



CITY OF GRAND JUNCTION, COLORADO

CONTRACT

This CONTRACT dated the 7th day of December, 2022 by and between the **City of Grand Junction, Colorado**, a government entity in the County of Mesa, State of Colorado, hereinafter in the Contract Documents referred to as the "Owner" and **Simpleview LLC**, hereinafter in the Contract Documents referred to as the "Contractor."

WITNESSETH:

WHEREAS, the Owner advertised that sealed Proposals would be received for furnishing all labor, tools, supplies, equipment, materials, and everything necessary and required for the Project described by the Contract Documents and known as **Visit Grand Junction Website Development and Deployment RFP-5149-22-SH**;

WHEREAS, the Contract has been awarded to the above-named Contractor by the Owner, and said Contractor is now ready, willing and able to perform the Work specified in the Notice of Award, in accordance with the Contract Documents;

NOW, THEREFORE, in consideration of the compensation to be paid the Contractor, the mutual covenants hereinafter set forth and subject to the terms hereinafter stated, it is mutually covenanted and agreed as follows:

ARTICLE 1

Contract Documents: It is agreed by the parties hereto that the following list of instruments, drawings, and documents which are attached hereto, bound herewith, or incorporated herein by reference constitute and shall be referred to either as the "Contract Documents" or the "Contract", and all of said instruments, drawings, and documents taken together as a whole constitute the Contract between the parties hereto, and they are fully a part of this agreement as if they were set out verbatim and in full herein:

- The body of this contract agreement;
- Solicitation Documents for the Project including all Addenda; **RFP-5149-22-SH**;
- Contractor's Response to the Solicitation;
- Work Change Requests (directing that changed work be performed);
- Change Orders.

ARTICLE 2

Definitions: The clauses provided in the Solicitation apply to the terms used in the Contract and all the Contract Documents.

ARTICLE 3

Contract Work: The Contractor agrees to furnish all labor, tools, supplies, equipment, materials, and all that is necessary and required to complete the tasks associated with the Work described,

set forth, shown, and included in the Contract Documents as indicated in the Solicitation Document.

ARTICLE 4

Contract Price and Payment Procedures: The Contractor shall accept as full and complete compensation for the performance and completion of all the Work specified in the Contract Documents, the not to exceed cost of **One Hundred Sixty-Six Thousand and 00/100 Dollars (\$166,000.00)**. The amount of the Contract Price is and has heretofore been appropriated by the Grand Junction City Council for the use and benefit of this Project. The Contract Price shall not be modified except by Change Order or other written directive of the Owner. The Owner shall not issue a Change Order or other written directive which requires additional work to be performed, which work causes the aggregate amount payable under this Contract to exceed the amount appropriated for this Project, unless and until the Owner provides Contractor written assurance that lawful appropriations to cover the costs of the additional work have been made.

ARTICLE 5

Contract Binding: The Owner and the Contractor each binds itself, its partners, successors, assigns and legal representatives to the other party hereto in respect to all covenants, agreements and obligations contained in the Contract Documents. The Contract Documents constitute the entire agreement between the Owner and Contractor and may only be altered, amended or repealed by a duly executed written instrument. Neither the Owner nor the Contractor shall, without the prior written consent of the other, assign or sublet in whole or in part its interest under any of the Contract Documents and specifically, the Contractor shall not assign any moneys due or to become due without the prior written consent of the Owner.

ARTICLE 6

Severability: If any part, portion or provision of the Contract shall be found or declared null, void or unenforceable for any reason whatsoever by any court of competent jurisdiction or any governmental agency having the authority thereover, only such part, portion or provision shall be affected thereby and all other parts, portions and provisions of the Contract shall remain in full force and effect.

IN WITNESS WHEREOF, City of Grand Junction, Colorado, has caused this Contract to be subscribed; and the Contractor has signed this Contract the day and the year first mentioned herein.

CITY OF GRAND JUNCTION, COLORADO

DocuSigned by:
By: Duane Hoff Jr. 12/7/2022
9F789E7D50F14BC... Contracts Administrator Date

SIMPLEVIEW LLC

DocuSigned by:
By: Scott Meredith, Head of Contracts & Procurement, Simpleview LLC 12/7/2022
FC118411122E486... Scott Meredith, Head of Contracts & Procurement Date



**Request for Proposal
RFP-5149-22-SH**

**VISIT GRAND JUNCTION WEBSITE
DEVELOPMENT AND DEPLOYMENT**

RESPONSES DUE:

November 10, 2022 prior to 2:30 P.M.

**Accepting Electronic Responses Only Submitted Through the Rocky
Mountain E-Purchasing System (RMEPS)**

www.bidnetdirect.com/colorado

**(Purchasing Representative does not have access or control of the vendor side of RMEPS.
If website or other problems arise during response submission, vendor MUST contact
RMEPS to resolve issue prior to the response deadline. 800-835-4603)**

NOTE: All City solicitation openings will continue to be held virtually.

PURCHASING REPRESENTATIVE:

Susan Hyatt
susanh@gjcity.org
970-244-1513

This solicitation has been developed specifically for a Request for Proposal intended to solicit competitive responses for this solicitation and may not be the same as previous City of Grand Junction solicitations. All offerors are urged to thoroughly review this solicitation prior to submitting. Submittal by **FAX, EMAIL or HARD COPY IS NOT ACCEPTABLE** for this solicitation.

REQUEST FOR PROPOSAL

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REQUEST FOR PROPOSAL

SECTION 1.0: ADMINISTRATIVE INFORMATION & CONDITIONS FOR SUBMITTAL

NOTE: It is the Firm's responsibility to read and review all solicitation documentation in its entirety, and to ensure that they have a clear and complete understanding of not only the scope, specifications, project requirements, etc., but also all other requirements, instructions, rules, regulations, laws, conditions, statements, procurement policies, etc. that are associated with the solicitation process and project/services being solicited.

- 1.1 Issuing Office:** This Request for Proposal (RFP) is issued by the City of Grand Junction. All contact regarding this RFP shall be directed to:

RFP Questions:

Susan Hyatt

susanh@gjcity.org

The City would like to remind all Contractors, Sub-Contractors, Vendors, Suppliers, Manufacturers, Service Providers, etc. that (with the exception of Pre-Bid or Site Visit Meetings) all questions, inquiries, comments, or communication pertaining to any formal solicitation (whether process, specifications, scope, etc.) must be directed (in writing) to the Purchasing Agent assigned to the project, or Purchasing Division. Direct communication with the City assigned Project Managers/Engineers is not appropriate for public procurement prior to award and may result in disqualification.

- 1.2 Purpose:** The purpose of this RFP is to obtain proposals from qualified professional firms to provide website development and deployment for Visit Grand Junction, as described in Section 4.0.
- 1.3 The Owner:** The Owner is Visit Grand Junction, a department of the City of Grand Junction, Colorado and is referred to throughout this solicitation. The term Owner means the Owner or his authorized representative.
- 1.4 Compliance:** All participating Offerors, by their signature hereunder, shall agree to comply with all conditions, requirements, and instructions of this RFP as stated or implied herein. Should the City omit anything from this packet which is necessary to the clear understanding of the requirements, or should it appear that various instructions are in conflict, the Offeror(s) shall secure instructions from the Purchasing Division prior to the date and time of the submittal deadline shown in this RFP.
- 1.5 Procurement Process:** Procurement processes shall be governed by the most current version of the City of Grand Junction [Purchasing Policy and Procedure Manual](#).
- 1.6 Submission:** Each proposal shall be submitted in electronic format only, and only through the Rocky Mountain E-Purchasing website, www.bidnetdirect.com/colorado. The uploaded response shall be a single PDF document with all required information included. This site offers both "free" and "paying" registration options that allow for full access of the City's documents and for electronic submission of proposals. (Note: "free" registration may take up to 24 hours to process. Please Plan accordingly.) For proper comparison and evaluation, the City requests that proposals be formatted as directed in

Section 5.0 "Preparation and Submittal of Proposals." Submittals received that fail to follow this format may be ruled non-responsive. (Purchasing Representative does not have access or control of the vendor side of RMEPS. If website or other problems arise during response submission, vendor **MUST** contact RMEPS to resolve issue prior to the response deadline. 800-835-4603)

Please join the virtual opening for Visit Grand Junction Website Development and Deployment RFP-5149-22-SH

November 10, 2022, 2:30 – 3:00 PM

Please join this meeting from your computer, tablet or smartphone.

<https://meet.goto.com/643518253>

You can also dial in using your phone.

Access Code:

643-518-253

United States:

[+1 \(872\) 240-3212](tel:+18722403212)

Join from a video-conferencing room or system.

Meeting ID:

643-518-253

Dial in or type:

[67.217.95.2](tel:67.217.95.2) or inroomlink.goto.com

Or dial directly:

[643518253@67.217.95.2](tel:643518253@67.217.95.2) or [67.217.95.2##643518253](tel:67.217.95.2##643518253)

Get the app now and be ready when your first meeting starts:

<https://meet.goto.com/install>

- 1.7 Altering Proposals:** Any alterations made prior to opening date and time must be initialed by the signer of the proposal, guaranteeing authenticity. Proposals cannot be altered or amended after submission deadline.
- 1.8 Withdrawal of Proposal:** A proposal must be firm and valid for award and may not be withdrawn or canceled by the Offeror for sixty (60) days following the submittal deadline date, and only prior to award. The Offeror so agrees upon submittal of their proposal. After award this statement is not applicable.
- 1.9 Acceptance of Proposal Content:** The contents of the proposal of the successful Offeror shall become contractual obligations if acquisition action ensues. Failure of the successful Offeror to accept these obligations in a contract shall result in cancellation of the award and such vendor shall be removed from future solicitations.
- 1.10 Addenda:** All Questions shall be submitted in writing to the appropriate person as shown in Section 1.1. Any interpretations, corrections and changes to this RFP or extensions to the opening/receipt date shall be made by a written Addendum to the RFP by the City. Sole authority to authorize addenda shall be vested in the City of Grand Junction Purchasing Representative. Addenda will be issued electronically through the Rocky Mountain E-Purchasing website at www.bidnetdirect.com/colorado. Offerors shall acknowledge receipt of all addenda in their proposal. Addenda and solicitations are posted on the City's website, www.gjcity.org/business-and-economic-development/bids, for informational purposes.

- 1.11 Exceptions and Substitutions:** All proposals meeting the intent of this RFP shall be considered for award. Offerors taking exception to the specifications shall do so at their own risk. The Owner reserves the right to accept or reject any or all substitutions or alternatives. When offering substitutions and/or alternatives, Offeror must state these exceptions in the section pertaining to that area. Exception/substitution, if accepted, must meet or exceed the stated intent and/or specifications. The absence of such a list shall indicate that the Offeror has not taken exceptions, and if awarded a contract, shall hold the Offeror responsible to perform in strict accordance with the specifications or scope of services contained herein.
- 1.12 Confidential Material:** All materials submitted in response to this RFP shall ultimately become public record and shall be subject to inspection after contract award. **“Proprietary or Confidential Information”** is defined as any information that is not generally known to competitors and which provides a competitive advantage. Unrestricted disclosure of proprietary information places it in the public domain. Only submittal information clearly identified with the words **“Confidential Disclosure”** and uploaded as a separate document shall establish a confidential, proprietary relationship. Any material to be treated as confidential or proprietary in nature must include a justification for the request. The request shall be reviewed and either approved or denied by the City. If denied, the proposer shall have the opportunity to withdraw its entire proposal, or to remove the confidential or proprietary restrictions. Neither cost nor pricing information nor the total proposal shall be considered confidential or proprietary
- 1.13 Response Material Ownership:** All proposals become the property of the City upon receipt and shall only be returned to the proposer at the City’s option. Selection or rejection of the proposal shall not affect this right. The City shall have the right to use all ideas or adaptations of the ideas contained in any proposal received in response to this RFP, subject to limitations outlined in the section titled “Confidential Material”. Disqualification of a proposal does not eliminate this right.
- 1.14 Minimal Standards for Responsible Prospective Offerors:** A prospective Offeror must affirmably demonstrate their responsibility. A prospective Offeror must meet the following requirements:
- Have adequate financial resources, or the ability to obtain such resources as required.
 - Be able to comply with the required or proposed completion schedule.
 - Have a satisfactory record of performance.
 - Have a satisfactory record of integrity and ethics.
 - Be otherwise qualified and eligible to receive an award and enter into a contract with the City.
- 1.15 Nonconforming Terms and Conditions:** A proposal that includes terms and conditions that do not conform to the terms and conditions of this Request for Proposal is subject to rejection as non-responsive. The City reserves the right to permit the Offeror to withdraw nonconforming terms and conditions from its proposal prior to a determination by the City of non-responsiveness based on the submission of nonconforming terms and conditions
- 1.16 Open Records:** All proposals shall be open for public inspection after the contract is awarded. Trade secrets and confidential information contained in the proposal so identified

by offer as such shall be treated as confidential by the City to the extent allowable in the Open Records Act.

- 1.17 Sales Tax:** City of Grand Junction is, by statute, exempt from the State Sales Tax and Federal Excise Tax; therefore, all fees shall not include taxes.
- 1.18 Public Opening:** Proposals shall be opened virtually at the time and date noted on the Cover Page. Offerors, their representatives and interested persons may attend virtually. See Section 1.6 for details. Only the names and locations on the proposing firms will be disclosed.

SECTION 2.0: GENERAL CONTRACT TERMS AND CONDITIONS

- 2.1. Acceptance of RFP Terms:** A proposal submitted in response to this RFP shall constitute a binding offer. Acknowledgment of this condition shall be indicated on the Cover Letter by the Offeror or an officer of the Offeror legally authorized to execute contractual obligations. A submission in response to the RFP acknowledges acceptance by the Offeror of all terms and conditions, as set forth herein. An Offeror shall identify clearly and thoroughly any variations between its proposal and the City's RFP requirements. Failure to do so shall be deemed a waiver of any rights to subsequently modify the terms of performance, except as outlined or specified in the RFP.
- 2.2. Execution, Correlation, Intent, and Interpretations:** The Contract Documents shall be signed by the City and Contractor. By executing the contract, the Contractor represents that they have familiarized themselves with the local conditions under which the Work is to be performed, and correlated their observations with the requirements of the Contract Documents. The Contract Documents are complementary, and what is required by any one, shall be as binding as if required by all. The intention of the documents is to include all labor, materials, equipment, services and other items necessary for the proper execution and completion of the scope of work as defined in the technical specifications and drawings contained herein. All drawings, specifications and copies furnished by the City are, and shall remain, City property. They are not to be used on any other project.
- 2.3. Acceptance Not Waiver:** The City's acceptance or approval of any work furnished hereunder shall not in any way relieve the proposer of their present responsibility to maintain the high quality, integrity and timeliness of his work. The City's approval or acceptance of, or payment for, any services shall not be construed as a future waiver of any rights under this Contract, or of any cause of action arising out of performance under this Contract.
- 2.4. Change Order/Amendment:** No oral statement of any person shall modify or otherwise change, or affect the terms, conditions or specifications stated in the resulting contract. All change orders/amendments to the contract shall be made in writing by the City Purchasing Division.
- 2.5. Assignment:** The Offeror shall not sell, assign, transfer or convey any contract resulting from this RFP, in whole or in part, without the prior written approval from the City.
- 2.6. Compliance with Laws:** Proposals must comply with all Federal, State, County and local laws governing or covering this type of service and the fulfillment of all ADA (Americans with Disabilities Act) requirements. Contractor hereby warrants that it is qualified to assume the responsibilities and render the services described herein and has all requisite corporate authority and professional licenses in good standing, required by law.
- 2.7. Debarment/Suspension:** The Contractor hereby certifies that the Contractor is not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Governmental department or agency.
- 2.8. Confidentiality:** All information disclosed by the City to the Contractor for the purpose of the work to be done or information that comes to the attention of the Contractor during the course of performing such work is to be kept strictly confidential.

- 2.9. Conflict of Interest:** No public official and/or City employee shall have interest in any contract resulting from this RFP.
- 2.10. Contract:** This Request for Proposal, submitted documents, and any negotiations, when properly accepted by the City, shall constitute a contract equally binding between the City and Offeror. The contract represents the entire and integrated agreement between the parties hereto and supersedes all prior negotiations, representations, or agreements, either written or oral, including the Proposal documents. The contract may be amended or modified with Change Orders, Field Orders, or Amendment.
- 2.11. Cancellation of Solicitation:** Any solicitation may be canceled by the City or any solicitation response by a vendor may be rejected in whole or in part when it is in the best interest of the City.
- 2.12. Project Manager/Administrator:** The Project Manager, on behalf of the City, shall render decisions in a timely manner pertaining to the work proposed or performed by the Offeror. The Project Manager shall be responsible for approval and/or acceptance of any related performance of the Scope of Work.
- 2.13. Contract Termination:** This contract shall remain in effect until any of the following occurs: (1) contract expires; (2) completion of services; (3) acceptance of services or, (4) for convenience terminated by either party with a written *Notice of Cancellation* stating therein the reasons for such cancellation and the effective date of cancellation at least thirty days past notification.
- 2.14. Employment Discrimination:** During the performance of any services per agreement with the City, the Offeror, by submitting a Proposal, agrees to the following conditions:
- 2.14.1.** The Offeror shall not discriminate against any employee or applicant for employment because of race, religion, color, sex, age, disability, citizenship status, marital status, veteran status, sexual orientation, national origin, or any legally protected status except when such condition is a legitimate occupational qualification reasonably necessary for the normal operations of the Offeror. The Offeror agrees to post in conspicuous places, visible to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.
- 2.14.2.** The Offeror, in all solicitations or advertisements for employees placed by or on behalf of the Offeror, shall state that such Offeror is an Equal Opportunity Employer.
- 2.14.3.** Notices, advertisements, and solicitations placed in accordance with federal law, rule, or regulation shall be deemed sufficient for the purpose of meeting the requirements of this section.
- 2.15. Immigration Reform and Control Act of 1986 and Immigration Compliance:** The Offeror certifies that it does not and will not during the performance of the contract employ workers without authorization or otherwise violate the provisions of the Federal Immigration Reform and Control Act of 1986 and/or the immigration compliance requirements of State of Colorado C.R.S. § 8-17.5-101, *et. seq.* (House Bill 06-1343).

- 2.16. Ethics:** The Offeror shall not accept or offer gifts or anything of value nor enter into any business arrangement with any employee, official, or agent of the City.
- 2.17. Failure to Deliver:** In the event of failure of the Offeror to deliver services in accordance with the contract terms and conditions, the City, after due oral or written notice, may procure the services from other sources and hold the Offeror responsible for any costs resulting in additional purchase and administrative services. This remedy shall be in addition to any other remedies that the City may have.
- 2.18. Failure to Enforce:** Failure by the City at any time to enforce the provisions of the contract shall not be construed as a waiver of any such provisions. Such failure to enforce shall not affect the validity of the contract or any part thereof or the right of the City to enforce any provision at any time in accordance with its terms.
- 2.19. Force Majeure:** The Offeror shall not be held responsible for failure to perform the duties and responsibilities imposed by the contract due to legal strikes, fires, riots, rebellions, and acts of God beyond the control of the Offeror, unless otherwise specified in the contract.
- 2.20. Indemnification:** Offeror shall defend, indemnify and save harmless the City and all its officers, employees, insurers, and self-insurance pool, from and against all liability, suits, actions, or other claims of any character, name and description brought for or on account of any injuries or damages received or sustained by any person, persons, or property on account of any negligent act or fault of the Offeror, or of any Offeror's agent, employee, subcontractor or supplier in the execution of, or performance under, any contract which may result from proposal award. Offeror shall pay any judgment with cost which may be obtained against the City growing out of such injury or damages.
- 2.21. Independent Firm:** The Offeror shall be legally considered an Independent Firm and neither the Firm nor its employees shall, under any circumstances, be considered servants or agents of the City. The City shall be at no time legally responsible for any negligence or other wrongdoing by the Firm, its servants, or agents. The City shall not withhold from the contract payments to the Firm any federal or state unemployment taxes, federal or state income taxes, Social Security Tax or any other amounts for benefits to the Firm. Further, the City shall not provide to the Firm any insurance coverage or other benefits, including Workers' Compensation, normally provided by the City for its employees.
- 2.22. Ownership:** All plans, prints, designs, concepts, etc. shall become the property of the City.
- 2.23. Oral Statements:** No oral statement of any person shall modify or otherwise affect the terms, conditions, or specifications stated in this document and/or resulting agreement. All modifications to this request and any agreement must be made in writing by the City.
- 2.24. Patents/Copyrights:** The Offeror agrees to protect the City from any claims involving infringements of patents and/or copyrights. In no event shall the City be liable to the Offeror for any/all suits arising on the grounds of patent(s)/copyright(s) infringement. Patent/copyright infringement shall null and void any agreement resulting from response to this RFP.
- 2.25. Remedies:** The Offeror and City agree that both parties have all rights, duties, and remedies available as stated in the Uniform Commercial Code.

- 2.26. Venue:** Any agreement as a result of this RFP shall be deemed to have been made in, and shall be construed and interpreted in accordance with, the laws of the City of Grand Junction, Mesa County, Colorado.
- 2.27. Expenses:** Expenses incurred in preparation, submission and presentation of this RFP are the responsibility of the company and cannot be charged to the City.
- 2.28. Sovereign Immunity:** The City specifically reserves the right to sovereign immunity pursuant to Colorado State Law as a defense to any action arising in conjunction to this agreement.
- 2.29. Public Funds/Non-Appropriation of Funds:** Funds for payment have been provided through the City's budget approved by the City Council/Board of County Commissioners for the stated fiscal year only. State of Colorado statutes prohibit the obligation and expenditure of public funds beyond the fiscal year for which a budget has been approved. Therefore, anticipated orders or other obligations that may arise past the end of the stated City's fiscal year shall be subject to budget approval. Any contract will be subject to and must contain a governmental non-appropriation of funds clause.
- 2.30. Collusion Clause:** Each Offeror by submitting a proposal certifies that it is not party to any collusive action or any action that may be in violation of the Sherman Antitrust Act. Any and all proposals shall be rejected if there is evidence or reason for believing that collusion exists among the proposers. The City may or may not, at the discretion of the City Purchasing Representative, accept future proposals for the same service or commodities for participants in such collusion.
- 2.31. Gratuities:** The Contractor certifies and agrees that no gratuities or kickbacks were paid in connection with this contract, nor were any fees, commissions, gifts or other considerations made contingent upon the award of this contract. If the Contractor breaches or violates this warranty, the City may, at their discretion, terminate this contract without liability to the City.
- 2.32. OSHA Standards:** All Offerors agree and warrant that services performed in response to this invitation shall conform to the standards declared by the US Department of Labor under the Occupational Safety and Health Act of 1970 (OSHA). In the event the services do not conform to OSHA Standards, the City may require the services to be redone at no additional expense to the City.
- 2.33. Performance of the Contract:** The City reserves the right to enforce the performance of the contract in any manner prescribed by law or deemed to be in the best interest of the City in the event of breach or default of resulting contract award.
- 2.34. Benefit Claims:** The City shall not provide the awarded Firm/s any insurance coverage or other benefits, including Worker's Compensation, normally provided by the City for its employees.
- 2.35. Default:** The City reserves the right to terminate the contract immediately in the event the Contractor fails to meet delivery or completion schedules, or otherwise perform in accordance with the accepted proposal. Breach of contract or default authorizes the City to purchase like services elsewhere and charge the full increase in cost to the defaulting Contractor.

2.36. Cooperative Purchasing: Purchases as a result of this solicitation are primarily for the City. Other governmental entities may be extended the opportunity to utilize the resultant contract award with the agreement of the successful provider and the participating agencies. All participating entities will be required to abide by the specifications, terms, conditions and pricings established in this Proposal. The quantities furnished in this proposal document are for only the City. It does not include quantities for any other jurisdiction. The City will be responsible only for the award for our jurisdiction. Other participating entities will place their own awards on their respective Purchase Orders through their purchasing office or use their purchasing card for purchase/payment as authorized or agreed upon between the provider and the individual entity. The City accepts no liability for payment of orders placed by other participating jurisdictions that choose to piggy-back on our solicitation. Orders placed by participating jurisdictions under the terms of this solicitation will indicate their specific delivery and invoicing instructions.

2.37. Public Disclosure Record: If the Proposer has knowledge of their employee(s) or sub-proposers having an immediate family relationship with a City employee or elected official, the proposer must provide the Purchasing Representative with the name(s) of these individuals. These individuals are required to file an acceptable "Public Disclosure Record", a statement of financial interest, before conducting business with the City.

2.38. Keep Jobs in Colorado Act: Contractor shall be responsible for ensuring compliance with Article 17 of Title 8, Colorado Revised Statutes requiring 80% Colorado labor to be employed on public works projects. Contractor shall, upon reasonable notice provided by the City, permit the City to inspect documentation of identification and residency required by C.R.S. §8-17-101(2)(a). If Contractor claims it is entitled to a waiver pursuant to C.R.S. §8-17-101(1), Contractor shall state that there is insufficient Colorado labor to perform the work such that compliance with Article 17 would create an undue burden that would substantially prevent a project from proceeding to completion, and shall include evidence demonstrating the insufficiency and undue burden in its response.

Unless expressly granted a waiver by the City pursuant to C.R.S. §8-17-101(1), Contractor shall be responsible for ensuring compliance with Article 17 of Title 8, Colorado Revised Statutes requiring 80% Colorado labor to be employed on public works projects. Contractor shall, upon reasonable notice provided by the City, permit the City to inspect documentation of identification and residency required by C.R.S. §8-17-101(2)(a).

2.38.1. "Public Works project" is defined as:

- (a) any construction, alteration, repair, demolition, or improvement of any land, building, structure, facility, road, highway, bridge, or other public improvement suitable for and intended for use in the promotion of the public health, welfare, or safety and any maintenance programs for the upkeep of such projects
- (b) for which appropriate or expenditure of moneys may be reasonably expected to be \$500,000.00 or more in the aggregate for any fiscal year
- (c) except any project that receives federal moneys.

SECTION 3.0: INSURANCE REQUIREMENTS

Insurance Requirements: The selected Contractor agrees to procure and maintain, at its own cost, policy(s) of insurance sufficient to insure against all liability, claims, demands, and other obligations assumed by the Contractor pursuant to this Section. Such insurance shall be in addition to any other insurance requirements imposed by this Contract or by law. The Contractor shall not be relieved of any liability, claims, demands, or other obligations assumed pursuant to this Section by reason of its failure to procure or maintain insurance in sufficient amounts, durations, or types. Contractor shall procure and maintain and, if applicable, shall cause any Subcontractor of the Contractor to procure and maintain insurance coverage listed below. Such coverage shall be procured and maintained with forms and insurers acceptable to the City. In the case of any claims-made policy, the necessary retroactive dates and extended reporting periods shall be procured to maintain such continuous coverage. Minimum coverage limits shall be as indicated below unless specified otherwise:

(a) Worker Compensation: Contractor shall comply with all State of Colorado Regulations concerning Workers' Compensation insurance coverage.

(b) General Liability insurance with minimum limits of:

ONE MILLION DOLLARS (\$1,000,000) each occurrence and
ONE MILLION DOLLARS (\$1,000,000) per job aggregate.

The policy shall be applicable to all premises and operations. The policy shall include coverage for bodily injury, broad form property damage (including completed operations), personal injury (including coverage for contractual and employee acts), blanket contractual, products, and completed operations. The policy shall include coverage for explosion, collapse, and underground hazards. The policy shall contain a severability of interests provision.

(c) Comprehensive Automobile Liability insurance with minimum limits for bodily injury and property damage of not less than:

ONE MILLION DOLLARS (\$1,000,000) each occurrence and
ONE MILLION DOLLARS (\$1,000,000) aggregate

(d) Professional Liability & Errors and Omissions Insurance policy with a minimum of:

ONE MILLION DOLLARS (\$1,000,000) per claim

This policy shall provide coverage to protect the contractor against liability incurred as a result of the professional services performed as a result of responding to this Solicitation.

With respect to each of Contractors owned, hired, or non-owned vehicles assigned to be used in performance of the Work. The policy shall contain a severability of interests provision. The policies required by paragraph (b) above shall be endorsed to include the City, and the City's officers and employees as additional insureds. Every policy required above shall be primary insurance, and any insurance carried by the City, its officers, or its employees, or carried by or provided through any insurance pool of the City, shall be excess and not contributory insurance to that provided by Bidder. No additional insured endorsement to any required policy shall contain any exclusion for bodily injury or property damage arising from completed operations. The Bidder shall be solely responsible for any deductible losses under any policy required above.

SECTION 4.0: SPECIFICATIONS/SCOPE OF SERVICES

- 4.1 General:** The City of Grand Junction, Colorado (City) is seeking proposals from qualified firms with the experience, resources and expertise to provide a new website to replace the existing website, VisitGrandJunction.com. The website developer needs to assist with integrating the Grand Junction brand, both in strategy and creative. In addition, Visit GJ is seeking a developer who can develop the most effective and engaging website that can easily evolve into the future.
- 4.2 Overview:** Visit Grand Junction (Visit GJ) is a Department of the City of Grand Junction and serves as the Destination Marketing & Management Organization for Grand Junction. Visit GJ is dedicated to marketing the Grand Junction area to create brand awareness and attract year-round tourism, thereby providing for a sustainable and consistent economy and enhanced quality of life for residents.
- 4.3 Background:** Visitor spending accounts for about 30 percent (30%) of the City's sales tax revenue and helps diversify the local economic base per Tourism Economics Economic Impact Study 2019.

Visit GJ operates a walk-in Visitor Center staffed by volunteer Tourism Ambassadors year-round, five days a week. The Official Visitor Guide is published by Visit GJ and is distributed globally.

The City of Grand Junction is located along the I-70 corridor, equidistant between Denver and Salt Lake City. Community partnerships and collaboration are vital to the success of destination marketing in Grand Junction. The City partners with a private management company to operate the city-owned Grand Junction Convention Center and Avalon Theatre, located in Downtown Grand Junction. Main Street is a well-preserved business and leisure district with 115 award-winning public art sculptures in the area. The City is facilitating the redevelopment of the Colorado riverfront as a mixed-use, outdoor-friendly business and recreation area connected to Downtown.

The lodging tax, which funds Visit Grand Junction, is 6 percent of overnight lodging for less than 30 days within the City of Grand Junction. The tax collection is shared with the Grand Junction Air Alliance and Grand Junction Sports Commission. Visit Grand Junction receives 4.25%, Air Alliance receives 1%, and Sports Commission receives .75%.

- The Grand Junction airport is the fourth largest airport in Colorado with numerous non-stop flights, including Denver, Dallas, Phoenix, Los Angeles, and Las Vegas via Allegiant, United, and American Airlines. The Grand Junction Sports Commission recruits and facilitates sporting events & tournaments in the Grand Junction area.

Visit Grand Junction's current functionality and platforms (not a complete list):

- The current VisitGrandJunction.com site: Miles Partnership & Drupal 7 website whose end of life is November 1, 2023.
- Local vs Visitor Traffic (Total past year sessions = 1,210,279.
 - Grand Junction (local traffic) % of Total Sessions: 12.5%
 - Grand Junction (local traffic) % of Total U.S. Sessions: 13.1%

- Visit Grand Junction currently does not monetize: No ads in Visitor Guide and no ads on website.
- Visit GJ may integrate paid partnerships on new website.
 - The current Visit Grand Junction CRM: IDSS.
 - Digital Guide hosted on the website: (multiple languages of guide will be added on the new site).
 - User Generated Content Platform and Digital Asset Manager: Crowdriff (including localhood)
 - Booking Engine: aRestravel
 - SEO: Booyah
 - Website personalization platform: Bound360
 - Web-based app: Bandwango (not currently represented on Visit GJ website but will be on new site).
 - Social Media: Facebook, Instagram, Twitter, YouTube, TikTok, Pinterest
 - Brand: Visit Grand Junction now has a new brand strategy with complimentary creative (not integrated on current website). This will be provided including the accompanying brand guidelines.

There may be overlap among tasks within each component that could require collaboration with other agencies. The award of a contract for a component does not guarantee the agency exclusivity to perform the tasks under that component. Examples of said relationship is SEO services, website personalization platform, and creative agency collaboration.

4.4 Key Objectives: Create a positive and entertaining user experience with a website that provides for ease of use in finding information, learning about Grand Junction, engaging on the site across multiple pages, enhancing brand awareness, increasing first party data sign-ups, driving visitation, and increasing traveler spend.

4.5 Scope of Work: The City is soliciting proposals for the project listed below. The contracted agencies should demonstrate a high level of expertise in the following areas:

- a. **Website Redesign, Development, Production, Hosting, and ongoing Website Support:** Newly designed website that accurately reflects established brand identity (not currently integrated on the current Visit Grand Junction website).
- b. **Content Management System (CMS):** Implementation of a robust Content Management System (CMS).
- c. **Customer Relationship Management (CRM):** A customizable solution for managing visitor inquiries and industry partner information and content. This should include a web-based portal that provides industry partners and event producers the ability to supply and update content to administrator for approval and posting. System must be GDPR, CASL, AND CCPA compliant with all data security laws and mandates.
- d. **Blog:** A blog platform that provides ability for administrator to review and approve posts from guest writers prior to publishing.
- e. **Search Engine Optimization:** Visit Grand Junction currently outsources SEO. Share in detail what your SEO services include. Also detail what SEO services Visit GJ would outsource that your agency does not include. Share examples of a

relationship that entails your agency and an outside agency both focused on SEO for one client.

- f. Visit Grand Junction & Stakeholder Data Portal (Optional):** Visit Grand Junction has transformed from a CVB/VCB into a destination marketing & management organization with strategies foundationally based on data science which provide actionable insights driving decision making. The entire department is involved with data including positions for data science, data analyst, and business analyst.

Visit GJ is looking for a technology partner to provide a platform within the website CRM or an automated connection with Visit GJ's Tableau that creates a data sharing mechanism between Visit GJ and tourism stakeholders. Visit GJ is interested in sharing data with stakeholders to assist them with their marketing initiatives; and likewise, receiving data from the stakeholders so that Visit GJ can further assist them. As part of this data sharing, Visit GJ is offering marketing services for tourism stakeholders which includes: new websites, social media management, blog writing, customer engagement software, SEO, and reputation management solutions. Visit GJ plans to invest \$1M in ARPA (American Rescue Plan Act) funding, over the next three years, to assist with program set-up, ongoing management, and co-op cost sharing with participating stakeholders for the above-mentioned services.

Visit Grand Junction has successfully launched this program, although data sharing has been manual. Events and stakeholders are currently partnering and sharing their data with Visit GJ willingly. Results for participating stakeholders has been beyond exceptional.

****This service can be noted in the proposal as a separate start-up fee and ongoing cost.***

Proposals must include the following items:

- a. Executive Summary: Overview of company background, relevant experience, and unique approach to meeting the needs of Visit Grand Junction's website.
- b. Total number of total employees and primary team member bios who would be engaged with new website and ongoing account management.
- c. Project Approach & Scheduling: Detailed summary and timeframe of deliverables.
- d. Hyperlink a minimum of five (5) tourism websites which best represent your state-of-the-art website design and functionality.
- e. References: Minimum of three (3) references shall be provided that have the ability to verify experience, credibility, and ongoing relationship post-site creation. Include phone contacts.
- f. Include a list of all Colorado and Utah websites you have designed, host, and/or currently host/manage.
- g. Cost: Website & CRM cost, including ongoing monthly maintenance costs for the site. Also, provide costs for periodic updates, significant changes to site, or new developments. Include payment schedule.
- h. Launch: Reference process for extensive testing prior to site launch.

4.5.1 Specific elements to address in proposal must include the following. Please provide details regarding ability to provide the below elements.

***If you do not offer a particular service, automation, program, technology, etc., please clearly state this in your proposal response under the heading: “Does Not Provide”**

***If you outsource a service, automation, program, technology, etc., please clearly state this in your proposal response under the heading: “Outsource”**

Design :

- If you were to design a website of the future, based purely on design and google effectiveness, what would that look like and why?

- Visit Grand Junction is succeeding in its initiatives due to its brand strategy that is elevating awareness for all aspects of the destination. One segment is not more important than the other and includes but is not limited to the following: Outdoor recreation, wellness, art, history, sports, accessibility, public lands, cuisine, shopping, lodging, events, craft beverages, friendly locals, and more.
 - How will you design a site that allows each of the brand elements to shine, be easily accessed; yet does not overly-complicate the site.

- Design must include both hamburger and drop-down menus; and best-in-class search functionality.

- Include three (3) homepage headers that represent the most innovative designs your agency has created.

- Describe how the design is based on current destination and travel website best practices.

- Section for local maps, including Google map integration, with the ability to download in multiple formats – PDF, download to phone, etc.

- Integrate Google Maps, with the ability to track clicks, across the site for all stakeholder listings, event calendars, and other location-based listings.

- Include agency capabilities or outsourcing for interactive virtual map tours.

- Can a weather page be customized to include activities pertinent to the coming week’s weather? Essentially, can the weather report to be designed to include appropriate activities?

- Describe Itinerary Builder capabilities.

- Describe your email marketing software.

- Describe ability to have a widget that acts like a “meter” or “slide-rule” for enhancements that accommodate the following:
 - Consumer can scroll a slide-rule (or something of the sort) that allows for a mild to medium to extreme adventure. Or couple activities verse family through a similar slide-rule or meter mechanism, or by season.

Social Media

- Include strategy for improved integration of social media channels with the website, to ensure there is a more complimentary experience between the website and social.

- Describe functionality that makes it easy for users to share content from the website on social media.

GA4

- Share what methods you are integrating to not only accommodate GA4, but more importantly, maximize results that match Google's focus on new key metrics.

Language

- Include how multilingual content is managed on the site, including translation tool and more importantly, localization of content capabilities to speak to the audience in a culturally relevant way.

Accessibility

- Include website accessibility standards and ADA compliance automations or outsourced tools that are included in the site design.
 - Will these include any specific Colorado requirements now and into the future?

Content Management System (CMS)

- Describe user-friendly CMS which allows staff to modify and create pages for the website, including but not limited to the home page.

Customer Relationship Management (CRM)

- Describe how contact tags, interest tags, and user defined values provide segmentation easily. Include whether segment can be based on geolocation data.
- Members-only password protected portal.
- Describe how portal can send meeting RFPs to lodging and conference space.
- The ability to export member data in Excel based on check box list submission.
- Ease of reporting that demonstrates ROI for partners and community. Must include:
 - Typical reporting such as website visits, time on site, bounce rate, outbound links, visitor guide views, downloads, and orders, eNewsletter sign-ups, and outbound traffic to partner sites.
- The ability to automate monthly exportation of member data to member email.

Lodging Availability, Booking Engine & Stakeholder Advertising

- Ability to pull real-time lodging availability data from multiple booking engines.
- Ability to track and report number of availability requests (including date of request) for each lodging establishment. Must include past availability requests (prior two years) and future.
- If Visit Grand Junction chooses to monetize the new website to provide for stakeholder advertising, what platform, partnership, and/or process do you offer? Is it in-house or outsourced?

Site Speed, Hosting, and Ongoing Maintenance

- What is the minimum site speed?
- Include details with regard to site security, back up and connectivity/peering.
- Specify or explain disaster recovery, emergency procedures, IXP, and hardware redundancy.

Landing Page Template & Microsites

- Ability for a template for landing pages to be easily set up by Visit GJ staff via the CMS that can also serve as a key conversion tool for traditional marketing platforms/methods, social media, etc.
- Describe microsite capability and searchability, for use with convention planners, event managers, and festivals.

Event Calendar & Special Offers

- Ability for two (2) calendars with capability to sort by date, location, target audience, and type of event:
 - One for the typical public experiential events.
 - A second calendar for community-only meetings, ground breaking, grand opening, ribbon-cutting, etc. Essentially, these are events that the community is only interested in. This needs to be a separate calendar so the consumer calendar is not distracted with community-only events. Describe how this will be presented on the site, separate from the experiential events.
 - Some events will need to be displayed on both the public and community calendar.
- Calendar of Events which allow for reoccurring events, ability for others to enter events, photos/videos on event pages, searchability.
- Display of multiple years of events with ability to go back in time to see previous year(s) events.
- Special Offers/Coupons – A special offers section should live on the website that is directly tied to partner listings. This should also integrate within the partner listings themselves. This can be displayed via a special offers tab on the listing detail page of a partner listing.
- Can events be added to personal calendars with a one click function – Google, Apple, Outlook, etc.

User Generated Content Platform

- Visit GJ partners with Crowdriff for UGC and the Digital Asset Management platform.
 - Does your website platform work seamlessly with Crowdriff and if so, what automations and enhancements are available?

Training

- Provide a summary of training, educational tools, and communications.
 - Are there training videos available for Visit GJ staff onboarding?
 - What education does your agency provide outside of the initial training?
 - Does training include ongoing education with SEO, Google Analytics, blog writing content tips & tricks, etc?

Transition & Timing

- New website must be complete and live by **October 15, 2023**. Visit GrandJunction.com is currently a Drupal platform that is expiring on November 1, 2023.
- Describe technique used to minimize or eliminate dip in SEO at launch of new site.

4.6 RFP Tentative Time Schedule:

- | | |
|--|------------------------|
| • Request for Proposal available on or about | October 25, 2022 |
| • Inquiry deadline, no questions after this date | November 1, 2022 |
| • Addendum issued, if needed | November 3, 2022 |
| • Submittal deadline for proposals prior to 2:30 PM | November 10, 2022 |
| • Evaluation of proposals | November 14 – 15, 2022 |
| • Invitations to Interview (video conferencing possible) | November 15, 2022 |
| • Interviews expected | November 17 – 18, 2022 |
| • Selection of agency | November 18, 2022 |
| • City Council Approval | December 7, 2022 |

4.7 Questions Regarding Scope of Services:

Susan Hyatt

susanh@gjcity.org

SECTION 5.0: PREPARATION AND SUBMITTAL OF PROPOSALS

Submission: Each proposal shall be submitted in electronic format only, and only through the BidNet website, www.bidnetdirect.com/colorado. This site offers both “free” and “paying” registration options that allow for full access of the City’s documents and for electronic submission of proposals. (Note: “free” registration may take up to 24 hours to process. Please Plan accordingly.) (Purchasing Representative does not have access or control of the vendor side of RMEPS. If website or other problems arise during response submission, vendor **MUST** contact RMEPS to resolve issue prior to the response deadline; **800-835-4603**). For proper comparison and evaluation, the City requests that proposals be formatted as directed. The uploaded response to this RFP shall be a single PDF document with all required information included. Offerors are required to indicate their interest in this Project, show their specific experience and address their capability to perform the Scope of Services in the Time Schedule as set forth herein. For proper comparison and evaluation, the City requires that proposals be formatted **A** to **E**.

- A. Cover Letter:** Cover letter shall be provided which explains the firm’s interest in the project. The letter shall contain the name/address/phone number/email of the person who will serve as the firm’s principal contact with City’s Contract Administrator and shall identify individual(s) who will be authorized to make presentations on behalf of the firm. The statement shall bear the signature of the person having proper authority to make formal commitments on behalf of the firm. By submitting a response to this solicitation, the Contractor agrees to all requirements herein.
- B. Qualifications/Experience/Credentials:** Proposers shall supply their qualifications for consideration as a contract provider to the City of Grand Junction, including website design and deployment experience. Staff profiles are necessary for those assigned to this project. I
- C. Strategy and Implementation:** Describe your (the firm’s) solution for the Owner’s objectives regarding this RFP. Describe the proposed strategy and/or plan for achieving the objectives of this RFP. The Firm may utilize a written narrative or any other printed technique to demonstrate their ability to satisfy the Scope of Services. Detail Firm’s data collection, integration, reporting and overall technology capabilities. Include a **time schedule** for completion of your firm’s implementation plan and estimated time commitments from Owner staff. Keep in mind the October 15, 2023 go-live date and include that in the schedule.
- D. References:** A minimum of three (3) **references** with name, address, telephone number, and email address that can attest to your experience in projects of similar scope and size. Include a brief narrative of the relationship.
- E. Fee Proposal:** Provide total cost using Solicitation Response Form found in Section 7.
- F. Additional Data (optional):** Provide any value-added products or services/modules in addition to the RFP scope of work.

SECTION 6.0: EVALUATION CRITERIA AND FACTORS

- 6.1 Evaluation:** An evaluation team shall review all responses and select the proposal or proposals that best demonstrate the capability in all aspects to perform the scope of services and possess the integrity and reliability that will ensure good faith performance.
- 6.2 Intent:** Only respondents who meet the qualification criteria will be considered. Therefore, it is imperative that the submitted proposal clearly indicate the firm's ability to provide the services described herein.

Submittal evaluations will be done in accordance with the criteria and procedure defined herein. The Owner reserves the right to reject any and all portions of proposals and take into consideration past performance. The following parameters will be used to evaluate the submittals (**with weighted values**):

| |
|--|
| The following collective criteria shall be worth 80% |
|--|

- | |
|--|
| <ul style="list-style-type: none"> • Understanding and Responsiveness of Submittal to the RFP (25) (Firm has submitted a proposal that is fully comprehensive, inclusive, and conforms in all respects to the Request for Proposals (RFP) and all of its requirements, including all forms and substance; and Firm has demonstrated a thorough understanding of the goals for this project.) • Tourism experience, necessary resources, functionality, and skills (20) (Firm's proven tourism proficiency in the successful completion of similar projects.) • Data collection, integration, reporting and overall technology capabilities. (20) (Firm has proven their capability in each field.) • Additional value-added products and services/modules (15) (Firm has addressed other areas of expertise) |
|--|

| |
|---|
| The following criteria shall be worth 20% |
|---|

- | |
|---|
| <ul style="list-style-type: none"> * Initial and ongoing costs (20) (Firm has detailed cost and demonstrated ongoing value commensurate with cost.) |
|---|

Owner also reserves the right to take into consideration past performance of previous awards/contracts with the Owner of any vendor, Firm, supplier, or service provider in determining final award(s). References of the short-listed firms will be assessed during the final phase of the evaluation process.

- 6.3 Oral Interviews:** The City may invite the most qualified and highly rated proposers to participate in video interviews.
- 6.3 Award:** Firms shall be ranked or disqualified based on the criteria listed in Section 6.2. The City reserves the right to consider all of the information submitted and/or oral presentations, if required, in selecting the firm.

**SECTION 7.0: SOLICITATION RESPONSE FORM
RFP-5149-22-SH**

Offeror must submit entire Form completed, dated and signed.

- 1. Firms shall provide pricing details for website development and build.**
- 2. Detail initial and ongoing costs to maintain the website, including technical support and future upgrades.**

RECEIPT OF ADDENDA: the undersigned Contractor acknowledges receipt of Addenda to the Solicitation, Specifications, and other Contract Documents.

State number of Addenda received: _____.

It is the responsibility of the Proposer to ensure all Addenda have been received and acknowledged.

The City reserves the right to accept any portion of the work to be performed at its discretion

The undersigned has thoroughly examined the entire Request for Proposals and therefore submits the proposal and schedule of fees and services attached hereto.

This offer is firm and irrevocable for sixty (60) days after the time and date set for receipt of proposals.

The undersigned Offeror agrees to provide services and products in accordance with the terms and conditions contained in this Request for Proposal and as described in the Offeror's proposal attached hereto; as accepted by the City.

Prices in the proposal have not knowingly been disclosed with another provider and will not be prior to award.

- Prices in this proposal have been arrived at independently, without consultation, communication or agreement for the purpose of restricting competition.
- No attempt has been made nor will be to induce any other person or firm to submit a proposal for the purpose of restricting competition.
- The individual signing this proposal certifies they are a legal agent of the offeror, authorized to represent the offeror and is legally responsible for the offer with regard to supporting documentation and prices provided.
- Direct purchases by the City of Grand Junction are tax exempt from Colorado Sales or Use Tax. Tax exempt No. 98-903544. The undersigned certifies that no Federal, State, County or Municipal tax will be added to the above quoted prices.
- City of Grand Junction payment terms shall be Net 30 days.
- Prompt payment discount of _____ percent of the net dollar will be offered to the City if the invoice is paid within _____ days after the receipt of the invoice. The City reserves the right to consider any such discounts when determining the bid award that are no less than Net 10 days.

Company Name – (Typed or Printed)

Authorized Agent – (Typed or Printed)

Authorized Agent Signature

Phone Number

Address of Offeror

E-mail Address of Agent

City, State, and Zip Code

Date



Purchasing Division

ADDENDUM NO. 1

DATE: November 3, 2022
FROM: City of Grand Junction Purchasing Division
TO: All Interested Parties
RE: Visit Grand Junction Website Development and Deployment RFP-5149-22-SH

Bidders responding to the above referenced solicitation are hereby instructed that the requirements have been clarified, modified, superseded and supplemented as to this date as hereinafter described.

Please make note of the following:

Question 1. While 50% of staff reside in Colorado, and we would be able to have 80% of those assigned to this project in that group, do you anticipate your project to fall under the Colorado Revised Statutes definition of a “public project”? That would appear to be publicly funded projects which are anticipated to exceed \$500,000 expended within a year, though one additional exception to this definition is a project which “receives federal moneys.”

Answer: No. This clause refers to Public Works projects only, such as streets, bridges, etc. It is a state requirement as part of the standard terms and conditions. It will not apply to this project.

Question 2. A second question concerns the automobile insurance policy requirements noted in the RFP. While our company does not have company owned vehicles, is it an accurate reading of this requirement that any automobile used by staff assigned to this project, while doing anything related to the project in the auto, that automobile policy shall include a minimum of \$ 1 million in comprehensive liability insurance per occurrence?

Answer: This clause pertains to company-owned vehicles.

Question 3. I see the “price” is a primary factor in the decision making process and we’re curious to know if there is a predetermined budget outlay for this project. In any case, we will develop a proposal based on the best use of resources and time to achieve the most desirable result. There again, we want to be realistic about how best to support this effort based on any knowledge of the budgeted allocation that you’re able to disclose.

Answer: Budget will not be shared at this time. The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction’s consideration. The best use of resources and time is appreciated.

Question 4. Is there any specific platform required for this website? Can we offer Node.js and React for this project?

Answer: No specific platform is required.

Question 5. Do we need to quote hosting? Or have you already chosen/identified a hosting provider?

Answer: Yes, hosting is required. Please see Section 4.5.

Question 6. How many people will be administering content for the website? We assume that content will be provided by you.

Answer: Visit Grand Junction staff will be assisting with content in collaboration with the website agency. Feel free to include your process of website content building.

Question 7. We assume that the website does not need any other languages apart from English.

Answer: Language is addressed in the RFP.

Question 8. Are you seeking ongoing website support and maintenance services?

Answer: Yes. Please see Section 4.5.

Question 9. Include a list of all Colorado and Utah websites you have designed, host, and/or currently host/manage. Is this a mandatory requirement to participate in this bidding process?

Answer: The information will be used in the evaluation process.

Question 10. Do you prefer to work with local vendors for this project?

Answer: Preference is based on what is outlined in the RFP.

Question 11. Is there a provision for virtual presentation and interview as a part of selection process?

Answer: This information will be shared with short list vendors.

Question 12. We assume that we will manage the enquiries and booking will be managed by stakeholders / third parties.

Answer: Booking engine is addressed in the RFP.

Question 13. Does your office have a preference for DMS, ie Drupal?

Answer: CMS is addressed in the RFP as a request for the agency to describe what they propose.

Question 14. Who are the people on your core team?

- a. What are their roles and responsibilities?
- b. What percentage of their time will be dedicated to this project?
- c. Is there a designated project champion and core team, and are they prepared to collaborate with us on a weekly basis?

Answer: Information will be shared with awarded vendor.

Question 15. Please tell us about the stakeholders at your organization

- a. How large is the stakeholder group?
- b. Is there a RACI chart or steering committee set up to manage them?
- c. How do you envision the selected partner interacting with your stakeholders?

Answer: This information will be shared with the awarded vendor.

Question 16. In order to give our team a sense of the complexity of your current Drupal 7 website, please share the following:

- a. Number of content types
- b. Number of nodes (pieces of content)
- c. Number of taxonomies
- d. Number of custom user roles
- e. Number of custom modules

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 17. How many sites are involved in this project -- just the main site or are there intranets, sign in portals or sub-sites to include in our proposal?

Answer: This information is included in in Section 4.

Question 18. Are you aware of any major risks to this project or workflow? Are there any known risks a vendor partner should be mindful of?

Answer: No.

Question 19. Do you have developers on your team? If so, will they be available to co-sprint with our developers during the build phases of this project?

Answer: No.

Question 20. Our project planning process is highly collaborative between our business development and production teams. This collaboration requires time in terms of calendar days. Can your selection team commit to a two week time period between providing answers to the vendor questions and the proposal deadline, even if it means moving the proposal deadline?

Answer: The RFP deadline dates are not expected to change at this time.

Question 21. Has any user research been done to inform this RFP and is the team open to engaging users to participate over the course of the project? This can range from as early as the discovery phase to explore and validate needs, to later in the design process to verify the team's findings & assumptions prior to build. Scope can range from as minimal as a standardized user survey, to larger scale focus groups, usability testing, social media engagement, and public installations.

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 22. Are there any of the following UX deliverables that you have already completed, or would like to exclude from the project scope?

- a. Goals & KPIs
- b. Personas
- c. Brand Identity Positioning (both visual & verbal guidelines)
- d. Site Map
- e. Audit of Content Types
- f. Wireframes
- g. Desired Publishing Workflow

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 23. Do you envision user research or any other deliverables occurring remotely or in person? What is your preference?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 24. What are your organizational goals? How does your new website guide towards achieving those goals?

Answer: The goal of this particular endeavor is to obtain a new website that can take the Visit Grand Junction organization into the future. Visit GJ is expecting the vendor to determine how to achieve those goals.

Question 25. Please break the integrations down on the website, and categorize each integration appropriately: API integration, JavaScript snippet/embed, iFrame, or deep link to third-party site.

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 26. What is the budget for this project? Knowing your budget is critical to help us right-size the project plan.

Answer: The budget will not be shared at this time. The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 27. Is there an incumbent vendor responding to this opportunity?

Answer: Potentially.

Question 28. What are the pain points with your current website?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 29. Are there any initiatives happening that this project is dependent on or related to (i.e, are you also doing a rebrand exercise or some other initiative that this project might need to wait for?)

Answer: No.

Question 30. Have you identified a CMS you would like to migrate to? If so, what stands out about that CMS? If not, what ideal strengths (for example: authoring, API integrations, backwards compatibility with D7, etc.) would be the most appealing to Visit Grand Junction?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 31. The RFP mentions CRM in the scope of work, to clarify, is it the expectation that the awarded partner also builds or recommends a CRM?

Answer: Yes.

Question 32. Does Visit Grand Junction anticipate needing copy writing from the awarded partner?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 33. With regards to hosting, please answer the following:

- a. How many average monthly unique visits (sessions in Google Analytics) does each site in scope receive?
- b. What level of uptime SLA will each website require? Will each site require the same uptime SLA, or will this differ? (If so, please specify)
- c. Do you have any special requirements as it relates to HTTPS certificates?
- d. If SSL certificates are provided at no cost to you, would these be acceptable or are you required to use an existing certificate?
- e. Will you be connecting your CMS(s) to any internal systems behind firewalls? Please list internal/external integrations and how they are implemented.
- f. Will a dedicated set of IP addresses be needed for allowlisting?
- g. Will you need to leverage CDN geolocation data in your CMS application?
- h. What measures have you put in place to enforce security on your current site?
- i. Have you experienced anything like DDoS Attacks, unauthorized environment access, or other?

- j. Are you using a Web Application Firewall (WAF)? If “yes”, please provide the name. If “no”, will a WAF be desired to protect your websites?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction’s consideration.

Question 34. Are there any timeline drivers for this project other than Drupal 7 end of life?

Answer: No.

Question 35. Do authorities have any preference on hosting servers and Technology stack?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction’s consideration.

Question 36. Will the hosting server be provided by the Authority? Or Vendor must supply from a third party?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction’s consideration.

Question 37. Is this scope for Migrating / Upgrading the current website to Drupal 9.0?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction’s consideration.

Question 38. Is authority open to go for any CMS technology including WordPress, Magento, or Joomla instead of Drupal 9.0?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction’s consideration.

Question 39. Is the current website running in LAMP (Linux, Apache, MariaDB, and PHP)? If not, please provide the current hosting technologies used?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction’s consideration.

Question 40. Is Vendor scope included with data science (Artificial Intelligence, Machine Learning, and Business Intelligence) automation services for “Visit Grand Junction & Stakeholder Data Portal (Optional)”?

- Predictive Modeling
- Univariate and Bivariate analysis
- Information Processing
- Data Analytics
- Business Analytics
- Integrating current website with Tableau & SQL Server’s
- Management Information System
- Data Reporting and Presentation

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction’s consideration.

Question 41. Does CRM must be customized according to GJ customer behaviors and requirements? (Example tracking location, location map integrations, remedy system etc..)

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction’s consideration.

Question 42. Is this website redesign scope inclusive of any specific automation services?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 43. Number of existing pages count?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 44. Will Be helpful if provided with third party services and API's used

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 45. Will be helpful if provided with existing modules list (example: pre-built code packages used in drupal 7.0)

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 46. Does eRestravel Booking have an API that would allow for integration into the new website or will it remain external?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 47. Can you clarify what creative deliverables will be provided to the selected vendor? Will this be anything other than colors, logos, photos and fonts?

Answer: The Brand Book will be shared with the awarded website provider.

Question 48. For the elements listed under 4.5.1 on pages 15-18 of the RFP, are you asking for confirmation of our ability to complete those within our narrative response, or are you asking we address each element with a direct, individual response in addition to our narrative proposal response? In addition, are you looking for spec creative to be included with our response?

Answer: Please address each element with a direct, individual response in addition to your narrative proposal response. The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 49. You mention featuring brand elements in the site, can you specify which elements are the priority within the new site?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 50. Can you share the most recent brand book?

Answer: Brand Book will be shared with the awarded website provider.

Question 51. If the digital guide requires localization, is it applicable for CMS as well? Do we need to consider multilingual as part of CMS requirement?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 52. Though we are open to collaborate with vendors for integration, we would like to know the scope of integration. Can we assume API or JS based integrations with these vendors? Or do we have offline data sharing mechanism to feed info vice-versa?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 53. Key Objective - *"engaging on the site across multiple pages, enhancing brand awareness, increasing first party data sign-ups, driving visitation, and increasing traveler spend."* Is there any user research happened to determine the experience score today? What is the business criteria for success of this project? Idea is to get a subjective fact to measure the success. This will help us to determine further NFRs etc

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 54. We understood the current CMS platform in Acquia. Since the scope of the work says robust CMS, what are the current pain points which made us to move away from current platform?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 55. Do we know number of templates & pages in the existing platform? Do we have microsite capability exists in the current platform?

Answer: No and No. The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 56. We understood as this proposal includes to move away from iDSS CRM to custom solution. Is there any specific capability what we are looking for? What is the pain point to move away from SaaS?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 57. We could see a weather page broken today and couldn't see live stream. Is it a static page with live stream in JS? Do we have any partnership with any vendor for this capability?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 58. Today we could see the whole booking takes the user outside the VisitGJ site. Can we assume for future experience to do everything inside Visit GJ through aRestravel as booking engine to be integrated in the front end through APIs? If so, can you please explain the attributes to be present in the Itinerary (e.g. 2 days plan + 1 night - Lodging, places to visit, restaurants etc or Adventure 2 days Itinerary to indicate only partner motels & hotels as different price options)?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 59. Ability to pull real-time lodging availability data from multiple booking engines. Other than aRestravel, what are the other vendors we need to be considered in this aggregation process? To design sort & Filter we need this info.

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 60. GA4 - Can we assume analytics will be managed by SEO agency? We will collaborate with them for integration as other vendors.

Answer: Please reference 4.5e. The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 61. Could you please list the current challenges faced and the key KPIs set for the new system

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 62. How critical are hyperlinks to five tourism websites and the three references? Can the site links and references be same/different? How would the qualification and evaluation be impacted in view of the sites hyperlinks & references? While we have created and delivered complex websites and projects, but they may not be specific to the tourism industry. Would this be grounds for disqualification?

Answer: No, referencing non-tourism hyperlinks will not be grounds for disqualification. Any referenced hyperlink will be helpful in the evaluation process. All evaluation criteria can be found in Section 6.2.

Question 63. Does the City have any preferences among cloud and on-premise solutions?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 64. Specific to this RFP would it be possible to grant a waiver by the City pursuant to C.R.S. §8-17-101(1)? Per the definition of "public works projects" it seems to apply specifically to hard infrastructure projects.

Answer: Please see Question 1.

Question 65. Are you open to Onsite-Offshore model for execution? Do you have any preference between Fixed price engagement model & Time & Material model?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 66. Payment: Is there retention on payments? If yes, what percentage? Will payments be on the based on the payment schedule provided by us?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration. Include what your agency requires.

Question 67. At this time can you share the budget that has been approved for this RFP? Are these funds approved for the fiscal year Starting Jan 1 2023, and ending Dec 31, 2023 ?

Answer: Please see Questions 3 and 26.

Question 68. "Detail initial and ongoing costs to maintain the website, including technical support and future upgrades" - What is the desired duration for ongoing support and maintenance?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration. Explain what your agency can offer.

Question 69. Is there a preference for the Cloud platform for hosting the website or are you open for any cloud provider ?

Answer: Your agency should present what you recommend for Visit Grand Junction consideration.

Question 70. "Include a list of all Colorado and Utah websites you have designed, host, and/or currently host/manage."- we have several references we can provide, that showcase our ability

to provide the required services. However, they are not in CO and UT, is this grounds for disqualification?

Answer: No.

Question 71. Is there a preference for the Cloud platform for hosting the system or are you open for any cloud provider ?

Answer: This is a duplicate of Question 69.

Question 72. For website support, what's the expected coverage hours 24/7, 16/7, 16/5 etc. ?

Answer: Your agency should present what you recommend for Visit Grand Junction consideration.

Question 73. As part of experience definition has GC identified key personas to target and mapped current and future customer journeys?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration. Explain what your agency can offer.

Question 74. *"Brand: Visit Grand Junction now has a new brand strategy with complimentary creative (not integrated on current website). This will be provided including the accompanying brand guidelines."* Should we assume that interactive wireframes and design style guides including layout segmentation will also be provided ?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration. Explain what your agency can offer. A Brand Book will be shared with the awarded agency.

Question 75. Have we mapped / identified key stakeholders, business groups to be involved during the engagement?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration. Explain what your agency can offer.

Question 76. Are the tools, platforms, technologies listed in the document final or open to recommendations?

Answer: The items listed are open to recommendation. The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration. Explain what your agency can offer.

Question 77. Currently there's only mention of Website redesign. Are you also envisaging a Mobile app and other channels that will consume the same content ?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration. Explain what your agency can offer.

Question 78. Is there an expected RTO, RPO as part of the DR Strategy?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 79. Have you already identified measurable digital objectives and KPIs as part of your measurement strategy?

Answer: Explain how your agency will address these items and present to Visit Grand Junction what you recommend.

Question 80. Should we consider content migration from the old CMS to the new CMS as part of our scope?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 81. What is the allocated budget for the website development and deployment project?

Answer: Please see Questions 3 and 26.

Question 82. Can the optional portal work be awarded individually outside of the website project?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 83. Is it Grand Junction's preference to stay on Drupal and upgrade to Drupal 10 or select a new CMS?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 84. What is the preferred length for initial ongoing maintenance and support? 1 year? 2 year? Etc.

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 85. You provided stats for local visitors in the proposal.

- a. Is there a desire to increase local traffic? And/or provide additional services to locals that don't currently exist on the site?
- b. Are there regions you'd like to focus on to generate more tourism?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 86. For multilingual support, would you expect the vendor to source a team to create the localized and/or culturally relevant content? Or does GJ have staff for this aspect of the project? How many languages are you expecting to support?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 87. Given the potential collaboration with other firms for various aspects of the site (e.g. SEO), how would you prefer us to assume what portions those firms should take on vs. our own when estimating the level of efforts for these various pieces?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 88. How many content editors do you have on a weekly basis? Do they all edit the same kind of content? Or is each responsible for different types?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 89. How are you currently leveraging your CRM? Email campaigns? Direct marketing? Newsletters?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 90. What is the appetite for customization on the site based on things like location, browsing patterns, newsletter sign-ups, etc.?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 91. How do your current guest bloggers submit their blogs for approval? Are they users in Drupal? Do they email them to you? Submit through 3rd party software?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 92. Who would be responsible for writing content for the site? Would much of the content come from the existing site? What about any net new pages?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 93. Given the asks for tourism examples, are you exclusively looking for firms with tourism experience?

Answer: No.

Question 94. How much page content is expected to be migrated onto the new site? Would you expect this to be a manual process? Or a scripted process to export and import content verbatim from the existing site? (this is mostly pertaining to page content and less about blog posts, past events, and newsletters, which we would expect to be migrated and urls maintained for SEO purposes)

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 95. Are you comfortable with SF as a CRM solution?

- a. How would stakeholders be expected to provide data? Flat file, onsite entry (forms? Online editable table?)
- b. What actions would need to take place on that data after upload?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 96. Your request for a widget that likes a "meter" or "slide-rule" sounds like an engaging way to recommend different types of activities to visitors. Are you open to other ideas or concepts? Interactive quiz, etc.

Answer: Yes. The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 97. Have you already made the upgrade to GA4 or require the update/migration within this project?

Answer: Visit Grand Junction is currently setting up GA4.

Question 98. How often is content changed on the site, and what is the most commonly updated?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

The original solicitation for the project referenced above is amended as noted.

All other conditions of subject remain the same.

Respectfully,

Susan Hyatt, Senior Buyer
City of Grand Junction, Colorado



Purchasing Division

ADDENDUM NO. 2

DATE: November 4, 2022
FROM: City of Grand Junction Purchasing Division
TO: All Interested Parties
RE: Visit Grand Junction Website Development and Deployment RFP-5149-22-SH

Bidders responding to the above referenced solicitation are hereby instructed that the requirements have been clarified, modified, superseded and supplemented as to this date as hereinafter described.

Please make note of the following:

Question 10 of Addendum 1 has been clarified with the following:

Question: "Do you prefer to work with local vendors for this project?"

Answer: The City does not have a local preference policy.

The original solicitation for the project referenced above is amended as noted.

All other conditions of subject remain the same.

Respectfully,

Susan Hyatt, Senior Buyer
City of Grand Junction, Colorado