



Request for Proposal

Consumer Website Development & Maintenance

September 18, 2018



INTRODUCTION

PURPOSE

The purpose of this Request for Proposal (RFP) is to identify a world-class digital development agency to maintain and continue to develop Brand USA's 15 consumer websites at www.visittheusa.com. The goal is to continually improve our websites in creating engaging, localized in-language websites that will stimulate international consumer desire to travel to the United States of America.

SCOPE OF WORK

The selected vendor will:

- Provide retained services for maintenance, technical support and training for individual responsive websites for Australia, Brazil, Canada – one in French, one in English; China, Chile, France; Germany, India, Japan, Sweden, South Korea, Mexico, the United Kingdom and one global website.
- Contribute strategic guidance.
- Collaborate with Brand USA on website art, layout, structure and navigation.
- Develop features and infrastructure as needed, including front and back-end coding; integration of third party APIs; and testing/quality assurance.
- Devise and manage the project roadmap to meet, or beat deadlines.
- Assist with SEO implementation.
- Update budgets on bi-weekly basis, keeping track of allocated hours and rolling over unused time into the following the month. (Final roll-over hours will be negotiated in our contract).
- Provide weekly status reports on projects.
- Interact regularly with several agencies involved with our website. This involves independent contact and at least two weekly group weekly calls of thirty minutes.
- Council Brand USA on maximizing emerging technology.

Functional Requirements

- Advanced architecture expertise.
- Extensive responsive design experience.
- Superior art skills with the ability to consistently match pre-existing content.
- Must apply quality assurance for the current and last two versions for all major browsers for desktop and mobile/tablet.
- Ability to meet technical specifications, with flexibility to tailor the product to meet Brand USA needs.
- Solid company with proven financial backing.

QUALIFICATIONS

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

- Architecture/UX design for multi-language sites developed in Drupal 7 & 8, informed by research, testing and analytics.
- Database development and trouble-shooting.
- Creating and developing international, in-language websites for at least six different countries.
- Creating graphic designs, with a user centric focus.
- Interactive map development and integration.
- Project management.

Special Notes

While Brand USA contracts for a set number of hours each month for maintenance, major development requires individual scopes of work. For the purposes of this RFP, your monthly pricing model should be based on 200 hours for development/maintenance; 25 hours for account management; 25 hours for project management. (Actual monthly hours will be determined when we reach the contract stage).

Experience working with Acquia and Cloud Flare is a plus. While Brand USA contracts separately for hosting, acceleration and security, the selected vendor will assist in problem solving and setting up any new websites. Our websites in China are hosted in-country and are updated via a bi-weekly database push.

Brand USA will provide a branding/style guide.

Questions

Failure to answer the following questions may result in disqualification.

Please address:

- What are typical support response times during our east coast business hours? What are your after-hours response times?
- Do you use third-party vendors, or consultants for any services you are providing to Brand USA? If so, who are these supporting vendors?
- What is your maintenance schedule?
- What is your development approach/methodology?
- Who are the large consumer brands currently utilizing your services?
- Do you have experience with Acquia's "Lift" customization product?
- What is your specific experience in designing and developing websites for international audiences?
- Who are your key staffers who will work on our account? Supply resumes.
- What are your hourly rates for developers, producers, account managers and artists? A blended rate should also be listed.
- Where is your team located that will be handling our account? If you're in more than one location, tell us in which time zones you operate?



PROPOSAL FORMAT AND SPECS

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

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

BUDGET

Based on the RFP requirements and the number of hours requested, the proposer must submit a detailed, realistic budget.

MINIMUM REQUIREMENTS

Proposals may be rejected if they do not include all of the deliverables. All proposers wishing clarification of this RFP must submit questions in writing to Brand USA, no later than September 18, 2018 (due by 5:00 PM EDT), and sent by e-mail to RFPadmin@TheBrandUSA.com.

We do not answer questions via phone. Relevant questions and answers will be posted on www.thebrandusa.com. Duplicate questions; questions answered already in this RFP and questions not relevant to this RFP may not be answered. Company names are removed prior to the posting.

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

1. **Notice of Intent to Bid** must be received by **October 2, 2018** (due by 5:00 PM EDT).

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



2. **RFP Responses** must contain the following information:
 - a. Executive Summary.
 - b. No Conflict of Interest: Client relationships that could potentially be considered a conflict of interest must be listed.
 - c. Contract Manager & Team. Identify one individual on the proposer's account team who will serve as the Producer.
 - d. Case studies.
 - e. Proposed budget.
 - f. Direct answers to the questions listed under "Questions."
3. **Certification Form**: Must be signed and accompany all RFP Response submissions.

TENTATIVE SCHEDULE

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

A. Proposal Released	September 18, 2018
B. Written Questions (due by 5:00 PM EDT)	September 26, 2018
C. Written Questions Answered and posted to Brand USA website	September 28, 2018
D. Notice of Intent to Bid Due (due by 5:00 PM EDT)	October 2, 2018
E. Proposal Due (due by 5:00 PM EDT)	October 17, 2018
F. Notification and Scheduling of Finalist Interviews	October 26, 2018
G. Finalist Presentation/Interviews 2018	November 7-9, 2018
H. Notice of Intent to Award Contract and Public Posting	November 13, 2018

DELIVERY OF PROPOSAL

Each bidder is required to deliver six printed copies of its proposal to Brand USA's office at the address listed below, no later than **October 17, 2018 (5:00 PM EDT)**. You are required to send printed copies. Do not assume that your proposal will be printed for viewing here. We also request that you do email the proposal, so we have a copy for our archives.



The email address is: RFPadmin@TheBrandUSA.com

Delivery address:

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

EVALUATION AND CONTRACTING

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

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



ATTACHMENT 1

NOTICE OF INTENT TO BID

Due: October 2, 2018

SEND TO:

Brand USA Headquarters

C/O RFP Administrator

1725 Eye Street NW, Suite 800

Washington, DC 20006

ATTN: RFP – Consumer Website

Phone: 202.536.2060

Email: rfpadmin@thebrandusa.com

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



ATTACHMENT 2

CERTIFICATION

Please include this statement as part of the Proposal

Certification Statement

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

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

Authorized Signature

Typed or Printed Name

Title

Date

Official Contact

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

Official Contact Name

Phone Number

Official Contact Title

Facsimile Number

Email Address

Street, City, State, Zip



ATTACHMENT 3

FOR BRAND USA USE ONLY

Bid/Proposal: _____

Evaluated By: _____

Date: _____

Proposal Evaluation Criteria

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

	MAX. POINTS	SCORE
Demonstrated international web development and maintenance success	60	
Appealing design and user interface examples	25	
Cost effectiveness	15	
TOTAL POINTS	100	