GREENVILLE-SPARTANBURG AIRPORT DISTRICT

REQUEST FOR PROPOSAL

FOR

WEBSITE DESIGN SERVICES

FOR

ISSUED: June 26, 2020

Greenville-Spartanburg Airport District
2000 GSP Drive, Suite 1
Greer, SC 29651
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SECTION 1.0  INTRODUCTION

The Greenville-Spartanburg Airport District seeks to establish, with this Request for Proposals (RFP), a fixed price contract with a qualified external digital marketing agency to partner with internal staff to redevelop its primary website, gspairport.com, and provide ongoing hosting and website maintenance support.

This document outlines the prerequisites, selection process, and documentation necessary to submit a proposal for external website redesign services. It is strongly recommended that you review the entire document prior to submitting a proposal.

The proposal must include all criteria described throughout this solicitation document to be considered responsive and eligible for award. Please submit five (5) copies and one (1) electronic version of the proposal to the point of contact at the following address:

Jonathan Stone
Contracts Manager
Greenville-Spartanburg Airport District
2000 GSP Drive, Suite 1
Greer, SC 29651-9202
Attn: Request for Proposal for Website Design Services
Email: jstone@gspairport.com
Office Phone: 864.655.5699

The deadline to submit the proposal is Friday, July 31, 2020 at 4:00pm. All proposals received after the deadline will be returned unopened. All questions regarding the RFP shall be directed to the above point of contact via email. It is the sole responsibility of the proposer to ensure proposals are delivered or mailed to the District by the appointed date and time. All responsive proposals shall become the property of the District and must be provided without cost to the District.

The deadline for submitting questions is Friday, July 10, 2020 at 3:00pm. An addendum (if necessary) will be issued with question responses no later than Tuesday, July 14, 2020 at 5:00pm.

The District anticipates notifying the successful offeror of an award no later than September 30, 2020.
This RFP does not commit the District to enter into a contract for the scope of work or to pay any costs during the preparation of a proposal pursuant to this RFP or incurred in subsequent negotiations. The District intends to negotiate and award a contract with the firm deemed most beneficial and advantageous to the District.

All responsive proposals shall be considered valid for a period of ninety (90) days from the proposal deadline date and provide a statement in the proposal to that effect. Proposals received by the deadline shall be subject to the applicable laws and regulations governing public disclosure and considered part of the public record of this RFP process.

The District reserves the right to reject any and all proposals, to waive minor informalities and irregularities in the proposal submission process, to extend the date of submittal of responses, to request additional information and data from any or all proposers, to supplement, amend, or otherwise modify the RFP prior to the closing date. The District also reserves the right to cancel this RFP at any time prior to an award with or without the substitution of another RFP.

1.1 BACKGROUND

GREENVILLE-SPARTANBURG AIRPORT DISTRICT

The Greenville-Spartanburg Airport District (GSP) (hereinafter referred to as "District") is a commercial service airport located in the Upstate region of South Carolina. The airport is served by five major airlines offering more than 100 total daily flights to 18 nonstop destinations. Over 2.6 million passengers each year choose GSP to reach their favorite destinations. The airport is also a hub for air cargo, including flights regularly flown to and from Europe and points across the United States. The District also operates the Fixed Base Operator, Cerulean General Aviation and a cargo handler called Cerulean Commercial Aviation.

DESCRIPTION OF SERVICES – GENERAL

The purpose of this RFP is to award a contract for a complete redesign of the District’s website at www.gspairport.com. The District is seeking proposals from qualified web development and marketing agencies for redesign and ongoing maintenance services. Note this proposal is for a redesign of the website rather than a complete rebrand of GSP International Airport. The District is looking for a company to provide a turn-key website utilizing a non-proprietary content management system. While the District is also asking offerors to provide pricing to host the redesigned site, we retain the option to host the site ourselves or with another service provider.

GSP strives to redesign our website in order to more clearly communicate our values and unique air travel experience to prospective clients in an effective
and economical manner. The primary objective of this redesign is to increase usability and improve the customer experience.

The redesigned website must be at the forefront of rapidly changing technology in the aviation industry and will need to seamlessly integrate third-party applications such as flight tracking, fare analysis, parking and rental car reservations, and other passenger services while maintaining a focus on the GSP brand. All work, content, media, databases, CMS and functionality associated with the re-designed site in any way whatsoever remains the property of the District.

In addition to the initial website redesign, GSP is looking to find a company to partner with on an ongoing basis that is committed to delivering the highest level of consulting services. Ease of use of the content management system and training for GSP staff is an essential component of this project. The successful contractor shall provide, without limitation, all labor, equipment, supplies, and materials required to provide the services detailed in this proposal. The District also requests the offeror to provide a price for a refresh of the website two years after the redesigned site is published.

Further details about this requirement is described in Section 3.0, Scope of Services and Attachment A, Scope of Work (SOW): Website Design Services.

1.2 PROPOSER QUALIFICATIONS

In order to be considered qualified, each offeror must, at a minimum, meet the following criteria:

Each offeror shall, at the time a Proposal is submitted, furnish the District satisfactory evidence of its competency. Such evidence of competency, unless otherwise specified, shall consist of statements covering the offeror’s experience. In addition, the offeror must meet the following minimum qualifications:

A. Have not less than five (5) years’ experience in providing Website Design Services;
B. Must be able to provide proof of the skill, experience and financial backing necessary to provide the requested service;
C. Provide satisfactory evidence that it can meet or exceed every minimum standard stipulated in the Scope of Work and/or the Proposal Documents.

1.3 ACCURACY OF SOLICITATION AND RELATED DOCUMENTS

Each offeror is responsible for evaluating all information provided by the District for this solicitation. The District makes no representations or warranties regarding any information presented in the following documents or made available during the
procurement process including necessary addenda and assumes no responsibility for conclusions or interpretations made by the offeror from such information. The District is not required to provide explanations or conclusions to any documents regarding this solicitation other than those provided by an addendum. Offerors shall not rely on any oral statements by the District, its advisors or consultants.

If an offeror identifies potential errors or omissions in this solicitation or any related documents, the offeror should notify the District of any such potential discrepancy in writing. If the District determines a clarification is necessary, a written addendum will be issued.

1.4 DISTRICT’S RIGHTS AND OPTIONS

For any action affecting this RFP, the RFP process, or the services subject to this RFP that would be in the best interests of the District, the District reserves the right, at its sole discretion to:

A. Supplement, amend, substitute, or otherwise modify this RFP, including schedule, or to cancel the RFP at any time;
B. Require any offeror to supplement or clarify their proposal or to provide additional information relating to their proposal;
C. Investigate the qualifications, experience, capabilities, and financial standing of each offeror who submits a proposal;
D. Waive any minor defect or irregularity in any proposal received for this RFP;
E. Reject any and all proposals;
F. Award all, none, or part of the services and enter into Contracts with one or more of the offeror’s deemed by the District to be in its best interest to do so without re-solicitation;
G. To discuss and negotiate with any offeror
H. To terminate discussions and negotiations with any offeror at any time for any reason; and
I. Retain all materials and documents submitted by an offeror and will not be returned.

1.5 PROPOSAL PREPARATION EXPENSES

The District accepts no liability and companies have no actionable claims for reimbursement for any cost or expense in participating in this solicitation process. All costs or expenses incurred by the offeror in the preparation of a proposal for this RFP is the sole liability of the offeror. This includes costs and expenses related to the proposal submission, submission of questions, evaluation interviews (if required), contract negotiations, or additional activities required for contract execution.

1.6 PROPOSAL CONDITIONS

The following terms are applicable to this RFP and the offeror’s proposal.
A. RFP is Not an Offer
This RFP does not commit the District to enter into a contract with any offeror. No binding contract, obligation to negotiate or any other such obligation shall be created by the District unless the District determines that executing a contract with an offeror is in its best interest.

B. Amendments to RFP
If the District amends this RFP, addenda will be posted to the District website at www.gspairport.com/bids-rfps-and-rfqs/. Offerors are required to acknowledge receipt of each addendum by including the Acknowledgement of Addenda Form (Form 1) with their proposal.

C. Proposal Terms and Conditions – Firm and Fixed
An offeror’s signed proposal shall be considered firm on the part of the Company. The District reserves the right to negotiate price and other terms as may be necessary. All proposal elements (including all statements, declarations, prices, and specifications) shall be considered firm and fixed for the purpose of contract negotiations unless specifically waived by the District. The successful offeror should be prepared to have its proposal and any relevant correspondence incorporated into the Contract, either in part or its entirety.

D. Proposal Validity Period
All responsive proposals shall be considered valid for a period of 90 days from the proposal deadline date. Proposals received by the deadline shall be subject to the applicable laws and regulations governing public disclosure and considered part of the public record of this RFP. The Proposal Submission Form (Form 2) contains a statement regarding the validity period for proposals and must be signed by an individual authorized to bind the offeror. All prices quoted shall be firm and fixed for the full contract period.

E. Subcontracting
The successful offeror who is awarded a contract shall be the prime contractor and shall be solely responsible for contractual performance of the Work. In the event the prime contractor enters a subcontract with a third-party to perform part of the work, the prime contractor shall assume all responsibility for the performance of any portion of the Work performed by any and all subcontractors. The District reserves the right to approve all subcontractors.

F. Civil Rights – General
The offeror agrees that it will comply with pertinent statutes, Executive Orders and such rules as are promulgated to ensure that no person shall, on the grounds of race, creed, color, national origin, sex, age, or disability be excluded from participating in any activity conducted with or benefiting from Federal assistance. If the offeror transfers its obligation to another, the transferee is obligated in the same manner as the offeror.

This provision binds the offeror and any sub-tier contractors from the solicitation period through the completion of the contract. This provision is in addition to that required of Title VI of the Civil Rights Act of 1964.
G. Title VI Solicitation Notice
The Greenville-Spartanburg Airport District, in accordance with the provisions of Title VI of the Civil Rights Act of 1964 (78 Stat. 252, 42 U.S.C. § 2000d to 2000d-4) and the Regulations, hereby notifies all bidders that it will affirmatively ensure that any contract entered into pursuant to this advertisement, disadvantaged business enterprises will be afforded full and fair opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, or national origin in consideration for an award.

H. Equal Opportunity
The District has an equal opportunity purchasing policy that seeks to ensure all segments of the business community have access to supplying the goods and services needed at the airport. Offerors are referred to and shall comply with all applicable provisions, if any, of Title 41, Part 60 of the Code of Federal Regulations, including but not limited to Sections 60-1.4, 60-4.2, 60-4.3, 60-250.5(a), and 60-741.5(a), which are hereby incorporated by reference.

I. Trade Secrets and Proprietary Data
Offerors may designate those portions of their proposal that contain trade secrets or proprietary data which are confidential. The District will examine any such request to designate portions of proposals as trade secrets or proprietary data as confidential and determine the validity of such request prior to entering negotiations with a prospective Offeror.

J. Kickbacks
Offerors seeking to do business with the District, its employees, or Commissioners are prohibited from offering or providing any type of payment or other form of consideration if it is intended to reward, influence, or give the appearance of rewarding or influencing the District, its employees, or Commissioners with respect to their employment.

By submitting a response to this RFP, each offeror certifies that neither it, nor any of its affiliates, employees or subcontractors, has attempted to offer any type of payment or influence the District, its employees, or Commissioners in any way.

K. Exceptions to the RFP
Other than any exceptions provided in Form 6, each offeror, in submitting a response to this RFP, agrees to comply with all terms, conditions, specifications, and requirements of this RFP. All exceptions taken must be identified and explained in writing in your proposal and specifically reference the relevant section(s) of this RFP. If an alternate solution is provided by an offeror when taking an exception to a requirement of this RFP, the benefits and impact of the alternative solution must be described in detail.

An exception is defined as the offeror’s inability or unwillingness to meet a term, condition, specification, or requirement in the manner specified in the RFP including.
L. Offeror’s Responsibility
Each offeror shall assume sole responsibility for meeting all requirements stipulated in this RFP. Offerors or their representatives are responsible for informing themselves as to all conditions, requirements, and specifications of this RFP prior to submitting a proposal.

M. Debarment and Suspension
By submitting an offer, offeror certifies as further described in the Debarment, Suspension, Ineligibility, and Voluntary Exclusion Form (Form 5), to the best of its knowledge and belief, that Offeror and/or any of its Principals are not presently debarred, suspended, proposed for debarment, or declared ineligible for contract award by the District.

SECTION 2.0 PROCUREMENT PROCESS

2.1 SCHEDULE OF EVENTS
The following outlines the schedule of events for this RFP. The key events and deadlines are as follows:

<table>
<thead>
<tr>
<th>Event</th>
<th>Date/Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement Date</td>
<td>June 26, 2020</td>
</tr>
<tr>
<td>Deadline for Questions</td>
<td>July 10, 2020</td>
</tr>
<tr>
<td><strong>Due Date &amp; Time for Proposals</strong></td>
<td>July 31, 2020 at 4:00pm</td>
</tr>
<tr>
<td>Evaluation Period</td>
<td><em>(Tentative)</em></td>
</tr>
<tr>
<td>Interviews with Finalists</td>
<td><em>(Tentative)</em></td>
</tr>
<tr>
<td>Contract Award Date and Announcement</td>
<td><em>(Tentative)</em></td>
</tr>
</tbody>
</table>

2.2 INTERPRETATIONS AND ADDENDA
If an offeror requires an interpretation about this RFP and desires to ask a question, the offeror can submit a question in writing to the Point of Contact (POC) at the email address listed below. Offerors should refrain from contacting District staff other than the POC below prior to the proposal deadline.

Jonathan Stone
Contracts Manager
Greenville-Spartanburg Airport District
2000 GSP Drive, Suite 1
Greer, SC 29651-9202
Email: jstone@gspairport.com
Office Phone: 864.655.5699

Questions submitted regarding this proposal will be answered accordingly and provided via addendum prior to the deadline for questions. When submitting a question, please reference the RFP page and section number.
2.3 SUBMISSION OF PROPOSALS

Proposals must be submitted in the format described in Section 4.0 of this RFP. Offerors shall submit one (1) electronic copy to the POC above and five (5) hard copies NLT June 23, 2020 at 2:00pm.

It is the sole responsibility of the offeror to ensure proposals are delivered or mailed to the District by the appointed date and time. All responsive proposals shall become the property of the District and must be provided without cost to the District. Proposals received after the deadline will be returned unopened.

2.4 CORRECTION OF ERRORS

If an offeror needs to correct their proposal prior to the deadline to submit proposals, the individual authorized to contractually bind the offeror must initial any corrections made. Offerors agree that in the event of any obvious errors, the District reserves the right to waive such errors, but is not obligated under any circumstance to do so.

2.5 EVALUATION PROCESS

As part of the evaluation process, the evaluation committee may engage in discussions with one or more offerors. Discussions might be held for the purpose of seeking additional information about an offeror’s qualifications, to learn about an offeror’s proposed method of performance, or answer questions the committee may have about an offeror’s proposal. Such discussions might be required in order to facilitate arriving at a Contract that is satisfactory to the District.

A. Consent to Investigate

The selection of the proposer will be based on a thorough investigation of the proposals submitted in response to this RFP. As part of the selection process, the District may request that Proposers provide additional information, including without limitation, financial records, certified bank statements or other company records relevant to the Evaluation Committees review of the proposals. By submitting a Proposal, each offeror consents to any investigation the District deems necessary.

2.6 CONTRACT AWARD PROCESS

After the evaluation committee has completed the evaluation process, the apparent successful offeror will be notified of the District’s Intent to Award a contract. All unsuccessful offerors will be notified at the same time through a Notice of Unsuccessful Offeror.

SECTION 3.0 SCOPE OF WORK

Your proposal should, at a minimum, include the following deliverables inside the new fully functional and tested website:

A. Site map development and site planning. Review our existing site with GSP Communications team and develop a site map that includes new and existing content to be included on the new site.

B. Wireframe mock-ups of the new site.
C. Creative design services for the new site which incorporates GSP’s existing branding, vision, and values.

D. Mobile-friendly design allowing for optimal viewing experience on all devices.

E. Robust content management system that allows our Communications team to make changes to the website; and a plan for training the GSP team. A WordPress-based website is strongly preferred, but not required.

F. Database to house news, press releases, and media assets.

G. Photo and video galleries that are updateable by the Communications team to showcase various aspects of the airport.

H. Robust site search functionality.

I. Directory and map of concessions, amenities, and services that is easily and fully updateable.

J. Auto-Generated Sitemap.

K. Compliance with all regulations and best practices for security, privacy, and search engine optimization. Site must fully comply with applicable laws and regulations governing non-discrimination in public accommodations and commercial facilities including, without limitation, the requirements of the Americans with Disabilities Act and all regulations therein.

L. Ability to launch and update sitewide banners and notifications in the event of emergencies and urgent news.

M. Integration with third-party applications and widgets including flight tracking, parking reservations, email newsletter sign ups, procurement sites and others.

N. Support for implementing robust website analytics in conjunction with the Communications team.

O. Proposal must include a migration plan with details on how your company plans to make the migration from our old site to our new site smooth for both new and returning visitors while maintaining existing search rankings.

P. Any new innovative ideas not contemplated in the scope of work (functionality, features etc.).

Q. The website, content, media, databases, CMS, work product and functionality associated with the site, in any way whatsoever, remains the property of the District.
SECTION 4.0 PROPOSAL CONTENT AND INSTRUCTIONS

4.1 PROPOSAL FORMAT

The District requires all proposals to be identical in format in order to facilitate a streamline review and evaluation process. Proposals are limited to 20 pages and should be printed using 8.5” x 11” format with all standard text no smaller than eleven (11) point font. The cover letter and required forms are not included in the total page count. All copies should be printed double-sided. Each offeror’s proposal should be in the format described below:

A. Cover Letter
B. Project Execution Solution
C. Acknowledgement of Addenda, Form 1
D. Proposal Submission Form, Form 2
E. Pricing Sheet, Form 3
F. Project References, Form 4
G. Certification Regarding Debarment, Suspension, Ineligibility, and Voluntary Exclusion, Form 5
H. Exceptions to the RFP, Form 6

Proposals must also include a flash drive including the entire proposal in a searchable format in the same order as the printed copy.

Failure to comply with these instructions may result in the District determining an offeror’s proposal non-responsive and removed from further consideration and evaluation.

A. Cover Letter

The proposal must include a cover letter attesting to the accuracy of the information provided in the proposal, signed by an individual authorized to legally bind the company if awarded a contract. The cover letter shall provide the name, address, telephone number of the Company along with the name, title, address, email address, of the individual with authority to contract with the District. It shall describe the offeror’s understanding of the work requirements and a summary of the approach to perform the Work.

B. Project Execution Solution

With respect to the goals of the District as described in this RFP, provide a detailed description about how your proposed execution solution complies with the District’s goals for each component of Attachment A. Additional details about the following should be included in your project execution solution:

Required Forms
In order to submit a responsive proposal, each offeror must complete, in detail, all proposal forms listed in this section.
C. Exceptions to the RFP

If exceptions are not identified in your proposal they may not be considered during negotiations. Accordingly, each offeror must state specifically in its proposal any exceptions to the RFP, or any such exceptions will be waived. Any proposed additional terms or conditions must also be included in the proposal.

SECTION 5.0 PROPOSAL EVALUATION CRITERIA

Proposals will be evaluated based on the offeror’s ability to meet the performance requirements of this RFP. This section provides a description of the evaluation criteria that will be used to evaluate the proposals. To be deemed responsive, it is important for each offeror to provide appropriate detail to demonstrate satisfaction of each criterion and compliance with the performance provisions outlined in this RFP. An offeror’s proposal will be the primary source of information used in the evaluation process. Proposals must contain information specifically related to the proposed services and requested herein. Failure to submit any information requested may result in the elimination of the proposal from further evaluation.

Proposals will be assessed to determine the most comprehensive, competitive and best value solution for the District based on, but not limited to, the criteria below. The District reserves the right to modify the evaluation criteria or waive portions thereof. Proposals will be evaluated on the following criteria in order of precedence:

A. Solution capabilities;
B. Qualifications and experience of the company providing similar services for similar projects;
C. Implementation Schedule;
D. Fee Schedule;
E. Proposal responsiveness, readability, and overall relevance of proposal package.

An evaluation committee will be created for the intent and purpose of recommending award to a single Contractor. The evaluation committee’s responsibilities will include conducting independent technical evaluations of each responsive proposal based on the criteria described above. Evaluations will focus on identifying strengths, weaknesses, deficiencies and risk associated with each proposal. The District reserves the right to seek clarifications or additional information from any or all offerors about their proposal.

The District reserves the right, in its sole discretion to select the most qualified company based on the best overall value that is most advantageous to the District. All offeror’s who submit responsive proposals will be notified of the selection results.

5.1 INSURANCE REQUIREMENTS

The successful offeror shall, at its sole cost, obtain and maintain for the duration of the contract, insurance of the following types with limits not less than those set forth herein. All insurance obtained for the purposes of performing work on this project shall be primary and non-contributory.
A. Commercial General Liability Insurance
   The minimum limits for the duration of this contract shall be as follows:
   i. $1,000,000 each occurrence for bodily injury and property damage combined;
   ii. $1,000,000 each occurrence for personal and advertising injury;
   iii. $1,000,000 annual general aggregate

B. Worker’s Compensation and Employer’s Liability Insurance
   Including occupational illness or disease coverage, to meet statutory requirements of coverage with a minimum limit of $1,000,000 per accident and, for bodily injury by disease, $1,000,000 per employee.

C. Automobile Liability Insurance
   Maintain automobile liability insurance for all owned, non-owned and hired automobiles with a minimum combined single limit of liability for bodily injury and property damage of $1,000,000 per occurrence.

D. Technology Errors & Omissions Insurance
   Maintain and keep current technology errors and omissions insurance in an amount not less than $2,000,000 for each claim for damages caused by any negligent act, error or omission by Contractor, or of any other person retained or engaged by the Contractor for the performance of services in a professional capacity.

E. Indemnity
   The Contractor agrees and does hereby undertake to release, indemnify, defend and hold harmless the District and its present and future Commissioners, officers, agents and employees and assigns of each from and against any and all liabilities, damages, claims, losses, suits, fines, theft, demands, penalties and actions of every kind and description (including any and all attorneys’ fees, costs and expenses related to the defense thereof) to the extent caused by, arising out of or resulting from the negligent acts or omissions of the Contractor, its directors, officers, employees, Subcontractors and agents in connection with the performance of this Contract.

F. Waiver of Subrogation
   The Contractor is fully and solely responsible for any physical loss or damage to all personal property utilized in the performance of the Contractor’s work. The Contractor agrees to waive its rights of recovery and cause its insurers to waive their rights of subrogation against the District for any such damage or loss, howsoever caused. The Contractor shall include the District, its Commissioners, officials, servants, agents, and employees as additional insured by including the following statement on its insurance certificate:

   "Greenville-Spartanburg Airport District, its Commissioners, officials, servants, agents, and employees are named as additional insureds."

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G.  Entirety of Contract

Consultant shall be required to provide the same types and levels of insurance identified above for each year this Contract remains in effect. Contractor shall deliver to District a certificate of this insurance coverage at the time this Contract is executed and each subsequent period of performance.

i. The certificate shall unconditionally provide that the requisite coverage shall not be terminated or adversely modified or not renewed until District has received thirty (30) day written notice thereof. In the event that an insurance carrier should terminate or adversely modify or not renew the above coverage, Consultant shall immediately contract with another insurance carrier to provide requisite coverage and shall insure that there is no gap or reduction in coverage and shall immediately deliver to District a replacement certificate. The coverage shall be written through an admitted carrier in the State of South Carolina.
ATTACHMENT A

SCOPE OF WORK

FOR

WEBSITE DESIGN SERVICES
TECHNICAL SPECIFICATIONS AND REQUIREMENTS

The scope of work under this RFP includes all work needed to design, launch a new website to replace the existing one at www.gspairport.com.

The following are requirements for the new website:

A. Tech and Security

1. Strong security
   Platform and scripts must be kept up to date; outdated platforms and scripts leave websites vulnerable to hackers.

2. Regularly scheduled site back-ups
   From a baseline backup to ongoing, automated backups, offeror shall provide redundant backups for the website.

3. Fast loading
   Must have a fast loading website with pages that load at industry standard of approximately two seconds.

4. Search Engine Optimization (SEO)
   This is a key area the District wants to upgrade and expects the offeror to provide guidance and assistance.
   Top SEO strategy elements should include but are not limited to:
   
   (a) User-focused meta titles and descriptions
   (b) Use of headers, such as the H1 tag, to include keywords
   (c) Internal links — but in moderation
   (d) Optimize images to load quickly
   (e) SSL Certificate
   (f) User-focused content that helps answer the top questions potential site visitors may be searching for
B. User Experience

1. Accessibility (W3C, WCAG 2.0, Section 508)

   Offeror must ensure compliance with existing W3C standards and
government-mandated section 508 standards. Prefer that offeror
understands the coming WCAG 2.0 standards for timely
compliance when the time comes.

2. Mobile-friendly

3. Search bar

   Search bar shall be incorporated on all pages as part of template
design. Search function shall be able to handle full sentence
searching and provide relevant results.

4. Current weather and Current time (including the airport’s time zone)

5. Translation Tool

   Must have capabilities to be compliant with FAA’s Limited
English and offer translation services.

C. Content Management System (CMS)

1. Web-based, non-proprietary CMS (Wordpress or other)

   The District requires the ability to update the website in-house.

2. Multi-user

   Offeror shall provide certain permission levels for editing, such
as allowing only certain users access to certain pages or specific
actions (like the ability to add content or pages, but not delete).

4. Dark Site

   Website design shall include a “dark site” feature that, in the
event of a large-scale crisis communication situation, the site
can be quickly reconfigured to put the focus on the situation
at hand.
5. Notifications area

Website shall include a notification feature in prominent area on home page that can be employed on an as-needed basis that the user can read and dismiss to communicate important information (advisories, emergencies, weather, news, etc.) that do not warrant initiating dark site protocol.

6. Ability for video to be embedded on website

7. Landing pages

The website shall have the ability to create landing pages for promotions and initiatives, including customized URLs.

D. Layout and Design

1. Use existing brand standards

The District has a style guide with colors, fonts and logos that shall be incorporated into the website design.

2. Theme/Design - clean images with plenty of whitespace

Offeror shall be prepared to provide creative insight into website design. The District and offeror shall work together to finalize design.

4. Navigation / Menu Structure

Website shall incorporate a user-friendly menu structure that works well on mobile devices.

E. Third-Party Tools/Widgets

1. Parking Reservations/Purchase

The District will enter into a partnership with a company to provide an online parking purchase capability. The purchase function will be embedded into the site with all transactions taking place on the third-party site.

2. E-Newsletter sign-up

The District has a current database of 12,000+ email subscribers and uses MailChimp for sending e-newsletters. Website must include embedded e-newsletter sign-up integration with MailChimp.
3. Flight Information Display System (FIDS)

   The District has a company that provides an XML feed that will need to be incorporated into website to display real-time flight information updates.

4. Flight Tracker Map

   The website shall include feed from Flight View or other provider to display a real-time flight map tracking all flights into and out of GSP.

5. Parking Shuttle Status App

   The website shall provide the ability to display real-time location data for the airport’s parking shuttles. This function, which will be embedded in the website, will be provided by a company in partnership with the District.

6. GSP Online Store

   The airport is currently working with Shopify to provide an online retail function. The website will need to incorporate this function and provide links to the embedded storefront.

7. Map / Directions

   Website shall provide integration with Google Maps to allow users to map directions to/from the airport.

8. RFP Portal and RFP Notifications

   The District may consider selecting a third-party to use for this and will likely need the ability to provide a prominent location to link directly for Bids & Proposals area.

9. Seamless social media integration

   Social media integration shall be prominently featured on website with options to click to follow and link to various social media channels. It should be easy for the user to find and include links for Facebook, Instagram, LinkedIn, Twitter and YouTube shall also be included.
10. **Weather**

   Website shall provide for Weather.com or similar widget to display current local weather in a way that integrates seamlessly with the look and feel of the website.

**F. Additional Features**

1. Website shall have an interactive route map
2. Website shall have an interactive terminal map
3. The ability to insert forms and direct submitted information to a database.
4. It is important that the platform used for designing the website will be able to incorporate additional features in the future, such as Live TSA Wait Time Tracking, Live Parking Lot Availability, Low Fare search capability and similar features.

**OFFEROR ROLE DURING DESIGN AND DEVELOPMENT**

**A. Mockups and Design**

Offeror shall provide design mockups, description of website functionality and drafts for website content. The District shall have ample opportunity to provide feedback and input at various stages of design and development.

**B. Testing**

Offeror is responsible for testing to make sure everything is working, and that website is compatible with multiple browsers and devices (computers, tablets, mobile; Windows/Apple; Chrome/Firefox/Explorer, etc.).

**C. Launch**

Offeror shall coordinate launch of new website on the existing gspairport.com URL.
D. Ongoing Support

1. Training Support and Materials

Offeror shall provide on-site training, cheat sheets and print materials to the District. Offeror contact shall be available during normal business hours for step-by-step assistance such as website maintenance, updates or backups.

PRICING FOR ADDITIONAL SERVICES

A. Offeror shall provide pricing for ongoing maintenance, coding and updates of content and functionality. Pricing will be provided by the hour.

B. Offeror shall provide pricing for ongoing hosting services for the redesigned website. The District reserves the right to host the website ourselves or with another provider, but we would like to know the proposer's pricing to provide this service. In addition, offeror will provide their qualifications to provide hosting services (i.e. experience, security measures, backups, plan for outages etc.

C. Offeror shall provide pricing for a refresh of the website (color scheme, select content, accessibility etc.) two years after the redesigned site is launched.
FORM 1 – ACKNOWLEDGEMENT OF ADDENDA

The following form shall be completed and included in the proposal.

Failure to acknowledge receipt of all addenda, if any, may cause the proposal to be considered non-responsive.

The undersigned acknowledges receipt of the following addenda to the documents:

Addendum No.: \_
Date: \_

Addendum No.: \_
Date: \_

Addendum No.: \_
Date: \_

Date: \_

Printed Name: \_

Authorized Signature: \_

Company Name: \_

Email Address: \_
FORM 2 – PROPOSAL SUBMISSION FORM

This Proposal is submitted by:

Company Name:  

Authorized Representative (Printed):  

Address:  

City/State/Zip:  

Email Address:  

Telephone:  

The representative signing above hereby certifies and agrees that the following information is correct:

1. In preparing its Proposal, the Company has considered all proposals submitted from qualified, potential subcontractors and suppliers, and has not engaged in or condoned prohibited discrimination.

2. In preparing this proposal, the financial information contained in it has been arrived at independently and without consultation, communication or Contract with the Airport Commission, or other proposers, to restrict competition as to any matter relating to this RFP.

3. No fee or commission, or any other thing of value, has been paid or agreed to be paid to any employee, agent, representative, official, or current consultant of the Board in order to procure the contract described in this RFP.

4. As a condition of contracting with the District, the Company agrees to maintain documentation enough to demonstrate that it has not discriminated in its solicitation or selection of subcontractors. The Company further agrees to promptly provide to the District all information and documentation that may be requested by the District from time to time regarding the solicitation and selection of subcontractors. Failure to maintain or failure to provide such information constitutes grounds for the District to reject the proposal submitted by the Company and terminate any contract awarded based on such proposal.

5. No fee or commission, or any other thing of value, has been paid or agreed to be paid to any employee, agent, representative, official, or current consultant of the Board in order to procure the contract described in this RFP.
6. The information contained in this Proposal or any part thereof, including its Exhibits, Schedules, and other documents and instruments delivered to the District, is true, accurate, and complete. This Proposal includes all information necessary to ensure that the statements therein do not in whole or in part mislead the District as to any material facts.

7. The Company and personnel performing work under any contract related to this RFP are independent of the Airport Commission as defined by generally accepted auditing standards.

8. It is understood by the Company that the District reserves the right to reject any and all Proposals, to make awards on all items or on any items according to the best interest of the District, to waive formalities, technicalities, to recover and resolicit this RFP.

9. This Proposal is valid for 90 calendar days from the Proposal due date.

I, the undersigned, hereby acknowledge that my company was given the opportunity to provide exceptions to this RFP. As such, I have elected to do the following:

☐ Take no exceptions and agree to the Terms and Conditions.

☐ Include exceptions to the RFP using Form 6.

I, the undersigned, hereby acknowledge that my company was given the opportunity to indicate any Trade Secret materials or Personally Identifiable Information ("PII") as detailed in this RFP. I understand that the District is legally obligated to provide my Proposal documents, excluding any appropriately marked Trade Secret information and PII, upon request by any member of the public. As such, my company has elected as follows:

☐ No portion of the Proposal is marked as Trade Secret or PII.

☐ The following sections of the Proposal are marked as Trade Secret or PII.

________________________________________________________

________________________________________________________

Authorized Representative (signed):

________________________________________________________
## FORM 3 – FEE SCHEDULE

<table>
<thead>
<tr>
<th>Service</th>
<th>Hourly Rate</th>
<th>Total Cost for Project</th>
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</thead>
<tbody>
<tr>
<td>Website Design Services</td>
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<tr>
<td>Maintenance/Support Services</td>
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<td>Implementation</td>
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<td>Other Fees (Describe)</td>
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<td>Optional Items</td>
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<tr>
<td>Hosting Services</td>
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<tr>
<td>Other Fees (Describe)</td>
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</tbody>
</table>

Page | 24
List four (4) projects your company has performed and completed within the past five (5) years that are similar in size and scope as this project.

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Project Owner: Address/Phone/Email</th>
<th>Contract Amount</th>
<th>Contract Start/End Dates</th>
<th>Brief Project Description</th>
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<tbody>
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FORM 5 – CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY, AND VOLUNTARY EXCLUSION

The Offeror certifies to the best of its knowledge and belief that it and its principals:

(a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily or involuntarily declared ineligible for the award of contracts by any Local, State, or Federal agency;

(b) Have not, within a three-year period preceding this offer, been convicted of or had a civil judgment rendered against them for: commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, state, or local) contract or subcontract; violation of Federal or state antitrust statutes relating to the submission of offers; or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, tax evasion, or receiving stolen property; and

(c) Are not presently indicted for, or otherwise criminally or civilly charged by a governmental entity with, commission of any of the offenses enumerated in paragraph (b) of this certification.

(d) Have not within a three-year period preceding this offer, been notified of any delinquent Federal taxes in an amount that exceeds $3,000 for which the liability remains unsatisfied; and

(e) Have not within a three-year period preceding this offer had one or more public contracts or subcontracts (Federal, State, or local) terminated for cause or default; and

Where the Offeror is unable to certify to any of the statements in this certification, the Offeror shall attach an explanation to this application.

☐ I hereby certify as stated above:

______________________________  ______________________________
Signature                                      Printed Name

______________________________  ______________________________
Title                                      Date

☐ I am unable to certify to one or more of the above statements. (Check box if applicable)

______________________________  ______________________________
Signature                                      Printed Name

______________________________  ______________________________
Title                                      Date
FORM 6 – EXCEPTIONS TO THE RFP

All Work requested in the RFP must be provided for the price(s) set forth in Form 3 in strict conformance with the terms, conditions and specifications described in this RFP (including any addenda or amendments). If the Offeror takes exception to any of the terms, conditions, and specifications, they must list the section number and title in the below chart and provide an explanation. If no exceptions are observed check the box above the chart.

☐ Please check this box if the Offeror agrees to all terms, conditions and specifications.

<table>
<thead>
<tr>
<th>RFP Section Number</th>
<th>RFP Section Title</th>
<th>Exception &amp; Proposed Change</th>
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The signature below certifies that the Offeror has read the RFP document and complies with the requirements of this RFP and takes no exception to the terms, conditions and specifications other than those listed in the chart contained on this Form.

__________________________________________  __________________________
Company                                                                 Date

__________________________________________  __________________________
Authorized Signature                  Printed Name