

City of Spartanburg
Procurement and Property Division
Post Office Drawer 1749, SC 29304-1749
Phone (864) 596-2049 - Fax (864) 596-2365

RFP Legal Notice
Request for Proposals
Website Redesign Service

December 15, 2022

NOTICE IS HEREBY GIVEN – The City of Spartanburg is seeking proposals for a contractor to provide a website redesign service for the existing BlkSpartanburg website.

PROPOSAL NO.: 2223-01-10-01

The City of Spartanburg, hereby, notifies all proposers that it will affirmatively ensure that all disadvantaged and women's business enterprises will be afforded full opportunity to submit proposals in response to this invitation and will not be discriminated against on the grounds of gender, race, color, or national origin in consideration for an award.

The City of Spartanburg reserves the right to reject any or all proposals or to waive any informality in the qualifications process. Proposals may be held by the City of Spartanburg for a period not to exceed sixty (60) days from the date of the opening of Proposals for the purpose of reviewing the Proposals and investigating the qualifications of prospective parties, prior to awarding of the Contract. The vendor that is awarded the proposal will be required to obtain a City of Spartanburg Business License.

Please submit one original and two (2) copies of your sealed proposals. Sealed bids are due [January 10,] 2023 no later than 3 PM. Proposals must be submitted to Carl Wright, Procurement and Property Manager, City Hall 145 W. Broad Street, at which time they will be publicly opened and read aloud in the City of Spartanburg training room located in the lower level of City Hall.]

Proposals can be hand delivered or mailed to the following address:

City of Spartanburg
P.O. Box 1749
145 W. Broad Street
Spartanburg, SC. 29304
Attn: Procurement and Property Division

For further information and complete Proposal Package, please contact the Procurement and Property office at (864) 596-2049. Complete proposal package also available at www.cityofspartanburg.org by following the links for Invitations for bid. If you have any comments or concerns, please reach out to Christopher George at cgeorge@cityofspartanburg.org.

The City of Spartanburg wishes to redesign its website currently found here:

<https://www.blkspartanburg.com>

You have been selected as a vendor to respond to this request and would like to ask you to prepare a proposal to accomplish the task that includes timeline, cost, and deliverables. The following RFP includes a background of blkspartanburg.com and describes the purpose of the desired redesign, its needed functionality, and specific requests relating to the proposal. We understand that details may be subject to change upon vendor recommendation and / or research of more optimal solutions. In your proposal, please feel free to suggest alternatives where noted.

Project Introduction and Background

In order to address some of the longstanding challenges disproportionately faced by Black-owned businesses in raising their visibility in the Spartanburg community, the City of Spartanburg created and launched the website, blkspartanburg.com in February 2021. The platform has since served as a simple directory of black-owned businesses operating in Spartanburg County, searchable and sorted by category, with each entry linking to the business's primary web presence. Due to interest in blkspartanburg.com among our community's Black-owned businesses and a desire to expand the site's functionality beyond its current limitations as a simple directory, the City is accepting proposals from qualified firms for a complete site redesign and upgrade.

Scope of Work / Project Goals

The blkspartanburg.com site serves the dual function of providing local Black-owned businesses an opportunity to raise awareness of their services and products as well as connecting those wishing to support local Black-owned businesses with a convenient way to do so. In addition to its current function as a simple directory, the City of Spartanburg wishes to add the following functions to the site:

1. The ability for businesses to self-list with defined approval process for City staff.
2. The ability to include individual listed businesses' specific logos/branding.
3. Options to display photos and/or videos provided by the listed businesses.
4. Detailed contact information including physical address, phone number, website, and social media.
5. Robust search function allowing users to locate a business by type, name, and location within Spartanburg County.
6. Ability for City Staff to make regular updates to the site utilizing a user-friendly content management system, including announcements about relevant City services and bid opportunities for qualifying businesses.
7. Ability for businesses to note and for City staff to view business license status
8. Ensure data migration and data reporting capabilities

Additionally, the redesigned site must better align with existing City of Spartanburg branding and must provide an easily navigated, user-friendly experience across all platforms, including desktop, tablet, and mobile devices.

Site Specifications

1. Site must be compatible with current versions of Microsoft Edge, Firefox, Chrome, and Safari browsers.
2. The site should be developed to meet all current federally-mandated ADA access requirements.
3. The site must be built in accordance with the latest Web Content Accessibility.
4. Guidelines and should also be easily accessible to the novice as well as the experienced Internet user.
5. The web site must be designed with a mix of text and graphics such that each page loads in a way that is acceptable to the typical user having an average home Internet connection speed

Submittal Requirements

Project Timeline

Please provide a timeline that includes the following:

- Concept: Content, layout, documentation, departments involved
- Design: Functions, site layout, templates
- Development: Developing and testing the interface
- Implementation: Utilization of the site

Organizational Information

- Proposed Project Team Members
- Include Organization Description
- Organizational Chart
- Primary role and responsibility of each team member
- Clearly designate team members of the project and responsibilities of other contributing members

Budget

Please include a proposal as a separate attachment showing a not-to-exceed cost of your proposed services. Include a breakdown of cost for each task or deliverable. While cost will be a secondary factor, the City is not required to accept the lowest cost proposal and selection of the successful consultant will be based on the proposal deemed to be in the best interest of the City.

Evaluation Criteria

The contract will be awarded to the responsible, responsive firm whose proposal, conforming to this solicitation, will be most advantageous to the City of Spartanburg price and other factors considered.