

**LOWER RIO GRANDE VALLEY DEVELOPMENT COUNCIL**

**REQUEST FOR PROPOSAL  
EXPLORE RGV  
No: 2018-01**

**“EXPLORE RGV WEBSITE, MOBILE APPLICATION & DIGITAL MEDIA”**

ISSUE DATE: MARCH 17, 2018

**PROPOSAL DEADLINE: APRIL 6, 2018 by 3PM**



LOWER RIO GRANDE VALLEY DEVELOPMENT COUNCIL  
301 WEST RAILROAD  
WESLACO, TEXAS 78596  
[WWW.LRGVDC.ORG](http://WWW.LRGVDC.ORG)

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## SECTION I: GENERAL INSTRUCTIONS

### 1.1 SOLICITATION SCHEDULE

Release date of Request for Proposal:	March 17, 2018
Pre-Bid Conference:	March 23, 2018, 10:00 A. M. CT
Last day to submit written questions:	April 2, 2018, 5:00 P. M. CT
<b>Proposal Deadline:</b>	<b>April 6, 2018, 3:00 P.M. CT</b>
Public Bid Opening:	April 9, 2018, 10:00 A.M. CT
<i>(Official time clock is LRGVDC phone system)</i>	
Selection Considered for Board Approval:	April 25, 2018
Project Begin Date:	May 2018
Launch Date:	August 2018

### 1.2 AUTHORIZED AGENCY CONTACT

- Offerors may submit questions and inquiries via email only to [lrgvdc@lrgvdc.org](mailto:lrgvdc@lrgvdc.org).
- No phone or in-person inquiries regarding the proposal shall be conducted other than at the pre-bid conference presentation and Q&A.
- Questions submitted in writing, via email will be answered within three business days.
- Inquiries, questions and responses shall be posted as addendums on LRGVDC website. Offerors should frequently check for any updates.

### 1.3 PROJECT SUBMISSION

**All Bid Proposals shall be submitted via sealed envelope, displaying name of offeror and project title addressed to the following:**

LRGVDC  
301 West Railroad-Building  
“D” Weslaco, Texas 78596  
**SEALED PROPOSAL**  
**EXPLORE RGV**  
**No: 2018-01**

- Fax copies are not acceptable.
- LRGVDC Office Hours: Monday through Friday from 8:00 AM to 5:00 PM  
*(Office Closed Good Friday, March 30, 2018)*

## **SECTION II: BACKGROUND INFORMATION**

### **2.1 LRGVDC OVERVIEW**

The LRGVDC is one of twenty-four (24) state planning regions and association of local governments formed under Texas Law to address issues and planning needs that cross the boundaries of individual local governments. The LRGVDC coordinates planning efforts, provides a regional approach to problem solving through cooperative action and provides direct services, when applicable. The designated geographical service area is the 3,643 square miles of Cameron, Hidalgo and Willacy Counties.

The LRGVDC is comprised of programs in the fields of economic development, public safety, transportation, environmental services and health and human services. Funding to support these programs originates from local, state, and federal sources. LRGVDC is governed by a twenty-seven (27) member Board of Directors of whom two-thirds are required to be elected officials of the designated boundaries.

### **2.2 PROJECT SUMMARY**

LRGVDC was awarded a grant by the U.S. Economic Development Administration (EDA) to enhance the area's destination and fixed assets to spur investment through increased tourism, local amusement and job creation. Tourism and travel to the region's attractions is an important economic driver to the local economy. Each year the area hosts tourists from all parts of the globe, and this grant is designed to further enhance our region's accessibility and planning for perspective visitors. Additionally, our local residents are sometimes unaware of many of our area's "local treasures" and this project is designed to spotlight many attractions that are not well known, traditionally do not have the resources to conduct marketing, or are up-and-coming attractions.

The primary phase of the "ExploreRGV" project was to conduct a fixed destination asset map and database of all the areas attractions. All regional stakeholders participated in the data gathering asset mapping process. This phase has concluded with a database of over 700 site listings in five (5) general categories and various subcategories. Each category has already been assigned a specific color palate that will be used in all project correspondence.

The next phase includes the primary deliverable of this project; to create a highly interactive website and mobile application that would serve as the area's "one-stop" informational resource for tourism and local travel. The website must be easy to navigate and feature an interactive map that would allow users to choose destinations by category. The mobile application should be designed as a digital supplement to the website to allow users to navigate their fixed location in relation to attractions.

### **2.3 PROJECT SCOPE**

The offeror shall provide a proposal, in accordance with the terms and conditions set forth herein, to design and develop an interactive website and mobile application, along with corresponding digital and social media marketing according to the project scope.

Deliverables and specifications include, but not limited to:

- Development of a project plan, including a timeline for the entire scope of work adhering to the desired vision, design input and feedback from LRGVDC "ExploreRGV" project team.
- Full development of interactive website and mobile application with ongoing maintenance for up to three years.

- Compatible with all iPhone and Android devices; available for free download on iTunes/Google Play app store.
- Website and mobile app's primary feature will include an interactive, visual map which allow users to select various established categories and subcategories, using location services to map and tract physical location in relation to selected destinations. *(maps should be available via app off-line)*
- Offeror will develop a database of digital media required for the project. Required digital medial shall include high-resolution images and short video "fly-overs" (approximately 30 seconds each) of select destination assets. *(approximately 250 still photos and 50 aerial videos)*
- Digital media taken for the project shall become permanent property of LRGVDC for future editing, printing, reproduction, etc.
- Website navigation shall be simple and fast-loading to the average computer user.
- Website development and maintenance of registered domain [www.goexplorergv.com](http://www.goexplorergv.com)
- Website will be developed using established logo and color palate, as per attached style guide.
- Website shall include all information from LRGVDC's completed asset map database.
- Website and app shall be developed with a functional, password protected portal for staff, administrators and partners to track analytic reporting, upload, edit and revise content as needed.
- Digital and social media marketing shall include integration of social media feeds within the website and mobile application. Social sharing tools shall encourage site visitors and share content experiences.
- Website shall include the ability to display sample itineraries and include functionality to build a customized, categorically-based itinerary.
- Website shall include detailed information, photos and links to each of the sites and destinations listed. Downloadable contact may include visitors' guides, maps, brochures, etc. The portal shall have the ability to add or delete attachments as needed.
- Other website considerations:
  - Meet ADA standards of compliance
  - Integrated for use on all browsers
  - Safety and security measures such as HTTPS, etc.
  - Universal design elements that are transferable, easy to edit, etc.
- Ongoing training and support shall be provided as per specification of awarded contract.

## 2.4 EVALUATION CRITERIA

Proposals will be selected based on the ability of each bidder to carry out all the requirements contained in this RFP. Incomplete or late proposals or those found to be default, in poor standing or reflective of questionable business/ethical practices will not be considered.

It is the intent of LRGVDC to enter into contractual agreements with the most qualified, responsible bidder

whose bid is responsive to the invitation, meeting all qualifications necessary to complete the prescribed scope of work, with the greatest overall value to LRGVDC in terms of price and other enumerated factors such as project history, location registered, etc.

LRGVDC may award a contract of higher qualitative competence of over the lowest priced response seeking the best combination of expertise, experience and value.

Additionally, the following criteria shall be used to evaluate submissions:

- Business operations shall be located in Cameron, Hidalgo and/or Willacy County.
- Successful and proven experience in website, mobile application and business marketing strategies in the field of tourism and/or economic development.
- Profitable operations greater than 3 years in the Rio Grande Valley.
- Introduced knowledge, experience, resources, and value-added services beyond basic scope of work requirements.
- Proposed project plan and rate offer exemplifying total overall quality.

## **2.5 BUDGET**

The following is provided in compliance with financial grant requirements of the federal funding agency, U.S. Economic Development Administration. LRGVDC will award one contract in an **amount not to exceed \$100,000**. Proposals must include a detailed cost proposal and project plan in accordance with the requirements and project scope of this RFP.

## **SECTION III: PROPOSING CONDITIONS**

### **3.1 PROPOSAL SUBMISSION**

Sealed proposals are invited by the LRGVDC for all labor, services, materials, supplies, equipment, tools, transportation, and other facilities necessary or proper to meet the requirements of the specifications included in scope of service.

The LRGVDC may waive and/or disqualify any proposal not prepared and submitted in accordance with the provisions herein.

Proposals will be received by the designated LRGVDC staff member only at 301 West Railroad, "Building D", Weslaco, Texas 78596 until the time and date stated in the advertisement for proposals.

Any proposals received after the time and date deadline will not be considered.

Any proposals may be withdrawn prior to the scheduled time for the opening thereof.

Proposals must be submitted on the forms provided thereof by the LRGVDC. All blank spaces in the form shall be filled in, amount shall be stated both in words and numerals, the signature shall be longhand, and the completed form shall be without erasure, interlineations, alterations, or any conditions inserted by the offeror.

### **3.2 STATUS OF INFORMATION**

The LRGVDC shall not be bound by oral or written information released prior to the issuance of the bid. All inquiries regarding this application must be submitted in writing via email to [lrgvdc@lrgvdc.org](mailto:lrgvdc@lrgvdc.org).

Offerors are advised that from the date this bid is issued until the award of the contract, NO contact with personnel and/or Governing Body related to this solicitation is permitted, except as authorized such as email inquiries or scheduled pre-bid conference.

### **3.3 QUALIFYING CONDITIONS**

The proposal shall state whether the offeror is a corporation or co-partnership, and, if a corporation, under the laws of what state and have the corporate seal affixed. If a co- partnership, the full name or names of all interested parties.

The successful offeror shall submit a certificate of incorporation in the state of Texas or proof of authorization to do business in the State of Texas.

The Contractor shall procure and maintain insurance for the duration of the contract.

The Contractor shall indemnify and hold the LRGVDC harmless.

The Contractor shall pay any and all Federal, State, County, or City taxes with may be applicable herein.

The quantities listed on the proposal form are for comparing proposals only. The actual quantities are used during the contract period may vary higher or lower. Payment by the LRGVDC to the successful offeror shall be made based on the actual quantities of authorized work performed under each item and only at that item's unit proposal price.

The LRGVDC shall not be liable for any costs incurred by offerors in the preparation of proposals or for any work performed in connection therewith.

The successful offeror's attention is called to the fact that materials not actually incorporated into the work will not be exempt for the payment of sales tax. This will apply to such things as:

- a. Machinery and equipment, including rentals or repair parts.
- b. Supplies, tools, miscellaneous equipment, and/or materials.
- c. Any other items purchased or rented by the contractor for his use in performing the contract and not incorporated into the realty.

The LRGVDC reserves the right to postpone or cancel the bid and to reject any or all proposals.

LRGVDC DBE and Equal Opportunity Employment requirements will apply to this contract.

### **3.4 NON-COLLUSIVE PROPOSING CERTIFICATE**

All offerors must complete the Non-Collusion certification included submitted as part of the proposal. Any offers submitted without the fully executed Non-Collusion Certifications will be rejected.

If in any case the offeror cannot make the foregoing certification, the offeror shall so state and shall furnish with the proposal a signed statement which sets forth in detail the reason therefore.

The offeror whose proposal is accepted shall, after written notice by the designated agency staff member enter into a contract and furnish an insurance certificate complying with the provisions of insurance specification. The notice shall be served personally or by the mailing thereof in a postpaid wrapper addressed to the offeror at the address given in the proposal. This contract must be approved by the LRGVDC.

The contract shall be governed and construed under the laws of the State of Texas. Venue for any and all disputes under the contract shall be in Hidalgo County, Texas. Any and all settlement discussions, examinations before trial, depositions and or any other proceedings related to any disputes under the contract shall also be held in Hidalgo County, Texas.

### **3.5 ADDENDA**

Any addenda issued during the time of proposing must be included in the proposal, and in enacting the contract, they shall become a part thereof.

The LRGVDC will issue responses to inquiries and any other corrections or amendments it deems necessary, in written addenda issued prior to the proposal deadline.

Offerors should not rely on any representations, statements or explanations other than those made in this bid or in a formal addendum.

The offeror should verify with the designated contact person, prior to submitting a proposal, that all addenda have been received. Offerors are required to acknowledge the number of addenda received as part of their proposals.

### **3.6 CONFIDENTIAL/PROPRIETARY INFORMATION**

Offerors should specifically identify those portions of the proposal to be confidential, proprietary information or trade secrets and provide justification why such material, upon request, should not be disclosed.



### **3.7 ORAL PRESENTATIONS AND INTERVIEWS**

The LRGVDC may require offerors to give oral or visual presentations in support of their proposals or to exhibit or otherwise demonstrate the information contained therein.

### **3.8 DISCUSSIONS/NEGOTIATIONS/BEST AND FINAL OFFERS**

Basis of award is to the lowest responsible bidder, as per LRGVDC Procurement Policy.

### **3.9 OFFERORS ACCEPTANCE OF CONTRACT PROVISIONS**

By submitting a proposal indicated to the LRGVDC the offeror accepts the standard contract provisions that will become part of the final contract.

### **3.10 CONTRACT AWARD**

Any proposed contract award shall be subject to all required approvals. Contract award shall be subject to the following conditions, where applicable:

- a. Americans with Disabilities Act
- b. Cameron, Hidalgo and Willacy Living Wage Ordinance.

### **3.11 CONTINUATION CONTRACTS**

The following provisions apply to continuing contracts awarded as the result of this solicitation:

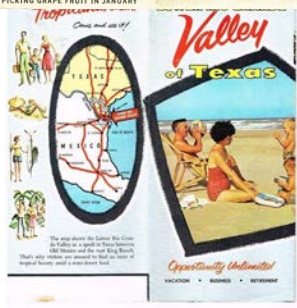
The contract is subject to modification or cancellation if adequate funds are not appropriated to the LRGVDC to support the continuation of performance in any fiscal year succeeding the first but not to exceed three (3) years;

The contract is subject to modification or cancellation if the contractor's performance is not satisfactory; and the Contract Coordinator will notify the contractor as soon as it is practicable that the funds are not available for the continuation of the contract term for each succeeding year.

## 4.1 EXPLORE RGV - STYLE GUIDE

### A LOOK TO THE PAST

Vintage Postcards that encapsulated the essence of the RGV. They highlighted the agriculture, nature, tropical weather and culture of the area.



## PRIMARY LOGO



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## SECONDARY LOGO



### FONTS

#### Gilroy - Main Font

*Heavy*

ABCDEFGHIJKL  
NOPQRSTUVWXYZ  
1234567890

*Light*

ABCDEFGHIJKL  
NOPQRSTUVWXYZ  
1234567890



#### Matinee Idol - Secondary Font

abcdefghijklmn  
opqrstuvwxyz

**COLOR SCHEME**



"Open for future use"

C 31.09  
M 70.45  
Y 99.66  
K 25.18



**Museums & Culture**

C 0  
M 80.18  
Y 92.5  
K 0.02



**Outdoors & Recreation**

C 39  
M 9  
Y 100  
K 18.08



**Transportation & Resources**

C 13.42  
M 32  
Y 74.31  
K 0.09



**Shopping**

C 52.03  
M 0.08  
Y 16.06  
K 0



**Attractions & Entertainment**

C 11.23  
M 93.16  
Y 84.95  
K 2.07

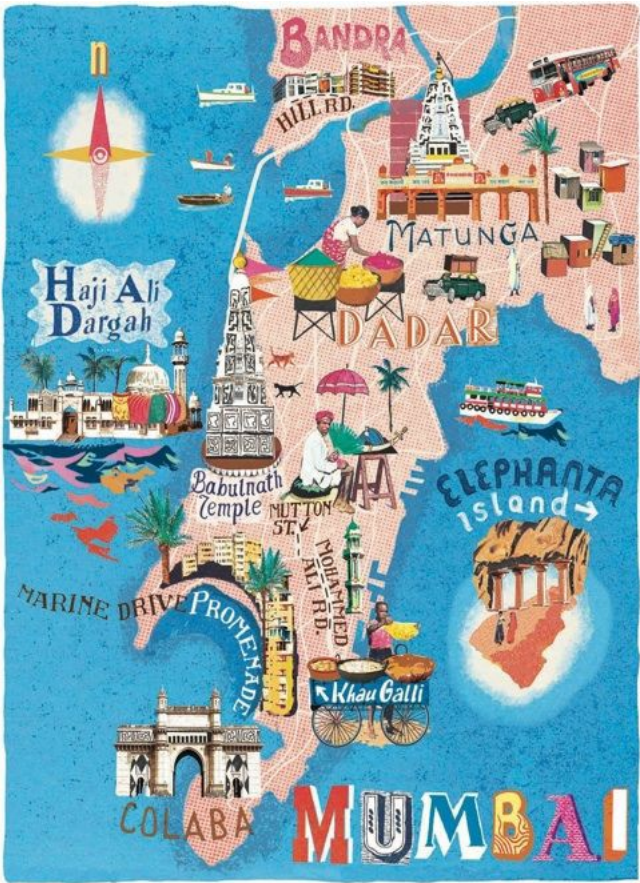


"Open for future use"

C 10.08  
M 84.22  
Y 36.31  
K 0.13



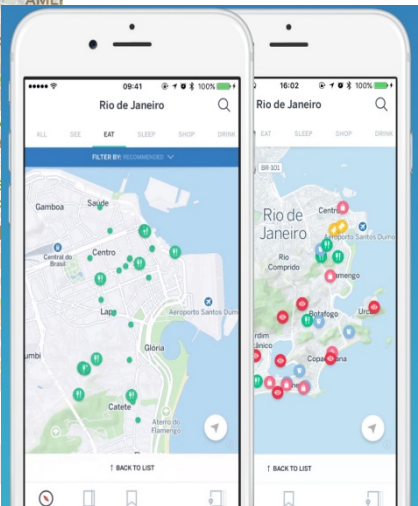
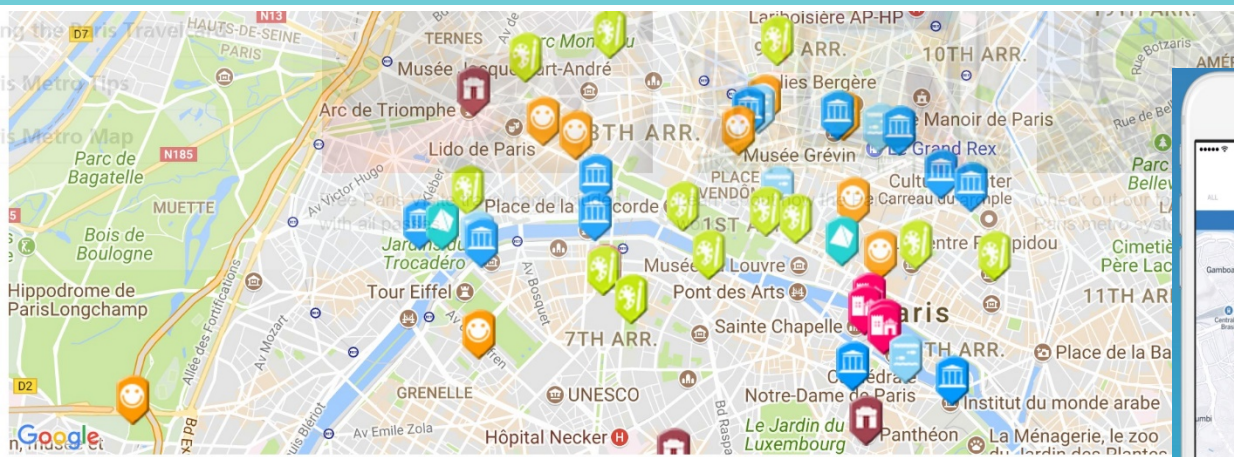
**EXPLORE RGV - STYLE GUIDE**  
*Patterns and Illustration Inspiration*




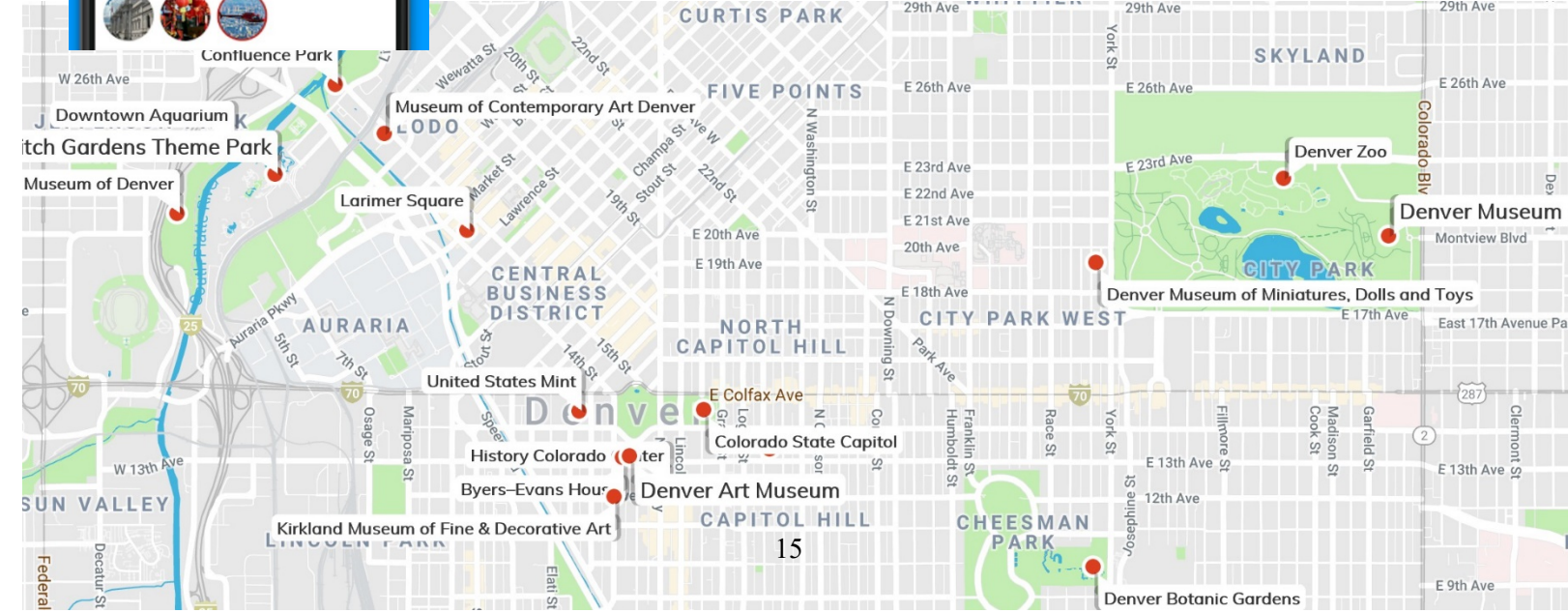
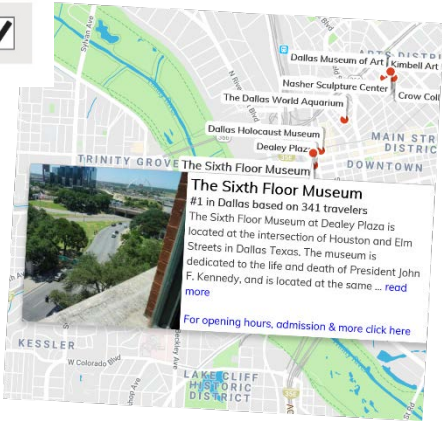
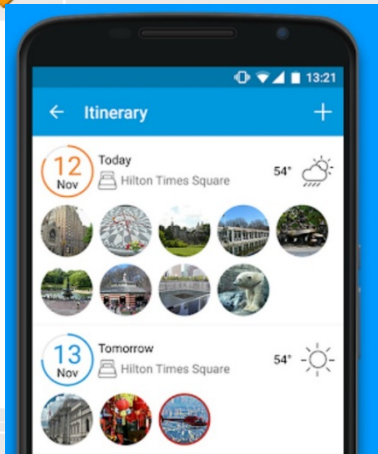


# EXPLORE RGV - STYLE GUIDE

## Sample Website Images



	Category		Category	
	Historic Buildings	<input checked="" type="checkbox"/>	Places of Interest	<input checked="" type="checkbox"/>
	Paris Monuments	<input checked="" type="checkbox"/>	Paris Art Galleries	<input checked="" type="checkbox"/>
	Paris Tours	<input checked="" type="checkbox"/>	Paris Museums	<input checked="" type="checkbox"/>
	Paris Attractions Guide	<input checked="" type="checkbox"/>	Other Attractions	<input checked="" type="checkbox"/>



## **SECTION V: LRGVDC PROPOSAL PACKET**

LOWER RIO GRANDE VALLEY DEVELOPMENT  
COUNCIL 301 WEST RAILROAD-BUILDING “D”  
WESLACO, TEXAS 78596

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### **THE FOLLOWING FORMS MUST BE COMPLETED AND SUBMITTED WITH THE SEALED PROPOSAL:**

- A. Proposal Acknowledgment**
- B. Rate Offer**
- C. Addenda**
- D. References Sheet**
- E. Certificate of Incorporation**
- F. Non-Collusion Certificate**
- G. Declaration of Conflict of Interest**
- H. Case Study** (*Example of past comparable project experience*)



**A. PROPOSAL ACKNOWLEDGEMENT**

**“EXPLORE RGV WEBSITE, MOBILE APPLICATION & DIGITAL MEDIA”**

TO PROVIDE DEVELOPMENT OF AN INTERACTIVE WEBSITE, MOBILE APPLICATION,  
DIGITAL AND SOCIAL MEDIA MARKETING.

**ISSUE DATE: MARCH 17, 2018**

**PROPOSAL DEADLINE: APRIL 6, 2018 @ 3PM**

**TO THE ADMINISTRATION DEPARTMENT OF THE LRGVDC:**

The undersigned hereby proposes and agrees to furnish all services, plans, labor, services, materials, supplies, equipment, tools, transportation and other facilities and things necessary or proper for or incidental to the above-named project, as required by and in strict accordance with the Contract Documents.

By submission of this proposal, each offeror and each person signing on behalf of any offeror certifies, and in the case of a joint proposal, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of knowledge and belief:

**EXECUTED this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.**

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

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

**SWORN TO AND SUBSCRIBED before me by \_\_\_\_\_,**

on the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

\_\_\_\_\_  
Notary Public, State of Texas

\_\_\_\_\_  
Commission Expiration

1. This Acknowledgement must be filed with the Lower Rio Grande Valley Development Council and be maintained as part of the permanent procurement record.

## B. RATE OFFER

Rate offer shall include itemized line item budget/rate offer to include the following:

1. **Website Development:** \$ \_\_\_\_\_

*To include, but not limited to:*

Full website development, including interactive map feature, with data provided, with ability to select categories, hosted and maintained on [www.goexplorergv.com](http://www.goexplorergv.com), per design specifications, maintained for at least 3 years, with administrator portal.

2. **Mobile Application Development:** \$ \_\_\_\_\_

*To include, but not limited to:*

Full mobile application development, compatible with iPhone and Android devices, available on iTunes/Android App store for free download, maintained for at least 3 years, featuring location-based interactive map feature with available offline maps.

3. **Digital Media:** \$ \_\_\_\_\_

*To include, but not limited to:*

Completion of database of high-resolution still photography, 30-45 second “drone or aerial” high-resolution video photography of select destination assets to become property of LRGVDC. (approximately 250 still photos and 50 aerial videos)

4. **Social Media Marketing:** \$ \_\_\_\_\_

*To include, but not limited to:*

Integration of all social media platforms on website and mobile application and social media marketing services during initial project roll-out.

**Total Project Rate Offer:** \$ \_\_\_\_\_

### C. ADDENDA

In the space provided below, acknowledge receipt of addenda: *(if applicable)*

Date Received:

#1	_____
#2	_____
#3	_____
#4	_____
#5	_____

## D. CERTIFICATION OF INCORPORATION

### CONTRACTOR MUST SUBMIT CERTIFICATION OF INCORPORATION IN THE STATE OF TEXAS OR MUST SHOW PROOF OF AUTHORIZATION TO DO BUSINESS IN THE STATE OF TEXAS.

To facilitate correct drawing and execution of contracts, offerors shall supply full information concerning legal status as follows:

NAME: \_\_\_\_\_

Type: CORPORATION      CO-PARTNERSHIP      INDIVIDUAL      TRADE NAME      N/A

If Foreign Corporation, state if authorized to do business in the State of Texas:      YES      NO

ADDRESS OF PRINCIPAL OFFICE:

Street:	
City:	
State:	
Zip code:	

PRINCIPAL OFFICERS:

NAME	ADDRESS	TITLE
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PRINCIPAL STOCKHOLDERS:

NAME	ADDRESS	TITLE
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If Co-Partnership, Names of Partners and Addresses are:

If doing business under Trade Name, Assumed Name or Firm Style:

Name of Owner:	Certificate Filed:	(Place)	(Date)
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## E. REFERENCES

List below at least five (5) references where your firm is providing or has provided services comparable to those contained in your proposal:

Company:	
Contract Person:	
Address:	
Phone #:	
Years of Service Provided:	
Additional Info: (optional)	

Company:	
Contract Person:	
Address:	
Phone #:	
Years of Service Provided:	
Additional Info: (optional)	

Company:	
Contract Person:	
Address:	
Phone #:	
Years of Service Provided:	
Additional Info: (optional)	

Company:	
Contract Person:	
Address:	
Phone #:	
Years of Service Provided:	
Additional Info: (optional)	

Company:	
Contract Person:	
Address:	
Phone #:	
Years of Service Provided:	
Additional Info: (optional)	

**F. NON-COLLUSION AFFIDAVIT**

**STATE OF TEXAS**           §  
  §  
**COUNTY OF**  
**HIDALGO**                   §

By the signature below, the signatory for the bidder certifies that neither he nor the firm, corporation, partnership or institution represented by the signatory or anyone acting for the firm bidding this project has violated the antitrust laws of this State, codified at Title 2 - Section 15.01, Texas Business and Commerce Code, or the Federal antitrust laws, nor communicated directly or indirectly the bid made to any competitor or any other person engaged in the same line of business, nor has the signatory or anyone acting for the firm, corporation or institution submitting a bid committed any other act of collusion related to the development and submission of this bid proposal.

**EXECUTED this** \_\_\_\_\_ **day of** \_\_\_\_\_, **20** .

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

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

**SWORN TO AND SUBSCRIBED before me by** \_\_\_\_\_,

on the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

\_\_\_\_\_  
Notary Public, State of Texas

\_\_\_\_\_  
Commission Expiration

1. This Affidavit must be filed with the Lower Rio Grande Valley Development Council and be maintained as part of the permanent procurement record.

**G. DECLARATION OF CONFLICT OF INTEREST (AFFIDAVIT OF INTEREST)**

**STATE OF TEXAS                      § COUNTY OF HIDALGO                      §**

I, \_\_\_\_\_, as an **[employee, officer or agent, or any member of his/her immediate family, a partner or a person or an organization which employs or may employ in the near future any of these individuals]** of the LRGVDC, make this affidavit and state that I have a financial or other substantial interest in the LRGVDC which may be considered for the award of **[specify contract or procurement]**.

**My interest is as follows:**

Upon the filing of this affidavit with the Lower Rio Grande Valley Development Council, I affirm that I will abstain from any further participation in this **[contract or procurement]** whatsoever.

**EXECUTED this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.**

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

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

**SWORN TO AND SUBSCRIBED before me by \_\_\_\_\_,**

on the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

\_\_\_\_\_  
Notary Public, State of Texas

\_\_\_\_\_  
Commission Expiration

1. This Affidavit must be filed with the Lower Rio Grande Valley Development Council and be maintained as part of the permanent procurement record.
2. Upon filing the Affidavit, the officer, employee or agent must abstain from participating in the procurement process pursuant to the ethics policy set forth in Article VII.

## **H. CASE STUDY**

Bidding entity shall provide one complete “case study” to offer further evaluation towards determined criteria.

Described case study should be of similar scope of work and/or deliverables to project described in this RFP.

Case study shall be submitted with RFP proposal packet as attachment and/or digital media file.

Case study information and samples must be no greater than 2 years old.

Submitted case study should include the following:

- Full description of project parameters and specifications.
- Project scope of work, timeline and accompanying budget.
- Sample of website, mobile application and digital media.
- Application of social media.
- Additional project information as bidder determines applicable. (*optional*)