



Request for Proposal

Website Development and Maintenance for

www.thebrandusa.com and www.usadiscoveryprogram.com

July 16, 2018

INTRODUCTION

PURPOSE

The purpose of this Request for Proposal (RFP) is to identify the appropriate vendor to maintain and continue to develop Brand USA's corporate website at www.theBrandUSA.com and our industry education sites at www.usadiscoveryprogram.com. Our objective is for continuous improvement in creating visually impactful and informative websites, which are simple for our constituents to navigate, search and utilize.

SCOPE OF WORK

The selected vendor will:

- Provide retained services for maintenance, technical support, content uploading, art creation and training.
- Develop website features and infrastructure as needed, including front and back-end coding; integration of third party APIs; and testing/quality assurance.
- Collaborate with Brand USA on the creation of website art, content, layout, structure and navigation.
- Manage project roadmaps.
- Assist with SEO implementation by entering basic meta-data into the backend of the websites. Ensure that pages are properly showing up in Google search after they are created.
- Update budgets on a monthly basis, keeping track of allocated hours and rolling over unused time into the following the month. (Final roll-over will be negotiated in our contract).
- Provide weekly status reports on pending projects.

Functional Requirements

- Advanced architecture expertise with Drupal 7 & 8, informed by testing, analytics and best practices.
- Superior art skills with the ability to consistently match pre-existing content.
- Ability to apply quality assurance for the current and last two versions for all major browsers for desktop and mobile.
- Ability to meet technical specifications with flexibility to tailor the product to meet Brand USA needs.

QUALIFICATIONS

The selected vendor will have a minimum of five years' experience with:

- Project management
- Drupal development with multi-language sites
- Graphic design and hands-on content management implementation
- Solid company with proven financial backing

Special Notes

While we will allocate hours each month to minor development, all major development will require an individual scope of work. For the purposes of this RFP, your monthly pricing model should be based on ___350___ hours for development/maintenance; ___25___ hours for account management; ___25___ hours for project management. (Actual monthly hours will be determined when we reach the contract stage).

Hosting, acceleration and security is handled by Brand USA. Experience working with Acquia and Cloud Flare is a plus.

Brand USA will provide a branding/style guide.

Brand USA will manage analytics, so reporting is not a requirement.

Questions

Please address:

- What are typical support response times? What are your after-hours response times?
- Do you use third-party vendors for any services you are providing to Brand USA? If so, who are these supporting vendors?
- Will you provide full service during regular eastern time zone business hours?
- What is your maintenance schedule?
- How do you meet custom requirements?
- What is your development approach/methodology?
- What are your hourly rates for development beyond the original master services agreement.

PROPOSAL FORMAT AND SPECS

Proposal format is open to presentation style and delivery of the proposing team, but it must include the following information:

- At least four links to responsive websites that have been created by your company.
- Case studies (minimum of two) with demonstrated results relevant to Brand USA (travel, or scale similarity in another industry).
- Team roles with supporting resumes and hourly rates.
- Company history and background.
- Illustration of how we will interact for planning, development, execution and optimization.
- Unique selling proposition over competitors.

BUDGET

Based on the RFP requirements, the proposer must submit a detailed, realistic budget with an estimated execution timeline.

MINIMUM REQUIREMENTS

Proposals may be rejected if they do not include all of the Deliverables. All proposers wishing clarification of this RFP must submit questions in writing to Brand USA, no later than July 20, 2018 (due by 5:00 PM EDT), and sent by e-mail to RFPadmin@TheBrandUSA.com.

Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by Brand USA.

1. **Notice of Intent to Bid** must be received by **July 30, 2018** (due by 5:00 PM EDT).

The notice shall be sent by e-mail to RFPadmin@TheBrandUSA.com at the Brand USA office. The NOTICE OF INTENT TO BID, is nonbinding; however, it ensures the receipt of all addenda related to this RFP. Proposals will be accepted only from applicants who submitted a timely NOTICE OF INTENT TO BID.

2. **RFP Responses** must contain the following information:

- a. Executive Summary
 - b. No Conflict of Interest: Client relationships that could potentially be considered a conflict of interest must be listed.
 - c. Contract Manager/Team: identify one individual on the proposer's account team who will manage the event.
 - d. Case Studies
 - e. Working Links: Provide at least two working links of websites currently being managed.
 - f. Monthly Budget (See Special Notes)
 - g. Questions Answered
3. **Certification Form**: Must be signed and accompany all RFP Response submissions.

TENTATIVE SCHEDULE

This tentative schedule may be altered at any time at the discretion of Brand USA. Brand USA reserves the right to reject any and all proposals, or any part thereof; waive an informality in the proposals and accept the proposal that best meets the needs of Brand USA.

A. Proposal Released	Jul 16, 2018
B. Written Questions (due by 5:00 PM EDT)	Jul 20, 2018
C. Written Questions Answered and posted to Brand USA website	Jul 25, 2018
D. Notice of Intent to Bid Due (due by 5:00 PM EDT)	Jul 30, 2018
E. Proposal Due (due by 5:00 PM EDT)	Aug 10, 2018
F. Notification and Scheduling of Finalist Interviews	Aug 17, 2018
G. Finalist Presentation/Interviews 2018	Aug 27-29,
H. Notice of Intent to Award Contract and Public Posting	Aug 30, 2018

DELIVERY OF PROPOSAL

Each bidder is required to deliver four typed and collated copies of its proposal to Brand USA's office at the address listed below, no later than **August 10, 2018 (5:00 PM EDT)**. Proposals may be e-mailed to RFPadmin@TheBrandUSA.com or sent by courier such as Federal Express, UPS, etc, to:



Proposals may be e-mailed to RFPadmin@TheBrandUSA.com or sent by courier such as Federal Express, UPS, etc. to:

Brand USA Headquarters
C/O RFP Administrator
1725 Eye Street NW, Suite 800
Washington, DC 20006
ATTN: RFP – Website Development and Design
Phone: 202.536.2060
Email: RFPadmin@TheBrandUSA.com

EVALUATION AND CONTRACTING

All proposals satisfying the requirements of this Request for Proposals will be evaluated to establish which of the providers best fulfills the needs of Brand USA and this project. This Request for Proposals in no way commits Brand USA to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered.

Brand USA reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified providers or to cancel this Request for Proposals. After awarding the contract, the schedule will include a period of collaboration between Brand USA and the selected Contractor to better define, elaborate upon, and fix the Contractor's final Scope of Work and general Terms and Conditions.



ATTACHMENT 1

NOTICE OF INTENT TO BID

Due: Insert date here

SEND TO:

Brand USA Headquarters

C/O RFP Administrator

1725 Eye Street NW, Suite 800

Washington, DC 20006

ATTN: RFP – Website Development & Maintenance for www.TheBrandUSA.com and
www.usadiscoveryprogram.com

Phone: 202.536.2060

Email: rfpadmin@thebrandusa.com

NAME OF BIDDER / COMPANY:
CONTACT PERSON:
MAILING ADDRESS:
TELEPHONE:
FAX:
E-MAIL ADDRESS:
SIGNED:



ATTACHMENT 2

CERTIFICATION

Please include this statement as part of the Proposal

Certification Statement

By submission of this proposal and authorized signature below, Proposer certifies that the undersigned corporate officer has authority to bind the bidder to the terms of this Proposal and hereby certifies on behalf of the bidder that:

1. He/she has read and understands all commitments and terms of this Proposal.
2. The information contained in this Proposal is accurate.
3. Proposer's quote is valid for at least 120 days from the date of proposal's signature below.
4. Proposer understands that if selected as the successful Proposer, he/she will have ten (10) business days in which to complete contract negotiations, if any, and execute the final contract document. Date of execution can be extended by mutual agreement of contractor / Brand USA.

Authorized Signature

Typed or Printed Name

Title

Date

Official Contact

Brand USA requests that the Proposer designate one person to receive all communications for clarification and verification of information related to this proposal. Please identify this point of contact below:

Official Contact Name

Phone Number

Official Contact Title

Facsimile Number

Email Address

Street, City, State, Zip



ATTACHMENT 3

FOR BRAND USA USE ONLY

Bid/Proposal: _____

Evaluated By: _____

Date: _____

Proposal Evaluation Criteria

The evaluation committee will judge each written proposal based on the following criteria:

	MAX. POINTS	SCORE
Demonstrated web development success	50	
Appealing design examples	25	
Cost effectiveness	25	
TOTAL POINTS	100	