

The Lou Groza Collegiate Place-Kicker Award



Website Redesign

Request for Solution

03/03/23

Project Contact

Austin Lee, Marketing, Communications, & Public Relations Manager

Palm Beach County Sports Commission

2195 Southern Blvd., Suite 550

West Palm Beach, FL 33406

Email: alee@palmbeachsports.com

Telephone: 561.233.3124

About Lou Groza Award

Lou Groza Award, the nation's top collegiate place-kicker award

In 1992, The Palm Beach County Sports Commission established the Lou Groza Collegiate Place-Kicker award. This award, presented for a number of years by the Orange Bowl Committee, is given annually to the nation's top collegiate place-kicker as determined by a voting panel of Division 1 head coaches, sports writers and sportscasters from across the county, conference representatives, professional kickers and previous winners.

The Lou Groza Collegiate Place-Kicker Award has become the most prestigious college football award for kickers. You can learn more at www.lougrozaaward.com

About LouGrozaAward.com

The marketing team for the Palm Beach County Sports Commission manages and updates the distribution of content and online activity for the award. The team is responsible for newsletters, e-blasts, social media involvement, online sales as well as various traditional and digital media initiatives. While other departments help collaborate with content generation, the marketing department typically offers a leadership role in defining avenues for distribution of the content. The marketing department is interested in a content management system (CMS) solution that takes advantage of new technology and real-time integration with all relevant functions.

Web content includes, but is not limited to, award history, weekly in-season updates, photo galleries, video galleries, news and press area, and contact us information.

Project Mission and Goals

Project Mission Statement

To elevate the exposure and brand awareness of the Lou Groza Award and to promote Palm Beach County as a premier sports tourism destination both nationally and internationally. Additionally, to acquire the content management tools and solutions needed to increase constituent satisfaction and make it easier to do business with the Lou Groza Award.

Project Goals

The goal of this project is modernize the Lou Groza Award's website to be the leading site among college football awards. This project puts in place the applications, technology, practices, and training to

- Design engaging, enlightening, informative and entertaining website architecture
- Simultaneously publish content components in multiple output formats, such as aggregated HTML pages, individual HTML pages, PDFs, forms, and ecommerce.
- Automate workflows for creating, reviewing, assembling, and repackaging content
- Store content components in a repository that optimizes component re-use and single sourcing methodologies for a wide variety of output platforms
- Adhere to newest industry standards
- Create and edit content
- Migrate existing website content

Submission Requirements

Submission Due Date

Submissions are due no later than March 23 at 5 pm, Eastern Standard Time.

Submission Delivery Address

Email or mail your submissions to:

Austin Lee, Marketing, Communications, & Public Relations Manager
Palm Beach County Sports Commission
2195 Southern Blvd., Suite 550
West Palm Beach, FL 33406
Email: alee@palmbeachsports.com

Other Submission Information

No submissions will be accepted after the due date. All expenses for response preparation are the responsibility of the vendor. All submissions must be submitted in writing by email or mail. No telegraphic, faxed, package delivery, or telephone offers will be accepted.

Palm Beach County Sports Commission reserves the right to adjust the RFS or other terms of the submission if needed. If this RFS is amended by the Palm Beach County Sports Commission, the amendments will be sent to each vendor in writing via mail or email. No oral amendments will be considered or acknowledged.

Palm Beach County Sports Commission requires each vendor to provide a list of exceptions taken to this RFS, identify them, and explain them in writing in their response. An exception is defined as the vendor's inability to meet a requirement in the manner specified in the RFS. If the vendor provides an alternate solution when taking an exception to a requirement, the benefits of this alternative solution must be explained.

Palm Beach County Sports Commission reserves the right to award the contract according to the evaluation criteria set forth in this RFS. Palm Beach County Sports Commission also reserves the right not to make an award if it is deemed that no single submission fully meets the requirements of this RFS. The vendor chosen for award should be prepared to have his or her submission incorporated, along with all other written correspondence concerning this project, into the contract. Any false or misleading statements found in the submission will be grounds for disqualification. Unsuccessful vendors will be notified by email.

Project Schedule

Issue RFS	March 3, 2023
Deadline for vendor submission of RFS questions for telephone conference	Ten business days later
Deadline for RFS Submission	Ten business days later
Vendor selected	Ten business days later
Kick-off - Discovery and define phases and deliverables	Five business days later
Complete architecture and design	Ten business days later
CMS installation & configuration & integration & customization	Five business days later
CMS testing with a small set of sample resource files	Ten business days later
CMS training (if not able to accomplish this simultaneously with earlier configuration tasks)	Five business days later
CMS pilot project: migration and delivery of all core content	Ten business days later
Migration of other content	Ten business days later
Go LIVE	One calendar month later

Outline of Required Information

So that we can fully evaluate your submission and its correspondence to our target environment and detailed requirements, we ask you to respond to the following items. Use this order of items for your response.

I. General Information

Prospective vendor must submit background information that will enable the Palm Beach County Sports Commission to evaluate your firm's stability and resources to perform the obligations and responsibilities under the contract. These must include the following general information about your firm:

- a. History
- b. Mission
- c. Strategy and business goals
- d. Number of employees
- e. List of clients

II. Specific Information

- a. Length of time in business providing services as detailed in this RFS
- b. Total number of employees engaged in providing the proposed services
- c. Will your company be subcontracting or otherwise outsourcing any of the proposed services?
- d. Provide three (3) references who may be contacted by the Palm Beach County Sports Commission. These references should be from existing customers with product and service requirements similar to the Palm Beach County Sports Commission.

III. Response to Requirements

- a. Summary of the vendor's understanding of the project goals and how they will be best achieved
- b. Detailed responses to each requirement, noted as out-of-box, configurable, or customizable. For each item that requires configuration and customization, please include the cost of configuration or customization per requirement. For any item that you choose not to include in your submission, state the reason for excluding it.
- c. Innovative solution, if any, to meeting the target vision that is not necessarily identified through the requirements
- d. Detailed response to the statement of work, in order of the proposed tasks. Any recommended change in the task sequence should be noted.
- e. Tentative schedule of activities for each task
- f. Statement of resources required from the Palm Beach County Sports Commission to complete the schedule for each task in a timely manner
- g. Description of any third-party solutions needed to meet the requirements
- h. Description of proposed integration activities, if handled by vendor, or recommendations for a system integrator
- i. Descriptions of three similar projects with customer references, including telephone or email information that the Palm Beach County Sports Commission may use to contact the references. For example, we would be interested in projects in which a CRM and POS environment was integrated with the CMS.

IV. Cost Submission

Provide a complete description of your costs for the submission in the following order:

- a. Total of cost for the project
- b. Cost of product hosting, maintenance and support. Include projected annual renewal costs of hosting, maintenance and support for the next 2 years
- c. Cost for all configurations or customization per requirement. Include a break out of cost, if any, of each integration listed in the section of this RFS entitled [Task 5: Integrate CMS with other systems](#)
- d. Cost of any third-party solutions
- e. Cost for implementation activities or other activities associated with the list of tasks described in the section of this RFS entitled [Tasks to be Performed](#)
- f. Cost for migrating data to the new repository
- g. Cost of training with separate costs for on-site and off-site training, if applicable.
All costs must be guaranteed for at least nine months from the date of the submission.
Any proposed vendor travel costs must be reasonable and identified separately.

Vendor Presentations

After submission, top three vendors may be invited to make an optional, final presentation to the team. Vendors should provide supporting information, such as demonstrations of how requirements are met, so the Palm Beach County Sports Commission is confident of vendor qualifications.

Your written RFS submissions must be submitted prior to a presentation. A presentation may be in the form of an on-site visit to the Palm Beach County Sports Commission office or through the Web. As with all other activities related to the RFS response process, Palm Beach County Sports Commission will not reimburse any travel or other expenses in connection with a candidate's presentation.

Evaluation Criteria

In the evaluation, we look for innovative solutions to meet our target environment that might not be contained in the requirements.

Submissions and firms will be evaluated on the following criteria:

- Understanding of the needs of the Palm Beach County Sports Commission and the Lou Groza Award
- Completeness and comprehensiveness of the response to the RFS
- Prior experience and success in providing ongoing support to customers and the satisfaction of those customers. Prior history of delivering service and support within pre-agreed time and cost requirements
- Overall and detailed costs of the project, including costs for customization, configuration, support, and hosting.

Statement of Work

We anticipate that the following activities will be required for the implementation of your proposed solution. Please detail your process for performing each task, including the deliverables, the schedule, and the personnel involved.

Scope

The scope of the project is to redesign and rebuild the Lou Groza Award website creating an adaptive, responsive and engaging site. The solution needs to provide for future integration with CRM, CM and POS functionality. Specifically:

- Provide a CMS capable of supporting multiple content types, management, single-source, responsive, agile and commerce requirements of the Palm Beach County Sports Commission.
- Provide the customizations and integrations for the CMS to communicate and engage with constituents through various applications.
- Provide training to the Palm Beach County Sports Commission staff in the use and maintenance of the new system, including the transfer of knowledge necessary for the Sports Commission staff to maintain and update the system as needed in the future.
- Content Management System that allows PBCSC Staff to add, modify, archive and delete content, photos, video, audio and site content through an editor or template.
- Application must include SSL layer (Secured for e-commerce).
- Administrative capabilities need to be enabled that allow PBCSC administrative personnel the ability to add, modify, archive and delete meta tag data to the site.
- Create an administrative interface to manage website, assessable anywhere in the world where a connection is available.
- Perform all search engine submissions and indexing for the top search engines and indexes.
- Site must be RSS capable.
- Administrative system must be GUI/template driven and be capable of being administrated by individuals with little or no technical capabilities.
- Creation of a news and press section with the ability for PBCSC administrators to add, modify, archive and delete content to the sections.
- The web application must support rich media, with administrative personnel capable of adding, modifying, arching and deleting rich media files to the site. Administrators will also need the ability to dynamically create categories for rich media content through the administrative system.
- Application will include an events calendar. Administrative personnel will be able to add, modify, archive and delete events on the calendar.
- “Publish Once” capability that automatically reformats content to fit mobile devices including resizing images
- Integrated email marketing capability
- Contact Form with built in Captcha features
- Pre-defined styles for consistent presentation throughout the website
- Designed to optimize search engine visibility
- Social Media Sharing Capability
- Home page media control to support both images and video

Tasks to be Performed

The following tasks must be performed after you have read and understood the Functional and Technical Requirements.

Task 1: Gather information and review requirements

Meet with Palm Beach County Sports Commission and Lou Groza Award committee to confirm your understanding of the requirements and gather information needed to complete the implementation in a timely manner. An in-depth understanding of the Lou Groza Award, college football awards, and their respective websites is preferred.

Task 2: Plan implementation and recommend phasing

Implementation Plan

Develop a detailed implementation plan and schedule. Review the plan with the Palm Beach County Sports Commission personnel for approval. Indicate the work required of the Sports Commission's staff during each phase of the implementation.

Perform a needs assessment to determine the hosted hardware, database, and software requirements to support the current and anticipated volume of content and content transactions with:

- An estimated concurrent end-user population of 4
- A content library of approximately 1,000 files (or 150 pages), which will increase every year.
- A reasonable degree of growth of both users and content over the anticipated life of the system

Indicate requirements for the content management system, and specify whether your solution is optimized for a specific content management system.

Task 3: Install and configure

Provide and install a CMS and all related technologies to meet the needs outlined in the target environment and requirements sections of this document.

Describe in your submission how your organization will complete the installation and configuration tasks.

Task 4: Customize implementation

Analyze the need for customization to meet the requirements and inform the Palm Beach County Sports Commission personnel of exactly how the customization will be designed and implemented, including details of the cost.

Provide complete documentation of all customizations so that the Palm Beach County Sports Commission personnel can maintain and update the customizations.

If you recommend that a third-party integrator implements some or all the customization, provide a recommendation for an integrator or integrators who have experience working with your product. Provide a description of how your organization and the integrator will work together to complete the installation and configuration tasks.

Task 5: Test and evaluate

Provide a complete plan for the testing and evaluation of the system. Reach agreement with the Palm Beach County Sports Commission personnel on the acceptance criteria for the system.

Task 6: Convert and migrate content files

Work with the Palm Beach County Sports Commission personnel to migrate content that is currently in HTML, images, PDF's, forms, audio and video formats to the CMS. Provide a description and plan for such a migration. **If you do not provide migration services, state this in your submission.**

Task 8: Train

Train staff to use the new system. Train system administrator to configure, maintain, and extend the system. Provide a complete set of product documentation and training materials which can be used by the Palm Beach County Sports Commission to train current and future staff. Provide end-user documentation of the base system and of any user-visible customized features.

Task 9: Deliver solution

Upon completion of the project (or earlier, as required), the vendor must provide the following to the Palm Beach County Sports Commission:

- Sandbox environment
- Code documentation for all custom code
- End-user documentation for the system
- End-user documentation for all user-visible customizations

Current Environment

Content Management

The Lou Groza Award website is a proprietary hosted CMS. Storage is managed through Achieve.

Existing content falls into the following basic categories:

- **Article Manager:** This includes our news and press section of our website as well as where we can manage our board of director notices and committee meeting notices
- **Content Editor:** Most content files are currently in HTML structures, but using a minimum of attribute or metadata information. Some content is stored in Microsoft Word, PDF, graphic, audio formats, and so on.
- **Custom Forms.** Voting pages, Contact Us.
- **Email Campaign Manager:** Ability to create email marketing campaigns, press releases, media alerts and other special messages and send them to multiple distribution groups as set up by the administrator
- **File Manager:** File manager allows you to maintain files that have been uploaded to the site. They can be organized, added, and deleted all from location.
- **Google Analytics:** Tracks several website metrics. Also provides reports on website traffic.
- **Homepage Media Carousel:** This module contains rotating images that we upload and sort to be displayed on the homepage of our website.
- **Media Center.** Special event photos and video are posted for general viewing. The ability to organize both photos and videos into albums.
- **Commerce.** Select retail products and ticketing for special events and admission are available for purchase. The transactions are processed through Authorize.net.
- **Mobile Site:** Lou Groza Award needs a Mobile site for users on tablets and mobile devices
- **Transaction Manager:** This section allows for viewing of site e-commerce.

ADA Compatibility

The Lou Groza Award website must meet the Web Content Accessibility Guidelines (WCAG) which are part of a series of web accessibility guidelines published by the Web Accessibility Initiative (WAI) of the World Wide Web Consortium (W3C), the main international standards organization for the Internet.

Web Content Accessibility Guidelines (WCAG) 2.0 defines how to make Web content more accessible to people with disabilities. Accessibility involves a wide range of disabilities, including visual, auditory, physical, speech, cognitive, language, learning, and neurological disabilities. The guidelines provide three levels of compliance that are recommended based on the intended use of the website.

Small Business Enterprise

a) Policy

It is the policy of the Board of County Commissioners of Palm Beach County, Florida, that SBE(s) have the maximum practical opportunity to participate in the competitive process of supplying goods, services and construction to the County. To that end, the Board of County Commissioners adopted a Small Business Ordinance which is codified in Sections 2-80.21 through 2-80.34 (as amended) of the Palm Beach County Code, which sets forth the County's requirements for the SBE program and is incorporated in this RFS. Compliance with the requirements contained in this section shall result in a proposer being deemed responsive to SBE requirements. The provisions of the Code are applicable to this solicitation and shall have precedence over the provisions of this solicitation in the event of a conflict.

Although preferences will not be extended to certified M/WBEs, unless otherwise provided by law, businesses eligible for certification as an M/WBE are encouraged to maintain their certification to assist in the tracking of M/WBE availability and awards of contracts to M/WBEs. This information is vital to determining whether race and gender-neutral programs assist M/WBE firms or whether race and gender preferences are necessary to address any continued discrimination in the market.

b) SBE Goals

The County has established a minimum goal of 15% SBE participation for all County solicitations, inclusive of all alternates and change orders. This goal is a minimum, and no rounding will be accepted.

It will be the responsibility of the firm to furnish all the necessary information to the County to receive points for SBE participation.

Additional Information

Rules, Regulations and Licensing Requirements

The proposer shall comply with all laws, ordinances and regulations applicable to the services contemplated herein, to include those applicable to conflict of interest and collusion. Proposers are presumed to be familiar

with all federal, state and local laws, ordinances, codes and regulations that may in any way affect the services offered, to include Executive Order No. 11246 entitled "Equal Employment Opportunity" as amended by Executive Order No. 11375, and as supplemented by the Department of Labor Regulations (41 CFR, Part 60).

Commencement of Work

This RFS does not, by itself, obligate the Palm Beach County Sports Commission (PBCSC). The PBCSC's obligation will commence when the contract is approved by the Board of County Commissioners or their designee and upon written notice to the proposer. The PBCSC may set a different starting date for the contract or propose terms, provisions and conditions different than what is contained in this RFS or in the successful company's submission. The PBCSC will not be responsible for any work done by the proposer, even work done in good faith, if it occurs prior to the contract start date set by the PBCSC.

Withdrawal of Submissions

A submission may be withdrawn only by written notification. Letters of withdrawal received after the Deadline for receipt of submissions will not be accepted unless the contract has been awarded to another vendor or no award has been made within forty- five (45) days after the Deadline for receipt of submissions. Unless withdrawn, as provided in this subsection, a submission shall be irrevocable until the time that a contract is awarded.

Late Submissions; Late Modified Submissions

Submissions and/or modifications to submissions received after the Deadline for receipt of submissions specified in the RFS Project Schedule (Page 7) are late and shall not be considered.

Contact Person

The contact person for this RFS is Austin Lee, Marketing, Communications, & Public Relations Manager, at (561) 233-3124, email address alee@palmbeachsports.com.

Contract

The selected proposer will be recommended to the PBCSC's Executive Committee and Board of Directors, the TDC Board of Directors and the Board of County Commissioners (BCC) for engagement via a contract for performance of the services utilized in "Scope of Work". Upon approval by such entity, the selected proposer will be engaged via a contract conforming to the terms of the PBCSC/County Contract.

Award of Contract

The award, if any, will be made to the proposer whose submission is considered the most advantageous to the Palm Beach County Sports Commission based on the Review and Selection Committee's opinion after review of every responsive submission including, but not limited to, price.

Upon review and approval of the Selection Committee's recommendation for award, the apparent successful proposer will be notified of the recommendation for award. A contract must be completed and executed by the successful proposer and the PBCSC upon approval by the Board of County Commissioners before it becomes valid and effective. If this condition is not met in a timely manner through no fault of the PBCSC, the PBCSC, at its sole discretion, may elect to cancel the recommended award to that proposer and make the award recommendation to the next most advantageous proposer. This process may continue until such time, as the PBCSC has determined to cancel the procurement in its entirety.