Piedmont Triad Regional Development Corporation (PTRDC)

Request for Qualifications

For Development of a Regional Outdoor Recreation Website: nctriadoutdoors.com

General Information
Document Type: Request for Qualifications
Posted Date: November 12, 2020
Response Due Date: December 3, 2020
Contract Maximum: TBD
Contract Period: 6 months

Office Address and Point of Contact
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Background and Introduction
The PTRDC is the economic development arm of the Piedmont Triad Regional Council (PTRC) and engages with all communities in the Piedmont Triad on various community and economic development projects. As part of this work, the Piedmont Triad Regional Development Corporation (PTRDC) is a designated Economic Development District (EDD) by the U.S. Department of Commerce Economic Development Administration (EDA). The 501(c)(3) corporation is charged with the development of the region’s comprehensive economic development strategy (CEDS). In addition to the CEDS, the PTRDC participates in a variety of economic and community development activities across the NC Triad Region. These activities include:

- Operating two revolving loan fund programs, The Business Investment Fund and Lights On Loan Recovery Program;
- Cultivating food system enhancement activities through the Triad Food Council;
- Offering guidance related to Qualified Opportunity Zones;
- Coordinating Regional Outdoor Recreation enhancement activities;
- Managing a Regional Brownfield Redevelopment Program;
- Hosting meetings and information summits;
- Providing Grant Administration/Writing for State, Local, and Federal Programs.
The Piedmont Triad Regional Council (PTRC) is a cognizant fiscal agent for the PTRDC. The PTRC is a leader in building and promoting the findyourcenternc.com website, assisting in live, work and play decisions by residents and potential residents of the Piedmont Triad. The end product of nctriadoutdoors.com should interplay with that site.

**Statement of Purpose:** The PTRDC has been engaged for the last two years in developing the 2020 Outdoor Recreation Plan for its 12-county region. It has established an Outdoor Recreation Advisory Council to assist in this initiative. The Plan includes the development of a "regional website "(12-county region) that will be used for attracting new visitors to the region and also attracting new talent into their workforce as well as encourage talent retention. The PTRDC is searching for a company that is a committed "team member and strategy partner" in developing this website. And helping create awareness for the region’s outdoor recreation options on a national scale. This would include strategizing how it could leverage portions of the site for corporate sponsorship, and publishing information to national outdoor recreation websites.

Our core objective for our website is to create a mobile responsive site where visitors and locals are persuaded to take advantage of the outdoor recreation activities available in the region. We want to inspire users through design and content and offer visitors a one-stop-shop to plan their next outdoor actives in the region.

**Scope of Work:** Building the website – nctriadoutdoors.com – that must include interactive content, searchable content, user-friendly content management system, videos, event calendar, frequently asked questions. The following are goals of the site:

- **a.** Provide easy access to outdoor recreation activity descriptions & local or centrally managed sites with more information.
- **b.** Lift up and tie together local town, city and county sites and information on outdoor recreation.
- **c.** Support visitation by providing sites and information that lengthens and encourages visitors stays by providing exciting information and content on outdoor recreation.

1) Showcase the National, state, local and privately-owned public outdoor: forests, parks, trails, rivers, lakes and game lands, and private companies/organizations that offer the outdoor experiences in the region.

2) Showcase the following outdoor recreation activities: **Camping:** RV, tent and rustic lodge campsites, **Fishing:** recreational fly and recreational non-fly, **Golfing:** 9/18 hole course, disc golf, **Hunting:** shotgun, rifle, bow, **Motorcycling:** on-road and off-road, **Off Roading:** ATV, ROV, Dune buggy, 4x4 and Jeep, **Trail Sports:** day hiking (on-trail), backpacking, rock climbing, running 3+ miles, horseback riding, mountaineering, **Water Sports:** kayaking, rafting, canoeing, sailing, stand-up paddling, swimming, boating (cruising, sightseeing, wakeboarding, tubing, knee boarding and water skiing, **Wheel Sports:** bicycling, (paved road), bicycling,( off-road), skateboarding, **Wildlife Viewing.**

3) Showcase the private companies/organizations that offer outdoor experiences in the categories of outdoor recreation listed above. In addition, the site must incorporate the private wineries and breweries in the region as they are part of the “outdoor enthusiast” preference profile. **Note:**
PTRDC wants a strategy that can assist with offering the private sector options on the website that can in return help maintain the on-going costs of maintaining and updating the site. This may also include banner advertising if it is clean and well designed.

4) The website must also include the capacity to showcase user friendly, aesthetically pleasing and printable maps/brochures produced by staff and partner organizations as well as online map formats that utilize ArcGIS Online content:

- rivers and lakes (with their access points),
- parks,
- trails,
- public game lands, etc.

5) The website must include an interactive event calendar that pulls events from partner Facebook pages or other platforms that showcases outdoor events and is self-populating. The website must include the ability to maintain and operate customer relations management (CRM) system.

6) The website must also include a tool that can be used to develop "itineraries" from the website and allow users a mobile offline (and printable) version of their itinerary. This would include a day itinerary that includes the time from the trail to a restaurant, to brewery and wineries back to trails. This should also make suggestions based on proximity to other amenities and suggestions for your next trip to the region.

7) The website will also have inspiring content blog or magazine-style articles about hotspots, highlights or travel recommendations for an ideal weekend itinerary. These will have to be diverse to different types of outdoor enthusiasts and lifestyles (e.g. Family, lone travel, group travel, activity-based)

NOTE: The data and photos needed to develop the website will be provided by the PTRDC.

Anticipated Deliverables & Timeline (after contract is executed):

The following deliverables and timeline may need to be adjusted depending on deliverable tasks.

Phase One: Complete by December 30 2020

1) Project branding would include the design of visual elements, project logo, tag line, and the development of a style guide. The branding should pair with the NCTriad.com website. This phase would also include consideration of marketing and media opportunities and the project website and social media channels.

2) Establish the contact point persons for the agency and the PTRDC organization. The contact points should have a strong working relationship and be prepared to address issues, solve problems and look for solutions to project workflow.

3) Develop a calendar of meetings and deadlines for the entire process. Present to PTRDC for approval.
Phase Two:  *Complete by February 15, 2021*

1) **Methods and collection of content**, curating and production of creative content related to outdoor recreation, private outdoor recreation, and lifestyle outdoor recreation. In other words, we will need integration portals designed to maintain current and relevant information long-term on recreation, etc. without having to manually input data from other sources.

2) **Integrate alternate web sources** for the platform that could be integrated into the site to have consistently fresh content. This content management system should include an event calendar system that pulls events automatically from Facebook or other systems from partner websites. Recommendations on leveraging revenue opportunities for the site. Present this work to the PTRDC for approval.

Phase Three:  *Complete by April 1, 2021*

1) First Draft of the outdoor recreation website. This phase will include a new site design using the branding developed in phase I, and integration of the needed data for outdoor recreation in phase II. High-quality images and video, as well as an easy to use content management system, are essential.

**PTRC Rights Reserved**
- The PTRC reserves the right, in its sole discretion, to reject any or all submissions, reissue a subsequent RFQ, terminate, restructure or amend this procurement process at any time.
- This RFQ is not a bid. Evaluation criteria contained herein shall be used in evaluating qualifications of interested firms for selection.
- The PTRC may contact any consultant after receiving its submittal to seek clarification on any portion thereof.
- The PTRC reserves the right to request additional information from any consultant if the PTRC deems such information necessary to further evaluate the consultant’s qualifications.
- The PTRC reserves the right to retain and continue funding consultants selected as a result of this RFQ without further solicitation of services, if additional funding becomes available in the future.

All RFQ material submitted to the PTRC becomes the property of the PTRC and will not be returned to the vendor.

**RFQ Submittal Procedures**

- Submissions: Copies of the qualification statements should be submitted through email in PDF format to cspradling@ptrc.org to the PTRC by 4:00 pm on the due date

  Attn: Proposals for Outdoor Recreation Website
  
  Carter Spradling, Regional Planner
  
  Piedmont Triad Regional Council
  
  Kernersville, NC
Interviews: Some respondents may be invited for an interview to clarify the content of their qualification statement.

Inquiries: Please submit any RFQ questions via e-mail to Carter Spradling cspradling@ptrc.org, other contact outside of the RFQ submittal requirements or questions is discouraged.

Page limit: 12 pages for qualifications statement and attachments.

Qualification Statements
Responses to this Request of Qualifications (RFQ) shall include the following:

- **Experience and Capabilities**: Describe the experience and capabilities of implementing a website design and build process, including years of experience. Summarize the scope of work and provide client contact information.

- **Key Staff Assigned to the Project**: Provide an organization chart identifying personnel assigned to the project, including their roles, anticipated level of involvement and availability. Personnel identified in the proposal must be the principal staff that will work on the project and represent the majority of hours billed to the project. Resumes shall not exceed 1 page in length.

- **Technical Approach**: Describe the technical approach that will be used to complete the tasks described in this RFQ, including knowledge, experience and capabilities to perform design work, website layout and navigation, utilizing innovative and creative processes if available. Use of cost- and time-saving methods if encouraged. If your firm will be hiring subcontractors, please clearly state this in your proposal and identify the degree of work that any subcontractor will be performing.

- **Background Information of the Company**: Full disclosure regarding the company status, and status of parent companies, subsidiaries, affiliates and subcontractors as potential responsible parties, including but not limited to:
  - Business background
  - Legal name of business
  - Age of the business
  - Names, addresses and position of all persons having a financial interest in the company
  - State of formation
  - Number of employees

- **Professional Practice (Limited to the Project Team, all employees, assigned to this project)**:
  - Has your firm ever been cited by any authority for unscrupulous practice?
  - Does your firm have any past or present suits with any current or former customer? Explain as necessary
  - Has your firm including parent company, subsidiaries, affiliates and subcontractors ever been or are currently disbarred from receiving Federal funds?

- **Required Attachments:**
Consultant Selection

The PTRC will establish and facilitate a Selection Committee for the evaluation of qualifications submitted by firms responding to the RFQ. The proposals will be evaluated and ranked based on the Selection Criteria outlined below. The PTRC may ask the top ranked firm(s) to attend a presentation and/or interview opportunity as part of the evaluation process. At the conclusion of the evaluation process firms will be ranked in priority order with the highest ranking firm or firms being selected to negotiate a contract with PTRC. If PTRC elects to negotiate a contract with a selected firm or firms, the PTRC reserves the right to negotiate such terms and conditions of the contract, including, but not limited to scope, role, price, and staffing which may be in the best interests of the PTRC.

The selected firm shall provide written proof of insurance coverage for personal injury and property damage, including comprehensive general and automobile liability and contractual liability at the following minimum levels:

- **General Liability Insurance:** $1,000,000
- **Comprehensive General Liability:** $1,000,000
- **Bodily Injury & Property Damage:** $500,000
- **Personal Injury:** $500,000
- **Auto Liability:** $500,000
- **Workmen’s Compensation:** As Required by State Law

The selected firm or firms shall provide written proof of contractual liability insurance, comprehensive general liability insurance, workers compensation insurance, pollution coverage insurance and professional liability insurance for Directors and Officers for errors and omissions. The selected firm is encouraged to employ Minority Business Enterprise/Women’s Business Enterprise companies (MBE/WBE) whenever possible.

PTRC Selection Criteria

The PTRC will evaluate the qualifications based upon the following factors:

- **30 points - Qualifications, Experience and Capabilities;**
- **25 points - Technical approach and ability to complete the stated RFQ requirements;**
- **20 points - Capacity of firm to perform the work;**
- **20 points - References and demonstrated capability to accomplish similar scope of services;**
- **5 points - Certified Minority Business Enterprise/Women’s Business Enterprise companies (MBA/WBE).**

Contractual Terms and Conditions

To be negotiated with the top firm. The length of the contract is likely to be 6 months or less.