

REQUEST FOR QUOTES (RFQ)
BRANDING & WEBSITE DESIGN SERVICES
FOR INNOVATION PARK AND
THE LEON COUNTY RESEARCH AND DEVELOPMENT AUTHORITY

RFQ NO. 11-08

PROPOSAL DUE DATE

December 14, 2011

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REQUEST FOR QUOTES (“RFQ”)
BRANDING & WEBSITE DESIGN SERVICES
LEON COUNTY RESEARCH AND DEVELOPMENT AUTHORITY
November 21, 2011

The Leon County Research and Development Authority (“Authority”) is requesting quotes for the provision of Branding and Website Design Services.

The Authority is a dependent special tax district established pursuant to Chapter 159, Florida Statutes, and Leon County ordinances. The Authority oversees the 208-acre Innovation Park campus in Tallahassee, Florida. The mission of the Authority is to work in partnership with Tallahassee Community College, Florida A&M University and Florida State University to:

1. Promote scientific research and development activities; and,
2. Foster economic development and broaden the economic base of Leon County

The Authority seeks to establish a contract with a single Vendor to help the Authority and Innovation Park update their brands, redesign their websites and other printed or virtual marketing materials.

The award may be made to the responding Vendor taking into consideration the evaluation factors set forth in this Request for Quotes (RFQ) and, if necessary, obtaining best and final offers.

It is the intent of the Authority to obtain proposals that will provide the services indicated in the highest quality, at a reasonable fee, from the best Vendor.

A voluntary Pre-submittal meeting will be held on December 2, 2011, at 9:00 a.m. at the Leon County Research and Development Authority’s conference room, 1736 W. Paul Dirac Drive, Tallahassee, Florida with a representative of the Authority who will provide additional information, background documentation and answer questions.

The Vendor will be contracted to supply and/or coordinate all required services to specifically include, but not limited to, those outlined below.


REQUIRED DELIVERABLES	
Item	Description
Separation of the Innovation Park and Leon County Research and Development Authority Brands	<ul style="list-style-type: none"> • Creation of logo and/or word mark for the Leon County Research and Development Authority • Recommendations for colors/styles/fonts • Recommendations for updating the Innovation Park logo, colors, fonts, etc.
Website Design & Migration	<ul style="list-style-type: none"> • Update the Innovation Park Website; layout; site map; inclusion of features like news feeds, calendars, ability to subscribe to an RSS feed; integrated blog • Creation of interactive Innovation Park map so that building tenants are dynamically displayed. • Migration of old data to new websites/servers • Inclusion of a content management system that can be maintained by Authority staff for easy updating • Server capacity must accommodate the need to archive numerous large audio and/or video files • Creation of a separate or linked website for the Authority with the same features. • Integrated web form for people to sign up for newsletters, mailings or to request information
Training	<ul style="list-style-type: none"> • Coaching/Training of Authority staff to update the website and utilize all integrated features • Authority staff must be able to not only edit the existing pages but create additional pages as needed
Template Documents for Innovation Park and the Authority	<ul style="list-style-type: none"> • Creation of template documents (MS Office compatible) for newsletters, business cards, letterhead, and annual reports

Background Information:

Innovation Park has had various word marks, logos and colors affiliated with its brand. Currently green and gold predominates but red was used in the past. The current logos do not tie Innovation Park to Tallahassee, Florida or Leon County. A variation of a bucky ball (fullerene) or virus particle is used on the signage around Innovation Park as well as on the website and letterhead. In newer materials, a gold leaf with silicon chip embedded has also been utilized. The Authority currently has no logo, associated colors or word marks. The mission of the Authority (without mentioning Innovation Park) is not well-

known. In the short term, temporary letterhead and logos were created and utilized to begin to separate the branding and identity between the Authority and Innovation Park.

- Innovation Park’s current website is: www.innovation-park.com
- The Authority does not currently have a separate website.
- A Twitter Account has recently been established: http://twitter.com/#!/innovation_park
- A Facebook Group (<http://www.facebook.com/groups/IPTally/>) and Page (<http://www.facebook.com/pages/Leon-County-Research-and-Development-Authority/127970810616730>) have been established for Innovation Park and the Authority respectively.
- There is currently no blog or RSS feed for Innovation Park or the Authority.
- The Executive Director sends a monthly electronic newsletter out to Innovation Park tenants and select community members (~1300 people) using an MS Excel based mailing list and the mail-merge feature of MS Outlook. The database is managed by hand.

INNOVATION PARK BRANDING MATERIALS	
<p>Current (on electronic letterhead)</p> 	<p>Current (on website)</p> 
<p>Current (on letterhead)</p> 	<p>Old (letter head, park signs, no longer in use)</p> 

INNOVATION PARK BRANDING MATERIALS

Current Street/Stop Signs at Innovation Park



Current Monument Sign at Innovation Park



The Authority currently has no logo, associated colors or word mark. The mission of the Authority (without mentioning Innovation Park) is not well-known. In the short term, the concept designs below were utilized to begin to separate the branding and identity between the Authority and Innovation Park.

LEON COUNTY RESEARCH AND DEVELOPMENT AUTHORITY (Concepts)

Concept #1



**LEON COUNTY
RESEARCH AND DEVELOPMENT AUTHORITY**
Supporting Research and Economic Development at Innovation Park in Tallahassee

Concept #2



A. General Information

1. **Conditions of Proposal:**

All costs incurred in the preparation of a proposal responding to the RFQ will be the responsibility of the Vendor and will not be reimbursed by the Authority. The Vendor shall at its own expense obtain all necessary permits, pay all licenses, fees and taxes required to comply with all local ordinances, state and federal laws, rules and regulations applicable to business to be carried on under the proposed contract.

2. **Terms of the Contract**

Services. Vendor shall provide the following web hosting services:

- a. **Domain Name.** If requested by Authority, Vendor at its expense shall cooperate with Authority in registering the Domain Name with InterNIC. Authority shall own all right, title and interest in and to the Domain Name and all Intellectual Property Rights related thereto. Unless otherwise specified by Authority, Vendor shall list Authority's project liaison as the administrative, technical and billing contact.
- b. **Content Control.** Authority shall have sole control over the Content. Vendor shall not supplement, modify or alter any Work Product which has been accepted by Authority or any Content (other than modifications strictly necessary to upload the Content to the Website) except with Authority's prior written consent. Vendor, if requested, shall upload all Content, including updates, to the Website within 24 hours of delivery to Vendor. Vendor shall also permit Authority to electronically transmit or upload Content directly to the Website. Vendor shall provide the Authority with all root administrative passwords for the Websites, databases and other Tools used in the development or support of the Website. Vendor shall immediately inform the Authority of any change to the aforementioned passwords.
- c. **Site Backup.** Vendor shall maintain a complete and current copy of the Website at a remote location. In the event that service is interrupted to the Website, the Vendor shall immediately restore the Website so that public access to the Website continues with minimal interruption.
- d. **Site Downloads.** Vendor at its expense shall make a complete backup of the Website every day. On the first day of every month, and at any other time as reasonably requested by Authority, Vendor at its expense shall deliver to Authority a complete electronic copy of the Website (including all Vendor Tools and databases).
- e. **Server Logs.** On the first day of every month, and at any other time as reasonably requested by Authority, Vendor at its expense shall deliver to Authority in electronic form the server logs of Website activity (the "Server Logs").
- f. **Standards.** Vendor's hosting standards shall conform to the following:
 - i. **Availability of Web Site.** The Website shall be publicly available to users a minimum of 95% of the time during any 24 hour period, 95% of the time during any 7 day period, and 95% of the time during any 30 day period.

- ii. Security. Vendor shall prevent unauthorized access to the server, restricted areas of the Website and any databases or other sensitive material generated from or used in conjunction with the Website; and Vendor shall notify Authority of any known security breaches or holes

Final terms may be negotiated with the selected Vendor for approval by the Authority's Board. The contract will be monitored for acceptable services rendered throughout the contract term. The Authority will have the option to cancel the contract in whole or in part during the contract term, for any reason or no reason, without penalty, upon written notice. The Vendor will not be entitled to lost profits or any further compensation not earned prior to the time of cancellation.

This RFQ does not commit the Authority to award a contract or to pay any costs incurred in the preparations or submission of Quotes, or costs incurred in making necessary studies for the preparation thereof or to procure or contract for services or supplies. The Authority reserves the right to reject any or all quotes received in response to this RFQ and to negotiate with any of the Vendors or other firms in any manner deemed to be in the best interest of the Authority. The Authority reserves the right to negotiate and award only a portion of the requirements; to negotiate and award separate or multiple contracts for the elements covered by this RFQ in any combination it may deem appropriate, at its sole discretion to add new considerations, information or requirements at any stage of the procurement process, including during negotiations with Vendors; and reject a Quote from any Vendor that has previously failed to perform properly or in a timely manner contracts of a similar nature, or of a Vendor that, in the opinion of the Authority, is not in a position or is not sufficiently qualified to perform the contract.

3. **Evaluation Criteria**

Proposals will initially be evaluated based on past performance, cost, company stability, strength of customer service, staff qualifications and additional criteria selected by the Authority. A point ranking system may be used to aid in the evaluation process. Specific criteria include but are not limited to:

- a. Qualifications and experience of Vendor
- b. Complete fee schedule
- c. Services provided under the fee schedule
- d. Interviews - Following the evaluation of the items listed above, up to five Vendors may be selected for interviews. The Vendors may present any information that the Vendor deems important to demonstrate their expertise and promote their business.

The Authority reserves the right to reject any or all responses, in whole or in part when such rejection is in the best interest of the Authority. Further, the Authority reserves the right to withdraw this solicitation at any time prior to the final award of the contract.

4. **Errors in Proposal**

Vendors or their authorized agents are expected to examine all materials made available by the Authority to the Vendors for inspection. Failure to do so will be at the Vendor's own risk. In case of error in the calculations of cost, the unit price will govern.

5. **Technical Specifications of Requirement**

Vendors must adhere strictly to all requirements of the RFQ. No changes, substitutions, or other alterations to the technical specifications of requirements described in the RFQ will be accepted unless approved in writing by the Authority.

B. Proposal Process

1. **Contact Information**

Each Vendor shall examine the RFQ documents carefully. Questions concerning the RFQ terms, conditions and technical specifications will be accepted in writing until 2:00 p.m. (EST), December 8, 2011. Requests may be transmitted by e-mail or facsimile. No Vendor may rely upon any oral responses. All questions and answers will be posted on the Authority's website. All questions and requests shall be directed to the following Authority contact person:

Authority Contact:
Ms. Kathleen Hampton
Office Manager
Leon County Research and Development Authority
1736 W. Paul Dirac Drive
Tallahassee, FL 32310
Fax: 850-575-0355
E-mail: khampton@inn-park.com

- a. All registered Vendors will be sent any addenda or clarifications issued in response to this RFQ. It is the responsibility of the Vendor to register its name and contact information with the Authority in order to receive said addenda or clarifications (Attachment 2).
- b. Only communications from the Vendor, which are in writing and signed by a person(s) authorized to contractually bind such Vendor will be recognized by the Board as duly authorized expressions on behalf of the Vendor.

- c. From the time this RFQ is issued until a final decision is made to the award of a contract to a Vendor, Vendors are instructed to:
 - i. Contact only the Authority Contact, identified hereinabove, regarding this RFQ, the Vendor's Proposal or another Vendor's Proposal in writing; provided any such contact shall be limited to questions regarding the process of this RFQ and shall not relate to the merits of the Vendor's Proposal or another Vendor's Proposal; and
 - ii. Other than discussions held during the Pre-Submittal meeting and public meetings of the Board or of the Evaluation Committee, not contact or communicate, in person, by telephone, by e-mail, through an intermediary, or otherwise with any member of the Board or any other representative of the Authority other than Authority Contact regarding this RFQ, the Vendor's Proposal or another Vendor's Proposal.
- d. Any contact or communication in violation of the provisions above shall be cause for rejection of the Vendor's Proposal.

2. Proposal Deadline

Proposals must be received by the Authority by 2:00 p.m. (EST), December 14, 2011 ("Submission Deadline"). Proposals may be mailed, e-mailed or hand-delivered to the below address:

Mail or hand-deliver to:

Kathleen Hampton
Office Manager
Leon County Research and Development Authority
1736 W. Paul Dirac Drive
Tallahassee, FL 32310

Please mark on the outside of the envelope: "PROPOSAL FOR BRANDING AND WEBSITE DESIGN SERVICES", 2:00 PM, DECEMBER 14, 2011.

Or e-mail the proposal to:

LCRDA@inn-park.com

3. Submission of Proposal

- a. Proposals must arrive at the above address no later than Submission Deadline to be considered. It is the Vendor's responsibility to assure that their Proposal is delivered to the proper location no later than the Submission Deadline.

- b. Proposals received later than the Submission Deadline will not be considered, will be marked “Too Late” and may be returned unopened to the Vendor.
- c. Vendor Registration - Potential Vendors are encouraged to officially register, prior to December 2, 2011, in order to be placed on the Registered Vendors list for the solicitation. This list is used for communications to prospective Vendors. Also, Vendors should be aware that solicitation documents obtained from sources other than the Authority Contact may be drafts, incomplete, or in some other fashion different from the official solicitation document(s). Failure to register as a prospective Vendor may cause a Vendor’s Proposal to be rejected as non-responsive. The Registration form is **Attachment 2**.

4. **Proposal Format**

a. General Format for Proposals

To facilitate evaluation, the Vendor shall follow the format outlined in this section. Failure of a Vendor to follow the required format may, at the sole discretion of the Authority, result in the rejection of the submittal. Proposals shall contain concise written material that enables a clear understanding and evaluation of the capabilities of the Vendor. Clarity and completeness are essential. The Authority, at its sole discretion, may reject any Proposal, which is unclear in any way.

b. Proposal Content

In order to maintain comparability and simplify the review and evaluation process, all Proposals submitted are required to be organized in the following manner. Failure to comply with the prescribed organization may, at the discretion of the Evaluation Committee, result in the elimination of the Proposal from consideration. Be sure to follow and clearly mark each section of your Proposal according to the sections below:

Section 1 – Title Page – The Title Page should contain the following:

- The RFQ title
- The name of the proposing Vendor
- The name, address, telephone, e-mail address and fax number of the primary contact person

Section 2 – Table of Contents – The table of contents should include a clear identification of the material included in the Proposal, by section and by page number.

Section 3 – Qualifications, Experience, and References

Vendors should describe the qualifications of staff to be assigned to the project

Vendors should provide the reference information requested below for two other projects of similar size and scope. In addition, all Vendors must provide a minimum of three (3) references.

Each reference shall contain the following:

- Name and address of company.
- Person to contact, telephone number and electronic mail address, if available.
- A written summary of the types of services provided under this contract.
- A link to reference's website and/or logo design.

In the event the Vendor plans to subcontract any services, the above information shall be provided as it relates to the sub-contractor(s) and the services that will be performed by such sub-contractor.

Section 4 – Required Forms

1) Include the following completed forms:

- Attachment 1 – Fee Schedule/Description of Work
- Attachment 2 – Vendor Registration Form.

2) Copies of required licenses and certifications.

5. **General Conditions**

- a. Vendors must be available for interviews by the Evaluation Committee if required.
- b. The contents of the Proposal of the successful Vendor will become part of the contractual obligations except as may be modified by subsequent negotiations.
- c. No corrections will be allowed to be made to Proposals after submission deadline.
- d. The Authority reserves the right to waive any minor irregularity, technicality or omission if the Authority determines that doing so will serve the Authority's interests. The Authority may reject any proposal not submitted in the manner specified in the solicitation document.
- e. The Authority reserves the right to reject any or all Proposals, in whole or in part, when such rejection is in the best interest of the Authority. Further, the Authority

reserves the right to withdraw this solicitation at any time prior to the final award of the contract

- f. No contract awarded under these terms, conditions and specifications shall be sold, transferred or assigned without the written approval of the Authority.
- g. Equal Opportunity/Affirmative Action Requirements - The Vendor shall agree to a commitment to the principles and practices of equal opportunity in employment and to comply with the letter and spirit of federal, state, and local laws and regulations prohibiting discrimination based on race, color, religion, national region, sex, age, handicap, marital status, and political affiliation or belief.
- h. Certification Regarding Debarment, Suspension, and Other Responsibility Matters - The Vendor must certify to the best of its knowledge and belief, that it and its principals are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal, State or local department or agency .
- i. Licenses and Registration
 - i. Business/Occupational License(s) - The successful Vendor shall be responsible for obtaining and maintaining throughout the contract period his or her city or county occupational license and any licenses required. Every Vendor submitting a Proposal on this RFQ shall include a copy of the Vendor's local business or occupational license(s) or a written statement on letterhead indicating the reason no license exists.
 - ii. Fictitious Name Registration - If the Vendor is operating under a fictitious name as defined in Section 865.09, Florida Statutes, proof of current registration with the Florida Secretary of State shall be submitted with the Proposal.
- j. Addenda to Specifications - If any addenda are issued after the initial specifications are released, the Authority will post the addenda on the Authority's website at <http://www.innovation-park.com>
- k. It is the responsibility of the Vendor prior to submission of any Proposal to check the above website or contact the Authority Contact at khampton@inn-park.com to verify any addenda. The receipt of all addenda must be acknowledged on the Proposal sheet.

ATTACHMENT 1: FEE SCHEDULE

The VENDOR hereby proposes to furnish **BRANDING AND WEBSITE DESIGN SERVICES** for the following fees:

Total Cost \$_____

The complete fee schedule should include:

1. Separation of the Innovation Park and Leon County Research and Development Authority Brands
2. Website Design & Migration of old data
3. Training of Authority Staff to Update and Manage the Website(s)
4. Preparation of Template Documents for Innovation Park and the Authority

The Vendor is encouraged to submit any alternative and additional offerings, pricing structures or incentives for consideration. Quote should be good for forty five (45) days.

(Narrative; attach additional pages as needed)

ATTACHMENT 2: REGISTRATION FORM

Request for Quotes (RFQ) Number: 11-08: Branding and Website Design Services

Distribution of Solicitation Documents – Documents related to the subject RFQ are being distributed via the Authority’s website at <http://www.innovation-park.com>

Official Registration – Firms must officially register in order to be placed on the list for this solicitation. This list is used for communications to Vendors.

- To register complete the following information in its entirety and fax the completed registration form to Kathleen Hampton at (850) 575-0355 or email a signed copy khampton@inn-park.com
- Vendors are responsible for reviewing the complete RFQ documents and for collecting all addenda prior to submitting their response. Addenda and revisions will not be forwarded automatically. Potential respondents are advised to check the Authority’s website periodically and prior to submitting their response.

Name of the Firm:		
Firm’s Mailing Address:		
City:	State:	Zip:
Telephone:	Fax:	E-Mail:
Primary Contact Person for the Firm:		
Contact Person’s Mailing Address:		
City:	State:	Zip Code:
Telephone:	Fax:	E-Mail:

Contact Information for Kathleen Hampton:

E-mail: khampton@inn-park.com
Fax: (850) 575-0355

Communication Prohibition – Prospective Proposers are cautioned not to contact any officials other than Ms. Hampton concerning this RFQ.

Submit completed registration form to Kathleen Hampton via fax at (850) 575-0355 or e-mail khampton@inn-park.com