REQUEST FOR PROPOSALS (RFP)

Website Design & Development
Rutherford County Economic Development

Due Date:
October 10th, 2014
4:00 PM, EDT
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*This Request for Proposals is open to all. Respondents will absorb all costs associated in the preparation and presentation of an RFP.*
I. Purpose
Rutherford County Economic Development (RCEDC) is soliciting proposals and performance data for website hosting, design and development services. RCEDC’s needs are outlined in the following Request for Proposals ("RFP"). RCEDC is seeking a vendor that is experienced in web development and design to replace the existing website as well as create two additional new websites.

RCEDC’s emphasis is on building a dynamic online presence to support the Department’s work of attracting businesses to and growing businesses within Rutherford County, North Carolina while providing a user-friendly, widely accessible (devices and browsers), intuitive site structure, and an interface that is both attractive and ADA compliant. The website must be hosted in datacenters that are highly available with disaster recovery plans, secure, and provide adequate website performance and bandwidth.

RCEDC’s website URL is currently [www.rutherfordncedc.com](http://www.rutherfordncedc.com) and is expected to remain as such. Gateway West Commerce Park has two (2) domain names: [www.gatewaycommercepark.com](http://www.gatewaycommercepark.com) and [www.gatewaywestcommercepark.com](http://www.gatewaywestcommercepark.com); both domains should be used for this project with [www.gatewaywestcommercepark.com](http://www.gatewaywestcommercepark.com) being the main website URL displayed regardless of which of the two domains is typed. There are four (4) URLs for the Airport: [www.rutherfordncairport.com](http://www.rutherfordncairport.com), [www.rutherfordairport.com](http://www.rutherfordairport.com), [www.rutherfordcountyairport.com](http://www.rutherfordcountyairport.com), and [www.kfqdairport.com](http://www.kfqdairport.com) and are expected to remain as such.

II. Background
Rutherford County Economic Development is a department of Rutherford County government with three full time staff, one part-time staff and an advisory board of ten members, appointed by the Rutherford County Board of Commissioners.

Our mission is to promote & market Rutherford County to the world; creating, retaining, & reinvesting dollars to provide a better quality of life for the residents.

RCEDC’s professional staff works with local councilpersons, community development corporations, business owners, developers and entrepreneurs. With the new website we seek to increase visibility to site selectors around the country and internationally.

RCEDC target markets are:
- Automotive Suppliers
- Data Centers
- Call / Contact / Customer Service Centers
- Advanced Materials
- Creative Class Small Business
- Film Recruitment
- Lifecare Communities
Given that economic development websites have gained importance and essentially “changed the game” for site selectors, RCEDC would like to enhance its image to truly reflect the dynamic work they are doing in Rutherford County, North Carolina.

Gateway West Commerce Park is a 90-acre County owned business and technology center located 0.2 miles off Hwy 74 Alternate / Daniel Road in Rutherford County, North Carolina. RCEDC is authorized to strategically market this property in an effort to attract and create quality jobs and investment in Rutherford County. This acreage can be subdivided to meet project needs.

Rutherford County Airport – James Marchman Field (KFQD) is located on 250 acres at 622 Airport Road in Rutherfordton, North Carolina. The Airport has 2 runways and handles an average of 92 aircraft operations per day.

III. General Considerations
This project has been broken down into three distinct but related “phases”. Respondents must submit proposals for all three phases. Proposers are asked to clearly define qualifications and examples of work relative to each phase within the proposal. The three phases are as follows: 1) RCEDC’s website redesign and hosting, 2) Gateway West Commerce Park website creation and hosting, and 3) website creation and hosting of the Rutherford County Airport webpage.

Vendors must respond to all phases listed below. Please be sure to include all proposal requirements (See Pages 13-14) in response to each phase. Rutherford County Economic Development (RCEDC) reserves the right to fund one or more phases listed below or to reject all proposals. If a company is awarded one phase, there is no guarantee that they will be selected for another phase.

RCEDC reserves the right to award the contract to the Consultant or Vendor that they deem to offer the best overall proposal. RCEDC is therefore not bound to accept a proposal on the basis of lowest price, and further, RCEDC has the discretion and reserves the right to cancel this RFP, to reject any and all proposals, to waive any and all irregularities, or to re-advertise with either the identical or revised specifications if it is deemed to be in the best interest of RCEDC.

Phase 1:  
Website redesign and hosting - [www.rutherfordncedc.com](http://www.rutherfordncedc.com)  
Redesign and host a website for Rutherford County Economic Development (RCEDC) geared toward site selectors, business owners, and the general public while showcasing our scope of services, programs and activities effectively. The overall design of the website should highlight relevant content (ED programs, incentives, success stories, demographics, statistics, news, site selection tools, etc.) The website must be capable of hosting an embedded application that allows users to search for properties with a mapping tool.
Other components:

- Compatibility with the latest versions of Internet Explorer, Firefox and Google Chrome
- Incorporation of branding: logo/identity/colors/theme
- Website metrics, counts on visits and activity, search engine optimization
- Sharing capabilities (social media)
- Ability to gather e-mail, areas of interest and demographic information from visitors in a format that allows the Department to maintain a single database of users for follow up and marketing research purposes
- Optimization for mobile use
- IOS and Android application development (if suggested as useful by vendor)

The back end of the website shall contain a content management system that allows for quick and easy creation and editing of pages. This content management system will easily allow RCEDC staff to update the site and add pages in a timely manner without the need to know code. The selected vendor will provide training to RCEDC staff on how to maintain and update the website. Core site content and language will be provided by a designated RCEDC staff member. Professional recommendations by the selected vendor to modify and improve content will be key to providing a clean and clear website.

The selected vendor will work with RCEDC to analyze what needs to be on the website, giving specific attention to SEO. In addition, the selected vendor will:

- Create a site map and navigational structure
- Secure web partner for hosting

Our primary website objective is to continue to build brand identity, awareness and interest in Rutherford County, North Carolina as a place to locate and expand businesses. In addition, we would like to create a useful set of tools for site-selectors and other prospects. To be effective, the website must be:

- Easy to navigate and intuitive
- Visually pleasing
- Flexible
- Safe and secure
- Quick to load and operate

Staff will also use the website to generate reports, follow up with prospects and report news of RCEDC. The website should have well-designed information architecture, a clean graphic look and feel, intuitive user navigation and should reflect the brand and goals of the RCEDC.

Included below are examples of economic development websites that give a good feel for the type of site and functionality we are looking for.
Website links and examples:

Grand Rapids- The Right Place  
http://www.rightplace.org/

Webster City Economic Development  
http://www.buildwebstercity.com/

Phase 2:  
**Website creation and hosting** – www.gatewaywestcommercepark.com (primary URL to be displayed regardless of which domain is typed) and www.gatewaycommercepark.com (secondary URL)

Create and host a website for Gateway West Commerce Park to market this property in an effort to attract and create quality jobs and investment in Rutherford County. The overall design of the website should showcase the property and highlight sites ready for industrial development.

Other components:

- Compatibility with the latest versions of Internet Explorer, Firefox and Google Chrome
- Incorporation of branding: logo/identity/colors/theme
- Website metrics, counts on visits and activity, search engine optimization
- Sharing capabilities (social media)
- Ability to gather e-mail, and demographic information from visitors in a format that allows the Department to maintain a single database of users for follow up and marketing research purposes
- Optimization for mobile use
- IOS and Android application development (if suggested as useful by vendor)

The back end of the website shall contain a content management system that allows for quick and easy creation and editing of pages. This content management system will easily allow RCEDC staff to update the site and add pages in a timely manner without the need to know code. The selected vendor will provide training to RCEDC staff on how to maintain and update the website. Core site content and language will be provided by a designated RCEDC staff member. Professional recommendations by the selected vendor to modify and improve content will be key to providing a clean and clear website.

The selected vendor will work with RCEDC to analyze what needs to be on the website, giving specific attention to SEO. In addition, the selected vendor will:

- Create a site map and navigational structure
- Secure web partner for hosting

Our primary website objective is to bring awareness and interest to Gateway West Commerce Park as a place to locate or expand businesses. In addition, we would like to create a useful set of tools for site selection consultants and prospects. To be effective, the website must be:
• Easy to navigate and intuitive
• Visually pleasing
• Flexible
• Safe and secure
• Quick to load and operate

Staff will also use the website to follow up with prospects and report news of the Commerce Park. The website should have well-designed information architecture, a clean graphic look and feel, intuitive user navigation and should reflect the brand and goals of RCEDC and Gateway West Commerce Park.

Included below are examples of websites that give a good feel for the type of site and functionality we are looking for.

**Website links and examples:**

The Park - Huntersville
http://www.thepark-huntersville.com/

International Business Park Concord
http://www.internationalbusinesspark.com/

**Phase 3:**

Create and host a website for the Rutherford County Airport.

Other components:
• Compatibility with the latest versions of Internet Explorer, Firefox and Google Chrome
• Incorporation of branding: logo/identity/colors/theme
• Website metrics, counts on visits and activity, search engine optimization
• Sharing capabilities (social media)
• Event calendar
• Ability to gather e-mail, areas of interest and demographic information from visitors in a format that allows the Department to maintain a single database of users for follow up and marketing research purposes
• Optimization for mobile use
• IOS and Android application development (if suggested as useful by vendor)

The back end of the website shall contain a content management system that allows for quick and easy creation and editing of pages. This content management system will easily allow RCEDC staff to update the site and add pages in a timely manner without the need to know code. The selected vendor will
provide training to RCEDC staff on how to maintain and update the website. Core site content and language will be provided by a designated RCEDC staff member. Professional recommendations by the selected vendor to modify and improve content will be key to providing a clean and clear website.

The selected vendor will work with RCEDC to analyze what needs to be on the website, giving specific attention to SEO. In addition, the selected vendor will:

- Create a site map and navigational structure
- Secure web partner for hosting

Our primary website objective is to continue to bring awareness and interest to the Airport as a place to locate and expand businesses. In addition, we would like to create a useful set of tools for prospects. To be effective, the website must be:

- Easy to navigate and intuitive
- Visually pleasing
- Flexible
- Safe and secure
- Quick to load and operate

Staff will also use the website to follow up with prospects and report news of the Airport. The website should have well-designed information architecture, a clean graphic look and feel, intuitive user navigation and should reflect the brand and goals of the RCEDC.

Included below are examples of websites that give a good feel for the type of site and functionality we are looking for.

IV. Scope of Work

The intent of this RFP is to enable RCEDC to evaluate experience, qualifications, and capabilities for developing and implementing the above requested websites. Desired qualifications are outlined below.

Responders are to submit a written narrative corresponding to each of the numbered items:

1. Municipal Website Design Experience
   A. Municipal clients (please list city name and website URL)
   B. If no previous municipal experience, please explain relevant government website experience (please list other government clients/URLs)
   C. References (minimum three references, including all contact information below)
      1. Client Name
      2. Client Contact Person
      3. Phone and Fax
      4. Client Address
      5. Website Address
2. **Vendor/Municipal Contract Performance Management**  
(Please provide two examples that include all of the following):  
A. Client name  
B. Contract amount  
C. Contract duration  
D. Project Outcome

3. **Vendor Profile**  
A. Number of years in business  
B. Office location(s) (Include business address)  
C. Demonstrated company financial stability

4. **Team Members/Roles** (list all personnel to be assigned to this project)  
A. Name, title, role (e.g., project management, programming, graphics)

5. **Vendor Service Capabilities** (describe all available)  
A. Website development  
B. Software tools and/or Apps (e.g., Content Management System or modules, Plugins & Scripts, Google Play & iPhone app capabilities)  
C. Site maintenance  
D. Site hosting  
E. Client training  
F. Availability of robust self-service documentation and technical support  
G. Appropriate redundancy and scalability to avoid unexpected outages and to accommodate periodic maintenance, usage growth and sudden usage surges  
H. Meets U.S. Federal Government ADA requirements  
I. 24/7 support  
J. Security for both RCEDC staff and users  
K. Function across multiple browsers (Internet Explorer, Firefox, Chrome, and Safari)  
L. Compatible design and function on multiple devices, including personal computers, mobile devices, and manufacturers (PCs, Apple iPads, iPhones, Android tablets, Android phones, etc.)  
M. Other
6. Integrated Content Management System (CMS) Components and Website Tools

The listing below represents functional categories and is not comprehensive; others may be recommended or added. RCEDC’s new website Vendor must be able to provide the desired components shown. Vendors are asked to respond to all module functions. Functions that are not offered by Vendor must be marked “No” with an additional dollar estimate to have these functions implemented through Vendor subcontracting. Possible budgetary constraints may require that this project be implemented in phases. An (*) on the sheet below indicates that the function is an optional component.

<table>
<thead>
<tr>
<th>Number/Module Name</th>
<th>Function (functions marked with * are optional)</th>
<th>Offered by Vendor (Yes/No)</th>
<th>Vendor Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Agenda Management: Upload, manage agendas*</td>
<td></td>
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<tr>
<td>2</td>
<td>Audience based navigation: Intuitive design navigation features*</td>
<td></td>
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<tr>
<td>3</td>
<td>Automatic expirations: Expiration dating and dated posting</td>
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<td>4</td>
<td>Breadcrumbs or comparable navigation tool</td>
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<td>5</td>
<td>Browser based administration: Update, delete, and create template-based web pages</td>
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<td>6</td>
<td>Calendar: Update/publish calendars*</td>
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<tr>
<td>7</td>
<td>Contact Us: Dynamic content</td>
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<td>8</td>
<td>Cascading Style Sheet (CSS): Customizable templates</td>
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<td>9</td>
<td>Citizen request tracker: Self-serve request tracking *</td>
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<tr>
<td>10</td>
<td>Directories, listings: Dynamic content</td>
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<td>11</td>
<td>Document repository: Portal to upload, store, and retrieve documents in PDF and Word format.</td>
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<td>12</td>
<td>E-subscriptions: User managed electronic subscription for communications</td>
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<tr>
<td>13</td>
<td>Emergency Notification: Global site notification*</td>
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<td>14</td>
<td>Exit Page: Notice of leaving site</td>
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<tr>
<td>15</td>
<td>Frequently Asked Questions: Dynamic content</td>
<td></td>
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<td>16</td>
<td>Hit Tracking: Analytics and site audit reports</td>
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<tr>
<td>Number/Module Name</td>
<td>Function (functions marked with * are optional)</td>
<td>Offered by Vendor (Yes/No)</td>
<td>Vendor Comment</td>
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<tr>
<td>17</td>
<td>Hyperlink utility</td>
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<tr>
<td></td>
<td>Link function and notification utility</td>
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<tr>
<td>18</td>
<td>FTP Capable</td>
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<tr>
<td></td>
<td>Upload/Download Capability</td>
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<tr>
<td>19</td>
<td>Maps</td>
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<tr>
<td></td>
<td>Dynamic location function</td>
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<tr>
<td>20</td>
<td>Multi-lingual/Translator</td>
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<td></td>
<td>Dynamic content</td>
<td></td>
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<tr>
<td>21</td>
<td>News &amp; Announcements</td>
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<td></td>
<td>Dynamic content</td>
<td></td>
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<tr>
<td>22</td>
<td>SEO</td>
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<tr>
<td></td>
<td>Search Engine Optimization</td>
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<tr>
<td>23</td>
<td>Online forms</td>
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<tr>
<td></td>
<td>Online fillable forms/publishing/tracking</td>
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<tr>
<td>24</td>
<td>Photo Gallery</td>
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<tr>
<td></td>
<td>Dynamic content*</td>
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<tr>
<td>25</td>
<td>Printable pages</td>
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<td></td>
<td>Print friendly function</td>
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<tr>
<td>26</td>
<td>Public Notices</td>
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<td></td>
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<tr>
<td></td>
<td>Dynamic content</td>
<td></td>
<td></td>
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<tr>
<td>27</td>
<td>Rotating Photos/Banner Ads</td>
<td></td>
<td></td>
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<td></td>
<td>Dynamic image display</td>
<td></td>
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<tr>
<td>28</td>
<td>RSS feeds out</td>
<td></td>
<td></td>
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<td></td>
<td>Registration by function</td>
<td></td>
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<tr>
<td>29</td>
<td>Shortcuts</td>
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<td></td>
<td>Web editor ability to redirect truncate URLs</td>
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<td>30</td>
<td>Site search</td>
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<td></td>
<td>Internal site search engine with maximized third-party software inclusion with ability to search printable PDF and Doc files</td>
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<td>31</td>
<td>Social media interface</td>
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<td></td>
<td>Scalable interface with Facebook, Twitter, and other social media sites.</td>
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<td>32</td>
<td>Survey/polling capability</td>
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<tr>
<td></td>
<td>Poll/question/answer tracking</td>
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<tr>
<td>33</td>
<td>Site Index</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Automated index</td>
<td></td>
<td></td>
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<tr>
<td>34</td>
<td>Third party vendor software interface/integration</td>
<td>Interface with current third party systems such as: ArcGIS Online, Survey Monkey, YouTube, Google Apps, iFrame compatibility</td>
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<tr>
<td>35</td>
<td>Video hosting</td>
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<td></td>
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<td></td>
<td>Server storage</td>
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</tbody>
</table>
7. Additional Requirements

Training
The successful vendor will provide RCEDC website content managers with training relevant to their individual responsibilities. The vendor should have the capability to provide training onsite or remotely via online sessions. We require a minimum of four (4) two-hour sessions scheduled approximately a week apart.

Technical Support
A. The successful vendor will provide all necessary and appropriate on-site and/or remote operational and maintenance support for a period of 1 year following the final implementation of the new website.
B. The successful vendor will provide both an annual support contract amount and an hourly support contract amount which can be chosen by RCEDC prior to the end of the first year.

8. Pricing Per Phase (lump sum)

V. Compensation
A. Upon selection of the most qualified Vendor on the basis of Best Value Procurement per NCGS 143-135.9, RCEDC will negotiate a final contract price which it determines is fair and reasonable. If RCEDC is unable to negotiate a satisfactory contract with the Vendor selected, negotiations with that Vendor will terminate and RCEDC may select another Vendor. Additional payment and compensation information will be negotiated between RCEDC and Vendor during these negotiations.
B. Payment schedule between selected Vendor and RCEDC will be negotiated at time of contract. An itemized billing statement is required to be submitted in the form specified by RCEDC and approved by the appropriate RCEDC representative, which shall specifically set forth (1) the services performed, (2) the name of the person performing such services, and (3) hourly labor charge rate for such person. Payment shall be made on a within thirty (30) days after receipt of such billing statement.

VI. Selection Process and Project Timeline
A selection committee will begin review of the proposals during the week of October 13th, 2014. The selection committee will choose the Vendor by the following process:
1. Based on responses to the Vendor narrative and information received from references, the Committee will develop a short list of Vendors (finalists) for further consideration.
2. The Committee will interview each finalist and may request presentations.
3. Based on results of interviews and possible presentations, the Committee will select the Vendor to perform any number of the three phases outlined above. RCEDC will notify all Respondents of the outcome of this process.
4. RCEDC will finalize the scope of work with the Vendor.
5. RCEDC and Vendor will negotiate a price and an agreement based on the final scope of work.
Proposals will be evaluated as follows:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Weight Given</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsiveness to purpose and scope of work</td>
<td>40%</td>
</tr>
<tr>
<td>Ability and history of successfully completing contracts of this type, meeting projected deadlines, experience in similar work</td>
<td>40%</td>
</tr>
<tr>
<td>References, key personnel and performance</td>
<td>10%</td>
</tr>
<tr>
<td>Lump sum price per phase</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total Criteria Weight</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Each proposal will be independently evaluated on the above factors.

Recruitment begins in September 2014, with final selection in December 2014. It is anticipated that implementation will last approximately 4-6 months, with a final product delivered by June 30th, 2015.

The anticipated dates for key actions are listed below:

- Legal Notice…………………………………………………………………….September 17th, 2014
- Distribute Request for Proposals………………………………………………..September 17th, 2014
- Proposals Due…………………………………………………………October 10th, 2014, 4:00 p.m. EDT
- Proposal Evaluations………………………………………………………………October 13th – 17th, 2014
- Interviews Conducted (if required)……………………………………………….October 27th – 31st, 2014
- Notification of Selection/Rejection…………………………………………….December 2nd, 2014
- Consultant Services Begin…………………………………………………………January 2nd, 2015
- Final deliverables due……………………………………………………………..June 30th, 2015

**VII. Submittal Requirements**

A. All responses to RFPs shall be sent to:

   Rutherford County Economic Development  
   Attn: Website Development  
   142 E Main St, Suite 100  
   Forest City, NC 28043  
   (828) 287-6200

B. Please place five (5) bound copies and one (1) un-bound copy of your response and performance data in a sealed envelope and clearly label in the lower left corner "RCEDC Website Design and Development Proposal." No faxed, emailed, or telephone proposals will be accepted.
C. All responses must be received at the address above by **October 10th, 2014, at 4:00 p.m. EDT.** It is the responsibility of the Respondent to ensure proper delivery of proposals at the time and location as specified in this RFP.

D. Responses should be prepared simply and economically, providing a straight-forward, concise description of provider capabilities to satisfy the requirements of the request. Emphasis should be on completeness and clarity of content. Use of recycled paper for requests and any printed or photocopied material created pursuant to a contract with RCEDC is desirable whenever practicable. Use of both sides of paper sheets for any submittals to RCEDC is desirable whenever practicable.

E. RCEDC will notify the Vendor selected by December 2nd, 2014.

F. Any questions concerning RCEDC’s specifications or RFP process shall be directed in writing to Andrea Connors, andrea.connors@rutherfordcountync.gov or at (828) 287-6200 between the hours of 9:00 a.m. and 1:00 p.m., Eastern Daylight Time, Monday through Thursday. Minority and women-owned firms are encouraged to apply.

G. All RFP responses must include the following information:
   1. Under the section entitled “Scope of Work”, complete and return responses to items 1-7.
   2. Include a project approach summary for building a municipal type website.
   3. Include a sample project schedule for building a municipal type website, with a preferred go-live date of **June 30th, 2015.**

The RFP will be posted to the Rutherford County Website. Any changes to this RFP during the period of advertisement will be posted on the Rutherford County Website (www.rutherfordcountync.gov).

**VIII. Terms & Conditions**

A. RCEDC reserves the right to reject any and all proposals received from this RFP, or to negotiate separately with any respondent, and to waive any informalities, defects, or minor irregularities in any proposal, or to accept that proposal which, in the judgment of the proper officials, is in the best interest of RCEDC.

B. RCEDC reserves the right to request clarification of information submitted, and to request additional information from any Contractor or Vendor.

C. RCEDC reserves the right to introduce additional terms and conditions at the time the final contract is negotiated. Any additional terms or conditions would be limited to ones having the effect of clarifying the RFP language and/or correcting defects, such as omissions or misstatements, which are discovered after the RFP is issued, or that reflect State or Federal Law changes, or as required by funding entities.

D. Selected Contractor or Vendor will be required to obtain all necessary federal, state, and local business licenses and permits.

E. The awarded contractor shall not assign, transfer, convey, sublet, or otherwise dispose of any award or of any of its rights, title, or interests therein, without the prior written consent of RCEDC.
F. RCEDC reserves the right to award any contract to the next most qualified Contractor or Vendor, if the successful Contractor or Vendor does not execute a contract within thirty (30) days after the selection of the Contractor or Vendor.

G. Any proposal may be withdrawn up until 4:00 p.m. EDT on October 10th, 2014. Any proposal not so timely withdrawn shall constitute an irrevocable offer, for a period of ninety (90) days to provide to RCEDC the services described in the attached specifications, or until one or more of the proposals have been approved by RCEDC, whichever occurs first.

H. The professional services contract resulting from acceptance of the proposal by RCEDC shall be in a form supplied or approved by RCEDC, and shall reflect the specifications in this RFP. RCEDC reserves the right to reject any proposed agreement or contract that does not conform to the specifications contained in this RFP, and which is not approved by the RCEDC County Attorney’s office.

I. RCEDC shall not be responsible for any costs incurred by the Contractor or Vendor in preparing, submitting or presenting its response to the RFP.