



Purchasing Division
 2019 Washington Street East
 Post Office Box 50130
 Charleston, WV 25305-0130

State of West Virginia
 Request for Proposal
 21 - Info Technology

Proc Folder: 89911

Doc Description: Addendum No.02 Tourism CRFP for Website

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2015-04-17	2015-04-28 13:30:00	CRFP 0304 TOR1500000005	3

BID RECEIVING LOCATION

BID CLERK
 DEPARTMENT OF ADMINISTRATION
 PURCHASING DIVISION
 2019 WASHINGTON ST E
 CHARLESTON WV 25305
 US

VENDOR

Vendor Name, Address and Telephone Number:

04/28/15 09:29:46
 WV Purchasing Division

FOR INFORMATION CONTACT THE BUYER

Guy Nisbet
 (304) 558-2596
 guy.l.nisbet@wv.gov

Signature X

FEIN #

04-~~3760688~~ 3760688

DATE

4/22/15

All offers subject to all terms and conditions contained in this solicitation

TOR1500000005	Document Phase Draft	Document Description Addendum No.02 Tourism CRFP for Website	Page 2
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ADDITIONAL TERMS AND CONDITIONS

See attached document(s) for additional Terms and Conditions

SOLICITATION NUMBER: CRFP TOR1500000005
Addendum Number: No.02

The purpose of this addendum is to modify the solicitation identified as ("Solicitation") to reflect the change(s) identified and described below.

Applicable Addendum Category:

- Modify bid opening date and time
- Modify specifications of product or service being sought
- Attachment of vendor questions and responses
- Attachment of pre-bid sign-in sheet
- Correction of error
- Other

Description of Modification to Solicitation:

Addendum issued to publish and distribute the following attached information to the Vendor community.

1. Vendor submitted questions and Agency responses to these questions.
2. No other Changes.

Additional Documentation: Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

Terms and Conditions:

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

ATTACHMENT A

**West Virginia Division of Tourism
CRFP TOR150000005
Website Development and Design
Vendor submitted Questions and Agency response.
As Submitted on: 04/16/15**

Q.1. Whether companies from Outside USA can apply for this? (From India or Canada)

A.1. Vendors are required to meet all mandatory specifications starting on page 33 and will be scored on the Qualifications/Experience, Approach/methodology, Oral interviews and cost as outlined on page 29 with the details starting on page 30.

Q.2. Whether we need to come over there for meetings?

A.2. Outlined on page 31 Section 4, Subsection 4.1, page 32, Section 4, Subsection 4.9 and page 33, Section 4, Subsection 5.4 (mandatory section) which states:

Section 4, Subsection 4.1: *To develop, design and implement a state-of-the-art destination marketing website.*

Provide a detailed plan, estimated hours and the creative design for a destination marketing website which would include: the development, programming, design and the capabilities of linking pages to various sections of the site, banner ads, quick loading time for video content and photo animation, and to include online components such as a lead management system, trip advisors, itinerary planning tools, calendar of events, and promotional packages.

Section 4, Subsection 4.9: *To provide a designated person to this account.*

Provide details on the mechanism in which the Vendor will have a positive and constructive relationship with the Agency by providing a designated individual, who should be accessible to the Agency within a 24 hour turn around, to maintain an open channel of communication between the Agency and Vendor.

Section 4, Subsection 5.4: *At the request of the Agency, the Vendor will travel to and from the Agency offices, and travel related expenses incurred, are the responsibility of the Vendor and not reimbursable.*

It is important for the Agency to maintain an open line of communication with the Vendor which would include face time and/or electronic communication. The Vendor will need to work closely with the Agency and the agency of record for Advertising Services. There may also be times when the Vendor will work closely with tourism industry partners. To help ensure the project's success, it is essential for all parties involved to maintain an open line of communication.

Q.3. Can we perform the tasks (related to RFP) outside USA? (From India or CANADA)

A.3. Vendors are required to meet all mandatory specifications starting on page 33 and will be scored on the Qualifications/Experience, Approach/methodology, Oral interviews and cost as outlined on page 29 with details starting on page 30.

Q.4. Can we submit our proposals via email?

A.4. No. the West Virginia Purchasing Division receives solicitations either by United States Postal Service, Courier, drop off at the office located at 2019 Washington Street, East, Charleston, WV. 25305.

Q.5. Will the destination website be replacing an existing property, or will it be a new site?

A.5. The new website will replace the existing website, www.wvtourism.com.

Q.6. Will preference be given to vendors with travel/tourism/entertainment experience, or will the Division of Tourism focus on an agency's experience executing the work outlined under item 3 on Page 23, regardless of industry?

A.6. As Outlined in the RFP under Qualifications and Experience Section 4, Subsection 3, on page 30, 3.1, Company description, history and years of experience related to the development and design of a destination marketing website and 3.7, Provide a listing of Clients whom you have provided services to similar to the services being requested in the RFP over the last three years. These items as well as all other items in the Vendor response section will be scored accordingly.

Q.7. Is there a preference for the number of or industry/nature of the case studies requested as part of Appendix A (page 27)?

A.7. My page 27 is referencing Section 5, Vendor Proposal information. I am unclear to what you are referencing, however if I am to guess as to what you are asking you may want to reference Section 4, Subsection 3, on page 30, 3.6

Q.8. Is the pricing listed on page 36 representative of the WV Division of Tourism's anticipated level of effort for this project, or an example? We notice that there is not a line item for Development or Hosting – is there an existing line item this should be appended to, or may we add an additional line item for these costs?

A.8. The pricing page on page 36 will be replaced with the correct pricing page which will address the concerns in your question. This will be discussed during the pre-bid mandatory meeting and through an addendum of this RFP. The correct Attachment "C" Cost Sheet was published with Addendum No1, issued: 04/06/2015.

Q.9. Is there a preferred outline or format for the Technical Proposal, referred to throughout the RFP? Or, is Appendix A the Technical Proposal?

A.9. Outlined in this RFP on page 27, Vendor Proposal and page 30, Attachment A: Vendor Response Sheet, these sections outline the specifics of how the Vendor should respond to this RFP in detail and in what order.

Q.10. Is this project subject to Prevailing Wage requirements, as noted on Page 16 of the RFP?

A.10. Outlined in this RFP on page 16 is the following:

20. **PREVAILING WAGE:** On any contract for the construction of a public improvement, Vendor and any subcontractors utilized by Vendor shall pay a rate or rates of wages which shall not be less than the fair minimum rate or rates of wages (prevailing wage), as established by the West Virginia Division of Labor under West Virginia Code §§ 21-5A-1 et seq. and available at <http://www.sos.wv.gov/administrative-law/wagerates/Pages/default.aspx>. Vendor shall be responsible for ensuring compliance with prevailing wage requirements and determining when prevailing wage requirements are applicable. The required contract provisions contained in West Virginia Code of State Rules § 42-7-3 are specifically incorporated herein by reference.

This is NOT a construction job; therefor this section should not apply.

Q.11. Aside from key deliverable reviews and in-person working session, is there an expectation by the Division of Tourism that agency team members will spend extend time on-site in Charleston throughout either portions or for the duration of the project?

A.11. Our website is a vital component of what we do and how we market and communicate with our visitors. Once the website is up and running, we anticipate it will be used by many and updated as current trends for marketing and advertising continue to evolve in the tourism industry. Communication between the Agency, the agency of record for Advertising Services, tourism industry partners and others is essential to the success of this project.

Q.12. What are the delivery instructions and specifications/requirements for wvOASIS submission process? Can we submit a test file?

A.12. All bids must received in their entirety by the bid opening date and time as posted. The West Virginia Purchasing Division will accept, hand delivered, mailed our carrier delivered bids. There are no provisions for a test file feature.

Q.13. Are there any format restrictions (i.e., size or program) on the bid response?

A.13. Please read 4.3, 4.4, 4.5, 4.6, 4.8, 5.1. While these may not be restrictions, these are loose parameters the Vendor should be working within as they make their decisions.

Q.14. If we choose to work with outside contractors, do they need to be approved prior to bid submission?

A.14. Outlined on page 30, Section 4, Subsection 3, 3.3 and on page 33, Section 4, Subsection 5.3, subcontractors do not have to be approved prior to bid submission.

However, under 5.3 (mandatory section), the Agency has final approval for all subcontracts once a Vendor is awarded this project.

Q.15. For Open End Contract #5, does the vendor have an opportunity to revise a bid if the quantities /deliverables change?

A.15. No, prices are firm and fixed for the life of the Contract.

Q.16. Regarding staff certifications, are there specific certifications that the WV Tourism Team is seeking or prefers, i.e., coding language?

A.16. Please defer to the sections below, as well as the other subsections under Qualifications and Experience.

Qualifications and Experience: Vendors will provide in Attachment A: Vendor Response Sheet information regarding their firm and the proposed project team. Specifically, the vendor will provide the following *as listed in Section 4, Subsection 3*:

3.1 Company description, history and years of experience related to the development and design of a destination marketing website.

3.2 An Organizational Chart, listing names, title and the number of full-time staff currently employed and the employees that would be working directly with the contract awarded under this RFP.

Q.17. Are there currently any integration with other web properties? If yes, will those integrations be part of this project, as well?

A.17. It is essential the project have the ability to integrate with components such as a leads management system, forms created by the Vendor for the Official State Travel Guide, the e-Guide, as well as a chat feature.

Q.18. Are there known browser or device requirements for the website? If yes, can you please share them, as it will be extremely helpful in identifying as accurate a proposal as possible?

A.18. As noted in Section 4, Subsection 4.1, page 31, the goal is to develop, design and implement a state-of-the-art destination marketing website. Specific details of the project will be discussed once a contract has been awarded. Also of note is Section 4, Subsection 4.8, page 32, the goal is to develop a reactive website, which will allow it to function optimally on various screen sizes and devices.

Q.19. We noticed that other state-funded sites (like wvcommerce.org) provide multi-lingual capabilities. Will this be a requirement of this project? If yes, can you please identify which languages will be required?

A.19. the Agency currently utilizes websites such as <http://www.travelsouthusa.com> and <http://www.discoveramerica.com> for this purpose. Specific details related to providing multi-lingual capabilities will be discussed once a contract has been awarded.

Q.20. Is there any existing functionality (i.e. Live Chat, Event Calendar, Travel Planner, etc.) that will need to be carried over, rebuilt or integrated as part of this initiative?

A.20. Section 4, Subsection 4.1, page 31, the goal is to develop, design and implement a state-of-the-art destination marketing website. Currently we are using Pure Chat, an Event Calendar and Travel Planner.

Q.21. Are there any known technical or platform requirements associated with the project? (For example, preference for .NET over PHP, no Flash, etc.)

A.21. As noted in Section 4, Subsection 4.8, page 32, the goal is to develop a reactive website, which will allow it to function optimally on various screen sizes and devices. Specific details of the project will be discussed once a contract is awarded.

Q.22. Have potential CMS solutions been identified or will that be part of the vendor responsibilities as part of the project?

A.22. Please reference Section 4, page 24, section 4.6: To develop an easily editable, user-friendly website. Objective: To utilize a Content Management System which is user-friendly, provides the Agency flexibility and allows the Agency the ability to be trained to update and add content to the website.

Q.23. We noticed there are a handful of references to lead management – is the assumption that an internal lead-gen tracking and management tool like Salesforce or SugarCRM will be part of the website?

A.23. As noted in the answer to Q.17: It is essential the project have the ability to integrate with components such as a leads management system.

Q.24. One of the primary goals is to implement a successful Email program. Is there an existing relationship with an Email Service provider (ESP)? Or, is the expectation that identifying, onboarding and integrating with an ESP will be part of the project?

A.24. We do not currently utilize an Email Service Provider in-house. This is something that will be discussed with the Vendor awarded the contract.

Q.25. To what extent will the Division of Tourism require training/support post-launch of the Site?

(Our assumption is that we would train your internal team in conjunction with the launch for a full handoff, but that ongoing maintenance will not be part of the SOW.)

A.25. Outlined on page 32, Section 4, Subsection 4, 4.6 and 4.7 and page 33 Section 4, Subsection 5, 5.1, the Agency wants the ability to update content to a website but the Vendor will provide the mechanisms either through their company or a subcontractor in which all back-end programming, hosting, maintenance, etc. can be done when needed.

Q.26. Does the Division of Tourism have known requirements re: analytics packages (i.e. Google Analytics) and tracking strategies? Or, will that be part of the project?

A.26. We currently have Google Analytics on our site; however, it is not under our control. We would like Google Analytics used for tracking purposes. Part of the website training should also include how to generate reports with the analytics package.

Q.27. We noticed a handful of references to existing research; will the selected vendor have access to this research?

A.27. Yes, research can be accessed at www.GoToWV.com/Reports.

Q.28. Does the Division of Tourism have developed user/audience personas and target audiences for the site? If yes, will the selected vendor have access to these documents?

A.28. No, we do not have developed user/audience personas and target audiences for the site. Our research is our foundation for moving forward with our advertising and marketing initiatives, as well as our website project.

Q.29. Is the Division of Tourism open to conducting additional website-specific research in order to inform the design and development process and fill any gaps in existing research uncovered during the discovery process?

A.29. The Agency is open to additional research so long as it will provide value to our mission, goals and objectives. In the RFP process, the vendor offers a solution to an objective, problem, or need as specified in the RFP, and defines how it intends to meet (or exceed) the RFP requirements. This process is used when the agency will accept multiple approaches to satisfy the objectives, solve the problem, or meet the need. This would be discussed further with the Vendor who wins the award.

Q.30. Is the Division of Tourism open to usability testing on any existing property and on prototypes or designs as we work through the project?

A.30. We will need to discuss with the Vendor awarded the contract.

Q.31. Will copywriting be part of the scope of this project? (In our experience, having copywriting be part of the scope is best in order to maximize the impact of the User Experience)

A.31. In the RFP process, the vendor offers a solution to an objective, problem, or need as specified in the RFP, and defines how it intends to meet (or exceed) the RFP requirements.

This process is used when the agency will accept multiple approaches to satisfy the objectives, solve the problem, or meet the need. This would be discussed further with the Vendor who is awarded the contract.

Q.32. What has been most effective with your current site(s)?

A.32. The Agency does have a website which provides much needed information for our visitors and traveling public. However, we do not want to utilize the mechanics, operational tools, programming, etc. of what we currently use. Some of the information on our current site may or may not roll over with a new website. The specifications and requirements as submitted by Vendors and required by this RFP process, will provide an outline, ideas, solutions, capabilities and creativity of the Vendor in developing a state-of-the-art destination marketing website.

Q.33. Is there usability information on the current site(s) that you can share with us?

A.33. The Agency does have a website which provides much needed information for our visitors and traveling public. However, we do not want to utilize the mechanics, operational tools, programming, etc. of what we have currently. Some of the information on our current site may or may not roll over with a new website. The specifications and requirements as submitted by Vendors and required by this RFP process, will provide an outline, ideas, solutions, capabilities and creativity of the Vendor in developing a state-of-the-art destination marketing website.

Q.34. Do you have any customer/target audience demographics, psychographics and insights?

A.34. Our research can be accessed at www.GoToWV.com/Reports.

Q.35. Can we have your current style and brand guidelines?

A.35. We are going through an over-haul of our website and are in the process of securing our new Advertising Agency. We are looking for new ideas, creative and design. You can use our WV Travel Guide as one example of our creative style. It is on our website.

Q.36. Can you share any site traffic and usage data including average daily visits, bounce rate, conversion rates, top 10 pages, etc.?

A.36. The Agency does have a website which provides much needed information for our visitors and traveling public. However, we do not want to utilize the mechanics, operational tools, programming, etc. of what we currently use. Some of the information on our current site may or may not roll over with a new website. The specifications and requirements as submitted by Vendors and required by this RFP process, will provide an outline, ideas, solutions, capabilities and creativity of the Vendor in developing a state-of-the-art destination marketing website.

Q.37. Can you share past campaigns and how they have performed? (Not limited to digital executions)?

A.37. You can defer to our research listed on our website.

Q.38. What is your current approach to SEO?

A.38. We do not currently use SEO. Specifics related to future approach to SEO will be discussed with the Vendor awarded the contract.

Q.39. How are you currently promoting your site?

A.39. The website is promoted through promotional materials, content, ads, social media, digital media, public relation efforts, etc.

Q.40. Have you approved a budget and launch timeframe for your new site?

A.40. In the RFP process, cost is not the sole determining factor. The vendor offers a solution to an objective, problem, or need as specified in the RFP, and defines how it intends to meet (or exceed) the RFP requirements. This process is used when the agency will accept multiple approaches to satisfy the objectives, solve the problem, or meet the need. Outlined on page 34, Section 4, Subsection 5, 5.10, once awarded, the Vendor will include an estimated timeline for development, testing and live site. This will take place after the Agency's team and the Vendor's team discusses the project in more detail.

Q.41. You outline that growing your database is a priority, what is the current size of your database and goal for future?

A.41. Our goal is to add more industry partners into the database. I am not certain on the size, as the database is managed by Commerce Communications.

Q.42. Can we have copy of your current digital media plan?

A.42. As it relates to our website, we don't have one.

Q.43. Please clarify the domain (s) that this project would entail. Is it only the wvtourism.com domain, or also the wvcommerce.org domain? Currently, the wvtourism.com site mostly links out to wvcommerce.org.

A.43. The new website would utilize the domain GoToWV.com.

Q.44. Is there any content that needs to be imported from the existing site?

A.44. There may or may not be content that needs to be imported from the existing site. Details will be discussed further once this project is awarded to a Vendor.

Q.45. How much traffic does your current site get on average in a month's time? Are there any analytics that we can have access to?

A.45. In 2014, the website (including mini-sites) averaged just over 241,000 views per month. Past analytics reports can be made available to the Vendor awarded the contract.

Q.46. Based on your analytics, what do you consider your best performing piece of content on the current website?

A.46. Nothing

Q.47. Do you have an Email Service Provider that you currently work with?

A.47. We do not currently utilize an Email Service Provider in-house. This is something that will be discussed with the Vendor awarded the contract.

Q.48. Please describe more about the industry portal. How many industry partners are you expecting to use it? Would they just be updating/inputting business listings, or would it be more information, such as events?

A.48. We envision the portal to be accessed by any and all of the industry partners in West Virginia to maintain and update their information and/or events

Q.49. Are there any unique specifications, other than uptime guarantee, that must be met for hosting?

A.49. Please read our Mandatory Section.

Q.50. Could you provide traffic statistics for the current site, as well as projections and/or desired traffic numbers for the new site for the purposes of provisioning hosting resources and capacity?

A.50. The current analytics do not provide an accurate representation of traffic to the website. Past reports can be made available to the Vendor awarded the contract.

Q.55. How much do you currently spend in online media and SEO?

A.55. We currently do not pay for Search Engine Optimization.

Q.57. What is your current CMS and are you happy with it?

A.57. The current CMS was customized for the Agency by a company which is no longer in business. As per Section 4, Subsection 4.6 one of the goals is to develop a plan to utilize a Content Management System which is user-friendly, provides flexibility and allows the Agency the ability to be trained to update and add content to the website. Furthermore, per

Section 4, Subsection 4.7 another goal is to ensure a plan is developed for future updates, website editing beyond the Agency's scope of knowledge, website maintenance, and/or reporting functions.

Q.58. What databases do you currently have? How are they structured? How many listings are in each database?

A.58. Listings (events/facilities/packages) and leads are currently housed in databases. Information related to the structure and number of listings will be shared with the Vendor awarded the contract.

Q.59. What are your Feeder Markets?

A.59. Please refer to the research located at GoToWV.com/Reports.

Q.60. Do you currently utilize banner advertisements on your website? How would you like that functionality to work?

A.60. No, we do not currently utilize banner advertisements on the website. This is something the Agency plans to discuss further with the Vendor awarded the contract and the Vendor providing Advertising Services.

Q.61. Do you want a mapping feature?

A.61. The Agency is open to discussing a mapping feature.

Q.62. Can you provide current website traffic statistics?

A.62. The current analytics do not provide an accurate representation of traffic to the website. Past reports can be made available to the Vendor awarded the contract.

Q.63. Can we have access to your Google Analytics so we can assess your current site?

A.63. Past analytics can be made available to the Vendor awarded the contract. Analytics are not maintained in-house.

Q.64. Do you have any micro-sites, landing pages, or related websites that we should know about.

A.64. Yes, a full list will be shared with the Vendor awarded the contract.

Q.65. What type of lead-management functionality would you like to have?

A.65. Further discussion is needed to assess needs and options.

Q.66. How do you define "conversions"?

A.66. Currently, a conversion refers to an individual who has ordered a travel guide or brochure.

Q.67. What functionality would you like in a trip planner feature?

A.67. Further discussion is needed to assess needs and options.

Q.68. Who are your top competitors?

A.68. Please refer to the research located at GoToWV.com/Reports.

Q.69. Do you have an email newsletter?

A.69. Yes, it is currently handled by the Travel Guide Vendor.

Q.70. Do you have photography to supply for the new website?

A.70. Yes. The Agency in collaboration with the Vendor providing Advertising Services will provide photography for the website.

Q.71. What online media are you using to drive traffic?

A.71. Social media and digital advertising are the current drivers of web traffic.

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: _____

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

Addendum Numbers Received:

(Check the box next to each addendum received)

- | | |
|---|--|
| <input type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6 |
| <input type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7 |
| <input type="checkbox"/> Addendum No. 3 | <input type="checkbox"/> Addendum No. 8 |
| <input type="checkbox"/> Addendum No. 4 | <input type="checkbox"/> Addendum No. 9 |
| <input type="checkbox"/> Addendum No. 5 | <input type="checkbox"/> Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

Designersory
Company

[Signature]
Authorized Signature

4/22/15
Date

NOTE: This addendum acknowledgement should be submitted with the bid to expedite document processing.
Revised 6/8/2012



Purchasing Division
 2019 Washington Street East
 Post Office Box 50130
 Charleston, WV 25305-0130

State of West Virginia
 Request for Proposal
 21 - Info Technology

Proc Folder: 89911

Doc Description: RFP to secure services of a professional to build a website

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2015-04-06	2015-04-28 13:30:00	CRFP 0304 TOR1500000005	2

BID RECEIVING LOCATION

BID CLERK
 DEPARTMENT OF ADMINISTRATION
 PURCHASING DIVISION
 2019 WASHINGTON ST E
 CHARLESTON WV 25305
 US

VENDOR

Vendor Name, Address and Telephone Number:

FOR INFORMATION CONTACT THE BUYER

Guy Nisbet
 (304) 558-2596
 guy.l.nisbet@wv.gov

Signature X

FEIN #

04-3766688

DATE

4/24/15

All offers subject to all terms and conditions contained in this solicitation

TOR1500000005	Document Phase Draft	Document Description RFP to secure services of a professional to build a website	Page 2
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ADDITIONAL TERMS AND CONDITIONS

See attached document(s) for additional Terms and Conditions

SOLICITATION NUMBER: CRFP TOR1500000005

Addendum Number: No.01

The purpose of this addendum is to modify the solicitation identified as ("Solicitation") to reflect the change(s) identified and described below.

Applicable Addendum Category:

- Modify bid opening date and time
- Modify specifications of product or service being sought
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Description of Modification to Solicitation:

Addendum issued to publish and distribute the following attached information to the Vendor community.

1. Pre-bid sign in sheet fro Mandatory meeting.
2. Issuance of correct Attachment "C" Pricing Page for the solicitation.
3. No other Changes.

Additional Documentation: Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

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Company

Authorized Signature

Date

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Revised 6/8/2012

PRE-BID CONFERENCE
SIGN IN SHEET

Request for Proposal Number:

CRFP TOR1500000005

Date:

4/6/2015

Project Description:

RFP for Website Development and Design

PLEASE PRINT LEGIBLY. THIS INFORMATION IS ESSENTIAL TO CONTACT THE ATTENDEES IN A TIMELY MANNER. FAILURE TO DO SO MAY RESULT IN DELAYS IN YOUR COMPANY GETTING IMPORTANT BID INFORMATION.

Firm Name:	<u>Aristotle</u>
Firm Address:	<u>401 W. Capital Suite 700</u> <u>Little Rock, AR 72201</u>
Representative Attending:	<u>Matt McClellan</u>
Phone Number:	<u>501-374-4638</u>
Fax Number:	<u>501-376-1377</u>
Email Address:	<u>matm@aristotle.net</u>

Firm Name:	<u>Acquia</u>
Firm Address:	<u>950 Freemanwood Ln.</u> <u>Milton, GA 30004</u>
Representative Attending:	<u>Don Scaman</u>
Phone Number:	<u>770-335-9993</u>
Fax Number:	
Email Address:	<u>don.scaman@acquia.com</u>

Firm Name:	<u>Charles Ryan Associates</u>
Firm Address:	<u>601 Morris St</u> <u>Suite 301</u> <u>Charleston, WV 25301</u>
Representative Attending:	<u>Dustin Lanning</u>
Phone Number:	<u>304-556-9105</u>
Fax Number:	
Email Address:	<u>dlanning@charlesryan.com</u>

Firm Name:	<u>Phase 2</u>
Firm Address:	<u>1330 Braddock Pl</u> <u>Alexandria VA</u>
Representative Attending:	<u>Greg Wilson</u>
Phone Number:	<u>(703) 548-6050 x105</u>
Fax Number:	
Email Address:	<u>gwilson@phase2technology.com</u>

Firm Name:	<u>Omni Strategic Technologies</u>
Firm Address:	<u>1205 Quamier St.</u> <u>Charleston, WV 25301</u>
Representative Attending:	<u>Nina Shell</u>
Phone Number:	<u>304-343-0477</u>
Fax Number:	<u>304</u>
Email Address:	<u>nina.shell@omni-performs.com</u>

Firm Name:	<u>Blackwell and Co.</u>
Firm Address:	<u>119 Summers Street</u> <u>Charleston, WV 25301</u>
Representative Attending:	<u>Michael Fred</u>
Phone Number:	<u>304-342-8898</u>
Fax Number:	<u>304-342-8895</u>
Email Address:	<u>mike@blackwellandco.com</u>

PRE-BID CONFERENCE
SIGN IN SHEET

Request for Proposal Number:

CRFP TOR1500000005

Date:

4/6/2015

Project Description:

RFP for Website Development and Design

PLEASE PRINT LEGIBLY. THIS INFORMATION IS ESSENTIAL TO CONTACT THE ATTENDEES IN A TIMELY MANNER. FAILURE TO DO SO MAY RESULT IN DELAYS IN YOUR COMPANY GETTING IMPORTANT BID INFORMATION.

Firm Name:	<u>MIPS</u>
Firm Address:	<u>1001 2014 Northwood Rd Charleston, WV 25314</u>
Representative Attending:	<u>Steven Keith</u>
Phone Number:	<u>304-340-6076</u>
Fax Number:	<u>304-342-2444</u>
Email Address:	<u>Steven.Keith@mipspartnership.com</u>

Firm Name:	<u>INFUENT SO</u>
Firm Address:	<u>650 F STREET, NW WASHINGTON, DC 20002</u>
Representative Attending:	<u>DAVE AUSTIN</u>
Phone Number:	<u>202-434-7565</u>
Fax Number:	<u>202-434-6480</u>
Email Address:	<u>DAUSTIN@INFUENTSO.COM</u>

Firm Name:	<u>Panmore</u>
Firm Address:	<u>500 Church St. Suite 500 Nashville, TN 37219</u>
Representative Attending:	<u>Buddy Butler</u>
Phone Number:	<u>304-615-9884</u>
Fax Number:	
Email Address:	<u>bbutlerepanmoredigital.com</u>

Firm Name:	<u>Image Associates</u>
Firm Address:	<u>700 Virginia St E Suite 220 Charlotte, WV 25004</u>
Representative Attending:	<u>Carl Varney</u>
Phone Number:	<u>304 345-4424</u>
Fax Number:	<u>304 345-4445</u>
Email Address:	<u>carl@imageassociatesllc.com</u>

Firm Name:	<u>Digital Relativity</u>
Firm Address:	<u>129 S. Court St Unit B Fayetteville, WV 25840</u>
Representative Attending:	<u>PAT STRADGE</u>
Phone Number:	<u>304-663-6870</u>
Fax Number:	
Email Address:	<u>pat@digitalrelativity.com</u>

Firm Name:	<u>Designsensory</u>
Firm Address:	<u>1740 Commons Point Dr. Knoxville, TN 37932</u>
Representative Attending:	<u>Matt Honkonen</u>
Phone Number:	<u>865.690.2219</u>
Fax Number:	<u>865.691.0033</u>
Email Address:	<u>mhonkonen@designsensory.com</u>

PRE-BID CONFERENCE
SIGN IN SHEET

Request for Proposal Number:

CRFP TOR150000005

Date:

4/6/2015

Project Description:

RFP for Website Development and Design

PLEASE PRINT LEGIBLY. THIS INFORMATION IS ESSENTIAL TO CONTACT THE ATTENDEES IN A TIMELY MANNER. FAILURE TO DO SO MAY RESULT IN DELAYS IN YOUR COMPANY GETTING IMPORTANT BID INFORMATION.

Firm Name:	MESH Design and Development
Firm Address:	303 Washington St W. Charleston, WV 25302
Representative Attending:	Josh Dodd
Phone Number:	(304) 941-9269
Fax Number:	N/A
Email Address:	JOSH.DODD@MESHFRESH.COM

Firm Name:	
Firm Address:	
Representative Attending:	
Phone Number:	
Fax Number:	
Email Address:	

Firm Name:	Loarie H. Butcher
Firm Address:	90 MacCorkle Ave. South Charleston WV 25303 TOURISM
Representative Attending:	
Phone Number:	
Fax Number:	
Email Address:	

Firm Name:	
Firm Address:	
Representative Attending:	
Phone Number:	
Fax Number:	
Email Address:	

Firm Name:	Amy S. Gardner
Firm Address:	20 MacCorkle Ave S. Char, WV 25303
Representative Attending:	
Phone Number:	304-558-2200
Fax Number:	
Email Address:	Amy.S.Gardner@

Firm Name:	
Firm Address:	
Representative Attending:	
Phone Number:	
Fax Number:	
Email Address:	

WV 902

ATTACHMENT C: Cost Sheet

Cost information below as detailed in the Request for Proposal and submitted in a separate sealed envelope. Cost should be clearly marked.

BID SCHEDULE

Vendors are to use this form and type in prices and percentages as applicable. All blanks must be completed. Failure to complete all sections may result in disqualification. (If you are not charging hourly rate or percentage markup insert "N/C").

A.

Specific Activities Estimated	*Estimated Hours		Rate Per Hour	Annual Estimated Cost
1. Client Services; Project Management	300	x		0
2. Design Concept; Design Development; Research Analysis (creation of site concept, structure and design)	1,600	x		0
3. Development and Data Population (Front End and Back End Development)	115	x		0
4. Testing and Corrections	75	x		0
5. Training	45	x		0
Total	2,135			\$0.00

*The RFP's estimated number of hours to complete the specific activities. Estimated hours are merely an estimate.

B.
Estimated On-going Hosting Support and Server Software Maintenance

C.
Add-on for Sub-Contracted Purchases:
All Vendors responding to this RFP must provide a percentage of add-on for purchases from sub-contractors. This percentage will be multiplied by \$100,000.
Bidder's add-on for Sub-Contracted Purchases is x \$100,000.00 = \$0.00

D.
Total Cost of Proposal (See Note B): \$0.00
Note B: Cost from A, B, and C are to be added together to determine the total cost of the proposal.

SHIPPING CHARGES WILL BE REIMBURSED AT COST WITH PROPER DOCUMENTATION.
ALL TRAVEL IS TO BE INCLUDED IN THE BID SCHEDULE. NO COMPENSATION FOR TRAVEL EXPENSES WILL BE MADE TO THE SUCCESSFUL VENDOR.

CERTIFICATION AND SIGNATURE PAGE

By signing below, or submitting documentation through wvOASIS, I certify that I have reviewed this Solicitation in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this bid, offer or proposal for review and consideration; that I am authorized by the vendor to execute and submit this bid, offer, or proposal, or any documents related thereto on vendor's behalf; that I am authorized to bind the vendor in a contractual relationship; and that to the best of my knowledge, the vendor has properly registered with any State agency that may require registration.

Designsensory
(Company)

Joseph Joseph Notker, Principal + vice president
(Authorized Signature) (Representative Name, Title)

865-690-2249, 865-691-0033
(Phone Number) (Fax Number) (Date)

REQUEST FOR PROPOSAL

(WV Division of Tourism-Website Design and Development)

Attachment B: Mandatory Specification Checklist

List mandatory specifications contained in Section 4, Subsection .5:

Section 4, Subsection 5.1: Hosting facility must guarantee up-time of 99.5% with 24 hour customer service, security, backup, and connectivity.

Vendor Response: ✓

Section 4, Subsection 5.2: The Agency will retain complete ownership or a perpetual software license to all scripts and/or code required for the full operation of the website. At the termination of this contract, any such materials will be returned to the Agency without demand.

Vendor Response: ✓

Section 4, Subsection 5.3: The Vendor will be permitted to subcontract(s) with any other party for furnishing any of the services needed to build, create, operate, etc. a website for the Agency. Should the Agency wish to utilize services to implement a new website that may or may not be provided by the Vendor herein, at the Agency's request, the Vendor will subcontract these services. The cost for providing such assistance shall be in accordance with the cost estimates set forth in Attachment "C" hereto. The Agency has the final approval of all subcontracts.

Vendor Response: ✓

Section 4, Subsection 5.4: At the request of the Agency, the Vendor will travel to and from the Agency offices, and travel related expenses incurred, are the responsibility of the Vendor and not reimbursable.

Vendor Response: ✓

Section 4, Subsection 5.5: : Prior to the commencement of work on any project, the Vendor will provide the Agency with cost estimates to include personnel hours, outsourced services, materials and any other related expenses. The cost for providing such assistance will be in accordance with the cost estimates set forth in Attachment "C" hereto.

Vendor Response: ✓

Section 4, Subsection 5.6: Nothing in this contract will prevent the Agency from utilizing in-house resources.

Vendor Response: ✓

REQUEST FOR PROPOSAL

(WV Division of Tourism-Website Design and Development)

Section 4, Subsection 5.7: When contacted by the Agency Commissioner or his or her project designees, the Vendor will be available via electronic communication or by telephone by the parties listed above.

Vendor Response: ✓

Section 4, Subsection 5.8: Upon the contract expiration, the Vendor will exercise its best efforts and cooperation to effect an orderly and efficient transition of all Agency assets owned by the Agency to a successor, successor being either the Agency or another Vendor.

Vendor Response: ✓

Section 4, Subsection 5.9: The Vendor must provide services contained in this contract to any division within the West Virginia Department of Commerce at the request of said division.

Vendor Response: ✓

Section 4, Subsection 5.10: The Vendor will include an estimated timeline for development, testing and live site.

Vendor Response: ✓

By signing below, I certify that I have reviewed this Request for Proposal in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this proposal for review and consideration; that I am authorized by the bidder to execute this bid or any documents related thereto on bidder's behalf; that I am authorized to bind the bidder in a contractual relationship; and that, to the best of my knowledge, the bidder has properly registered with any State agency that may require registration.

Designs in Sory
(Company)

Joseph Nothe, Principal + Vice President
(Representative Name, Title)

865-690-2249, 865-691-0033
(Contact Phone/Fax Number)

4/22/15
(Date)

West Virginia Division of Tourism

Response to Request for Proposal (RFP)

WEBSITE DESIGN & DEVELOPMENT RFP



designsensory branding, advertising and digital.

1740 Commons Point Dr.
Knoxville TN 37932
designsensory.com

Matt Honkonen
865.690.2249 x.118
mhonkonen@designsensory.com

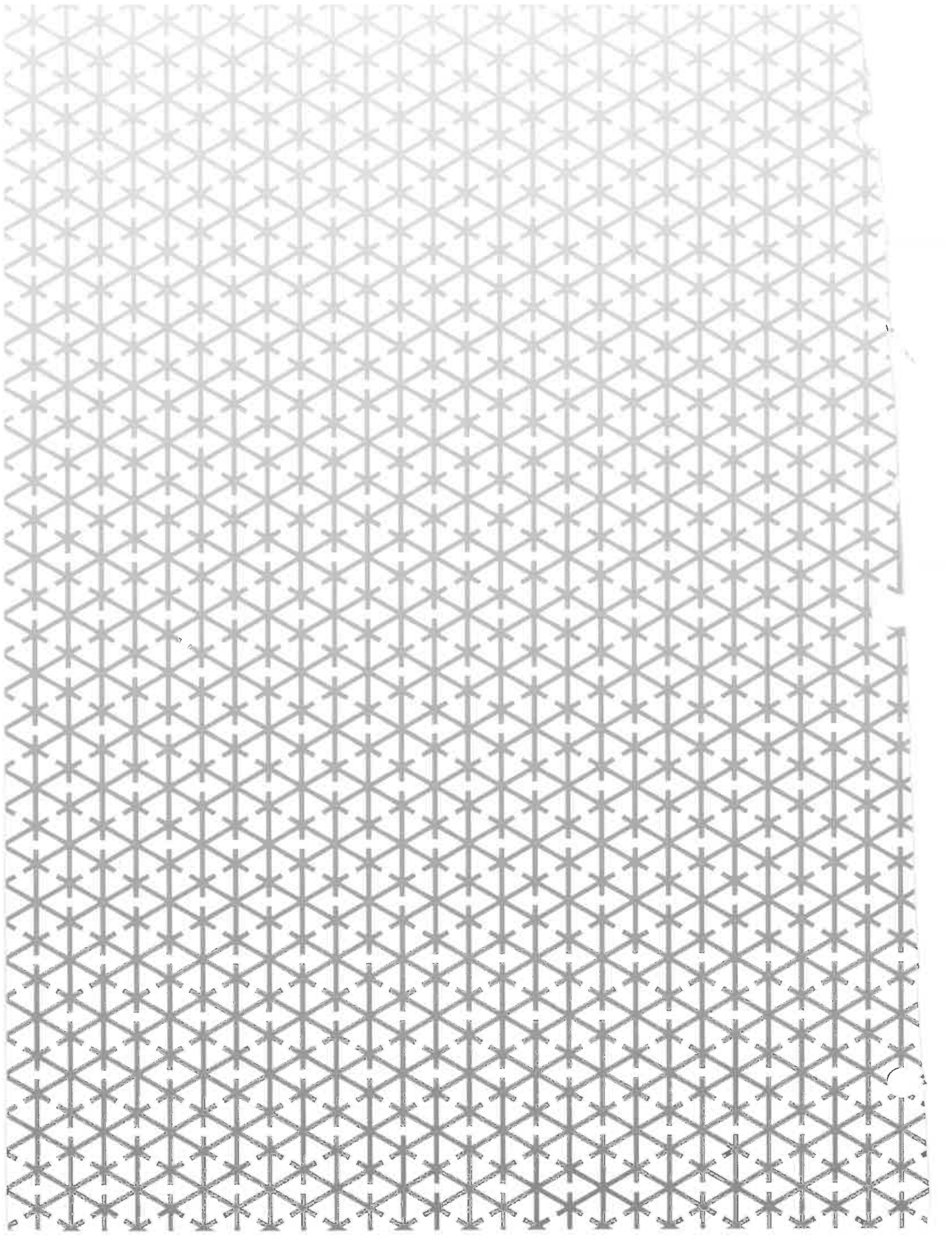


Table of Contents

Introduction <i>Introduction to our Ideology</i>	4-7
Section A: Vendor Response <i>Answers to Attachment A Questions</i>	10-23
Case Studies <i>Demonstration of Past Work</i>	24-29
Attachment B: Mandatory Specifications <i>Completed Checklist</i>	32-33



Strong brands create moments that inspire.

They deliver experiences that matter:
Experiences that teach. Challenge.
Entice. Honor. Empower. Connect. Strong
brands that go beyond the physical and
digital to stimulating our senses—touch,
taste, feel, see and hear their promise.

Brands can delight the world. In doing
so, they transcend mere commerce and
can leave a lasting, positive impact. The
opportunity is there to compete, disrupt
and change the game—one person, one
moment at a time.

We help grow strong brands.

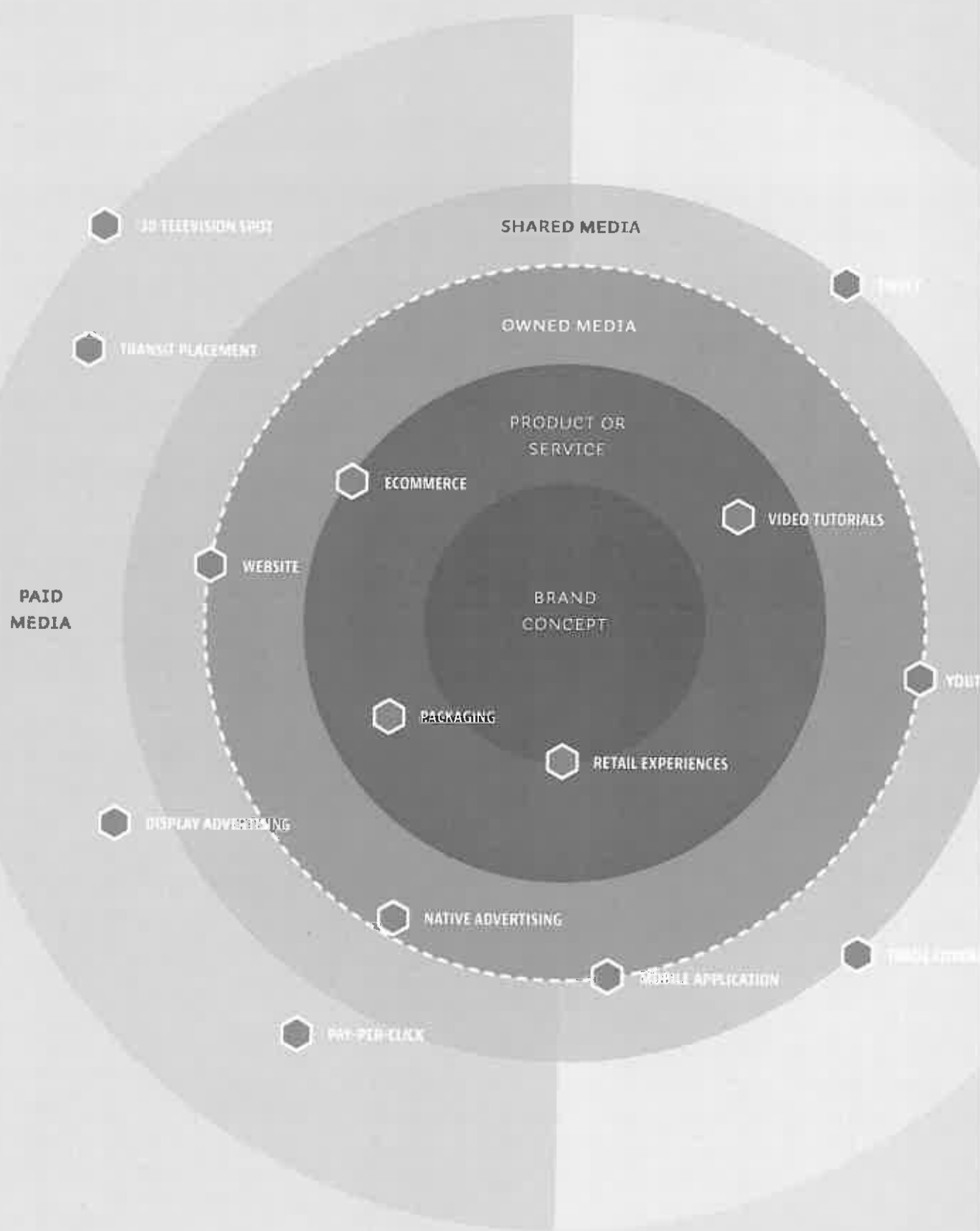
We help brands
create moments of
truth—*experiences*
that inspire people
to act.

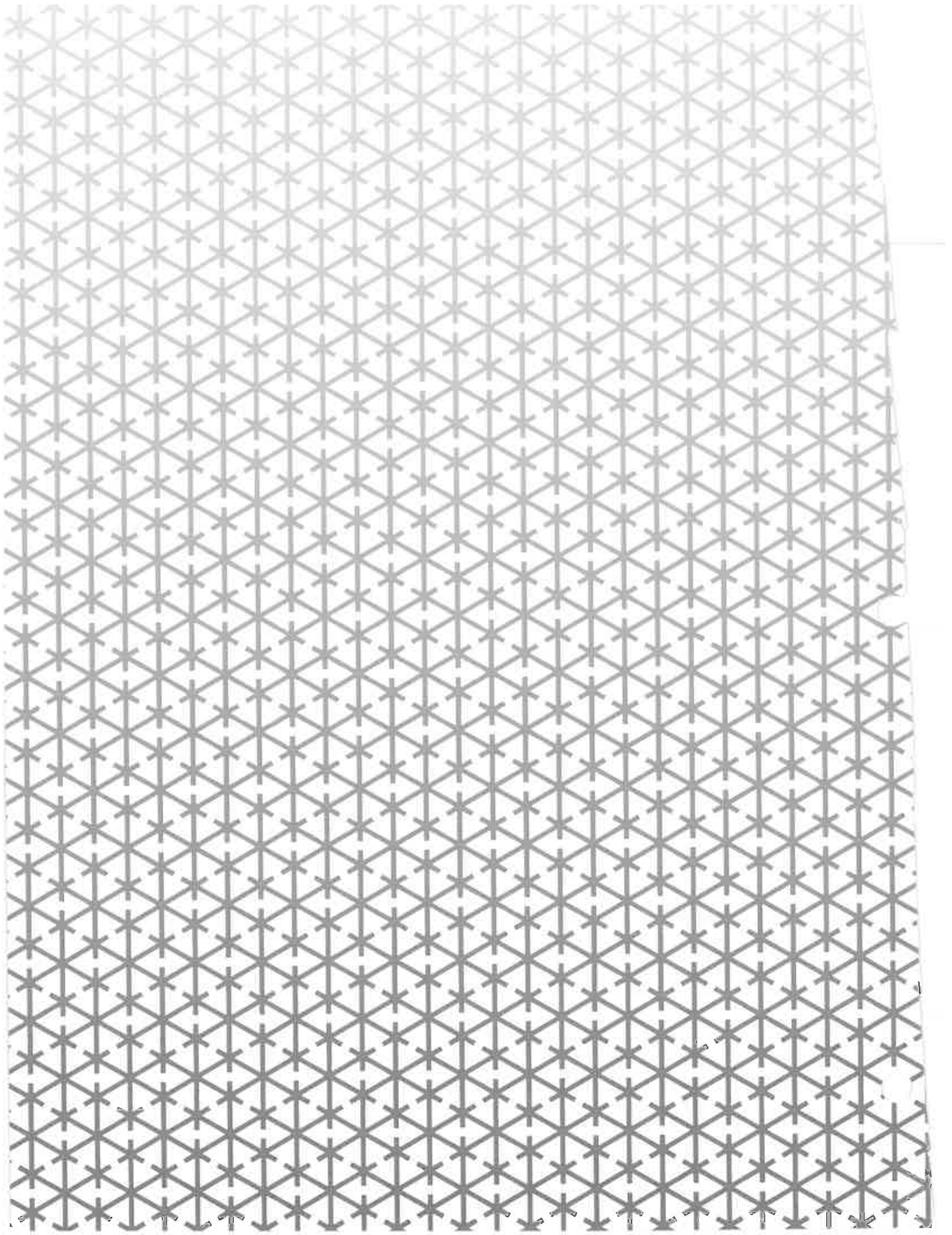
When they act, when they share, your brand grows. It's that simple. Our integrative and design-based approach helps brands connect, differentiate and delight audiences.

Founded in 2001 by Joseph Nother and Brandon Rochelle, Designsensory is a full-service advertising, design and interactive

firm. We fuse empathy and discovery with bold, sustainable ideas and meticulous execution. We are curious, passionate and brave, ready to solve complex problems and achieve great things.

Brands grow one moment at a time; from discovery to purchase, from delight to evangelization. Each experience is an opportunity to deliver on your brand's promise.





Attachment A: Vendor Response

Response to Request for Proposal (RFP)

WEBSITE DESIGN & DEVELOPMENT RFP



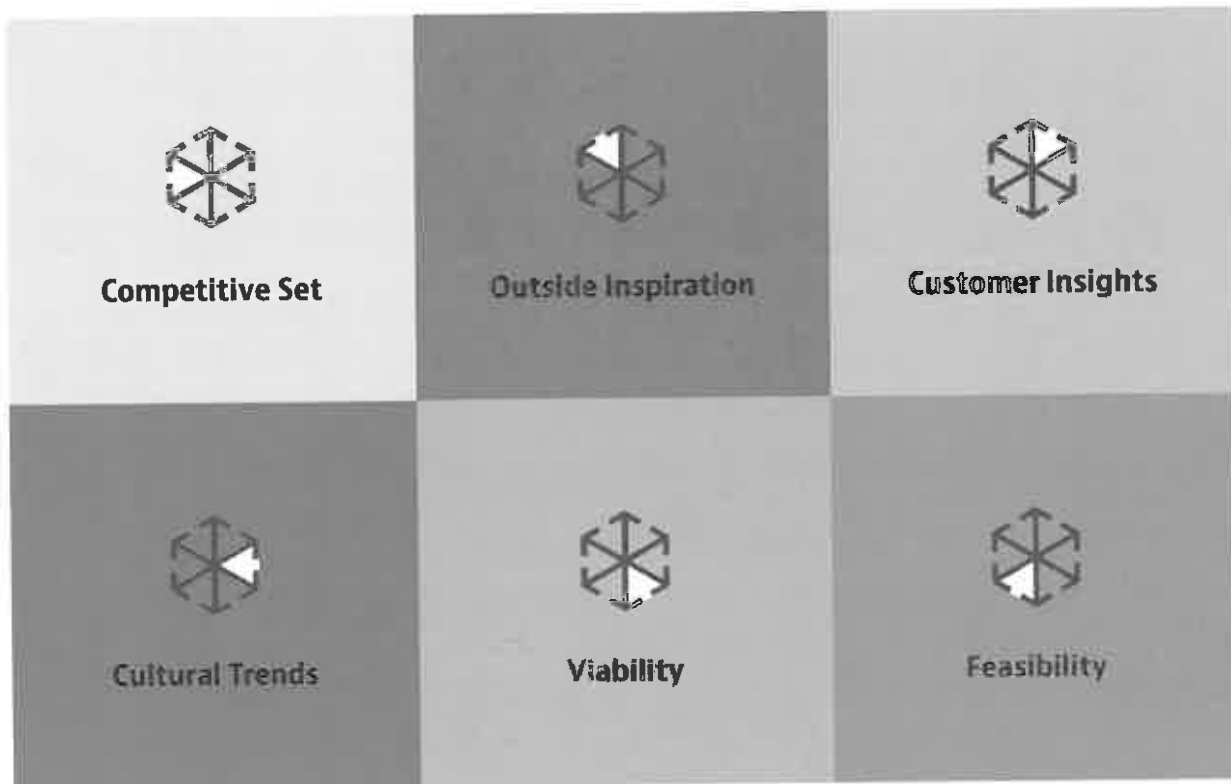
designsensory™ branding, advertising and digital.

3.1 Company description (p.30)

Founded in 2001 by Joseph Nother and Brandon Rochelle, Designsensory is a full-service advertising, design and interactive firm. We are a diverse group of designers, marketers, writers, technologists and strategists looking to deliver results by uncovering insights and creating useful things.

With a staff over 30 people, we are large enough to deploy integrated programs and richly-featured projects, but small enough to truly care about our client relationships.

Our core value to customers is in delivering on the promise of excellence in integrated marketing, advertising and branding campaigns across platforms and programs. We envision the best a brand can be, and then design the products, services and moments that help bring that vision to life.



Our ideas are grounded in these six dimensions. The first four components speak to delighting audiences but we frame creativity and bold thinking with good business sense. A solution doesn't solve anything if it's not feasible to implement or part of a viable, sustainable business model. From here we focus on expression and integration.



Expression

Moments of truth accumulate to form attitudes. Use consistent, compelling styles and themes to express your value, vision and brand promise.

Integration

We emphasize a methodical, cumulative and consistent approach. Build demand, influence attitudes and generate positive outcomes one moment at a time.

Our Approach

Foundationally, our approach is client collaborative, research informed, and focused on value and results. Regardless of project or medium, we identify and express the central themes and core messages of a brand. Our work is focused on creating an emotional connection with people to inspire them to go from awareness to action.

We bring together ideas that delight audiences with solutions that are technologically feasible and economically viable. To do this, we employ a Design Thinking, human-centered methodology with six overlapping components. It's the spark to our creative process.

Our Process

At a macro level, our process starts with discovery and planning. Once we understand the challenges and objectives, we develop a plan for how to successfully achieve our client's goals. Often, this plan includes primary and secondary research to gain insights into the hearts and minds of the audience.

With insights gained, we move into a conceptual and design stage. Here we come up with answers to the questions of "What if...?", "What wows?", and "What works?" Intangible ideas manifest as tangible messages, concepts and designs, subject to iterative refinement and testing.

Once approved, we traffic branding applications and final advertising or work down-stream with our technology and media production teams to help realize digital and rich media solutions. Subsequent to deployment, we measure results, fine-tune placements and gather further insight to inform future actions.

3.2 Organizational chart (p.30)

Joseph Nother

Principal, Creative Director & Founder
As founder and creative director for Designsensory, Joseph oversees teams that solve complex business problems and marketing challenges with thoughtful strategy, human-centered design, rich storytelling and robust technology.

Paula Solomon

Director of Business Development
Paula, a dynamic, high-energy executive who believes in the power of relationships, is responsible for managing client relationships and identifying new business opportunities. She holds a B.A. in Journalism from the University of Arizona.

Lindsay Miller

Senior Art Director
Lindsay earned a bachelor's degree in Graphic Design from the University of Tennessee-Knoxville. She also holds a minor in Studio Art with a concentration in drawing.

Josh Loebner

Brand Strategist
Josh, an adjunct faculty member of King College, received two degrees from the University of Tennessee, including a Masters of Science in Communications focused on Advertising. His role as strategist allows him to help craft brand stories and marketing messages for Designsensory's clients.

Brandon Rochele

Principal, Technical Director & Co-Founder
Brandon became technical director for Designsensory After a 2002 combination of Designsensory and his original Internet consultancy. He and the technical team implement robust technical solutions spanning complex database architectures, systems integration and ecommerce.

Michael Pryfogle

Senior Programmer
Michael came to Designsensory in late 2004. Upon graduation from the University of Cincinnati's College of Engineering in 2002 with a major in Computer Engineering, he pursued a brief career in music, which brought him to Tennessee. His proficiencies include HTML/XHTML, CSS, PHP, MySQL, C/C++, and J2EE.

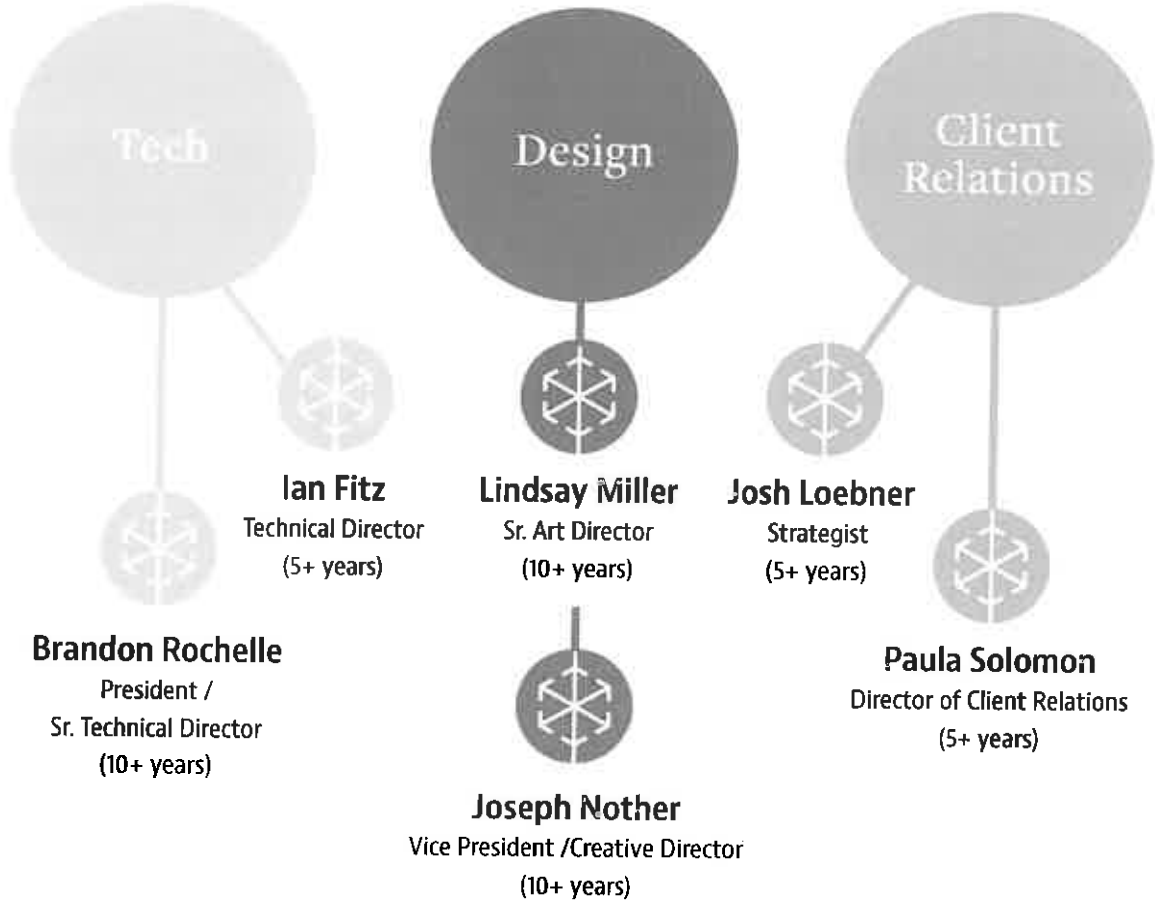
Josh Vittetoe

Developer
Josh spent two years in sunny Orlando studying to receive his Bachelors of Science in Digital Arts & Design from Full Sail Real World Education. His passion is building simple, elegant, user-friendly web applications that sustain a positive user experience.

Susan Hamilton

Writer
Susan joined Designsensory in January 2007, bringing experience as an award-winning writer, editor, and project manager for marketing and publishing companies.

Senior Management



3.3 Subcontractor information and references (p.30)

Designsensory has the internal capability to perform the scope of services as defined. However, we use subcontractors for media placements, research, and rich media portions of projects. A list of those subcontractors are:

RPM - Right Place Media
437 Lewis Hargett Circle, Suite 130
Lexington, KY 40503
859) 685-3800
(859) 685-3801
www.rightplacemedia.com

Joel Rapp, CEO / President
(859)685-3811
jrapp@rightplacemedia.com

RPM is a strategy-driven media agency focused solely on delivering better results for our clients through expert strategy, smart planning, tough-but-fair negotiating, and thorough post-campaign evaluation.

Lancaster Market Intelligence

3521 Central Park Blvd., Suite 2,
Louisville, TN 37777
(865) 379-7650
www.LancasterResearch.com

Christopher Wise
COO/Chief Research Strategist
(865) 379-7650
Chris@LancasterResearch.com

Lancaster Market Intelligence, a premiere strategic marketing research firm, provides the critical difference in marketing planning capability—seasoned assessment by marketing professionals who understand all aspects of the marketing process.

PopFizz™

1740 Commons Point Dr.
Knoxville, TN 37932
(877) 818-5187
www.gopopfizz.com

PopFizz is our media production company based in Knoxville, Tennessee. We help brands express their story with rich media: photography, video, motion and film.

3.4 Accounts gained and lost in the last 12 months, why (p.30)

Designsensory most recently gained Tennessee Tech University as an education client. As their new Agency of Record (AOR), we provide integrated marketing, advertising, design and digital services.

We recently lost the RFP bid for TN Department of Tourist Development account. We served as the digital AOR from 2004 until 2014. Though highly regarded, TDTD sought an multi-national agency to handle a new push into international markets. However, DS is currently a subcontractor through the new multi-national agency VML.

3.5 Professional references, 2 current clients (p.30)

Trent Nichols

National Director of STEM Programs

Boy Scouts of America

865-588-6514 ext 133

trent.nichols@scouting.org

Joe E. Thompson III

Co-Chairman

Congressional Medal of Honor Convention

865-777-5849

joe.thompson@raymondjames.com

Stephanie Welis

Executive Director

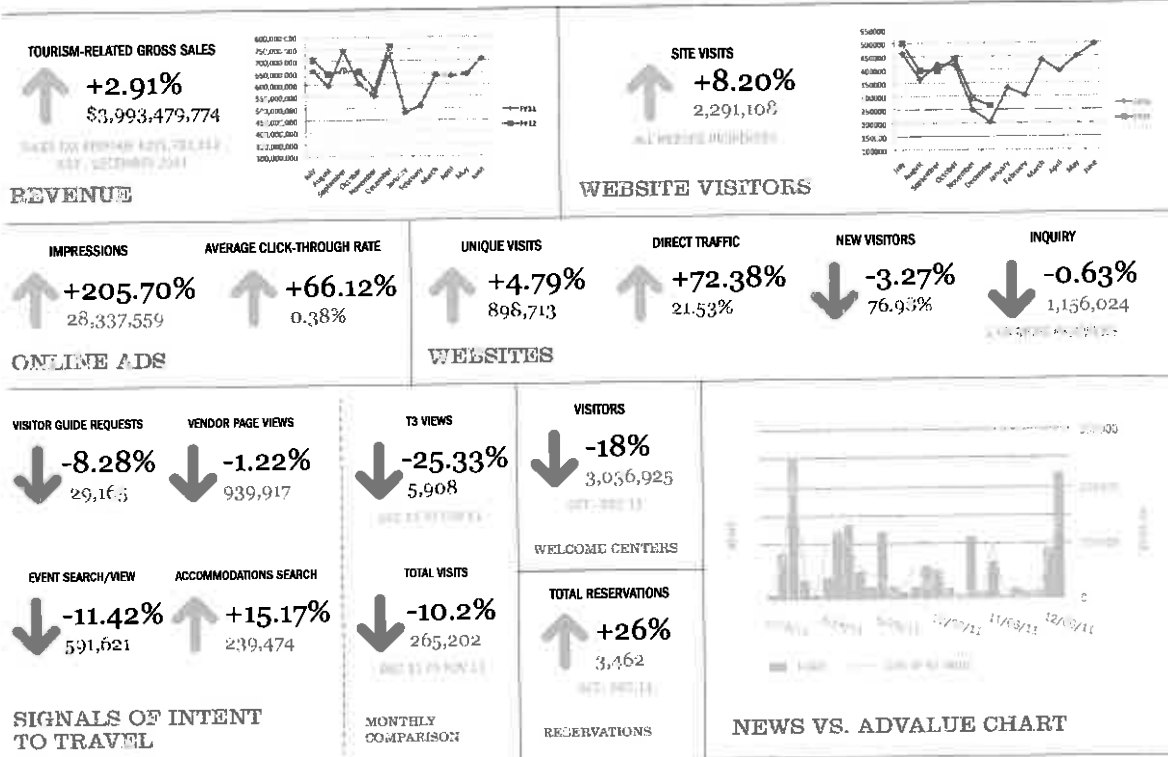
Anderson County Tourism Council

865-457-4547

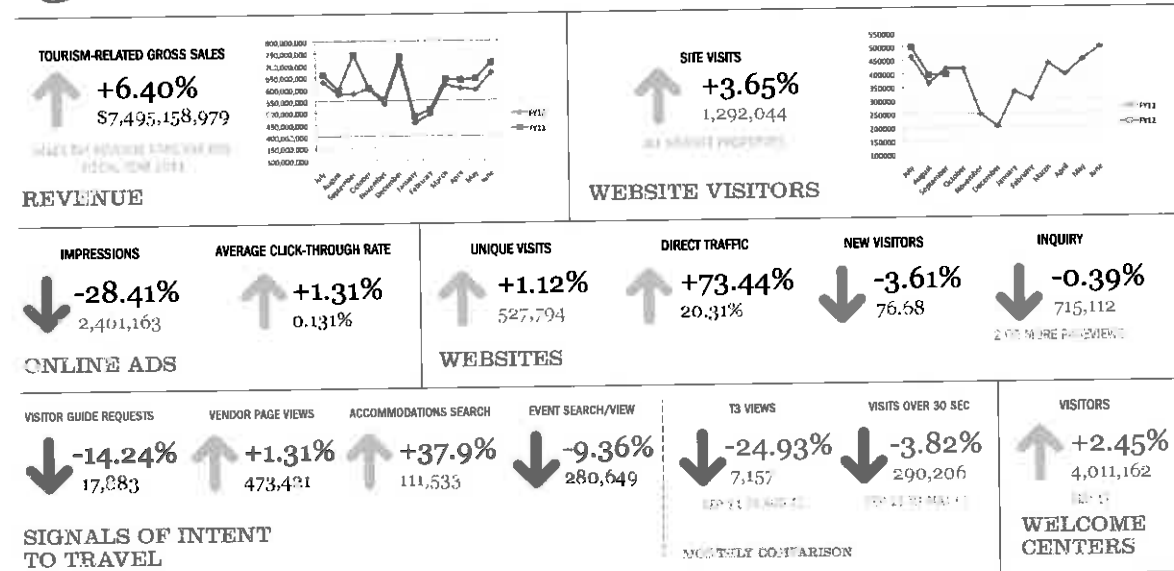
stephaniewells@yallcome.org

3.6 Project details of complexity of projects performed and the volume of the services provided that may include specific examples, tracking & monitoring of the proj, and evaluation of projects (p.30)

Please see the next page (16) for tracking and monitoring examples from the TDTD website. For Designsensory Case Studies / more info, please also see pages 24-29.



*This new report tracks year-over-year trends. This report is available on the same period of the previous year.



3.7 Provide a listing of clients of similar service(p.31)

We believe creating the best tourism, travel and destination marketing starts by getting to know the travelers and locals first. Our researchers, writers and designers often take the same journeys as the people experiencing your destination. Quantitative, qualitative and proprietary research methodologies allow the Designsensory team to seamlessly collect data in real time during peoples' experiences, to gain up-to-the-minute insights.

Designsensory approaches each phase of the traveler's journey - dreaming, planning, booking, experiencing and sharing - as individual moments of truth that, together, create momentum. Tourism clients include, but are not limited to:

Tennessee Department of Tourist Development
tnvaction.com

Anderson County Convention and Visitors Bureau, TN
yallcome.org

Stem Scouts
stemscouts.org

Jersey City Department of Economic Development, NJ

Tennessee Theatre, Knoxville, TN (in process of redesign)
tennesseetheatre.com

Black Hills and Badlands Tourism Association, SD
blackhillsbadlands.com

Tupelo Convention and Visitors Bureau, MS
<http://tupelo.net/>

City of Milton, GA (in process)

Downtown Knoxville
<http://www.downtownknoxville.org/>

Pickens County, SC

Blount Partnership (Chamber, ECD, Smokey Mtn Tourism)
<http://www.blountpartnership.com/>

4.1 Provide a detailed plan, estimated hours and the creative design for a destination marketing website; includes the dev, programming, design and capabilities of links pages to various section of the site, banner ads, quick loading time for video content and photo animation, and to include online components such as lead management system, tripadvisor, itinerary planning tools, calendar of events, and promo packages (p.31)

RESPONSIVE DESIGN

Designsensory will design and develop a new, responsive website for West Virginia Department of Tourism using our human-centered, design-centric process. A responsive website ensures that the site will react to the user's browser type, adjusting specifically to the phone, tablet, or desktop being used. This is especially important as smartphones become increasingly popular, and users access websites via phone and other portable devices more frequently.

We will work with you early in the process to understand your goals and success metrics so that we can align the new website structure to meeting those goals and providing the metrics you need. For instance, many of our tourism clients still use their vacation guide requests and newsletter sign-ups as metrics that are highly reportable. We can offer a digital version of your vacation guide that can be quickly perused and / or downloaded as well as forms to allow for users to request a printed guide. In addition, we will encourage newsletter sign-up throughout the website. All of these different user actions are trackable and reportable.

CONTENT MANAGEMENT

As previously mentioned, our proprietary Content Management System (CMS), DSXpress, is user-friendly and gives administrators the ability to make edits; this includes the ability to change text, images, documents, video, and links. The CMS also allows you to create content / SEO specific landing pages. A Lifetime Non-Transferable License is included in project pricing.

A two-hour CMS training session for up to five employees will be held at our Designsensory office or via WebEx approximately two weeks prior to the website launch.

SOCIAL MEDIA

We will integrate social media into the new website design, including channels such as Facebook, Twitter, Instagram and an other platforms you choose to incorporate. Integration may take on different forms as we uncover insights throughout the discovery process.

SITEMAP

We have captured the functionality of your existing site as a point of reference for content. However, we understand and plan to work with you to recreate a new, streamlined website architecture, making it more personalized and functional. This is easily accomplished via strategi-

cally placed navigational tools (i.e. sidebars, auxiliary / main navigation, and footer). We will also place calls to action throughout the site to encourage repeat site visits and foster destination development.

THINGS TO DO

Users will be able to access links to the following:

- Entertainment
- Heritage
- Places to Visit
- Themed Activities
- Fairs & Festivals
- Outdoor Recreation
- Shopping
- Dining
- WV Travel4kids (<http://www.wvcommerce.org/travel/wvtravel4kids/default.aspx>)

PLACES TO STAY

For those interested in lodging information, we will provide the following links / downloads:

- Interactive Map
- Hotel / Motel Listing page
- Free Travel Guide
- Bed & Breakfast
- Cabins
- Campgrounds
- State Parks
- Conference Facilities

We will also integrate with TripAdvisor API while we are developing the Travel Planner.

WHERE TO DINE

Vendor pages / listing will be included here and will be filterable by location.

DATABASE DRIVEN

The Things To Do, Where To Dine, and Places To Stay sections will be powered by a robust database that contains an extensive tagging system, allowing us to offer refined data to users in a faster way via filters / search options. We will ensure that data is found within a few clicks, eliminating the need to dive five or six levels deep to get to vendor pages.

VENDOR MANAGEMENT

A vendor management system will be implemented, allowing for simple and easy updating of vendor pages and information within the system. This system can be plugged by allowing vendor pages to contain social feeds, videos, coupons, and / or other engaging content that keeps users on the site longer.

EVENTS

We will create a robust calendar of events, filterable by geographical location, interest level categories, and any other specification that makes sense as we are building out the site architecture. The events calendar will be configured to work well with single and / or multi-day events, allowing users to quickly find the types of events they are looking for.

GETAWAY PACKAGES

We will showcase your special getaway packages in this section, such as Seasonal and Holiday, Golf, Whitewater, Ski, and State Parks Packages. Contact information for the packages will be provided on their own landing pages.

STATE INFO

This section will contain the newsletter, free travel guide and map, state facts, fun facts and trivia, and travel line contact info. We believe we can "plus" this section by adding some additional content that will appeal to users and augment SEO.

WELCOME CENTER

We will integrate a google map on this page with plotted data points that include an address / phone number of welcome centers. The welcome centers are a huge part of a State's tourism success, so we will make sure that visitors have information about what amenities are offered at each welcome center location.

TRAVEL RESOURCES

This section will provide information on seasons, WV Byways, Amtrak, Airports, Welcome Center, Regional Map, CVBs.

IMPORTANT THINGS TO KNOW

This section will list state information / laws regarding speed limits, firearms, courtesy patrol, headlights, etc.

MEDIA ROOM

A robust media room will host industry information such as news, tourism reports and presentations, Tourism Contacts, Programs, and additional forms / information.

CHAT

We are more than happy to vet "chat" functionality with you; we know you are currently using Pure Chat, and can integrate with that solution if you wish to continue.

ADVERTISING

We will use the DFP advertising management system to manage the ads that are available to vendors on the website. Ads may also be responsive if this functionality is warranted and the advertisers have the ability to provide ads in multiple size options.

Additionally, we can supply banner ads that follow the calls to action and stylistic design of the website for WV Tourism's use in online advertising.

MULTIMEDIA

A Photo Gallery will be included for Spring Scenes, Summer Scenes, Fall Foliage, Winter Scenes, Rail Trails, Whitewater Rafting, Covered Bridges, Golf, Biking, etc. We will also include a video section to highlight partner / vendor videos and statewide videos.

The site will also include:

- Video usage for presentation of specialized content
- Search Engine Optimization of HTML files and directory structure
- 90 days of post-launch support
- Search Functionality
- Google analytics
- Quick load time

4.2 Develop a plan for collaboration of ideas and suggestions relating to various proposals from the Agency, Advertising Agency of record for the Agency, and/or subcontractors in order to facilitate the website project (p.31)

Designsensory works seamlessly with third party vendors, and will be happy to facilitate conversation upon project award. As you will see in 4.3, we are comfortable having bi-weekly meetings with your team and AOR to discuss and work towards common goals and making your marketing efforts as seamless, and successful, as possible.

4.3 Detail a plan to analyze the AOR's research, marketing programs and social media efforts to incorporate the AOR's brand identity into the design of the website (p.31)

We have a broad background working with other agencies on large state accounts. First, our marketing and Public Relations teams will analyze data provided by your AOR to uncover valu-

able insights and methodologies that will be beneficial to the design and development of your website.

Second, we will request your brand guidelines from the AOR and have deep discussions with the AOR team in order to ensure that we are closely following the brand guidelines they have set and the marketing plans that they have recommended. We want to present a unified and integrated look and feel for your website that is extended across all platforms. In addition, we are happy to share and / or develop any additional elements that the AOR team may need from us for other efforts.

Finally, we suggest that we have bi-weekly meetings with your team and the AOR to ensure that we are all working toward common goals and making the new WV Tourism marketing efforts as successful as possible. This has been an effective strategy for us in the past with other teams and has encouraged a great working relationship with all teams involved.

4.4 Develop a plan for email collection, storage and outbound distribution (p.31)

An e-news sign up will be included and will be integrated with the mail provider of your choice (we recommend MailChimp). A newsletter template that extends the new website design will be provided and will also be integrated with the mail provider selected.

We will work with your team and the AOR to create a plan that includes a content calendar for the newsletter, a schedule for sending the newsletter regularly, and the toolset with which to send and manage the newsletter.

4.5 Develop an industry partner portal to be accessible by industry partners for the purpose of updating and inputting listing data (p.31)

We will develop an industry partner portal for industry partners and can then upload the information from your current database that is through Commerce Communication. The vendor management system will be robust and simple to use, allowing even your most technology-challenged vendors to easily upload their information into the system. Typically we will allow vendors to request a page via a contact form, send that request into a pending queue, and allow your team to accept or deny the request based on the criteria you have set as to what constitutes an acceptable vendor.

Your team will be assigned as "super admins" in this system and can either be set as a final approval queue prior to vendor pages being pushed live or we can allow vendors to push their pages live and your team will have final edit ability at any time.

We may offer "pro" and "light" versions of your vendor pages so that vendors with lots of great photos, videos and content can have robust vendor pages while those vendors who do not have many assets will still have a presence on the site that looks clean and nice and does not look like their page is missing information.

4.6 Develop a plan to utilize a CMS (p.32)

Our proprietary Content Management System (CMS), DSXpress, is user-friendly and gives administrators the ability to make edits; this includes the ability to change text, images, documents, video, and links. The CMS also allows you to create content / SEO specific landing pages. A Lifetime Non-Transferable License is included in project pricing.

A two-hour CMS training session for up to five employees will be held at our Design sensory office or via WebEx approximately two weeks prior to the website launch.

The following is our typical Project Schedule / Plan:

Discovery

- Internal kick-off
- Plan Client Discovery
- Discovery Session
- Creative Brief

Planning

- Client Kick Off
- SOW Review
- Schedule

Architecture

- Create Sitemap
- Internal Review
- Post to Client
- Revision Cycle

Creative

- Wireframe
 - Create wireframe
 - Internal Review
 - Post to Client
 - Revision Cycle
- Design

- Create Main
- Create Secondary & Reference
- Internal Review
- Post to Client
- Revision Cycle
- Create Mobile State

Content

- Gather Content
- Create Content
- Platform Setup
- Load Content

Technical

- CMS Setup (2 hour training session for your entire team.)
- Custom Mobile Development
- Front End Splice
- 3rd Party Integration
- Platform Transition
- Alpha
- Beta Review
- Launch

Support

- 7 day review
- 30 day review
- 75 day review

4.7 Collaborate with the AOR to ensure a plan is developed for future updates, website editing beyond the scope of knowledge, website maintenance and website hosting (p.32)

Secure Website Hosting

Designsensory is pleased to offer web hosting services for your website. Hosting is billed annually. Includes one hour per month of service. Hours may be rolled over for up to three months and may be used for any of Designsensory's service offerings. Additional hosting fees may apply when bandwidth usage is over 500 Gigabytes per month, resulting in a fee per Gigabyte of overage.

Hosting Details

Designsensory provides our own managed hosting solutions by co-locating in several data centers throughout the US to guarantee bandwidth availability and power redundancy. Backups

are provided nightly to an off-site facility through fully encrypted transfer. Server upgrades are scheduled for low traffic periods and occur only on client notification.

Technical support is provided 24x7 by our colocation data centers with notification within 5 minutes of a server error. Service Level Agreements are in place to guarantee at least 99.9% uptime on all connections. Security is provided by DDoS mitigation and firewall proxies to limit access to sensitive ports to only those authorized for access. Sites are also protected against brute force attempts. As Designsensory also develops e-commerce transactional sites, physical security is in place at all co-location centers which meet or exceed PCI standards.

Additional work will be quoted hourly and / or via Experience Plan, which we have quoted separately.

4.8 Develop a reactive website, which will allow it to function optimally on various screen sizes and devices (p.32)

We build our websites using our responsive, human-centered, design-centric process. A responsive website ensures that the site will react to the user's browser type, adjusting specifically to the phone, tablet, or desktop being used. This is especially important as smartphones become increasingly popular, and users access websites via phone and other portable devices more frequently.

4.9 Provide a designated person to this account (p.32)

Matt Honkonen

Business Development

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Client:

Tennessee Department of Tourist Development

Campaign:

TNVacation.com

Media:

Integrated; Web

Timeframe:

Concept to Deployment = 6 months

When the Tennessee Department of Tourist Development was ready for a redesign of its well-known, award-winning website, the creative brains at Designsensory went into overdrive. Tennessee tourism is big business, making a \$16 billion economic impact in 2013. The website serves as the tourist department's major indicator for visitors' "intent to travel," and is often a visitor's first introduction to Tennessee: an inspirational moment of truth.

Visually immersive, with beautiful images and fresh content, the new site offers a fully responsive design to give viewers an optimal experience, no matter the device—smartphone, tablet, desktop. Artist Jon Contino was commissioned by TDTD and collaborated with Designsensory to handcraft an entire alphabet. Evoking characteristics of folk art, trailblazers and music makers, the original typography sets Tennessee apart as being the first state to develop its own letter style to promote travel and tourism.

Some additional rollout features include the site's sleek, contemporary voice, trip ideas based on individual travel styles and preferences, and a trip planner that allows a user to save attractions, events and locations.

Tennessee's travel message is even more accessible across all platforms, providing a consumer-centric, content-rich digital experience.





Client:

Tennessee Department of Tourist Development

Campaign:

Make Summer Last

Media:

Integrated; Web, Broadcast,
Radio, Print

Timeframe:

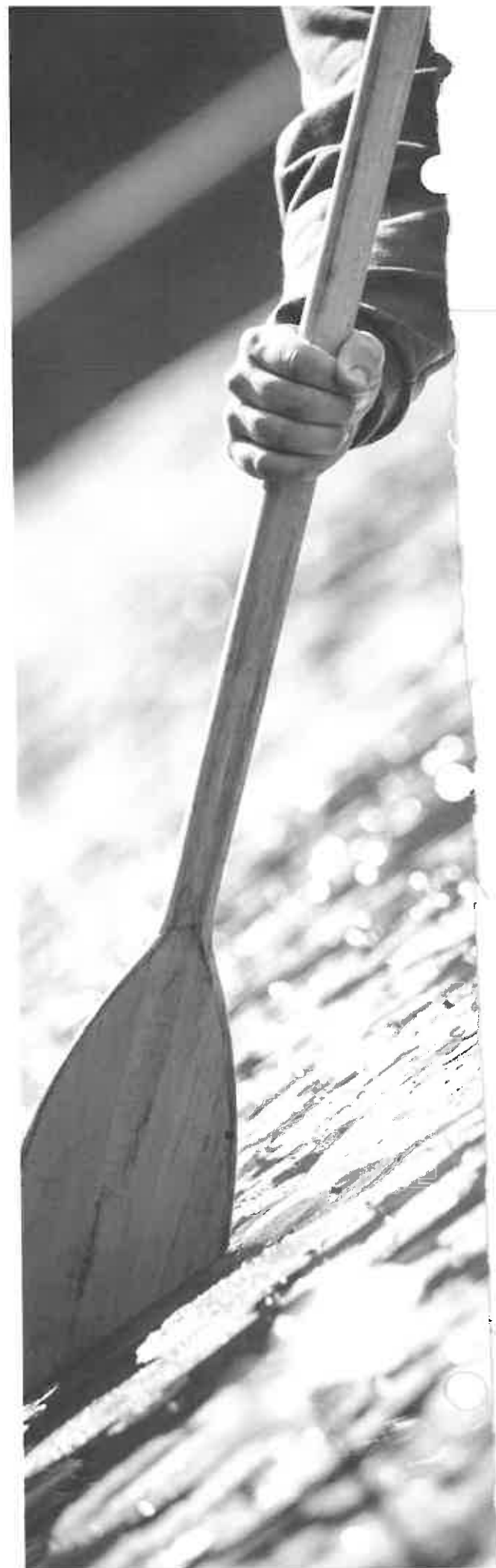
Concept to Deployment = 3 weeks

The first of many projects with the TN Department of Tourism Development, this website branded Tennessee with a fresh, unique identity, and connected with the audience in a brand new way. We used bold colors and utilized Tennessee's natural beauty and charm to engage and excite the audience.

Make Summer Last featured a contest, travel deals, and itineraries showcased in original stories and video vignettes, capturing families, couples, and international tourists experiencing a one-of-a-kind Tennessee summer vacation.

Month-long efforts primarily targeting the Atlanta market extended into billboards, bus wraps, event promotions and digital ads. A dedicated URL helps track the campaign's success.

From June to August 2013, TNSummer.com had over 400,000 visits. Make Summer Last was the State of Tennessee's most successful campaign, with an impressive 2,481% increase in site visits and 121% increase in contest entries.





enter to win and
**MAKE
 SUMMER LAST**

NO BETTER TIME THAN NOW.
 TENNESSEE'S THE PLACE.



Client:

Blount County Chamber of Commerce

Campaign:

SmokyMountains.org,
BlountChamber.com,
BlountIndustry.com.

Media:

Integrated; Web

Timeframe:

Concept to Deployment = about 3 months

Prior to teaming up with Designsensory, the Blount Partnership lacked a central website for users to visit. The new Blount Partnership website is a hub that allows its users to easily navigate to its partner pages, which include the Blount County Chamber of Commerce and Economic Development.

Featuring large-scale photography, a parallax design, and clean, crisp content, the Blount Partnership site is user-friendly and aesthetically pleasing. Two of its partner sites were given coordinating, but unique, designs to incorporate the new Blount Partnership look and feel.

To enhance user accessibility to information, we created a Media Room for information about events and news that can be filtered for information relevant to Smoky Mountain Tourism, Chamber of Commerce, Economic Development, and Pellissippi Place.





Client:

Knoxville CBID

Campaign:

downtownknoxville.org

Media:

Integrated; Web, Brand Strategy

Timeframe:

3-4 months

Knoxville's CBID works to ensure the downtown area is constantly renewed and improved, and the redevelopment of its website is an important part of that. The previous website was outdated in its design, technical functionality and in the content. Downtown Knoxville's most recent revivals called for a new website to reflect the dimension of growth.

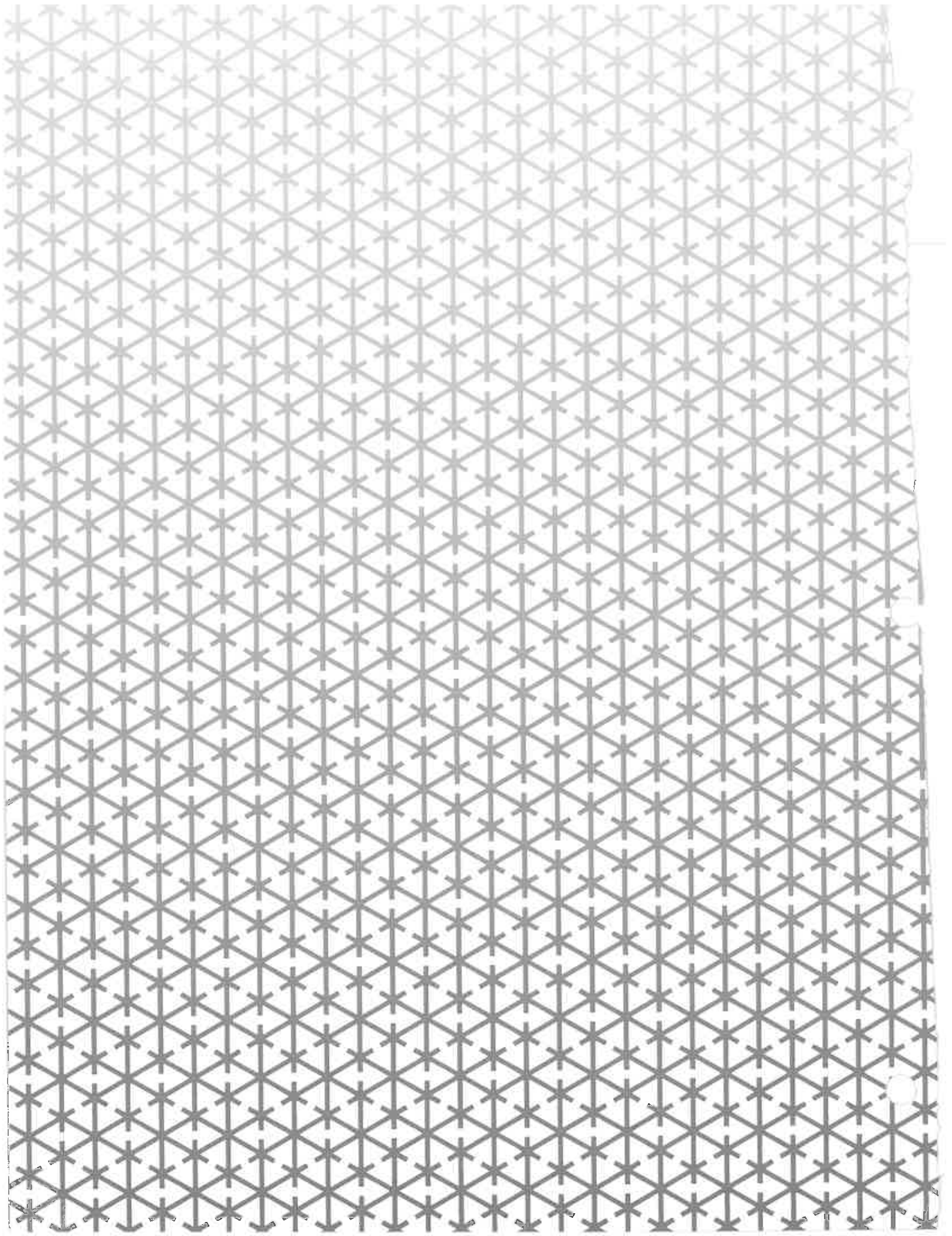
Designsensory was a strategic choice for CBID. Our portfolio includes dozens of convention and visitors bureaus (CVBs) and municipalities looking to increase their visitor numbers, appeal to event coordinators, recruit businesses and position their community as thriving, inclusive, and top of choice. Our experience in the tourism industry, including creating interactive tools to highlight tourist info and destination marketing, helped our team build a functional website with an appealing look that makes visitors want to experience Knoxville.

One of the jobs of the website is to reflect the vibrancy of the city—to show people how they can truly live, work and play in Downtown Knoxville. Through the use of compelling design and professional photography, that vibrancy came to life. Our production partner created an original video featuring the exciting everyday sights and sounds of the area.

With so much new development in the area—from new lofts to new parking areas—CBID wanted people to use the site to plan their trip to Downtown Knoxville. Visit downtownknoxville.org to see more of what we did.







Attachment B: Mandatory Specification Checklist

Response to Request for Proposal (RFP)

WEBSITE DESIGN & DEVELOPMENT RFP



designsensory™ branding, advertising and digital.

REQUEST FOR PROPOSAL

(WV Division of Tourism-Website Design and Development)

Attachment B: Mandatory Specification Checklist

List mandatory specifications contained in Section 4, Subsection .5:

Section 4, Subsection 5.1: Hosting facility must guarantee up-time of 99.5% with 24 hour customer service, security, backup, and connectivity.

Vendor Response: Designsensory will comply with this mandatory specification.

Section 4, Subsection 5.2: The Agency will retain complete ownership or a perpetual software license to all scripts and/or code required for the full operation of the website. At the termination of this contract, any such materials will be returned to the Agency without demand.

Vendor Response: Designsensory will comply with this mandatory specification.

Section 4, Subsection 5.3: The Vendor will be permitted to subcontract(s) with any other party for furnishing any of the services needed to build, create, operate, etc. a website for the Agency. Should the Agency wish to utilize services to implement a new website that may or may not be provided by the Vendor herein, at the Agency's request, the Vendor will subcontract these services. The cost for providing such assistance shall be in accordance with the cost estimates set forth in Attachment "C" hereto. The Agency has the final approval of all subcontracts.

Vendor Response: Designsensory understands and agrees.

Section 4, Subsection 5.4: At the request of the Agency, the Vendor will travel to and from the Agency offices, and travel related expenses incurred, are the responsibility of the Vendor and not reimbursable.

Vendor Response: Designsensory will cover the travel expenses to and from Agency Office(s).

Section 4, Subsection 5.5: : Prior to the commencement of work on any project, the Vendor will provide the Agency with cost estimates to include personnel hours, outsourced services, materials and any other related expenses. The cost for providing such assistance will be in accordance with the cost estimates set forth in Attachment "C" hereto.

Vendor Response: Designsensory will comply with this specification.

Section 4, Subsection 5.6: Nothing in this contract will prevent the Agency from utilizing in-house resources.

Vendor Response: Designsensory understands and agrees.

REQUEST FOR PROPOSAL (WV Division of Tourism-Website Design and Development)

Section 4, Subsection 5.7: When contacted by the Agency Commissioner or his or her project designees, the Vendor will be available via electronic communication or by telephone by the parties listed above.

Vendor Response: Designsensory employees are fully available during work hours
(between 8:30am to 5:00pm)

Section 4, Subsection 5.8: Upon the contract expiration, the Vendor will exercise its best efforts and cooperation to effect an orderly and efficient transition of all Agency assets owned by the Agency to a successor, successor being either the Agency or another Vendor.

Vendor Response: Designsensory understands and agrees.

Section 4, Subsection 5.9: The Vendor must provide services contained in this contract to any division within the West Virginia Department of Commerce at the request of said division.

Vendor Response: Designsensory will comply.

Section 4, Subsection 5.10: The Vendor will include an estimated timeline for development, testing and live site.

Vendor Response: Designsensory will provide a final timeline after the awarding of the project.

By signing below, I certify that I have reviewed this Request for Proposal in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this proposal for review and consideration; that I am authorized by the bidder to execute this bid or any documents related thereto on bidder's behalf; that I am authorized to bind the bidder in a contractual relationship; and that, to the best of my knowledge, the bidder has properly registered with any State agency that may require registration.


Designsensory
(Company)

Joseph Nothel, Principal + Vice President
(Representative Name, Title)

865-690-2249, 865-691-0033
(Contact Phone/Fax Number)

4/22/15
(Date)





We help shape the
future: one idea,
one brand, one
moment at a time.

Great work is a byproduct of strong relationships. Only together can we meet challenges head on, reach higher, learn more and grow. Together can we achieve great things.

What we strive for is the hat trick—the triple win. With a little magic we will accomplish your goals, delight your stakeholders and create compelling work we can showcase with pride.

designs

brand, design and interactive

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