

**FLAGLER COUNTY BOARD OF COUNTY COMMISSIONERS
CONSENT / AGENDA ITEM # 7h**

SUBJECT: Consideration of the Final Ranking and Award for Request for Proposals #18-018P for Tourism Website Design, Development & Maintenance with Simpleview, LLC in the amount of \$284,475.00

DATE OF MEETING: May 21, 2018

OVERVIEW/SUMMARY: A Request for Proposal (RFP) was advertised in the *Flagler News Tribune* as well as publicly broadcast on www.publicpurchase.com. RFP 18-018P requested proposals from qualified firms or individuals to develop a new fully responsive website, and to host and maintain a site that will promote Palm Coast and the Flagler Beaches as a destination for family vacation travel and business travel in both domestic and international markets.

On May 2, 2018, the County received eleven (11) responses as detailed on the attached tabulation sheet (Attachment 1). One response was deemed non-responsive for failure to execute required documentation. The evaluation committee reviewed the proposals and as a result of the rankings recommends entering into agreement with Simpleview, LLC who demonstrated through the RFP process to provide the best overall value for the County.

The initial phase consists of website design and implementation which is to be complete by the end of December to fully launch a new site by January 1, 2019. There is a one-time cost associated with the initial phase of \$46,475. The website will include a Content Management System (CMS) specifically built for tourism staff to maximize website editing for content distribution. Search Engine Optimization (SEO) provides behind the scene keyword tagging utilizing extensive research and analysis to deliver the most valuable results. When potential visitors are researching destinations, these keywords cut through tourism and travel clutter.

New enhancements will include a blog module, special alerts module and Yelp Pro Integration. TripAdvisor Integration will be also included and is a current feature on the existing Tourism website.

Recurring costs associated with the maintenance of the website are \$56,000 annually. This includes all features of the website including hosting, maintenance, CMS, SEO and the new enhancements identified above.

It is the intent of the County to enter into contract for design, implementation, and other services through March 31, 2023 (4.25 years) with the option of one (1) additional two (2) year renewal term.

FUNDING INFORMATION: Funds are available for the initial design and development of the website in the amount of \$30,000 in the FY17-18 budget. These funds will be paid out of the Tourist Development, Operating Expenses in account 110-4700-559.34-10. The additional \$16,475 along with the annual fee of \$56,000 will be appropriated in the adopted FY18-19 budget.

DEPT., CONTACT, PHONE: Purchasing, Kris Collora (386) 313-4062
Tourism, Amy Lukasik, (386) 313-4226


RECOMMENDATION: Request the Board approve the award for Request for Proposals #18-018P for Tourism Website Design, Development & Maintenance with Simpleview, LLC in the amount of \$284,475.00 authorize the Chair to execute the agreement and authorize the County Administrator to execute all necessary documents associated with accepting and implementing said agreement, including any amendments within the budget, approved as to form by the County Attorney.

ATTACHMENTS:

1. Proposal Tabulation
2. Evaluation Committee Ranking



Craig M. Coffey, County Administrator



Date



FLAGLER COUNTY, FLORIDA RFP TABULATION SHEET

ALL PROPOSALS ACCEPTED BY FLAGLER COUNTY ARE SUBJECT TO THE COUNTY'S TERMS AND CONDITIONS. ANY AND ALL ADDITIONAL TERMS AND CONDITIONS SUBMITTED BY THE PROPOSERS ARE REJECTED AND SHALL HAVE NO FORCE AND EFFECT. RESPONSES FROM THE PROPOSERS LISTED HEREIN ARE THE ONLY PROPOSALS RECEIVED TIMELY AS OF THE OPENING DATE AND TIME. ALL OTHER PROPOSALS SUBMITTED IN RESPONSE TO THIS SOLICITATION, IF ANY, ARE HEREBY REJECTED AS LATE.

RFP NUMBER: 18-018P
RFP TITLE: Tourism Website Design, Development and Maintenance
OPENING DATE/TIME: Wednesday , May 2, 2018 by 3:00pm

Response 1	Response 2	Response 3
Lawrence & Schiller Inc 3932 South Willow Avenue Sioux Falls, South Dakota 57105	Diversified Technology LLC 100 Peachtree St, Suite 1910 Atlanta, GA 30303	Computer Consultants International, Inc 10949 W Villa Monte Dr Mukilteo, WA 98275

Response 4	Response 5	Response 6
Saffire, LLC 248 Addie Roy Rd, Suite B-106 Austin, TX 78746	Simpleview, LLC 7458 N La Cholla Blvd, Suite 100 Tucson, AZ 85741	Understory, LLC 1497 Market St Tallahassee, FL 32312

Response 7	Response 8	Response 9
Madden Media 345 E Toole Ave Tucson, AZ 85701	BarkleyREI, LLC 2740 Smallman St, Suite 100 Pittsburg, PA 15222	DESIGNSENSORY Inc. 1740 Commons Point Dr Knoxville, TN 37932

Response 10
Just Program LLC dba DigitalUS 800 N Magnolia Ave, Ste 1400 Orlando, FL 32803

Opened and tabulated by: Kris Collora, CPPB, Purchasing Manager
 Irene Lopez, Procurement Analyst



Flagler County Board of County Commissioners
Initial Ranking Evaluation Committee Meeting
Request for Proposals
18-018P, Tourism Website Design, Development and Maintenance

Meeting Time, Date, and Location
 Wednesday, May , 2018 at 10:00am
 1769 E. Moody Boulevard, Building 2
 Third Floor, Financial Services Conference Room
 Bunnell, Florida 32110

Firms	Committee Members			Score	Rank
	Amy Lukasik	Candi Breckenridge	Jarrold Shupe		
BarkleyREI, LLC	1	2	2	5	2
Computer Consultants International, Inc.	10	10	10	30	10
DESIGNSENSORY, INC.	5	4	6	15	5
Diversified Technology LLC	9	9	8	26	9
Just Program LLC.	7	7	9	23	8
Lawrence & Schiller, Inc.	6	6	5	17	6
Madden Media	4	5	4	13	4
Saffire, LLC	2	3	3	8	3
Simpleview, LLC	3	1	1	5	1
Understory, LLC	8	8	7	23	7

<i>Final Ranking</i>	
1	Simpleview, LLC
2	BarkleyREI, LLC
3	Saffire, LLC

Kris Collora, CPPB
 Purchasing Manager