



REQUEST FOR QUALIFICATIONS
City of Rochester, New Hampshire
Office of Economic Development
Website Redesign and Development Services

The City of Rochester is accepting sealed Qualifications proposals. The project is for Consulting Services related to the redesign of the Economic Development website. All Qualifications proposals must be submitted in a sealed package plainly marked:

Website Redesign and Development Services, RFQ
Office of Economic Development, City of Rochester, New Hampshire
RFQ # 16-19

City of Rochester, New Hampshire, Purchasing Office
31 Wakefield St.
Rochester, NH 03867
Attn: Purchasing Agent

Submittals Due: All Qualifications proposals must be received no later than 2:15 pm EST October 29 2015. The RFQ opening will be at 2:30 pm EST.

RFQ specifications may be obtained by visiting: www.rochesternh.net
To request a copy, email: purchasing@rochesternh.net

Contact: Purchasing Agent, City Hall, 31 Wakefield Street, Rochester, NH 03867, (603) 335-7602. All questions must be submitted in writing (email preferred) to the Purchasing Agent. All submittals must be made on the forms supplied and must be fully completed when submitted.

All bidders should check the City of Rochester, NH website
(<http://www.rochesternh.net/purchasing>) for any addendums or Q& A's that pertain to the bid.

Late Qualification Proposals: Documents received after the scheduled closing time of filing will not be accepted.

City of Rochester, New Hampshire
REQUEST FOR QUALIFICATIONS
FOR PROFESSIONAL CONSULTING SERVICES

Introduction: In 2008, the City of Rochester, NH, Office of Economic Development developed a specialized website, www.THINKROCHESTER.biz, as part of an economic development strategy to promote and emphasize the business growth, revitalization and vitality of the City.

The Office of Economic Development intends to update the Economic Development site, which would be linked to the overall City of Rochester, NH website (www.rochesternh.net) to incorporate a new vision, marketing elements and emphasis on attracting all types of business, including the revitalization of the historical downtown district, as well as attract and promote retail, commercial and industrial real estate opportunities. Currently the website uses two vendors for design/maintenance and the database functionality; the new website will utilize the services of one firm for all functions going forward.

Scope of Work

Redesign, update and re-launch the Office of Economic Development's website using and providing user-friendly real estate/proposal interactive tools to include key categories such as, but not limited to, the following by April 1, 2016:

- 1. Home Page** – including logo and tagline with embedded search engines, streaming pictures, contact information, visitor information, directions, quick links to meeting and events calendar, external linkage and must be mobile device compatible.
- 2. Business Site Selection Services** – including linkages with pop up maps/drop down or sidebar information to multi-list realtors and/or links to other real estate search engines, with information on business properties of interest to proprietors and businesses interested in locating/investing in Rochester.

Business Site Selection Services includes maps of:
Downtown Historic Business District
Route 11: Granite Ridge Development District
Industrial Parks & Economic Revitalization Zones (ERZ)
Real Estate Databases
Contact – Info Center

- 3. Doing Business in Rochester** – includes linkages; dropdown or sidebar information on Planning Office; Building, Zoning and Licensing Services Office; resources/funding/assistance programs; site selection; business registration; hiring employees and tax information.
- 4. Community Services** – with pop up maps/drop downs or side information providing links to our community profile – quality of life, housing, education attractions, downtown historic district landmarks, business brochures, tours, arts & recreation programs, facilities, sitemaps/photos, lodging, restaurants, shopping, transportation and businesses

including direct linkages to business website, email, streaming videos, and other promotional materials.

5. **Instagram, LinkedIn & Gallery** – includes linkages to Instagram & LinkedIn, fact sheets, downloadable photo galleries, e-postcards, e-newsletter sign-ups, and request for brochure or other materials.
6. **Staff Training:** Training will be required to instruct City staff how to review analytics, update/maintain website.
7. **Continued Support:** Continued support will be necessary to update embedded information on website on an as-needed basis for the first year of the website going live.

Proposal Requirements

The Office of Economic Development will consider proposals on the basis of proposed website content, user-friendly interactive tools and training, style, experience of the team, portfolio of work within the past 5 years with examples of website designs, references, budget, statement of availability and location of key personnel assigned and other criteria determined by City of Rochester staff.

Cost of Proposal

This RFQ does not commit the City of Rochester to pay any costs incurred by any respondents in the submission of a proposal or in making studies/designs for the proposal thereof. Total funding available for this project is anticipated to be between \$8,000 and \$10,000.

I. INSTRUCTIONS FOR PROPOSALS

Preparation of Proposals

- The firm shall submit its price proposal upon the forms (attached) furnished by the City.
- If an amount entered on the Proposal Form is to be altered, it should be crossed out with ink, the new unit price or price proposal amount entered above or below it, and initialed, also with ink.
- The proposal must be signed with ink by the individual, by one or more members of the partnership, by one or more members or officers of each firm representing a joint venture, by one or more officers of a corporation, or by an agent of the consultant legally qualified and acceptable to the owner. If the proposal is made by an individual, his or her name and post office address must be shown; by a corporation, the name of the corporation and its business address must be shown, together with the name of the state in which it is incorporated, and the names, titles, and business address of the President, Secretary and Treasurer.
- All questions shall be submitted in writing to and received by the Purchasing Agent at purchasing@rochesternh.net a minimum of seven (7) days prior to the scheduled

opening. The Purchasing Agent will then forward both the question and the City's response to the question to all prospective firms and post it on the City's website.

- All materials submitted in response to this invitation will become the property of the City of Rochester. All expenses incurred by responding to this invitation shall be the responsibility of the firm.

Irregular Proposals

Proposals will be considered irregular and may be rejected for any of the following reasons:

- If the proposal is on a form other than that furnished by the City, or otherwise specified, or if the form is altered or any part thereof is detached.
- If there are unauthorized additions, conditional or altered components, or irregularities of any kind which may tend to make the proposals incomplete, indefinite, or ambiguous as to its meaning.
- If the firm adds any provisions reserving the right to accept or reject an award, or to enter into a contract pursuant to an award.

Interpretations

No oral interpretations will be made to any firm as to the meaning of the specifications or terms and conditions of this RFQ.

Delivery of Proposals

When sent by mail, the sealed qualifications and price proposals shall be addressed to the City of Rochester, New Hampshire, Purchasing Office. All proposals shall be filed prior to the time and at the place specified in the RFQ. Proposals received after the time for the opening of the proposals will be returned unopened. Faxed or electronic proposals are NOT acceptable.

Withdrawal of Proposals

A firm shall be permitted to withdraw its proposal unopened after it has been deposited if such request is received in writing prior to the time specified for opening the proposals.

No proposal may be withdrawn, for a period of sixty (60) days subsequent to the opening of proposals, without express written consent of the City of Rochester, NH.

Public Opening of Proposals

Proposals will be opened and read publicly at the time and place indicated in the invitation. Firms, their authorized agents and other interested parties are invited to be present.

Disqualification of Firms

Any of the following reasons may be considered as being sufficient for the disqualification of a firm and the rejection of its submittal:

- More than one proposal for the same work from an individual, firm, or corporation under the same or different name.
- Evidence of collusion among firms.
- Failure to supply complete information as requested.

II. RFQ EVALUATION

A Review Committee, consisting of City Staff, shall consider the following factors as an integral part of the proposal evaluation process, including but not limited to:

- Ability, capacity and skill to perform within specified time limits and allocated budget.
- Experience, reputation, efficiency, judgment and integrity.
- Reference checks.
- Sufficiency of firm's resources to fulfill the contract.
- Firm will furnish proof of insurance binder and maintain insurance throughout the contract.
- Other applicable factors as the City determines necessary or appropriate.

III. AWARD AND EXECUTION OF CONTRACT

Consideration of RFQ

- Proposals will be made public at the time of opening and may be reviewed only after they have been properly recorded.
- The right is reserved to reject any or all proposals, to waive technicalities or to advertise for new proposals, if in the judgment of the City; the best interest of the City of Rochester will be promoted thereby.

Award of Contract

- If a contract is to be awarded, the award will be made to the qualified firm whose proposal complies with all the requirements prescribed in the specifications page(s) and evaluation section of this document, and at the sole discretion of the City, demonstrates that selection of said firm is in the best interest of the City, as soon as practical after the opening. The successful firm will be notified at the address listed that the proposal has been accepted.
- The final scope of services agreed upon may not be identical to the scope of work set forth in the "Scope of Work" section in the invitation.
- Upon initial award of contract, 25% of contract will be designated as down payment, 50% at halfway point of contract timeline and remaining 25% paid upon satisfactorily completed contract.

Cancellation of Award

The City reserves the right to cancel the award of any contract at any time before the execution of such contract by all parties without any liability against the City.

IV. EXTRAS

Except as otherwise herein provided, no charge for any extra work or material will be allowed unless the same has been ordered, in writing, by the City of Rochester.

V. DEFAULT AND TERMINATION OF CONTRACT

Cause - Reasons providing cause for termination of the contract or agreement entered into between the City and Consultant include but are not limited to:

- Fails to begin work under Contract within the time specified in the notice to proceed.
- Fails to perform the work in such a manner as to assume prompt completion of said work.
- Performs the work unsuitably or neglects or refuses to redo the work.
- Discontinues the execution of work.
- Fails to resume work, which has been discontinued, within a reasonable time after notice to do so.
- Becomes insolvent or has declared bankruptcy, or commits any act of bankruptcy or insolvency.
- Makes an assignment for the benefit of creditors.
- For any other causes whatsoever, fails to carry on the work in an acceptable manner. The City of Rochester, NH, will give notice, in writing to the Consultant for such delay, neglect and default.
- If the consultant does not proceed in accordance with the notice, then the City of Rochester, NH, will have the full power and authority without violating the Contract to take the prosecution of the work out of the hands of the Consultant. The City of Rochester, NH, may enter into an agreement for the completion of said Contract according to the terms and conditions thereof, or use such other methods as in the City's opinion will be required for the completion of said Contract in an acceptable manner.
- All extra costs and charges incurred by the City of Rochester as a result of such delay, neglect or default, together with the cost of completing the work under the Contract, will be deducted from any monies due or which may become due to said consultant. If such expenses exceed the sum which would have been payable under the Contract, then the Consultant shall be liable and shall pay to the City of Rochester the amount of such excess.

VI. OBTAINING RESULTS

Results for the proposals will be posted forty-eight (48) hours after the opening of proposals on the City website at www.rochesternh.net or will be available by request via email at purchasing@rochesternh.net.

CITY OF ROCHESTER, NEW HAMPSHIRE

PROPOSAL FORM

Website Redesign and Development Services, RFQ
Office of Economic Development, City of Rochester, New Hampshire

RFQ # 16-19

(To be filled out completely and attached to qualifications packet)

Legal Business Name: _____

Address: _____

Phone: _____

Email: _____

Proposal Amount: \$ _____ (In Figures)

_____ (In Words)

Print Name and Title: _____

Authorized Signature: _____

Date: _____

Are you proposing to use other companies or firms in this project as a partnership?

If yes, please list the firm, along with contact names below:
