



**THE DALLES AREA**  
**CHAMBER OF COMMERCE**  
*The Dalles...Simply Sunsational.*

# Web Design Services Request for Qualifications

**Issued: 7/1/08**

**Date Due: 8/1/08**

**Time Due: 4:00 p.m. Pacific Time**

## **Introduction**

The Dalles Area Chamber of Commerce is seeking service providers qualified to provide consulting, design, and implementation services for a new web site.

## **Background**

### *Existing Web Site*

The Dalles Area Chamber of Commerce (TDACC) web site ([www.thedallescchamber.com](http://www.thedallescchamber.com)) was produced and launched in 1999. In 2007 the Chamber approved a new logo, identity and tagline, which has not been incorporated into the current site.

### *Technology Environment*

The TDACC web site is currently hosted in a Windows Server environment that utilizes IIS, Microsoft SQL Server and ASP.Net. The new web site will also need to incorporate Chamber Master software, which is a member management database. The content management for Chamber Master is done in-house.

### *Objectives*

The new TDACC web site should be fast loading, user-friendly, and interactive. As many users in Wasco County use dial-up, Flash is not required. The objective is to achieve easy access to Chamber information. Many pages should have “related links” directing the visitor to additional information. TDACC does not have a Webmaster, so it is imperative that any solution be one where management can then be done simply in-house by staff.

TDACC selected customer segments are:

- Area residents
- Visitors and tourists
- Businesses
- Prospective businesses and residents

### *Scope of Work*

TDACC wants to establish a web site that provides easy navigation and interactivity for residents, visitors/tourists, and businesses. A new design should represent the TDACC vision, mission, and business plan goals. It should encourage people to come to The Dalles and include information on events and area attractions. To meet this goal, TDACC wants to establish a design that uses color, photos, and text to enhance communication via the web. This web design must also provide uniform interfaces to current web applications.

### *Complete a self-supporting navigation framework for the TDACC web site*

The new site must be oriented to, and cater to, visitors and tourists, our members, and area residents. A similar look and feel throughout the site should be maintained and intuitive navigational aids and links should be consistently used throughout. User-centered categories should be easily understandable. For example, categories are currently divided into Visitor Info, Chamber Info, Business Directory, Hot Deals, and Contact Us. A common framework and standardized style will enable users to easily navigate the site regardless of the purpose of their visit.

TDACC has recently debuted two new 8-minute videos, which should be accessible from the site in a variety of sizes to allow users to play. One video is focused on tourism, the other on economic development.

We want our website to be beautiful. The Dalles is on the move, with Google now located here, great investments in our downtown and QLife future, the city was recently chosen by Men’s Journal as one of the nation’s top up and coming towns (<http://www.mensjournal.com/feature/Harrison/bestplaces.html>). Among the chamber websites we like are <http://www.ashlandchamber.com>, <http://www.visitmurphys.com>, and <http://www.visitsunvalley.com>.

We also would like to add new features including a **community calendar** that allows any organization in the community to post its event (with the sponsor completing all information and an easy review by staff before the content can go live). We want this calendar to be *the* place Dallesians go online to find out what's happening, and a clearinghouse for important community dates. A basic calendar would be available to any qualified community member (must be located in Wasco County or within 50 miles of The Dalles). An expanded calendar would be available to Chamber members.

Another function we would like to add is a "**Rumor Central**" area, which allows community members to send in rumors and news, which Chamber staff will work with community leaders to address in a timely fashion.

We would also like the design to incorporate areas for ads for Chamber members as potential revenue generating opportunities for the organization.

The selected vendor will develop at least three separate design concepts for consideration.

The page should make it easy and convenient for visitors to the site to navigate, locate, evaluate, and select information and services on the site.

A search engine option should be incorporated into the design as an enhanced navigation tool.

#### *Design template(s) for various subsequent and new pages*

Depending on the selected concept, provide home page, navigation pages, and individual content pages that allow visitors to move freely and without unnecessary graphics or other items that impede or slow down accessing information. These templates should allow content and links to be easily updated, added, or replaced without disrupting the template.

#### *TDACC Brand Plan*

The Chamber has adopted a Brand Plan to guide its marketing and communications. Among the facets of TDACC's Brand Plan:

**TDACC Brand Promise:** Opportunity

**Character:** A small town that works (& plays together)

**Position:** Uniquely situated

**Our Brand Principles:** Confident, Working, Entrepreneurial, Diverse, Sustainable

#### **Marketing Objectives:**

1. **Build a sustainable local economy** by growing our existing member businesses;

attracting new high-wage, environmentally responsible businesses that diversify and build our economic vitality and competitiveness

**2. Differentiate The Dalles as a sunny visitor destination** by focusing on our outdoor playground and unique regional cultural/historical assets. Strongly promote cycling to differentiate The Dalles from other Gorge visitor propositions.

### **Marketing Focus:**

- Promote The Dalles as Oregon's new hi-tech hotspot and great place for internet businesses;
- Position The Dalles as a great, sunny visitor destination for families & everyone – outdoor playground, cultural/historical assets
- Shop The Dalles/The Gorge campaign including all members

### **Key Stories:**

• Business is growing in The Dalles • Hi-tech investments • Economic cluster wins • Great shopping • Sunshine & outdoor playground (outdoor recreation/bicycling) • Cultural/historical assets • Major events • Wine

### *Design Standards*

The Chamber's new design standards will be incorporated into the web site. Design should be flexible and resolve properly for different screen resolutions. The Chamber Identity Manual/design standards are available to those completing the RFQ by emailing Nancy Sallee, Marketing & Communications Coordinator/Graphic Designer at the Chamber at [nstdacc@gorge.net](mailto:nstdacc@gorge.net).

The vendor will utilize the new TDACC logo, colors and styleguide and create other looks that help brand the site and identify individual sections of the site. This can be done with photos, color, and other techniques applicable to the web. The TDACC has an inventory of photographs that may be incorporated into the site as appropriate, although we may need to solicit additional photography. All graphics should be provided in a master version (i.e., Photoshop, Illustrator, or other file) so that any future changes are easy to modify. All designed graphics should be built using existing and available Windows-based web fonts.

### *Landing Page*

The selected entity will work closely with the TDACC staff and Marketing & Tourism Committee to achieve the desired look and feel of a new site. In addition, TDACC is working closely with the City of The Dalles, Wasco County, and Columbia Gorge Community College to create a "landing page" for The Dalles and Wasco County at [www.thedalles.com](http://www.thedalles.com). The selected entity would also design and implement this

“landing page.”

#### *Compatible Technology*

The TDACC web site is currently hosted in a Windows Server environment that utilizes IIS, Microsoft SQL Server and ASP.Net. It is a requirement of this project to recommend hosting options for the site, including solar powered services, however local and cost-effective hosting take priority. In addition, TDACC requires that the proposed web site be developed around a content management system that will provide for backend site management and utilize the Chamber Master software.

#### *TDACC Responsibilities*

TDACC staff and the Marketing and Tourism Committee will provide new written content for the new site. TDACC will maintain ownership of the web site, its components, and content, and will maintain the site with internal staff. TDACC will acquire a contemporary Content Management System and may work with the selected vendor, under a separate or amended contract, to assist with conversion. TDACC may determine after discussion with the selected vendor that assistance may be needed with maintenance.

#### *Metrics*

Vendor will include a measurement system to allow TDACC to track visits, such as Google analytics. (As Google is a Chamber member, we encourage vendors to use their applications.)

### **Proposal Schedule and Submittal Information**

#### *Preliminary Schedule*

RFQ Issued	1 July 2008
SOQ Proposal Submittal Deadline	1 August 2008
Finalists Notified	15 August 2008
Finalist Interviews	22 August 2008
Final Selection	29 August 2008
Scope and Budget Development & Contract Negotiation	1 September 2008
Contract Presented to TDACC Board of Directors	25 September 2008
Approval of Contract by TDACC Board of Directors	25 September 2008
Contract Executed and Notice to Proceed Given	26 September 2008
Anticipated Completion	1 December 2008

TDACC reserves the right to modify the schedule as circumstances may warrant.

#### *Proposal Quantities, Due Date, Time, Location*

Submit one original unbound copy and five (5) comb-bound copies of the Statement of Qualification (SOQ) proposal. In addition, please provide one copy of the proposal on

a compact disc in MS word format. Proposals are due in the TDACC office no later than **4:00 p.m. on Friday, August 1, 2008**. Proposals are to be marked "TDACC Web Design Services". Proposals submitted by any means other than mailing, courier, or hand delivery will not be accepted. Proposals submitted after the deadline date and time will not be accepted.

Submittal address:

Dana Schmidling, Executive Director  
The Dalles Area Chamber of Commerce  
Web Design Services SOQ  
402 West Second Street  
The Dalles, Oregon 97058

#### *Service Provider Communications with TDACC*

Any questions regarding the submittal process and/or the technical aspects of the project may be made via e-mail to Dana Schmidling at [dstdacc@gorge.net](mailto:dstdacc@gorge.net). Only e-mail communications will be accepted and all responses will be provided via e-mail. Questions and responses will be shared with all firms that provide an e-mail address to Dana Schmidling.

The TDACC RFQ for Web Design Services is available for review on the Chamber's web site, [www.thedalleschamber.com](http://www.thedalleschamber.com), or at the Chamber office during regular business hours.

### **Proposal Format and Requirements**

The proposal shall include the qualifications requested below. Information should be complete and demonstrate that the service provider can perform professional work within the budget of \$10,000.

#### *Introduction*

Prepare a brief introduction including a general demonstration of understanding of the scope and complexity of the required work.

#### *Personnel*

Identify individuals and list qualifications of key personnel who would be assigned to this project. Detail experience in work related to the proposed assignment. Specify the Project Manager who will serve as a contact person.

#### *Experience*

Provide company contact information, how long you have been in business, and what services you provide. Identify and briefly describe related work completed in the last three years, including content management experience. Describe only work related to the proposed effort and include any examples of similar projects. Include evidence of satisfactory and timely completion of similar work performed for past projects.

### *Creative Design*

Showcase your company's creative design abilities related to graphic and web page design and information architecture. Clearly specify which services are provided in-house and which are outsourced. Provide at least three web site addresses (URLs) for sites that you have designed/developed that have the complexity of the proposed site: blend of information and online services, multiple committees providing content, and a wide range of intended audiences.

### *Project Plan and Timeline*

Provide a description of the project plan and timeline to create a new web site design from the initial planning stages to the completed design.

### *Pricing and Budget*

The consultant budget is limited to \$10,000 including contingencies for design and implementation. Maintenance service fees will be negotiated. Based on the preliminary scope of work, provide a breakdown of the estimated cost of this project including expenditures for services, production, creative thought, and communication with client, and any other costs. Contract costs and fees will be negotiated with the finalist(s).

### *Client References*

Provide a minimum of three client references with contact names and phone numbers, which you have designed or redesigned, web sites.

### *Appendix*

An appendix with full resumes is allowed. The appendix material may or may not be considered as part of the selection process.

## **Evaluation Process**

### *Review Process*

A team of reviewers will rate proposals and will recommend finalists for interviews. Those finalists will be notified per the earlier schedule.

### *Evaluation Criteria*

Proposals will be ranked based upon the merits of the written proposal and the qualifications and experience of the firm or consultant team. Each reviewer will award a score based on a 100 point total as follows:

0. Demonstrated understanding of the project goals and responsiveness of the proposal to meeting these goals. (20)
0. Appropriateness of project approach and perceived effectiveness of proposed concept for identified audience(s). (20)
0. Degree to which the project design approaches goals with innovative and creative solutions or methods. (20)

0. Likelihood that the proposal will provide the best value compared to other submitted proposals. (20)
0. Qualifications of the project team and level of relevant experience. (20)

TDACC reaffirms its right to make any selection it deems prudent, and responding firms or individual participants acknowledge through their participation that such selection is not subject to protest or contest. The successful firm or consultant team selected will perform a variety of duties as agreed upon in the final negotiated Scope of Work. The selected vendor and TDACC will finalize the contract terms and conditions. If TDACC and the selected vendor are unable to finalize terms and conditions, TDACC may exercise its right to negotiate with other vendors.

### **Terms and Conditions**

All facts and opinions stated within this RFQ and in all supporting documents and data are based on available information from a variety of sources. Additional information may be made available via written addenda throughout the process. No representation or warranty is made with respect thereto.

Any selected vendor must pay to become a member of The Dalles Area Chamber of Commerce as a pre-condition to any contract being executed.

Respondents to this RFQ shall be responsible for the accuracy of the information they provide to TDACC.

TDACC reserves the right to reject any and all submittals, to waive minor irregularities in any submittal, to issue additional RFQs, and to either substantially modify or terminate the project at any time prior to final execution of a contract.

TDACC shall not be responsible for any costs incurred by the respondent(s) in preparing, submitting, or presenting its response to the RFQ or to the interview process.

Nothing contained herein shall require TDACC to enter into exclusive negotiations and TDACC reserves the right to amend, alter, and revise its own criteria in the selection of a respondent without notice.

TDACC reserves the right to request clarification of information submitted and to request additional information from any respondent.

TDACC will not accept any submittal after the time and date specified in the RFQ.

The qualifications of each member of the team are important criteria in the selection process; the selected team will not be allowed to substitute any members without prior approval by TDACC. TDACC, at its sole discretion, reserves the right to accept or

reject proposed changes to the team. Team members may participate in multiple team submittals.

In the interest of a fair and equitable process, TDACC retains the sole responsibility to determine the timing, arrangement, and method of the proposal presentations throughout the selection process. Members of the team are cautioned not to undertake activities or actions to promote or advertise their qualifications or proposal except in the course of TDACC-sponsored presentations.

If negotiations are not completed with the top ranked team, negotiations may proceed with the next most qualified team or teams.

Upon selection of a qualified team through the RFQ process, TDACC shall enter into a contract for services (based on an approved scope of services and budget) with the selected team on terms and conditions acceptable to TDACC. Until execution of a contract, TDACC reserves the right to cease negotiations and to start the RFQ process again.

All submittals will become the property of TDACC and will be considered public documents.

TDACC encourages submittals from firms that demonstrate a commitment to equal employment opportunity. Minority and women owned businesses are encouraged to apply.

The selected member must be a member of TDACC or join before the contract is implemented to proceed with the work.