

Request for Proposal Website Re-Design and Implementation

RFP#2010-WEB-101

Your firm is invited to submit a proposal that provides International CHRIE the necessary information to award a contract for the redesign of its website in order to provide information and interactivity with its members and the public in accordance with the enclosed specifications and terms included herein. The submittal consisting of an **electronic copy** of your proposal should be sent via email to agrayson@chrie.org with the subject line, "**Proposal for Website Design submitted by (Name of Your Company)**," and should be received no later than **5:00 p.m. Eastern Standard Time, November 30, 2009** by International CHRIE..

This RFP and any addenda are available on the ICHRIE website at <http://www.chrie.org>. Please contact the ICHRIE office at (804) 346-4800 or email agrayson@chrie.org if you need assistance.

Time is of the essence and any proposal received after 5:00 p.m., November 30, 2009 whether by mail or otherwise, will not be considered. The time of receipt shall be determined by the time clock stamp in the offices of International CHRIE. Proposals should be sent electronically.

Nothing herein is intended to exclude any responsible firm or in any way restrain or restrict competition. On the contrary, all responsible firms are encouraged to submit proposals. International CHRIE reserves the right to accept or reject any or all proposals submitted. The awarding authority for this contract is the International CHRIE Board of Directors. Technical questions concerning this Request for Proposal should be directed to Kevin Anderson, ICHRIE Staff Vice President of Operations at kanderson@chrie.org.

Sincerely,



Kathy McCarty
Chief Executive Officer
International CHRIE

Request for Proposal

Website Re-Design and Implementation

I. PURPOSE

It is the intent of this Request for Proposal (RFP) and resulting contract to establish an agreement for the professional services with a website developer for the purpose of redesigning the current website in order to modernize and make the website more useable, professional and adaptable for future uses. The website redesign is intended to provide information and interactivity with members of the organization and the general public.

II. BACKGROUND AND GENERAL INFORMATION

The International CHRIE website has developed sporadically and evolved over time with no real strategic plan or cohesiveness. The current website:

- contains meaningful information but content is hard to find and navigation is difficult.
- is maintained by the staff Research and Education Manager who receives changes and additions from other staff and implements the changes and additions.
- is currently hosted by internet4associations.
- requires an extensive redesign, including structure, content and graphics so that it conveys the image of a leading professional association firmly engaged in current issues with an eye to the future and respect for its past and the traditions of the hospitality and tourism industry.

It is estimated that the new website will require from 10-15 main pages with from one to eight sub menu pages per menu item. Third-level sub-menu pages will be required for some sub-menu pages.

The new website will require the following features:

- content control
- search-engine capability and positioning
- online forms
- newsletter posting
- PDF posting
- Video streaming
- Online surveying
- Photo gallery
- All website content provided by ICHRIE
- Flash animation
- E-commerce (most notably for online membership renewals and applications along with shopping cart functions)
- Members-only section
- Searchable content and resource capabilities
- Calendar of events

The new website should allow ICHRIE to:

- Provide information about ICHRIE, its governance, its history, its activities and the benefits of membership.
- Communicate news and ongoing issues to members, potential members, the media, the public and in some cases solicit assistance or opinions.
- Recruit new members.
- Retain existing members.
- Market education and social programs to members of the hospitality and tourism field and to assist interest parties in registering for educational and social programs.
- Provide a submission and editorial review system for authors of papers seeking acceptance for conference presentations.
- Market resource material, i.e., books, booklets, publications, newsletters, submissions, papers and to enable interested parties to purchase where applicable or to download (sometimes for a fee) where applicable.
- Market insignia/logo items and to enable interested parties to purchase.
- Provide promotional recognition for major sponsors and partners.
- Provide links to related associations, services and sponsors.
- Provide for high response and upload/download times for a wide performance range of computers used by the average user and users should see an estimate of download times for different connection speeds for each item that will be available for download on the site.
- Provide valuable information, services and keywords to encourage traffic and to ensure repeat traffic.

The new website should include a content management tool and any necessary software that will allow staff to download new material and revise existing content, including text, PDF format documents and photographs. Necessary staff training and site documentation should be included in any proposal as well as the cost of occasional maintenance and revision by the web designer as required.

International CHRIE is seeking proposals from web design firms to analyze, plan, design, build, test and support such redesign as well as to consider future needs and functionality. The successful respondent must have substantial experience in website design, development, implementations and maintenance as well as a proven track record for the consideration of future needs and functionality.

The main objective of this website is to provide information, interactivity and links that facilitate scholarly interchange among hospitality and tourism educators, industry practitioners, educators from related disciplines and the general public.

International CHRIE is interested in acquiring a content management system that would allow its webmaster to maintain the majority of the website content. Requirements for the content management system are detailed later in this document. International CHRIE is seeking the services of an experienced design firm to redesign, develop and implement a new ICHRIE website, utilizing posted information on the existing website as well as new content (Information, products and features) as suggested by ICHRIE. The selected firm is expected to provide creative solutions in making the new website look more professional and user friendly.

ICHRIE also seeks proposals as to how its existing publications and communications may be used to draw traffic to the website and as to what elements should be present on the website to ensure repeat visits from members, nonmembers and the general public.

The intent is for the selected firm to incorporate all information in a manner that utilizes consistent design style and layout themes, and to provide a resourceful, informative, attractive, interactive and user-friendly website.

Further, ICHRIE would like to add new and improved functionality to its website including intelligent and rapid content search capabilities, multi-lingual viewing, intelligent online forms, "real time" online member interactivity, and a seamless interface to additional applications.

It is assumed that any agreement reached would recognize that ownership, copyright, and editorial control of the website would remain with International CHRIE and that you would work closely with International CHRIE as a strategic partner in developing web-based services for ICHRIE members.

It is anticipated that the ongoing maintenance work will be handled by a webmaster that has been employed or contracted by International CHRIE.

III. INFORMATION FOR VENDORS/BIDDERS

1. International CHRIE reserves the right to reject any and all proposals received as a result of this request, or to negotiate separately with competing vendors.
2. International CHRIE is not liable for any costs incurred by vendors/contractors in their response to this RFP.
3. To be considered, proposals must be received electronically by International CHRIE on or before the time and date specified in the cover letter.
4. To be considered, bidders must submit a complete response to the RFP using the format provided in Part II. Each proposal must be submitted. The bidder/vendor/contractor will make no other distribution of proposals. An official authorized to bind the contractor to its provisions must sign proposals and FAX the signed authorization to the attention of Amie Grayson at +01 (804) 346-5009. For this RFP, the proposal must remain valid for at least 120 days or until a contract is executed. Moreover, the contents of the proposal of the selected contract may become a contractual obligation if a contract is entered into.
5. Proposals should be prepared simply and economically, providing a straightforward, concise description of the vendor's ability to meet the requirements of the RFP.
6. International CHRIE staff and members of the ICHRIE Executive Committee will review RFP responses and make a recommendation to the ICHRIE Board of Directors. Vendors will be selected by a majority vote by the ICHRIE Board of Directors at its January 2010 meeting being held January 15-16, 2010 in San Juan, Puerto Rico. (See Part III for Criteria Selection details)

7. All financial data requested with this RFP must be included within the proposal and should provide details of the expenses, costs, royalties, and/or revenue being discussed as well as indication of what is/is not considered to be a part of the proposal. Failure to meet this requirement will result in automatic disqualification of the proposal.
8. The proposal should also include a sidebar legend detailing a definition of terms.
9. The proposal should indicate the vendor's preferred length of contract.
10. Any contract resulting from this RFP is not assignable.
11. The contract resulting from this RFP will be made, entered into, and shall be performed in the Country of Henrico, Virginia USA and shall be governed by the applicable laws of the Commonwealth of Virginia. Any dispute arising out of the contract resulting from this RFP, its interpretations, or its performance shall be litigated only in the Henrico County General District Court or the Circuit Court of the County of Henrico, Virginia USA.
12. By submitting a proposal in response to this Request for Proposal, the bidder represents that in the preparation and submission of this proposal, said vendor did not, either directly or indirectly, enter into any combination or arrangement with any person, vendor or corporation or enter into any agreement, participate in any collusion, or otherwise take any action in the restraint of free, competitive bidding in violation of the Sherman Act (15 U.S.C. Section 1) or Section 59.1-9.1 through 59.1-9.17 or Sections 59.1-68.6 through 59.1-68.8 of the Code of Virginia.
13. No portion of the work shall be subcontract to a third-party vendor without the prior written consent of International CHRIE.
14. By submitting a proposal in response to the RFP, the successful bidder represents that they have read and understand the Scope of Requirements and have familiarized itself with all federal, state, and local laws, ordinances, and rules and regulations that in any manner may affect the cost, progress, or performance of the work.
15. News Releases pertaining to the contract resulting from this RFP will not be made without prior International CHRIE approval and then only in coordination with International CHRIE.

Part II

Information Required from Contractors

To be considered for evaluation, vendor proposals must respond to all requirements in this part of the RFP. The proposal must be submitted in six (6) SECTIONS as described in paragraphs II-1 through II-6 below. Any other information that may be relevant but does not fit into the enumerated sections should be provided as an appendix to the proposal. Reference material submitted as a side response to a particular section, question or statement will not be evaluated and will adversely affect the vendor's consideration.

II-1 VENDOR PROFILE AND WEB STRATEGY

1. How many years has your company been in business?
2. What form of ownership (e.g. corporation, private) exists for your company?
3. Does your company have a parent company? If so, what is it and how long has this relationship existed?
4. What were your company's gross and net revenues during the last three years?
5. How many people in total are employed by your company? How many employees would be dedicated to support, implementation, and development?
6. How many websites have you re-designed? For Whom? In what Countries? How many and what types of companies? Please list the URL for any site you have designed or re-designed that may include a high level of complexity or interaction.
7. What other services does your company provide? What percentage of your business is website redesign?
8. Describe your familiarity and/or experience with websites related to the hospitality and tourism field.
9. For the websites you have completely re-designed, what were the biggest challenges and obstacles to completing the project? What decisions or steps aided in a successful website redesign?
10. Is your company involved now in any litigation with a customer or other entity? Within the past three (3) years? If yes, please briefly describe.

II-2 DEMONSTRATION OF PROVEN SERVICE AND TRACK RECORD

1. Describe how you have increased visibility and market penetration for any and all websites your have recently redesigned?
2. Describe the relationship you have with the owners of current websites.
3. What hospitality and/or tourism websites have your recently redesigned? Please describe each in detail.
4. Who would you consider are your key partners? Why?
5. What examples can you provide to demonstrate your company has a proven service and track record?
6. Describe how you have helped provide multi-lingual viewing.

II-3 DETAILS OF SPECIFIC FEATURES AND PLATFORMS

1. The website should be fully compatible with all commonly used Internet browsers and designed to function effectively with common versions of software and hardware. Describe how the technical platform you are proposing meets these requirements.
2. Describe the content management tool you would utilize.
3. Describe the conference paper submission and review system you would utilize.
4. For the electronic format distribution of content, what specific media and platforms do you use to distribute?
5. Describe your ability and/or expertise in creating video streaming capabilities.
6. Describe how you would improve the functionality and design of ICHRIE's website to create a more intuitive navigational flow.
7. Describe your standard scenario for a joint beta testing period..
8. Define your style standards especially regarding the use of animated icons, the "look and feel" of professional websites and the standard use of graphics.
9. Describe the steps and details of a common implementation plan including a standard timeline for completion.
10. Identify all individuals comprising your support team including their experience and what specific role each will take in completing the work.

11. Describe in detail how you would provide the ability to search, retrieve, and display content.
12. Describe how you would allow users to download and/or print content.
13. Describe your ability to allow users to do key word searches.
14. Describe the type and level of support you will provide.
15. Describe how usage will be tracked and what statistical reporting systems you will create relating to access and downloads?
16. Describe the online help screens you will have available to users?
17. Describe the security levels and control you will create relating to access and permissions.
18. Describe how you will provide a Secure Socket Layer (SSL) protocol.

II-4 FINANCIAL TERMS

1. Describe the financial terms and details you are proposing.
2. Describe in detail your fee schedules.
3. Describe the details and terms regarding any future maintenance services and support you could provide the new website.
4. Do you offer additional and/or optional services? If so, please provide specific pricing details.
5. Describe any support you currently or plan to provide to nonprofit associations or institutions through sponsorship funding.

II-5 INTERNATIONAL EXPOSURE

1. Describe your ability to design/re-design websites that offer the option for translations into other languages.
2. Describe your ability to design/re-design websites that provide affordable access to users from developing countries?
3. Describe the partnerships and distribution systems you currently have globally and internationally.

II-6 OTHER CONTRACT FEATURES/TERMS

1. What length of contract are you proposing?
2. What possible support of current ICHRIE programs and initiatives do you plan?
3. Are there areas of possible cooperation between you and International CHRIE?

PART III Criteria for Selection

- III-1** All proposals received from vendors will be reviewed and evaluated by qualified personnel selected by ICHRIE. The ICHRIE Executive Committee will recommend for selection the proposal that closely meets the requirements of the RFP and satisfies ICHRIE's needs.
- III-2** The following areas of consideration will be used in making the selection:
- a. Understanding the Problem.** This refers to the vendor's understanding of ICHRIE's needs and objectives in asking for the services. Meeting deliverable times for the tasks beginning with 2010 deadlines is of paramount importance to ICHRIE.
 - b. Vendor Qualifications.** This refers to the ability of the vendor to meet the terms of the RFP, especially the time constraint and the quality, and relevancy of the services performed by the vendor.
 - c. Personnel Qualifications.** This refers to the competence of professional personnel who would be assigned to the project by the vendor. Qualifications of professional personnel will be measured by experience and education, with particular reference to experience on services similar to that described in the RFP. Particular emphasis is placed on the hospitality and tourism industry qualifications.
 - d. Soundness of Approach.** Emphasis here is on the techniques for collecting and analyzing data, the sequence and relationships of major steps, and methods for managing the distribution. Of equal importance is whether the technical approach is completely responsive to all written specifications or requirements contained in the RFP and if it appears to meet ICHRIE objectives.
 - e. Financial Terms.** While this area will be weighted heavily, it will not normally be the deciding factor in the selection process. ICHRIE seeks to employ the most qualified bidder within its budget constraints to provide this member benefit. ICHRIE reserves the right to reject any price proposal that it considers unreasonable for the services offered.
 - f. Accessibility.** The ability of the vendor to improve the design, functionality and usability of our website that creates an intuitive navigational flow is critical to our members.
 - g. Pending Litigation.** Indicate any pending litigation and/or regulatory action by an oversight body, such as the FDIC, SEC, IRS, Stockholder's Group, Trustee or any other person(s) or entity that could have an adverse material impact on the firm's ability to successfully perform the audit. State whether the PICPA, AICPA, the Commonwealth of Virginia or the SEC has subjected your firm to any disciplinary action within the past three (3) years. If the answer to this question is in the affirmative, please furnish details of said action.

Part IV

Proposal Evaluation/Selection Process

Vendors are to make written proposals that present their qualifications and understanding of the work to be performed. Vendors are asked to address each evaluation criteria and to be specific in presenting their responses. Proposals should be as thorough and detailed as possible so that International CHRIE may properly evaluate your capabilities to provide the required goods/services.

Selection of the Successful Vendor will be based upon submission of proposals meeting the selection criteria and a review of required submittals. The selection criteria will include:

CRITERIA WEIGHT	
Special experience, technical capabilities, professional competence, and qualifications of the vendor.	10
Special experience, technical capabilities, professional competence, and qualifications of proposed personnel assigned to design/re-design websites in accordance with the Scope of Services.	10
Clearly demonstrated understanding of the work to be performed and completeness and reasonableness of the vendor's plan for accomplishing the Scope of Services.	15
References and fiscal stability.	10
Proven service and track record.	10
Current workload and ability to complete the required work within ICHRIE time restraints.	10
Functionality and ease of use of proposed electronic content distribution	15
Cost of services	15
Quality of submission/presentation	5
	TOTAL 100

Selection will be made of two or more vendors deemed to be fully qualified and best suited among those submitting proposals. Negotiations shall then be conducted with each of the vendors so selected. Financial Terms shall be considered, but need not be the sole determining factor. After negotiations have been conducted with each vendor so selected, International CHRIE shall select the vendor, which, in its opinion, has made the best proposal, and shall award the contract to that vendor. Should International CHRIE determine in writing and in its sole discretion that only one vendor is fully qualified or that one vendor is clearly more highly qualified than the others under consideration, a contract may be negotiated and awarded to that vendor. The award document will be a contract incorporating by reference all the requirements, terms and conditions of the solicitation and the vendor's proposal as negotiated.

ATTACHMENT A
Proposal Signature Sheet

My signature certifies that the proposal as submitted complies with all Terms and Conditions as set forth in **RFP#2010-WEB-101** My signature also certifies that by submitting a proposal in response to this Request for Proposal, the vendor represents that in the preparation and submission of this proposal, said vendor did not, either directly or indirectly, enter into any combination or arrangement with any person, firm or corporation or enter into any agreement, participate in any collusion, or otherwise take any action in the restraint of free, competitive bidding in violation of the Sherman Act (15 U.S.C. Section 1) or Sections 59.1-9.1 through 59.1-9.17 or Sections 59.1-68.6 through 59.1-68.8 of the Code of Virginia. I hereby certify that I am authorized to sign as a Representative for the Firm:

NAME OF FIRM: _____

ADDRESS: _____

FED ID NO: _____

SIGNATURE: _____

NAME (print): _____

TITLE _____

TELEPHONE: _____

FAX _____

EMAIL: _____

DATE: _____

**FAX THIS FORM BY THE DEADLINE LISTED TO +01 (804) 346-5009 TO THE
ATTENTION OF Amie Grayson**