



# **RAPID CITY REGIONAL AIRPORT**

## **REQUEST FOR PROPOSALS**

### **FOR**

## **Website Design and Development**

Sealed proposals will be accepted until January 6, 2017, at 2:00 PM, MT, by the Rapid City Regional Airport (Airport), 4550 Terminal Road, Suite 102, Rapid City, SD 57703, to provide the Airport with Website Design and Development Services in accordance with the conditions stated in the Request for Proposals (RFP) package.

RFP documents may be obtained by accessing the Airport website at [www.rapairport.com](http://www.rapairport.com) or by emailing Toni Broom, Deputy Airport Director for Finance & Administration, at [toni.broom@rcgov.org](mailto:toni.broom@rcgov.org). Proposals may be submitted to the above address and are to be marked: "Website Design and Development Services Proposal."

The Rapid City Regional Airport is an Equal Employment Opportunity (EEO) organization which does not discriminate against any prospective Proposer on the basis of race, religion, color, sex, age, national origin, sexual orientation, or presence of any sensory, mental, or physical disability in the consideration of contract award. Successful Proposer will be required to comply with all EEO, federal, state, and local laws and regulations.

Since the Rapid City Regional Airport is a nonhub primary airport, it is required to have a Disadvantaged Business Enterprise (DBE) program in accordance with regulations of the US Department of Transportation 49 CFR Part 26. All DBE firms and small businesses qualifying under this solicitation are encouraged to submit proposals. Additional information on the DBE program is available upon request.

Publication Dates:   December 3, 2016  
                              December 10, 2016



## **INTRODUCTION**

The Rapid City Regional Airport (Airport) is seeking proposals from a qualified Vendor to plan, execute, and deliver the redevelopment and design of our website [www.rapairport.com](http://www.rapairport.com). The Airport requires a Vendor who has demonstrated experience in managing website projects for successful website design, development, deployment, and ongoing technical support and maintenance. The Vendor chosen for this project will work closely with the Airport's marketing team throughout this project.

The Airport reserves the right to accept or reject any or all Proposals, negotiate with any Proposer, alter the scope of work, award multiple contracts to more than one Proposer, to waive any informalities and irregularities in the Proposal submission process, to extend the date for submittal of responses, to request additional information from any or all Proposers, to supplement, amend or otherwise modify the RFP prior to the closing date and time, to cancel this request with or without the substitution of another RFP, to re-solicit or cancel the procurement process, and to accept a Proposal which is considered to be in the best interest of the Airport.

Sealed proposals shall be submitted by 2:00 PM, MT, January 6, 2017, and delivered to:

Attn: Toni Broom  
Rapid City Regional Airport  
4550 Terminal Road, Suite 102  
Rapid City, SD 57703

All Proposals will be time-stamped upon receipt and any Proposals received after the time specified above will be returned unopened. In bold lettering, mark the sealed envelope with the following words: **“WEBSITE DESIGN & DEVELOPMENT SERVICES PROPOSAL”**. Faxed or emailed copies will not be accepted. All responsive Proposals become the property of the Airport and must be provided without cost to the Airport. Except as otherwise provided for herein, Proposals which are incomplete or which are not in conformance with the law, may be rejected as non-responsive.

Proposals shall not be returned unless a written request to withdraw is received prior to 2:00 PM, MT, on January 6, 2017. Any Proposal submitted will be deemed to be valid for a period of up to 90 days following the closing date of the RFP. Timely Proposals received shall be subject to applicable laws and regulations governing public disclosure. Submission of a Proposal indicates acceptance by the Proposer of the conditions contained in this RFP, and the intent to enter a Contract with the Airport.

Information that is considered by a Proposer to be proprietary is still subject to release as a component of an open records request subject to review by the City Attorney. Proprietary information should be clearly marked as “confidential” or “proprietary” on each page on which the information appears. Proposers should not expect the Airport to seek confidentiality protection for any claimed privileged or proprietary information in the written Proposal just because the material is marked “confidential” or “proprietary.” For any essential information that the Proposer reasonably believes can be defended as being exempt from disclosure under the



Open Records Act, the information must be capable of being separated or redacted from the Proposal, and should be clearly and specifically marked.

This RFP does not obligate the Airport to enter into a Contract or pay any costs incurred in the preparation of a Proposal pursuant to this RFP or incurred in subsequent negotiations. It is the intention of the Airport to negotiate a Contract with the Proposer it deems most beneficial to the Airport. During the Proposal evaluation process, the Airport may request additional information or clarification from Proposers.

By submittal of a Proposal pursuant to this RFP, the Proposer certifies that 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 Proposer of the Airport in order to procure the Contract described in this RFP. The Proposer also certifies that the financial information in its proposal has been arrived at independently and without consultation, communication or agreement with the Airport, or other Proposers, to restrict competition as to any matter relating to this RFP.

Proposers shall assume full responsibility to review and evaluate the entirety of this RFP, the appendices hereto and any Addendum which may be issued, and to become fully informed of the detailed instructions and requirements of this RFP and the future Contract expectations. Proposers shall thoroughly examine and become familiar with this RFP, the Proposal forms, and all related documents comprising this RFP and any written Addendum thereto. Each Proposer shall judge for itself all conditions and circumstances within this solicitation having relationship to its respective Proposal.

Submission of a Proposal shall constitute an acknowledgment that the Proposer has thoroughly examined and is familiar with this RFP and Addendum which may be issued. The failure or neglect of a Proposer to receive or examine any RFP documents or Addendum shall in no way relieve Proposer from any obligation with respect to the Proposal or the obligations that result from submitting a successful Proposal. No claim based upon lack of knowledge or understanding of this RFP or its contents shall be allowed. The provisions and terms of the Contract may be revised or adjusted by the Airport prior to final execution.

**Equal Employment Opportunity** – Rapid City Regional Airport is an Equal Employment Opportunity (EEO) organization, which does not discriminate on the basis of race, religion, color, sex, age, marital status, national origin, sexual orientation, or the presence of any sensory, mental or physical disability in consideration of a contract award. The successful Proposer will be required to comply with all federal, state, and local laws and regulations.

**Disadvantaged Business Enterprise (DBE) Eligibility** – DBE firms are encouraged to submit a Proposal. Consultants who propose to participate as a DBE must meet the experience and economic guidelines as set forth in 49 CFR Part 23 and 26 and should submit their DBE Plan and the DBE firms that will participate in this service.

**Prohibition Against Lobbying** – The Proposer shall not lobby, either on an individual or collective basis, the Airport (its associated City employees, or outside advisors) or any federal, state, or local elected or public officials or staff regarding this RFP or its written Proposal.

Proposers, the Proposer's acquaintances, friends, family, outside advisors, agents, or other representatives shall not contact the Airport (its associated City employees, or outside advisors) or any federal, state, or local elected or public officials or Airport staff to arrange meetings, visits, or presentations to influence the outcome of the selection process. Violation of this provision, by or on behalf of a Proposer, intentionally or unintentionally, will result in disqualification of the Proposer and/or rejection of a written Proposal.

**Questions, Inquiries and Contact with Airport Staff** – The Airport is committed to providing all interested parties with accurate and consistent information in order to ensure that no Proposer obtains an undue competitive advantage. To this end, from the date of this RFP through award of contract, the Airport contact is: Toni Broom, Deputy Airport Director for Finance & Administration.

All questions from Proposers must be submitted in writing, electronically, to [toni.broom@rcgov.org](mailto:toni.broom@rcgov.org) by December 16, 2016. It will be the sole responsibility of the Proposer to ensure questions are submitted in a timely manner. Answers to questions will be posted on the Airport's website by December 27, 2016.

It shall be the Proposer's responsibility to monitor the Addendums that may be issued under and as a part of this RFP. Copies of this RFP, and any Addendum issued, are available for viewing at the following link: [www.rapairport.com](http://www.rapairport.com). Any Addendums so issued are to be considered a part of this RFP document. Therefore, receipt of all Addendums issued during this RFP must be acknowledged on the Signature Page included with your Proposal.

**Insurance** – The Proposer shall, during the whole of the term and during such other time as the Proposer occupies the premises, take out and maintain insurance, in such form and with such companies as the Airport may reasonably approve. Insurance coverage and endorsements will be addressed in the Contract with evidence of insurance provided to the Airport upon execution of the Contract.

**Disclaimer** – It is the responsibility of each Proposer to investigate and be satisfied as to the facts and conditions prior to submitting a Proposal. The Airport makes no representation or warranties and accepts no responsibility for the accuracy or completeness of any information supplied. Proposers are responsible for obtaining their own independent financial, legal, accounting, and technical advice on all proposal matters. Any failure to become fully knowledgeable shall be at the Proposer's sole risk. The Airport assumes no responsibility for any interpretations made by Proposers on the basis of information provided in this RFP or through any other source.

### **AIRPORT BACKGROUND**

The Rapid City Regional Airport is owned by the City of Rapid City and governed by a semi-autonomous board which operates the Airport on behalf of the City. It is a vital transportation hub for the region with both commercial and general aviation activities. It provides over 300 jobs and contributes approximately \$180 million to the local economy. It is the second largest airport in the State of South Dakota with nonstop flights to nine major U.S. airports (some



seasonally). Rapid City Regional Airport is the gateway to Mount Rushmore, the Black Hills and Western South Dakota.

### **SCOPE OF SERVICES**

The Airport is looking for a professional, easy to use and innovative website. The Scope of Services for this project includes, but is not limited to, the following:

- New look, design, and flow for the website making it more user friendly and saleable to the potential air traveler.
- The style of the site should be responsive, widget and app based, and fully functional regardless of device used; and fully compatible with all existing and future applicable internet search engines. The site needs to have multiple administrative levels/permissions to add and maintain content.
- The site should be integrated with Twitter, Facebook, YouTube, Instagram, and any emerging social media platforms. It should also be integrated with Google Analytics to provide information about website visits and usage patterns.
- Traffic, demographic and analytics reporting should be included to analyze and assist in our marketing efforts.
- Must be fully compliant with the requirements of the Americans with Disabilities Act.
- Vendor will provide ongoing and unlimited training, technical support and service as requested by the Airport, once the site is fully operational. Assistance and training in report creation and understanding information also provided.
- The homepage should be a custom template including a main content area, content regions to display content from other pages within the site, an image rotator that can be edited to display different linked images, and graphic tiles/buttons that link to other pages.
- The homepage should also provide a flightview datafeed for viewing arrivals/departures and flight status.
- The Airport will manage the content once the website is fully operational.

### **PROPOSALS REQUIREMENTS**

The Airport requires that Proposals are limited to ten double (twenty single) sided 8 ½ X 11 pages including the cover letter with a brief description of the firm or individual, as well as the name and contact information of the principal. Proposers must include an email address for the primary point of contact for this RFP in the cover letter. Font size shall not be any smaller than Arial 12 point or equivalent.

Proposer shall submit five printed copies and one electronic copy of the proposal on either a compact disk or flash drive together in a sealed package to:

Toni Broom  
Rapid City Regional Airport  
4550 Terminal Road, #102  
Rapid City, SD 57703

### **PROPOSAL CONTENTS & VENDOR QUALIFICATIONS**

RFP responses must be completed and prepared in a form that provides an insightful, straightforward and concise overview of the capabilities of your firm. Additional facts and



information other than those listed below may be included if it will help to highlight your firm's qualifications and experience. All materials submitted in response to this RFP shall become the property of the Airport and shall be considered a part of the public record of the Airport except for any proprietary financial information that should be clearly marked as confidential.

**The following minimum qualifications are required:**

- Proposer must be able to satisfactorily demonstrate that it is an experienced, competent and reliable designer, developer and service provider for said website.
- Proposer must also satisfactorily demonstrate their project management capabilities including a summary of the website development services provided by your company.
- Proposer must be able to satisfactorily demonstrate that they have the capability to create, design, install, train and service the project to meet the Airport's request and intent.
- Proposer to provide references from other like projects to include brief explanations of the following:
  - Project Location
  - Project Size
  - Project Scope
  - Location References

**Proposals must include the following:**

- **Cover Letter** – Cover letter should include a brief description of the firm or individual, as well as the name, email and contact information of the principal. It should also acknowledge that the Proposer will comply with all the terms and conditions set forth in the Request for Proposals, unless otherwise agreed by the Airport.
- **Executive Summary** – Executive Summary should contain an outline of your general approach to the provision of services in addition to a brief summary of your qualifications to engage in a professional service relationship with the Airport. It should also include purpose, outcomes and key points on the timeline.
- **Key Personnel** – List all personnel to be involved in the process along with their role, prior experience and credentials.
- **Project Plan** – Describe methodology, tasks, timeline, and key dates.
- **References** – Provide contact information of three current or previous clients.
- **Work Samples** – Provide a minimum of two sample project plans with project budgets.

**Fee for Services** – Provide a fee for the Scope of Services outlined in this RFP. Identify all costs including expenses to be charged for performing the services necessary to accomplish the objectives of the Contract. Submit a fully detailed budget including staff costs, hourly rates for all proposed team members, any expenses necessary to accomplish the tasks and to produce the deliverables under the Contract.

**SELECTION CRITERIA**

Airport staff will evaluate each Proposal and will determine the lowest and best. The Airport reserves the right to select a Vendor based solely on the Proposals, however may conduct interviews. Interviews are at the sole discretion and option of the Airport and may not be afforded to any or all Vendors.



**SIGNATURE PAGE**

The undersigned Proposer, having examined these documents and having full knowledge of the condition under which the work described herein must be performed, hereby proposes that she/he will fulfill the obligations contained herein in accordance with all instructions, terms, conditions, and specifications set forth; and that she/he will furnish all required products/services and pay all incidental costs in strict conformity with these documents, for the stated prices as payment in full.

Submitting Vendor: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Authorized Representative (print): \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_ Email: \_\_\_\_\_

Phone #: \_\_\_\_\_

**EXCEPTIONS/DEVIATIONS** to this Request for Proposal shall be taken below. If adequate space is not provided for exceptions/deviations, please use a separate sheet of paper. If your company has no exceptions/deviations, please write "No Exceptions" in the space below.

\_\_\_\_\_  
\_\_\_\_\_

**FIRM PRICING** - Offered prices shall remain firm for a minimum of 90 days after the due date of this solicitation unless indicated otherwise. Accepted prices shall remain firm for the duration of the Agreement.

**ADDENDA** – <http://www.rapairport.com>. It is Proposer’s responsibility to check for issuance of any addenda at the above website. The authorized representative hereby acknowledges receipt of the following addenda:

Addenda Number: \_\_\_\_\_ Date: \_\_\_\_\_ Addenda Number: \_\_\_\_\_ Date: \_\_\_\_\_

Addenda Number: \_\_\_\_\_ Date: \_\_\_\_\_ Addenda Number: \_\_\_\_\_ Date: \_\_\_\_\_

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