

Request for Proposal

March 30, 2018

Project Contact

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About Palm Beach County Sports Commission

Palm Beach County, A Sports and Sports Tourism Destination

The Palm Beach County Sports Commission is a private, not-for-profit organization contracted by Palm Beach County to promote and market the County as a sports and sports tourism destination. The Commission brings sporting events and activities to the County, enhances economic impact, stimulates bed tax revenues, and maximizes utilization of County facilities.

Each year, the events we support are responsible for thousands of sports visitors to Palm Beach County - sleeping in our hotels, utilizing our facilities, enjoying our attractions and eating in our restaurants. You can learn more at www.palmbeachsports.com

About PalmBeachSports.com

The Marketing team for the Palm Beach County Sports Commission manages and updates the distribution of content and online activity for the organization. The team is responsible for newsletters, e-blasts, social media involvement, online sales as well as various traditional and digital media initiatives. While other departments help collaborate with content generation, the Marketing department typically offers a leadership role in defining avenues for distribution of the content. The Marketing department is interested in a content management system (CMS) solution that takes advantage of new technology and real-time integration with all relevant functions.

Web content includes, but is not limited to, grant funded events, sports commission produced events, community posted events (community is able to post their events and we approve), online grant application process, Palm Beach County sports facilities/locations, facility virtual tours, event photos, event videos, membership, membership directory, online membership application, donation and sponsorship, e-commerce (registrations & event ticket purchasing), news/press area, meeting notice area, member/board of directors login portal, online newsletter, volunteer opportunities and contact us information.

Project Mission and Goals

Project Mission Statement

To acquire the content management tools and solutions needed to increase constituent satisfaction and make it easier to do business with the Palm Beach County Sports Commission we are looking to produce accessible, up-to-date, accurate information while gaining internal efficiencies that will lead to cost savings and an increase in production.

Project Goals

This project puts in place the applications, technology, practices, and training to:

- Design engaging, enlightening, informative and entertaining website architecture
- Simultaneously publish content components in multiple output formats, such as aggregated HTML pages, individual HTML pages, PDFs, forms and ecommerce.
- Automate workflows for creating, reviewing, assembling, and repackaging content
- Store content components in a repository that optimizes component re-use and single sourcing methodologies for a wide variety of output platforms
- Adhere to newest industry standards
- Create and edit content
- Migrate existing website content

Submission Requirements for Proposals

Submission Due Date

Proposals are due no later than April 30, 2018 at 5 pm, Eastern Standard Time.

Submission Delivery Address

Email or mail your submissions to:

Scott Glinski, Senior Marketing and Communications Manager
Palm Beach County Sports Commission
2195 Southern Blvd., Suite 550
West Palm Beach, FL 33406
Email: sglinski@palmbeachsports.com

Other Submission Information

No proposals will be accepted after the due date. All expenses for response preparation are the responsibility of the vendor. All proposals must be submitted in writing by email or mail. No telegraphic, faxed, package delivery, or telephone offers will be accepted.

Palm Beach County Sports Commission reserves the right to adjust the RFP or other terms of the proposal if needed. If this RFP is amended by the Palm Beach County Sports Commission, the amendments will be sent to each vendor in writing via mail or email. No oral amendments will be considered or acknowledged.

Palm Beach County Sports Commission requires each vendor to provide a list of exceptions taken to this RFP, identify them, and explain them in writing in their response. An exception is defined as the vendor's inability to meet a requirement in the manner specified in the RFP. If the vendor provides an alternate solution when taking an exception to a requirement, the benefits of this alternative solution must be explained.

Palm Beach County Sports Commission reserves the right to award the contract according to the evaluation criteria set forth in this RFP. Palm Beach County Sports Commission also reserves the right not to make an award if it is deemed that no single proposal fully meets the requirements of this RFP. The vendor chosen for award should be prepared to have his or her proposal incorporated, along with all other written correspondence concerning this project, into the contract. Any false or misleading statements found in the proposal will be grounds for disqualification. Unsuccessful vendors will be notified by email.

Project Schedule

Issue RFP	March 30, 2018
Deadline for vendor submission of RFP questions for telephone conference	April 13, 2018
Deadline for RFP Submission	April 30, 2018
Vendor selected	May 15, 2018
Kick-off - Discovery and define phases and deliverables	May 20, 2018
Complete architecture and design	June 5, 2018
CMS installation & configuration & integration & customization	July 10, 2018
CMS testing with a small set of sample resource files	July 20 - 25, 2018
CMS training (if not able to accomplish this simultaneously with earlier configuration tasks)	July 28 – 31, 2018
CMS pilot project: migration and delivery of all core content	August 10 - 20, 2018
Migration of other content	August 25 – 30, 2018
Go LIVE	September 20, 2018

Outline of Required Information

So that we can fully evaluate your proposal and its correspondence to our target environment and detailed requirements, we ask you to respond to the following items. Use this order of items for your response.

I. General Information

Prospective vendor must submit background information that will enable the Palm Beach County Sports Commission to evaluate your firm's stability and resources to perform the obligations and responsibilities under the contract. These must include the following general information about your firm:

- a. History
- b. Mission
- c. Strategy and business goals
- d. Number of employees
- e. List of clients

II. Specific Information

- a. Length of time in business providing services as detailed in this RFP
- b. Total number of employees engaged in providing the proposed services
- c. Will your company be subcontracting or otherwise outsourcing any of the proposed services?
- d. Provide three (3) references who may be contacted by the Palm Beach County Sports Commission. These references should be from existing customers with product and service requirements similar to the Palm Beach County Sports Commission.

III. Response to Requirements

- a. Summary of the vendor's understanding of the project goals and how they will be best achieved
- b. Detailed responses to each requirement, noted as out-of-box, configurable, or customizable. For each item that requires configuration and customization, please include the cost of configuration or customization per requirement. For any item that you choose not to include in your proposal, state the reason for excluding it.
- c. Innovative solution, if any, to meeting the target vision that is not necessarily identified through the requirements
- d. Detailed response to the statement of work, in order of the proposed tasks. Any recommended change in the task sequence should be noted.
- e. Tentative schedule of activities for each task
- f. Statement of resources required from the Palm Beach County Sports Commission to complete the schedule for each task in a timely manner
- g. Description of any third-party solutions needed to meet the requirements
- h. Description of proposed integration activities, if handled by vendor, or recommendations for a system integrator
- i. Descriptions of three similar projects with customer references, including telephone or email information that the Palm Beach County Sports Commission may use to contact the references. For example, we would be interested in projects in which a CRM and POS environment was integrated with the CMS.

IV. Cost Proposal

Provide a complete description of your costs for the proposal in the following order:

- a. Total of cost for the project
- b. Cost of product hosting, maintenance and support. Include projected annual renewal costs of hosting, maintenance and support for the next 2 years
- c. Cost for all configurations or customization per requirement. Include a break out of cost, if any, of each integration listed in the section of this RFP entitled [Task 5: Integrate CMS with other systems](#)
- d. Cost of any third-party solutions
- e. Cost for implementation activities or other activities associated with the list of tasks described in the section of this RFP entitled [Tasks to be Performed](#)
- f. Cost for migrating data to the new repository
- g. Cost of training with separate costs for on-site and off-site training, if applicable.
All costs must be guaranteed for at least nine months from the date of the proposal.
Any proposed vendor travel costs must be reasonable and identified separately.

Vendor Presentations

After submission of proposals, top three vendors may be invited to make an optional, final presentation to the team. Vendors should provide supporting information, such as demonstrations of how requirements are met, so the Palm Beach County Sports Commission is confident of vendor qualifications.

Your written RFP proposals must be submitted prior to a presentation. A presentation may be in the form of an on-site visit to the Palm Beach County Sports Commission office or through the Web. As with all other activities related to the RFP response process, Palm Beach County Sports Commission will not reimburse any travel or other expenses in connection with a candidate's presentation.

Evaluation Criteria

In the evaluation, we look for innovative solutions to meet our target environment that might not be contained in the requirements.

Proposals and firms will be evaluated on the following criteria:

- Understanding of the needs of the Palm Beach County Sports Commission
- Completeness and comprehensiveness of the response to the RFP
- Prior experience and success in providing ongoing support to customers and the satisfaction of those customers. Prior history of delivering service and support within pre-agreed time and cost requirements
- Overall and detailed costs of the project, including costs for customization, configuration, support and hosting.

Statement of Work

We anticipate that the following activities will be required for the implementation of your proposed solution. Please detail your process for performing each task, including the deliverables, the schedule, and the personnel involved.

Scope

The scope of the project is to redesign and rebuild the Palm Beach County Sports Commission website creating an adaptive, responsive and engaging site. The solution needs to provide for future integration with CRM, CM and POS functionality. Specifically:

- Provide a CMS capable of supporting multiple content types, management, single-source, responsive, agile and commerce requirements of the Palm Beach County Sports Commission.
- Provide the customizations and integrations for the CMS to communicate and engage with constituents through various applications.
- Provide training to the Palm Beach County Sports Commission staff in the use and maintenance of the new system, including the transfer of knowledge necessary for the Sports Commission staff to maintain and update the system as needed in the future.
- Create newsletter template. Enable PBCSC staff to upload newsletter to website in a template fashion. The system will also need to be capable of dynamically generating PDF downloads of newsletters.
- Content Management System that allows PBCSC Staff to add, modify, archive and delete content, photos, video, audio and site content through an editor or template.
- Application must include SSL layer (Secured for e-commerce).
- Administrative capabilities need to be enabled that allow PBCSC administrative personnel the ability to add, modify, archive and delete meta tag data to the site.
- Create an administrative interface to manage website, assessable anywhere in the world where a connection is available.
- All site form pages need to be data based and capable of being natively exported from the application in a .CSV file format.
- Perform all search engine submissions and indexing for the top search engines and indexes.
- Site must be RSS capable.
- Administrative system must be GUI/template driven and be capable of being administrated by individuals with little or no technical capabilities.
- Creation of a news and press section with the ability for PBCSC administrators to add, modify, archive and delete content to the sections.
- The web application must support rich media, with administrative personnel capable of adding, modifying, arching and deleting rich media files to the site. Administrators will also need the ability to dynamically create categories for rich media content through the administrative system.
- Application will include an events calendar. Administrative personnel will be able to add, modify, archive and delete events on the calendar. Administrative personnel will also need the ability to dynamically create categories for the events section.
- Website users must be capable of “registering/signing up” for events and all form data for events must be stored in the database. Website users must also be able to submit their own community event to be approved by the PBCSC before being displayed on the website.

- Ability for Board of Directors/Members to log into a “portal” or special area to retrieve monthly board documents/ membership information
- Ability for members to fill out an online membership application. Once they become a member it adds them to an online membership directory.
- “Publish Once” capability that automatically reformats content to fit mobile devices including resizing images
- Integrated email marketing capability
- Staff Directory and Contact Form with built in Captcha features
- Pre-defined styles for consistent presentation throughout the website
- Designed to optimize search engine visibility
- Social Media Sharing Capability
- Home page media control to support both images and video

Tasks to be Performed

The following tasks must be performed after you have read and understood the Functional and Technical Requirements.

Task 1: Gather information and review requirements

Meet with Palm Beach County Sports Commission representatives to confirm your understanding of the requirements and gather information needed to complete the implementation in a timely manner.

Task 2: Plan implementation and recommend phasing

Implementation Plan

Develop a detailed implementation plan and schedule. Review the plan with the Palm Beach County Sports Commission personnel for approval. Indicate the work required of the Sports Commission’s staff during each phase of the implementation.

Perform a needs assessment to determine the hosted hardware, database, and software requirements to support the current and anticipated volume of content and content transactions with:

- An estimated concurrent end-user population of 12 (estimate is 3 writers, 2 administrators and 2 reviewers at any given time)
- A content library of approximately 1,400 files (or 180 pages), which will increase every year.
- A reasonable degree of growth of both users and content over the anticipated life of the system

Indicate requirements for the content management system, and specify whether your solution is optimized for a specific content management system.

Task 3: Install and configure

Provide and install a CMS and all related technologies to meet the needs outlined in the target environment and requirements sections of this document.

Describe in your proposal how your organization will complete the installation and configuration tasks.

Task 4: Customize implementation

Analyze the need for customization to meet the requirements and inform the Palm Beach County Sports Commission personnel of exactly how the customization will be designed and implemented, including details of the cost.

Provide complete documentation of all customizations so that the Palm Beach County Sports Commission personnel can maintain and update the customizations.

If you recommend that a third-party integrator implements some or all the customization, provide a recommendation for an integrator or integrators who have experience working with your product. Provide a description of how your organization and the integrator will work together to complete the installation and configuration tasks.

Task 5: Integrate CMS with other systems

Provide a solution for integrating the CMS with other Palm Beach County Sports Commission systems.

Integrate the CMS with the existing configuration, including:

- CRM (to be specified)
- POS (to be specified)
- CM (Collection Management web interface)
- Palm Beach County Sports Commission email hosting service

Task 6: Test and evaluate

Provide a complete plan for the testing and evaluation of the system. Reach agreement with the Palm Beach County Sports Commission personnel on the acceptance criteria for the system, including the customizations required in Task 5.

Task 7: Convert and migrate content files

Work with the Palm Beach County Sports Commission personnel to migrate content that is currently in HTML, images, PDF's, forms, audio and video formats to the CMS. Provide a description and plan for such a migration. If you do not provide migration services, state this in your proposal.

Task 8: Train

Train staff to use the new system.

Train system administrator to configure, maintain, and extend the system.

Provide a complete set of product documentation and training materials which can be used by the Palm Beach County Sports Commission to train current and future staff.

Provide end-user documentation of the base system and of any user-visible customized features.

Task 9: Deliver solution

Upon completion of the project (or earlier, as required), the vendor must provide the following to the Palm Beach County Sports Commission:

- Sandbox environment
- Code documentation for all custom code
- End-user documentation for the system
- End-user documentation for all user-visible customizations
- Disaster recovery plan

Current Environment

Content Management

The Palm Beach County Sports Commission website is a proprietary hosted CMS. Storage is managed through Achieve.

Existing content falls into the following basic categories:

- **Account Manager:** This area manages individual accounts, groups, and activity.
- **Article Manager:** This includes our news and press section of our website as well as where we can manage our board of director notices and committee meeting notices
- **Content Editor:** Most content files are currently in HTML structures, but using a minimum of attribute or metadata information. Some content is stored in Microsoft Word, PDF, graphic, audio formats, and so on.
- **Custom Forms.** Grant Application, Membership Application, Contact Us, Post Your Event.
- **Email Campaign Manager:** Ability to create email marketing campaigns, press releases, media alerts and other special messages and send them to multiple distribution groups as set up by the administrator
- **Event Calendar Manager.** Palm Beach County Sports Commission Produced Events, Supported Events, Grant Funded Events, Community Events, and so on.
- **File Manager:** File manager allows you to maintain files that have been uploaded to the site. They can be organized, added, and deleted all from location.
- **Google Analytics:** Tracks several website metrics. Also provides reports on website traffic.
- **Grant Applications:** Grant application was originally built into the website however, the functionality of the application itself did not meet the needs of the Sports Commission.
- **Homepage Media Carousel:** This module contains rotating images that we upload and sort to be displayed on the homepage of our website.
- **Board Portal/Documents.** We provide our Monthly Board of Director Packets, Grant Committee Packets, Annual Marketing Plans, Economic Impact Studies, the Sports Commission's Annual Report are offered for viewing on the web, using PDF files.
- **Media Center.** Special event photos and video are posted for general viewing. The ability to organize both photos and videos into albums.
- **Membership Manager:** Ability to see active members, sort through different membership categories, and edit member profiles and membership levels.
- **Commerce.** Select retail products and ticketing for special events and admission are available for purchase. The transactions are processed through Authorize.net.
- **Microsite.** Availability to create independent looking sites within our current site structure (HBCPalmBeaches.com for example) which include text, images and videos.
- **Mobile Site:** Palm Beach County Sports Commission has developed a Mobile site for users on tablets and mobile devices
- **Transaction Manager:** This section allows for viewing of site e-commerce such as open balances, invoices, payments, accounting codes, adjustment types and configuration.

ADA Compatibility

The Palm Beach County Sports Commission website must meet the Web Content Accessibility Guidelines (WCAG) which are part of a series of web accessibility guidelines published by the Web Accessibility Initiative (WAI) of the World Wide Web Consortium (W3C), the main international standards organization for the Internet.

Web Content Accessibility Guidelines (WCAG) 2.0 defines how to make Web content more accessible to people with disabilities. Accessibility involves a wide range of disabilities, including visual, auditory, physical, speech, cognitive, language, learning, and neurological disabilities. The guidelines provide three levels of compliance that are recommended based on the intended use of the website.

Small Business Enterprise

a) Policy

It is the policy of the Board of County Commissioners of Palm Beach County, Florida, that SBE(s) have the maximum practical opportunity to participate in the competitive process of supplying goods, services and construction to the County. To that end, the Board of County Commissioners adopted a Small Business Ordinance which is codified in Sections 2-80.21 through 2-80.34 (as amended) of the Palm Beach County Code, which sets forth the County's requirements for the SBE program and is incorporated in this RFP. Compliance with the requirements contained in this section shall result in a proposer being deemed responsive to SBE requirements. The provisions of the Code are applicable to this solicitation and shall have precedence over the provisions of this solicitation in the event of a conflict.

Although preferences will not be extended to certified M/WBEs, unless otherwise provided by law, businesses eligible for certification as an M/WBE are encouraged to maintain their certification to assist in the tracking of M/WBE availability and awards of contracts to M/WBEs. This information is vital to determining whether race and gender-neutral programs assist M/WBE firms or whether race and gender preferences are necessary to address any continued discrimination in the market.

b) SBE Goals

The County has established a minimum goal of 15% SBE participation for all County solicitations, inclusive of all alternates and change orders. This goal is a minimum, and no rounding will be accepted.

It will be the responsibility of the firm submitting a proposal to furnish all the necessary information to the County to receive points for SBE participation.

Additional Information

Rules, Regulations and Licensing Requirements

The proposer shall comply with all laws, ordinances and regulations applicable to the services contemplated herein, to include those applicable to conflict of interest and collusion. Proposers are presumed to be familiar with all federal, state and local laws, ordinances, codes and regulations that may in any way affect the services offered, to include Executive Order No. 11246 entitled "Equal Employment Opportunity" as amended by Executive Order No. 11375, and as supplemented by the Department of Labor Regulations (41 CFR, Part 60).

Commencement of Work

This RFP does not, by itself, obligate the Palm Beach County Sports Commission (PBCSC). The PBCSC's obligation will commence when the contract is approved by the Board of County Commissioners or their designee and upon written notice to the proposer. The PBCSC may set a different starting date for the contract or propose terms, provisions and conditions different than what is contained in this RFP or in the successful company's proposal. The PBCSC will not be responsible for any work done by the proposer, even work done in good faith, if it occurs prior to the contract start date set by the PBCSC.

Withdrawal of Proposals

A proposal may be withdrawn only by written notification. Letters of withdrawal received after the Deadline for receipt of proposals will not be accepted unless the contract has been awarded to another vendor or no award has been made within forty- five (45) days after the Deadline for receipt of proposals. Unless withdrawn, as provided in this subsection, a proposal shall be irrevocable until the time that a contract is awarded.

Late Proposals; Late Modified Proposals

Proposals and/or modifications to proposals received after the Deadline for receipt of proposals specified in the RFP Project Schedule (Page 7) are late and shall not be considered.

Contact Person

The contact person for this RFP is Scott Glinski, Senior Marketing & Communications Manager, at (561) 233-3182, e-mail address sglinski@palmbeachsports.com, or fax number (561) 233-3125.

Contract

The selected proposer will be recommended to the PBCSC's Executive Committee and Board of Directors, the TDC Board of Directors and the Board of County Commissioners (BCC) for engagement via a contract for performance of the services utilized in "Scope of Work". Upon approval by such entity, the selected proposer will be engaged via a contract conforming to the terms of the PBCSC/County Contract.

Award of Contract

The award, if any, will be made to the proposer whose proposal is considered the most advantageous to the Palm Beach County Sports Commission based on the Review and Selection Committee's opinion after review of every responsive proposal including, but not limited to, price.

Upon review and approval of the Selection Committee's recommendation for award, the apparent successful proposer will be notified of the recommendation for award. A contract must be completed and executed by the successful proposer and the PBCSC upon approval by the Board of County Commissioners before it becomes valid and effective. If this condition is not met in a timely manner through no fault of the PBCSC, the PBCSC, at its sole discretion, may elect to cancel the recommended award to that proposer and make the award recommendation to the next most advantageous proposer. This process may continue until such time, as the PBCSC has determined to cancel the procurement in its entirety.