ /hour
Minor: _____ /hour

Billing increment (1/10 hr, etc...)

Are there any hours included for content modification? YES, _____ hours/year NO

Does the Proposer charge for initial consultation about a considered change? YES NO

Does the Proposer charge for estimate preparation? YES NO

Define major and minor revisions:

B.2 Subscription Services

Including services as described in Section VI. / Subsection B (2)

Content Management System _____ / month x 12 months = _____

Provide a brief description of CMS services provided throughout the contract period, including # of users:

Website Hosting (optional to price) _____ / month x 12 months = _____

Provide a brief description of Hosting services provided throughout the contract period, including # of visits, transfer allowance, overage charges:

CMS Training (Online): _____ / session x 1 = _____

B.3 Technical Support

Including services as described in Section VI. / Subsection B (3)

Reactive (Monthly fee includes _____ hours of support) _____ / month x 12 months = _____

Maintenance Support _____ / month x 12 months = _____

Charge for reactive tech support above allowance _____ / hour x _____ hours¹ = _____

Billing increment (1/10 hr) etc... _____

B.4 Other Additional Charges

Disclose all additional charges and fees considered essential to accomplish the goals of this RFP. Use additional sheet if necessary.

_____/ _____ x _____ = _____
 _____/ _____ x _____ = _____
 _____/ _____ x _____ = _____

TOTAL FOR YEAR 1: _____

YEAR 2

Design Changes

Major: _____ /hour
 Minor: _____ /hour

Subscription Services

Content Management System _____ / month x 12 months = _____
 Website Hosting (optional to price) _____ / month x 12 months = _____

Technical Support

Reactive _____ / month x 12 months = _____
 Maintenance Support _____ / month x 12 months = _____
 Charge for reactive tech support above allowance _____ / hour x _____ hours¹ = _____

Other Additional Charges

_____ / x _____ = _____
 _____ / x _____ = _____
 _____ / x _____ = _____

TOTAL FOR YEAR 2: _____

YEAR 3

Design Changes

Major: _____ /hour
 Minor: _____ /hour

Subscription Services

Content Management System _____ / month x 12 months = _____
 Website Hosting (optional to price) _____ / month x 12 months = _____

Technical Support

Reactive _____ / month x 12 months = _____
 Maintenance Support _____ / month x 12 months = _____
 Charge for reactive tech support above allowance _____ / hour x _____ hours¹ = _____

Other additional charges

_____ / x _____ = _____
 _____ / x _____ = _____
 _____ / x _____ = _____

TOTAL FOR YEAR 3: _____

YEAR 4

Design Changes

Major: _____ /hour
 Minor: _____ /hour

Subscription Services

Content Management System _____ / month x 12 months = _____
 Website Hosting (optional to price) _____ / month x 12 months = _____

Technical Support

Reactive _____ / month x 12 months = _____
 Maintenance Support _____ / month x 12 months = _____
 Charge for reactive tech support above allowance _____ / hour x _____ hours¹ = _____

Other Additional Charges

_____ / x _____ = _____
 _____ / x _____ = _____
 _____ / x _____ = _____

TOTAL FOR YEAR 4: _____

YEAR 5

Design Changes

Major: _____ /hour
 Minor: _____ /hour

Subscription Services

Content Management System _____ / month x 12 months = _____
 Website Hosting (optional to price) _____ / month x 12 months = _____

Technical Support

Reactive _____ / month x 12 months = _____
 Maintenance Support _____ / month x 12 months = _____
 Charge for reactive tech support above allowance _____ / hour x _____ hours¹ = _____

Other Additional Charges

_____ / x _____ = _____
 _____ / x _____ = _____
 _____ / x _____ = _____

TOTAL FOR YEAR 5: _____

GRAND TOTAL FOR 5 YEARS: _____

SECTION IX. SAMPLE EVALUATION SCORE SHEET

EVALUATION SCORE SHEET FOR:
RFP 17-012
Highlands County Tourism Website Re-Design and Development & Ongoing Services

CRITERIA FOR EVALUATION	EVALUATOR'S SCORE	TOTAL SCORE PER CRITERON	TOTAL POSSIBLE POINTS
	0 - 10		
B 1 Introduction of your Organization			10
B 2 Minority or Woman Owned Business Certificate			10
B 3 Understanding & Approach			25
B 4 Relevant Experience			35
B 5 Location/Accessibility			10
B 6 Reference Letters			15
B 7 Price Proposal			15
B 8 RFP format			10
SUBTOTAL			130
PRESENTATION / INTERVIEW (Detailed presentation scores will be submitted on a separate score sheet)			25
TOTAL			155

* Certified Minority Business Enterprise criteria is scored either 10 points (if certified) or 0 points (if not certified)

PROPOSER'S NAME: _____

EVALUATOR'S NAME: **SAMPLE** _____

EVALUATOR'S SIGNATURE: _____

DATE: _____

-END OF SECTION-

SECTION X. SELECTION PROCESS AND CRITERIA

The selection process shall be open to the public and records shall be maintained in accordance with the State of Florida's records retention requirements. The Proposal Evaluators have the right to correct any errors in the evaluation and selection process that may be made. The County is not obligated to award a contract and the Proposal Evaluators may decide to reject all Proposals. If the Proposal Evaluators decide not to reject all Proposals, the County may proceed in accordance with the Evaluation Committee's recommendation.

- A. Proposals will be reviewed by the Evaluation Committee and the Proposers will be ranked based upon the RFP Evaluation Criteria. Each Evaluation Committee member shall perform their own independent ranking. The County reserves the right to consider any Proposal as non-responsive if any part of the Proposal does not meet established scope and/or criteria.
- B. After review of the Proposals, the Evaluation Committee may ask some or all Proposers to give short presentations / interviews as part of the selection and ranking process. If less than all, the number shall be determined by the Evaluation Committee, and the Proposers selected for presentations / interviews shall be that number of the top ranked Proposers ranked according to the preliminary scores of the Evaluation Committee members. The presentations / interviews, if any, will be scheduled at least one (1) week after the time the invitation is sent to the selected Proposers. At the discretion of the Evaluation Committee, presentations / interviews, if any, may be in person or via online meeting. Proposers may be awarded a maximum of twenty-five (25) points for presentations / interviews.
- C. Contract will be awarded to one (1) Proposer.

-END OF SECTION-

SECTION XI. AWARD

The County shall award to the responsive and qualified Proposer whose Proposal is determined to be the most advantageous to the County. Evaluation of the Proposals shall be based on the evaluation factors set forth in this RFP and any other relevant information obtained through the evaluation process. Notice of the award shall be made by e-mail to all Proposers. The date and time of the e-mail shall constitute the time of notification.

-END OF SECTION-

SECTION XII. CONTRACT NEGOTIATIONS AND EXECUTION

Negotiation of the Contract for services may follow the initial selection process with the top ranked Proposer. Should a satisfactory contract not be negotiated with the top ranked Proposer, the next ranked Proposer shall be contacted, and negotiations shall begin. This process shall be followed until a satisfactory contract is negotiated or the County decides to terminate negotiations.

The proposed contract will be submitted for review to the County staff and the County Attorney, prior to submittal to the Board. The contract then will be forwarded to the Proposer for review. After the contract is signed by the Proposer, the contract will be placed on the agenda of the Board to be considered for approval and execution. The reviewed contract, with any changes agreed upon resulting from the review, will be placed on a Board Agenda for its approval and execution.

-END OF SECTION-

SECTION XIII. CONTINGENT FEES PROHIBITED

Each Proposer must warrant that it has not employed or retained a company or person, other than a bona fide employee, working in its employ, to solicit or secure a contract with the County and that it has not paid or agreed to pay any person, company, corporation, individual or firm other than a bona fide employee working in its employ any fee, commission, percentage, gift or other consideration contingent upon or resulting from the award or making of a contract with the County.

-END OF SECTION-

SECTION XIV. TENTATIVE SCHEDULE

DATE	TIME	EVENT
Sunday, Nov 27, 2016		First Advertisement
Sunday, Dec 4, 2016		Second Advertisement
Wednesday, Dec 21, 2016	5:00 P.M.	Deadline to submit questions (RFI's)
Tuesday, Dec 27, 2016	5:00 P.M.	Deadline to release responses by County to RFI's
Wednesday, Jan 4, 2017	2:00 P.M.	Proposal due date
Wednesday, Jan 18, 2017	10:00 A.M.	Review/Ranking of Proposals by the Evaluation Committee
Wednesday, Jan 25, 2017	10:00 A.M.	Presentations / Interviews (at the discretion of the Evaluation Committee)
Monday, Jan 30, 2017		Anticipated award date

-END OF SECTION-

SECTION XV. RFP CONTACT INFORMATION

All questions during the RFP process regarding this RFP and the details of the services to be performed shall be submitted by Proposers in writing to:

Mrs. Olimpia Lonsdale
Highlands County Purchasing Department
4320 George Boulevard, Sebring, FL 33875-5803
Phone: (863) 402-6525; Email: olonsdal@hcbcc.org

-END OF SECTION-

SECTION XVI. REQUEST FOR INFORMATION (RFI) CUT-OFF

All questions regarding this RFP shall be submitted by Proposers in writing by 5:00 P.M. EST on Wednesday, December 21, 2016 to the person identified in Section XV of this RFP. The County shall release responses by 5:00 P.M. EST on Tuesday, December 27, 2016.

-END OF SECTION-

SECTION XVII. SAMPLE CONTRACT

CONTRACT

This Contract ("Contract") is made _____, 201__, by and between Highlands County, a political subdivision of the State of Florida ("County") and _____ ("Contractor"). In consideration of the mutual covenants to be performed by the Parties pursuant to this Contract, each Party hereby represents, warrants and agrees as follows:

ARTICLE 1. SCOPE OF WORK

Contractor hereby agrees to provide the County with a redesigned website and ongoing services as described in subsection A of Section VI of Highlands County Board of County Commissioners' ("Board") RFP 17-012, a copy of which is attached hereto and included herein as Exhibit A. Contractor shall report to Vicki Pontius, County's Leisure Services Director ("Project Manager") on all requirements of this Contract. Website Re-Design and Development (Phase 1) ("Website Re-Design and Development (Phase 1)") shall be performed by Contractor in the manner described in _____, a copy of which is attached hereto and included herein as Exhibit B. Additionally, the Contractor shall provide all Ongoing Services (Phase 2) ("Ongoing Services (Phase 2)") as needed, in the manner as described in _____, a copy of which is attached hereto and included herein as Exhibit C. In the event of a conflict between the provisions in this Contract and the provisions on Contractor's Proposal, the provisions in this Contract shall govern. Contractor agrees that all work performed by Contractor pursuant to this Contract shall be to the standards of, and approval by the Project Manager. Further, Contractor agrees not to publish any materials developed pursuant to the Contract without written approval by the Project Manager.

ARTICLE 2. TERM

Contractor shall commence providing the services and materials required by this Contract within fourteen (14) calendar days after receipt of the Notice To Proceed provided by the County. Contractor shall complete Website Re-Design and Development (Phase 1) within one hundred (100) calendar days from the date the Notice To Proceed was issued by the County. The County, at its sole discretion, may extend the completion deadline of Website Re-Design and Development (Phase 1) one hundred (100) calendar day period if deemed necessary. Upon completion of Website Re-Design and Development (Phase 1), Contractor shall commence Ongoing Services

(Phase 2) for a period of one (1) year from date of completion of Website Re-Design and Development (Phase 1). Upon mutual agreement of the parties, this Contract may be extended four (4) times to provide Ongoing Services (Phase 2), with each extension being for a period of one (1) year.

ARTICLE 3. CONTRACT PRICE

The amount that will be paid by the County to the Contractor for providing Website Re-Design and Development (Phase 1) as described in Article 1 of this Contract is \$_____ [in figures] (xxxxxxxxxxxx) [in words]. The amount that will be paid by the County to the Contractor for providing Ongoing Services (Phase 2) as described in Article 1 of this Contract is _____.

ARTICLE 4. PAYMENT PROCEDURES

Contractor shall submit the first invoice for fifty (50) percent of the Contract amount for Website Re-Design and Development (Phase 1) within five (5) business days after the County’s issuance of a Notice to Proceed. Upon completion of Website Re-Design and Development (Phase 1) to the satisfaction of the Project Manager, Contractor shall submit the second invoice for the remaining fifty (50) percent of the Contract amount for Website Re-Design and Development (Phase 1), plus \$_____ (an amount to be negotiated by the Parties) for one (1) year of Ongoing Services (Phase 2) within ten (10) business days after approved completion of Website Re-Design and Development (Phase 1). Following any extension of this Contract by mutual agreement of the Parties, Contractor may submit an invoice for an additional year of Ongoing Services (Phase 2) to the County.

Any payments made by the County to Contractor prior to the performance of services for which payment is made for Website Re-Design and Development (Phase 1) or Ongoing Services (Phase 2) that the Contractor does not provide or does not provide to the satisfaction of the Project Manager, shall be refunded by the Contractor to the County based upon the time remaining of the time period for which the payment was made.

Invoices shall be submitted in sufficient detail to ensure compliance with this Contract, to the Project Manager, who will determine if the services rendered are satisfactory. Payment shall be made in accordance with the Local Government Prompt Payment Act, Section 218.70 et. seq., Florida Statutes.

ARTICLE 5. INDEPENDENT CONTRACTOR

Contractor is, and shall be, in the performance of all work, services, and activities under this Contract, an Independent Contractor and not an employee, agent or servant of County. All persons engaged in any of the work or services performed by or for Contractor pursuant to this Contract shall at all times, and in all places, be subject to Contractor’s direction, supervision, and control as an employee of Contractor. Contractor shall exercise control over the means and manner in which its employees perform the work, and in all respects Contractor’s relationship and the relationship of its employees to County shall be that of an independent contractor and not as employees or agents of County. Services performed by Contractor pursuant to this Contract are solely for the benefit of County. Nothing contained in this Contract creates any duties on the part of Contractor toward any third party.

ARTICLE 6. CONTRACTOR PERSONNEL

The Contractor shall not substitute any person for the person or persons identified in its response to Tab B(4) of the Board’s RFP 17-012 or for any County approved replacement without the prior written permission of the Project Manager.

ARTICLE 7. PROTECTION OF PERSONS AND PROPERTY

Contractor shall take all reasonable precautions for, and will be responsible for initiating, maintaining, and supervising all programs relating to the safety of all persons and property affected by, or involved in, the performance of its operations under this Contract. Contractor shall take all reasonable precautions to prevent damage, injury or loss to: (a) all persons who may be affected by the performance of its operations, including employees; (b) all materials and equipment; and (c) all property at or surrounding the worksite. In an emergency affecting the safety of persons or property, Contractor shall act with reasonable care and discretion to prevent any threatened damage, injury or loss.

ARTICLE 8. INDEMNIFICATION

Contractor shall, in addition to any other obligation to indemnify the County and to the fullest extent permitted by law, protect, defend, indemnify and hold harmless the County, its elected officials, employees, agents, and volunteers from and against all claims, actions, liabilities, losses (including economic losses), costs, including attorneys' fees and all costs of litigation, and judgments of every name and description arising out of or incidental to the performance of this Contract or work performed under or related to this Contract, unless caused by the sole negligence of the County, its elected officials, employees, agents, or volunteers. Any cost or expenses, including attorney's fees (including appellate, bankruptcy or patent counsel fees), incurred by the County to enforce this Indemnification shall be borne by the Contractor. This Indemnification shall also cover all claims brought against the County, its elected officials, employees, agents, or volunteers by any employee of the Contractor. The Contractor's obligation under this Indemnification shall not be limited in any way to the agreed upon contract price as shown in this Contract or the Contractor's limit on or lack of sufficient insurance protection. Upon completion of all services, obligations and duties provided for in this Contract, or in the event of termination of this Contract for any reason, the terms and conditions of this Indemnification shall survive indefinitely.

ARTICLE 9. INSURANCE

9.1 Required Insurance. Contractor shall have and maintain in full force and effect the following insurance during the Term of this Contract and shall furnish to County Certificates of Insurance documenting that insurance coverage has been obtained which meets the following requirements:

(a) Workers' Compensation. Contractor shall have and maintain workers' compensation insurance for all employees for statutory limits in compliance with Florida law and Federal law. This insurance policy must include Employer' Liability with a limit of \$100,000 each accident, \$100,000 each employee, and \$500,000 policy limit for disease.

(b) Commercial General Liability. Occurrence Form Required: Contractor shall have and maintain commercial general liability (CGL) insurance with a limit of not less than \$1,000,000 each occurrence. If such CGL insurance contains a general aggregate limit, it shall apply separately to the work performed pursuant to this Contract in the amount of \$1,000,000. Products and completed operations aggregate shall be \$1,000,000. CGL insurance shall be written on an occurrence form and shall include bodily injury and property damage liability for premises, operations, independent contractors, products and completed operations, contractual liability, broad form property damage and property damage resulting from explosion, collapse or

underground (x, c, u) exposures, personal injury and advertising injury. Fire damage liability shall be included at \$100,000.

(c) Commercial Auto Liability Insurance. Contractor shall have and maintain commercial automobile liability insurance with a limit of not less than \$1,000,000 bodily injury and property damage liability. Such insurance shall cover liability arising out of any auto (including owned, hired, and non-owned autos). The policy shall be endorsed to provide contractual liability coverage.

(d) Professional Liability / Errors and Omissions Insurance. Contractor shall have and maintain professional liability insurance with a limit of not less than \$1,000,000 and an aggregate limit of not less than \$1,000,000 per occurrence. If coverage is provided on a claims-made basis, the retroactive date shall be prior or equal to the effective date of this Contract. The coverage shall be renewed or include a "tail" or discovery, or continuous renewal of coverage for a period of three (3) years following the termination of this Contract.

9.2 Additional Requirements.

(a) Certificates of Insurance shall be signed by a person authorized by that insurer to bind coverage on its behalf. All Certificates of Insurance must be on file with and approved by County before commencement of any work activities. The formal insurance certificates shall name "Highlands County, a political subdivision of the State of Florida and its elected officials, agents, employees and volunteers as "Additional Insureds" on all policies except Workers' Compensation and Professional Liability.

(b) Contractor shall deliver written notice to the County Purchasing Manager, 4320 George Blvd., Sebring, FL 33875-5803, by overnight delivery return receipt requested, hand delivery or confirmed facsimile FAX (863) 402-6735, thirty (30) days prior to giving or within three (3) days after receiving notice of cancellation, modification, non-renewal, or any other lapse in coverage of any required insurance policies.

(c) In event the insurance coverage expires prior to termination of this Contract a renewal certificate shall be issued thirty (30) days prior to said expiration date.

(d) All insurance policies shall be written on forms acceptable to County and placed with insurance carriers authorized by the Insurance Department in the State of Florida that meet a financial A.M. Best Company rating of no less than (FSR) A- Excellent: (FSC) VII.

(e) All insurance policies must include Waiver of subrogation; any liability aggregate limits shall apply "Per Jobsite/Per Job Aggregate." All liability insurance, except Professional Liability, shall be Primary and Non-Contributory. Certificate of Insurance shall confirm in writing that these provisions apply.

(f) In the event that expired or terminated Certificates of Insurance are not replaced or renewed to cover the Term of this Contract, including any extended Term, County may suspend the Contract until the new or renewed certificates are received by County in the manner prescribed herein. If such suspension exceeds ten (10) calendar days, County may, in its sole discretion, terminate the Contract for cause and Contractor shall be responsible for all direct and indirect costs associated with such termination.

9.3 These insurance requirements constitute the minimum requirements and shall in no way lessen or limit the liability of the Contractor.

ARTICLE 10. PATENT/COPYRIGHT INDEMNIFICATION

Contractor shall pay all royalties and assume all costs arising from the use of any invention, design, process, materials, equipment, software, product or device which is the subject of patent rights and copyrights. Contractor agrees, at its own expense, to hold harmless and to defend County and its officers, employees, elected officials, appointed officials, attorneys, and agents against any claims, suits, or proceedings brought against County for patent infringement occasioned by the manufacture, sale, or use of invention, design, process, materials, equipment, software, product or device under this Contract and to indemnify County against any damages occasioned by such claims whether justified or unjustified.

ARTICLE 11. LAWS AND REGULATIONS

Contractor shall comply with all laws and regulations applicable to providing the services, materials, and equipment specified in this Contract. Contractor shall comply with all federal, state, and local laws that may affect the services, material, and equipment specified by this Contract.

ARTICLE 12. LICENSES, CERTIFICATIONS, PERMITS AND FEES

Contractor shall hold all licenses and certifications and comply with all laws, ordinances, and regulations, applicable to the work required herein. Any of the Contractor's personnel who perform services shall be lawfully licensed and certified. Damages, penalties, and fines imposed on County or Contractor resulting from Contractor's failure to obtain and maintain required licenses and certifications shall be borne by Contractor. All fees, permits, certifications and licenses are the responsibility of the Contractor and are included in the Contract price.

ARTICLE 13. LIMITED THIRD PARTY BENEFICIARIES

County shall not be obligated or liable to any person, organization or entity other than Contractor. Except provided in Article 24 of this Contract, no provision in this Contract is intended to, or shall be construed to, create any third party beneficiary or to provide any rights to any person or entity not a party to this Contract, including but not limited to any citizen or employee of County or Contractor.

ARTICLE 14. WORK PRODUCT

All reports, specifications, documents, plans, analyses and other data and work product developed by Contractor under this Contract shall become the property of County upon payment of the Contract Price without restrictions or limitations and shall be made available to County at any time upon its request.

ARTICLE 15. GOVERNING LAW AND VENUE

This Contract and all matters relating to the validity, interpretation, and performance of this Contract (whether in contract, statute, tort or otherwise) shall be governed and construed in accordance with the laws of the State of Florida, except for principles of conflict of laws. Venue for any legal action shall lie in Highlands County, Florida, and any proceedings to enforce or interpret any provision of this Contract shall be brought exclusively in a court of competent jurisdiction in Highlands County, Florida.

ARTICLE 16. ASSIGNMENT

No assignment by a party hereto of any rights under or interests in this Contract will be binding on another party hereto without the written consent of the party sought to be bound, and specifically, but without limitation, moneys that may become due and moneys that are due may not be assigned without such consent (except to the extent that the effect of this restriction may be limited by law). Unless specifically stated to the contrary in any written consent of an assignment, no assignment will release or discharge the assignor from any duty or responsibility under the Contract.

ARTICLE 17. SUBCONTRACTORS

Contractor agrees that no subcontractors may be used pursuant to this Contract.

ARTICLE 18. PROJECT MANAGER

The County hereby designates the person having the following position as the Board’s Project Manager for this Contract. The Project Manager shall be responsible for oversight, administration, and coordination of performance of this Contract for the Board.

Project Manager: Vicki Pontius, Leisure Services Director

ARTICLE 19. NOTICES AND DESIGNATED CONTACT PERSON

Except as provided in subsection 9.2(b) of Article 9 of this Contract, any notice required or permitted by this Contract to be given shall be deemed to have been duly given if in writing and delivered personally or five (5) days after mailing by first class registered or certified mail, return receipt requested, postage prepaid or by Federal Express, UPS or other nationally recognized delivery service, with confirmation of delivery requested, and addressed as follows:

To County:

Highlands County Board of County Commissioners
4320 George Blvd.
Sebring, FL 33870
Attn: Vicki Pontius, Project Manager

To Contractor:

Attn: _____

The Parties shall designate a contact person whom shall be the primary contact person for each Party:

The County: Vicki Pontius, Project Manager

The Contractor: _____

ARTICLE 20. TAXES

County is a non-profit governmental operation and not subject to federal excise or state sales tax.

ARTICLE 21. BANKRUPTCY

County reserves the right to terminate this Contract, if, during the term of the Contract, Contractor becomes involved as a debtor in any bankruptcy proceeding or becomes involved in a reorganization, dissolution or liquidation proceeding, or if a trustee or receiver is appointed over all or a substantial portion of the property of Contractor under federal bankruptcy law or any state insolvency law.

ARTICLE 22. SURVIVAL

The Parties acknowledge that the respective obligations of Contractor and County under this Contract, which by their nature would continue beyond the termination, cancellation or expiration of this Contract, shall survive termination, cancellation or expiration of this Contract.

ARTICLE 23. WAIVER

No waiver by either Contractor or County with respect to any breach or default of or with respect to any provision or condition of this Contract shall be deemed to constitute a continuing waiver of any other breach or default of or with respect to the same or any other provision or condition of this Contract. No claim or right arising out of a breach of this Contract can be discharged in whole or in part by a waiver or renunciation of the claim or right unless the waiver or renunciation is supported by consideration and is in writing signed by the aggrieved Party.

ARTICLE 24. FAILURE TO PERFORM

Failure to satisfactorily complete the work as scheduled may result in written notice to the Contractor terminating its right to proceed as to the whole or any part of this Contract. Should the Contractor be unable to supply services within a reasonable time or refuse to supply service, the County may use the services provided by another contractor. The difference in the contracted price of the services and the amount paid the new contractor for the services shall be charged to and paid by Contractor by set-off against any amount owed by the County to the Contractor or, if none, shall be paid by the Contractor to the County within twenty (20) days after being invoiced by the County.

ARTICLE 25. TERMINATION

Either Party may, upon providing thirty (30) days written notice, terminate this Contract at any time, with or without cause, and if this Contract is terminated, the County shall be liable only for payment in accordance with the provisions of this Contract for services performed prior to the effective date of termination and the Contractor shall return any payment for services to be provided by Contractor after payment by County as

provided in Article IV of this Contract, prorated over the period for performance for which the payment was made.

ARTICLE 26. ASSIGNMENT OF CONTRACT

The Contractor shall not assign, transfer, convey, sublet or sell any portion of this Contract or performance thereof unless written consent is given, in advance, by the Project Manager.

ARTICLE 27. EQUAL OPPORTUNITY EMPLOYER

County is an Equal Employment Opportunity (EEO) employer and as such encourages Contractor to voluntarily comply with EEO regulations with regards to race, color, religion, gender, national origin, marital status, age, disability, genetic information and sexual orientation. In addition, Contractor or anyone under its employ shall comply with all applicable rules, regulations, and promulgations thereby pertaining to the avoidance or appearance of sexual harassment or on the job discrimination. Contractor shall maintain a work environment free of discrimination or unwelcome action of a personal nature. Any subcontracts entered into shall make deference to this clause with the same degree of application being encouraged. When applicable, Contractor shall comply with all new state and federal EEO regulations.

ARTICLE 28. INVALID OR UNENFORCEABLE PROVISION

Any provision or part of this Contract held to be void or unenforceable under any law or regulation shall be deemed stricken, and all remaining provisions shall continue to be valid and binding upon County and Contractor, who agree that this Contract shall be reformed to replace such stricken provision or part thereof with a valid and enforceable provision that comes as close as possible to expressing the intention of the stricken provision.

ARTICLE 29. PUBLIC ENTITY CRIMES STATEMENT

Contractor represents that it has full knowledge of the requirements contained in Section 287.133, Florida Statutes, relating to public entity crimes and that by executing this Contract, assures to County that neither Contractor nor agents, officers or employees of Contractor is on the convicted vendor list and that it is otherwise in compliance with the statute.

ARTICLE 30. MISCELLANEOUS PROVISIONS

- 30.1 Upon the occurrence of any event of default, all obligations on the part of County to make any further payments of funds pursuant to this Contract shall, if County so elects, terminate, but County may make any payments or parts of payments after the happening of any event of default without thereby waiving the right to exercise any remedy which it may have and without becoming liable to make any further payment.
- 30.2 In the event of legal proceedings to enforce the terms of this Contract the prevailing party shall be entitled to reasonable attorneys' fees and costs, including attorneys' fees and costs upon appeal.
- 30.3 Contractor certifies by signing this Contract that no Commissioner or employee of the Board has solicited or accepted gratuities, favors or anything of monetary value from Contractor or parties to subcontracts. Contractor and Contractor's agents and, officers or employees shall not pay any gratuities, favors or anything of monetary value to any Commissioner or employee of the Board.

- 30.4 Contractor shall cooperate fully with County in the scheduling and coordination of all phases of the Scope of Work.
- 30.5 Contractor shall report the status of performance of the Scope of Work to County upon request and hold pertinent data, calculations, and records pertaining to this Contract and performance of the Scope of Work open to the inspection of County and its authorized agents at any time.
- 30.6 County reserves the right to review the records of billings, software customizations, and services performed by the Contractor for County at any time during this Contract period. The Contractor shall provide County with copies of any records related to this Contract requested by County.

ARTICLE 31. EMPLOYMENT ELIGIBILITY VERIFICATION

31.1 Definitions. As used in this Article.

- (a) Employee assigned to this Contract means an employee who was hired after November 6, 1986, who is directly performing work, in the United States, under this Contract. An employee is not considered to be directly performing work under this Contract if the employee
- i. Normally performs support work, such as indirect or overhead functions; and
 - ii Does not perform any substantial duties applicable to the Contract.
- (b) Subcontract means any contract entered into by a subcontractor to furnish supplies or services for performance of this Contract or a subcontract under this Contract. It includes but is not limited to purchase orders, and changes and modifications to purchase orders.
- (c) Subcontractor means any supplier, distributor, vendor, or firm that furnishes supplies or services to or for Contractor or another subcontractor.
- (d) United States, as defined in 8 U.S.C. 1101(a)(38), means the 50 States, the District of Columbia, Puerto Rico, Guam, and the U.S. Virgin Islands.

31.2 Enrollment and verification requirements.

- (a) Contractor must be enrolled in E-Verify at time of contract award, and the Contractor shall use E-Verify to initiate verification of employment eligibility of
- i. All new employees,
 - (A) Enrolled thirty (30) calendar days or more. Contractor shall initiate verification of employment eligibility of all new hires of the Contractor, who are working in the State of Florida, whether or not assigned to this Contract, within three (3) business days after the date of hire; or
 - (B) Enrolled less than thirty (30) calendar days. Within thirty (30) calendar days after enrollment in E-Verify, Contractor shall initiate verification of employment eligibility of all new hires of Contractor who are working in the State of Florida, whether or not assigned to this Contract, within three (3) business days after the date of hire; or

ii. Employees assigned to this Contract. For each employee assigned to this Contract, Contractor shall initiate verification of employment eligibility, to the extent allowed by the E-Verify program, within thirty (30) calendar days after date of contract award or within thirty (30) days after assignment to this Contract, whichever date is later.

(b) Contractor shall comply, for the period of performance of this Contract, with the requirements of the E-Verify program MOU. Termination of Contractor's MOU and denial access to the E-Verify system by the Department of Homeland Security or the Social Security Administration or the U.S. Citizenship and Immigration Service is an event of default under this Contract.

31.3 Website. Information on registration for and use of the E-Verify program can be obtained via the Internet at the U.S. Citizenship and Immigration Service's Web site: <http://www.uscis.gov>.

31.4 Individuals previously verified. Contractor is not required by this Article to perform additional employment verification using E-Verify for any employee whose employment eligibility was previously verified by Contractor through the E-Verify program.

31.5 Subcontracts. Contractor shall include, and shall require the inclusion of, the requirements of this Article, including this paragraph (31.5) (appropriately modified for identification of the parties), in each subcontract that includes work performed in the United States under this Contract.

ARTICLE 32. COMPLIANCE WITH SECTION 287.135(3)(b), FLORIDA STATUTES

Pursuant to Section 287.135(3)(b), Florida Statutes, Owner may terminate this Contract, at the option of its Board of County Commissioners, if the Contractor is found to have submitted a certification required by Section 287.135(5), Florida Statutes, that is false or if Contractor is or has been placed on the Scrutinized Companies that Boycott Israel List, or is engaged in a boycott of Israel or if Contractor is or has been placed on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List or if Contractor is or has been engaged in business operations in Cuba or Syria.

ARTICLE 33. PUBLIC RECORDS COMPLIANCE

If by providing services to Owner pursuant to this Contract Contractor is a contractor, as defined by Section 119.0701, Florida Statutes, Contractor shall:

33.1 Keep and maintain public records required by the County to perform the services.

33.2 Upon request of the County's custodian of public records, provide the County with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at the cost that does not exceed the cost provided in Chapter 119, Florida Statutes, or as otherwise provided by law.

- 33.3 Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the term of this Contract and following competition of this Contract if Contractor does not transfer the records to the County.
- 33.4 Upon competition of this Contract, transfer to the County, at no cost, all public records in possession of Contractor or keep and maintain public records required by the County to perform the services. If Contractor transfers all public records to the County upon competition of this Contract, Contractor shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If Contractor keeps and maintains public records upon completion of this Contract, Contractor shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to the County upon request from the County's custodian of public records, in a format that is compatible with the information technology systems of the County.

IF THE CONTRACTOR HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE CONTRACTOR'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS CONTRACT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT:

Gloria Rybinski
County Public Information Officer
Telephone Number: 863-402-6836
E-mail Address: grybinski@hcbcc.org
Mailing Address: 600 South Commerce Avenue
Sebring, FL 33870

ARTICLE 34. CHANGES/AMENDMENTS

This Contract constitutes the entire Contract between the Parties and supersedes any prior written or oral agreements. This Contract may not be changed except by written amendment signed by both Parties.

IN WITNESS WHEREOF, the Parties have hereunto set their hands and seals the day and year above set forth.

ATTEST:

HIGHLANDS COUNTY, a political subdivision of the State of Florida
 By its Board of County Commissioners

By: _____
 Robert W. Germaine, Clerk

By: _____
 Don Elwell, Chairman

ATTEST:

 a _____ corporation

By: _____
Print Name: _____

By: _____
Print Name: _____

Approved as to Form

Approved as to Budgetary Requirements

J. Ross Macbeth, County Attorney

Tim Mechling, OMB

Approved as to Administrative Policy

Approved as to Purchasing Requirements

June Fisher, County Administrator

Danielle Gilbert, Purchasing Manager

Approved as to Technical Provisions

Approved as to Risk/Indemnity Provisions

Vicki Pontius, Director, Leisure Services

Sherri Bennett, Safety/Risk Management

-END OF SECTION

SECTION XVIII. BRANDING



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