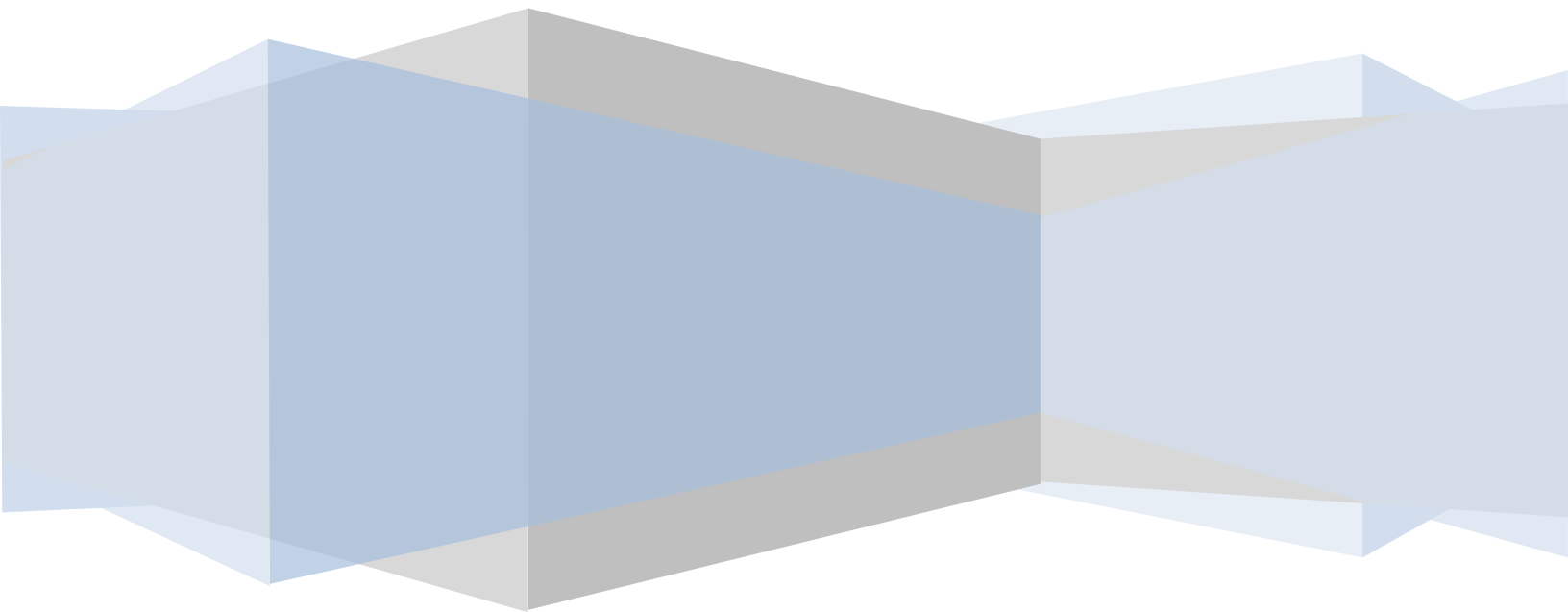




Request for Proposal

Website Redesign and Management





Bermuda Economic Development Corporation

www.bedc.bm

Sofia House, 48 Church Street,
Hamilton HM11, Bermuda

Telephone: (441) 292-5570
Fax: (441) 295-1600

UDA – RFP 2022/10

31 October 2022

Request for Proposals

UDA Website Re-design and Management

1. Executive Summary

1.1 The Bermuda Economic Development Corporation (BEDC) is seeking to redesign, develop and arrange hosting services for the Uptown Development Authority (UDA) web site. The establishment of the Uptown Development Authority (UDA) is the lead agency to drive the implementation of the existing Empowerment Zone Land Use Strategy and Design Guidelines; the future North Hamilton Local Plan 2022; and the economic, social and environmental policies for the North East Hamilton Economic Empowerment Zone.

The Economic Empowerment Zone initiative is now at a stage where there is a need to re-create an established agency to progress the implementation of the economic and land use policies at a brisk and sustained pace. Based on a jurisdictional review of Empowerment Zones in the US and Urban Design Areas in the UK it is recommended that a QUANGO be established to drive the initiative and govern its future implementation. This will allow projects to progress at a swifter pace and allow for investment from both the public and private sectors. The website will serve as a resource for potential developers and the North East Hamilton community. The Approved Residential Scheme application form, an interactive map of North East Hamilton, information on certain North East Hamilton properties, Districts within North East Hamilton provide additional information for the website.

1.2 The following guidelines outline the process by which BEDC/UDA will elicit and evaluate proposals and award a contract.

2. Submission Deadline

Vendor proposals must be submitted by **November 15th, 2022**. Proposals received after the deadline will be deemed non-compliant and will not be considered.

3. Proposal Submission

- 3.1 Proposals may be submitted via email to msteede@bedc.bm, with a copy sent to sbrown@bedc.bm. Emails that contain RFP proposal submissions should contain the following information in the subject line: “**BEDC Website RFP – <UDA>**”.
- 3.2 Proposals may also be mailed or hand delivered to the following address:
- Bermuda Economic Development Corporation
Sofia House
48 Church Street
Hamilton HM 12
Bermuda
Attention: M. Steede**
- 3.3 All proposals and accompanying materials shall become the property of the BEDC upon receipt and will not be returned.
- 3.4 All conditions contained within this RFP shall be considered accepted by vendors that participate in this solicitation.
- 3.5 All information submitted with the RFP will be kept confidential. The BEDC is not obligated to award orders or contracts to vendors that participate in the RFP process.
- 3.6 Provisions of this RFP and the contents of the successful proposal may be included in the final contract.

4. Vendor Response Requirements

- 4.1 A description of UDA’s vision of the website design project is set forth in the Statement of Requirements included in this RFP. The Project Scope is also included in the RFP. Vendors should contemplate and incorporate the details of both the Project Scope and Statement of Requirements in their proposal submissions.
- 4.2 **Submissions must include the following information:**
- 4.2.1 **Project Methodology** – A description of the proposed approach for conducting the requirements, website and application development processes and/or phases must be included. The description should set-out the methodology for elicitation, analysis, documentation and validation of project requirements, as well as the processes that will be used to coordinate the design, development, tests and production implementations.
- 4.2.2 **High Level Project Plan** – This will show how the vendor proposes to approach the project and will comply with the cost schedule referred to in paragraph 4.2.6 below.
- 4.2.3 **Proposed Subcontracting Plan** – The name, address and payroll tax id number of any proposed subcontractor must be included. Additionally, the proposal must identify specific tasks, if any, that will be

assigned to the subcontractor(s). The BEDC reserves the right to evaluate and refuse the use of any subcontractor.

- 4.2.4 **Proposed Responsibilities of the BEDC** – A list of any proposed tasks/expectations of the BEDC must be included in the proposal.
- 4.2.5 **Technology Questionnaire** – The Technology Questionnaire attached to this RFP as Appendix A must be completed in its entirety. If the use of subcontractors is proposed, each subcontractor must provide responses to the questions included in the questionnaire that related to their proposed project tasks. Proposal submissions that contain incomplete Technology Questionnaires will be considered non-compliant and will not be considered for the contract award.
- 4.2.6 **Cost** – A statement of the total estimated costs for the website redesign and development as well as the Business Register enhancement, support and execution of change requests must be provided. The cost statement should include, but not be limited to, a breakdown of hourly and daily rate(s) billable in Bermuda dollars and an estimated number of hours and days through completion of the project. A cost schedule must be included that contains a breakdown of phases and tasks associated with the time and costs. If the proposal excludes costs related to certain requirements and/or services, a detailed description of said items and an explanation as to why they were omitted must be provided.
- 4.2.7 **Social, Environmental and Economic Factors** – The proposal must include the following information:
 - 4.2.7.1 Percentage of workforce that is Bermudian;
 - 4.2.7.2 A statement regarding whether the vendor currently offers or is willing to offer an apprenticeship or other training position;
 - 4.2.7.3 A copy of the vendor's environmental policy if one exists;
 - 4.2.7.4 A statement regarding whether the vendor has participated in any training or programs related to business skills.
- 4.2.8 **Signature** – The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.
- 4.2.9 **Confirmation of Non-Collusion** – The proposal must contain a Certification of Confirmation of Non-Collusion signed by a duly authorized officer or agent of the company submitting the proposal.
- 4.2.10 **Portfolio** – The vendor shall provide, as part of their proposal, a copy of their portfolio of websites worked on.

5. Pre-submission Information

All inquiries regarding this RFP must be made by email with "BEDC Technology RFP Inquiry" in the subject line, by **November 5 2022**. Please send all inquiries to msteede@bedc.bm with a copy to sbrown@bedc.bm. All vendors will be notified of the inquiries, without identifying the source, along with the response provided by the BEDC.

6. Vendor Responsibility

It is the responsibility of the vendor to ensure that it has a thorough understanding of the instructions and requirements set forth in this RFP. If additional information or clarification is needed, questions should be submitted in writing as described in section 5 above.

7. Amendments

Prior to the submission deadline, the BEDC may modify, amend or revise any guidelines and/or requirements within this RFP. The BEDC will notify all vendors in writing of any change(s) to the RFP, including any change to the submission deadline and/or any subsequent date for new submissions.

8. Evaluation Process

- 8.1 All proposals submitted to the BEDC will be evaluated in a two-stage process. The first stage will result in a short list of prospective vendors. The short listed vendors may be asked to attend an interview and present their proposals before the BEDC RFP scoring committee.
- 8.2 Proposals will be evaluated based on responsiveness to the requirements of this RFP as well as the quality and effectiveness of the proposal.
- 8.3 It is anticipated that the successful vendor will be selected by **November 20, 2022**. All vendors who submitted proposals will be notified of the identity of the successful vendor.

9. Contract

Execution by the successful vendor of a contract that outlines the terms, scope of work and costs will be required. The project will initiate after the contract has been fully executed. The BEDC shall incur no costs or liability to any vendor prior to initiation of the project. All contracts are subject to a final review by the BEDC advisory committee and/or board of directors.

10. Acceptance and Authority to Cancel the RFP

The BEDC will not be obliged to accept the lowest price or any of the proposals submitted during this process. Each vendor acknowledges and agrees that the BEDC will have no liability or obligation to any vendor, except to the vendor awarded a contract, if any. The BEDC reserves the right to cancel this RFP without any obligation or reimbursement for cost, materials or time allocated to vendor response preparation.

11. References and Qualifications

Before awarding a contract, the BEDC reserves the right to require the vendor to submit evidence of qualifications it deems appropriate. This evidence may include references from prior customers, information regarding business ownership and financial soundness and relevant technical experience of the vendor.

12. Delivery

- 12.1 A public notice will be posted in the Royal Gazette and on our website. This RFP can be downloaded from our website. The RFP will also be sent out through our Business Register. In addition it will be delivered via email upon request.

13. General

- 13.1 All proposals will be considered final upon receipt. No additions, deletions, corrections or adjustments will be accepted after submission.
- 13.2 Proposals received after the submission deadline will be deemed non-compliant and categorized as a “NO BID”. The time stamp for proposals submitted electronically will be that of the BEDC mail server. It is the vendor’s responsibility to allow sufficient time for electronic transmission and/or physical delivery of their proposal.
- 13.3 Following award and acceptance of the final contract, payments will be made in accordance with the terms and conditions set forth in the final contract.

14. Project Authorities

Executive Sponsor	Erica Smith, Executive Director of BEDC
Contract Authority	Meka Steede, BEDC Consultant
Project Driver	Meka Steede/Shawn Brown, BEDC Consultants

15. Summary of Key Dates

Deadline for inquiries	November 4, 2022 5:00pm (AST)
Submission Deadline	November 15, 2022 5:00pm (AST)
Vendor selection (this date subject to change and respondents will be notified accordingly)	November 20, 2022 (or earlier if small number of applicants)

Project Scope

1. Introduction

- 1.1 The UDA website will provide information about the organization's mission, goals and services provided to potential developers to develop areas of North East Hamilton. The BEDC is seeking to design the UDA website to provide information to assist developers and mitigate the stigma of the area, and to inform area residents of any updates on development properties in the area. The selected vendor will also need to be able to host and maintain the website.
- 1.2 The successful vendor will develop a response for the proposed project scope outlined below.

2. Project Concept

- 2.1 This project will refresh the appearance, structure, content presentation and underlying web technologies of the BEDC/UDA website, as well as provide on-going technical support and maintenance in accordance with negotiated service level agreement(s).

3. Problem/Opportunity

- 3.1 An opportunity exists to redevelop the BEDC/UDA website to reflect the mission of UDA and its services, as well as to incorporate the latest web technologies.
- 3.2 Upon successful completion of the website redesign, the BEDC/UDA will assume responsibility for most of the web site content maintenance. All content, coding and graphics will become the sole property of the BEDC/UDA.

4. Scope

- 4.1 The overall scope of this project is to create a website (an example of the type of website we require IN Appendix C). Internal BEDC/UDA staff will create and deliver the website content to the web development firm.
- 4.2 The detailed scope should include, but is not limited to the following criteria (may change during project life-cycle):
 - 4.2.1 Perform an analysis of needs to determine a more user-friendly website.
 - 4.2.2 Develop the project approach methodology (similar to Software Development Life-cycle).
 - 4.2.3 Manage project and develop a Project Plan.
 - 4.2.3.1 Create task and/or work break down structure (WBS);
 - 4.2.3.2 Estimate task duration; and
 - 4.2.3.3 Milestone identification and timeline development.
 - 4.2.4 Design, develop, test and implement the new UDA website.

- 4.2.4.1 Create a data dictionary of the website. This data dictionary should include fields, data types and sizes, table and column names and relational information (links, triggers, etc.).
- 4.2.4.2 Collaborate with the BEDC/UDA during all phases of the website development life-cycle.
- 4.2.4.3 Each phase must be approved by the BEDC/UDA prior to continuation of the project life-cycle.
- 4.2.5 After re-development of the website, it will be tested by BEDC/UDA staff members. All identified defects should be remediated prior to the project being categorized as a success.
- 4.2.6 Upon successful completion of the Website, the BEDC/UDA will assume responsibility for maintaining the data within the application. All application code files, databases, scripts and queries are the sole property of the BEDC/UDA.

5. Contacts

It is anticipated that the following contacts will need to be consulted during the development of vendor responses:

Meka Steede - UDA

Shawn Brown - UDA

Statement of Requirements

1. Introduction

This document describes the functional and non-functional requirements of the BEDC website redesign and application maintenance.

2. Business Overview

2.1 *Background*

The establishment of the Uptown Development Authority (UDA) is the lead agency to drive the implementation of the existing Empowerment Zone Land Use Strategy and Design Guidelines; the North Hamilton Local Plan 2022; and the economic, social and environmental policies for the North East Hamilton Economic Empowerment Zone.

Uptown Development Authority (UDA) will encourage property development within Northeast Hamilton. The UDA will act as a concierge for property developers which will allow projects to progress at a swifter pace and also allow for investment from both the public and private sectors. It will have a repository of information and resources to make property development in the area a smooth process. Some of the functions the UDA will perform will be as follows:

- a. Provide information and promote the areas and/or certain properties in NE Hamilton;
- b. Assist developers with Approved Residential Scheme applications with NE Hamilton
- c. Vet all Approved Residential Scheme Applications before they are sent to the Minister.
- d. to oversee and manage the development and implementation of the economic empowerment zones

2.2 *Business Benefits*

Website Redesign

The primary objective of the website is to continue to build brand identity, awareness, and interest in the organization and the services it provides.

Our Vision

- a. Maximize web-based technologies
- b. Build member loyalty and enhance customer relationships
- c. Improve program delivery and service
- d. Provide focused web-based solutions

Benefits of Website

- a. Increase awareness of the UDA mission and promote involvement through programs
- b. Be a repository of useful information for local and international developers
- c. Present comprehensive information and resources in an easy to use format (documents and video)

- d. Provide news and updates of events/developments in North East Hamilton
- e. Integrate brand messaging
- f. Deliver a consistent image
- g. Deliver a scalable, maintainable foundation

3. Vision of the Project

3.1 Vision Statement

The BEDC/UDA envisions user-friendly online service that provides comprehensive information on the UDA's mission and services and incorporates new features that make the management of business and client data more efficient.

3.2 Audience

The redesigned website will be accessible to the general public, but the target audiences are individuals with the desire to operate a business in Bermuda. Most of these individuals are local; however some individuals are based abroad.

The following is a list of the project stakeholders:

- a. Realtors
- b. Government entities
- c. Property Developers
- d. Business owners
- e. International Investors/Developers
- f. Community members
- g. Employees

3.3 BEDC/UDA Website Functional Requirements

Reference Number	Description	Proposed Definitions
3.3.1	Website Content Maintenance - Non-Technical Staff	Perform analysis on current Content Management System (CMS) and determine whether a more user-friendly (i.e. non-technical) alternative exists. If so, implement, document and train in-house staff on the new CMS.
3.3.2	User Friendly Design – Easy to Navigate.	The homepage should provide links to core content by 1 click and should provide access to all information within no more than 3 clicks. With strong and clear navigation with mega menu options.
3.3.3	Robust Search Capabilities	The website should contain search capabilities that enable users to easily locate desired content by executing queries (keywords and/or phrases).

3.3.4	Office Locator	The website should provide a mechanism that grants users the ability to execute a query to locate BEDC/UDA offices.
3.3.5	Universal Browser Compatibility	The website must be compatible with all major browsers. This includes, but is not limited to: <ul style="list-style-type: none"> a. Internet Explorer b. Chrome c. Firefox d. Safari e. Opera f. Mobile
3.3.6	All Pages and/or Content Must Load Efficiently	All website content and functional pages must be designed to load within 6 seconds or less. (Please assume 1.0 Mbit download and 384 Kbit upload is the user's available bandwidth when performing website optimization).
3.3.7	Meet Functional Requirements by Using Server-side Technologies	All website behavioural / functional requirements in this document, as well as those developed during the requirements elicitation process, should be designed using server-side technologies. Subsequently, web-browser add-ons and/or plug-ins should not be used to satisfy any requirements.
3.3.8	Ability to Capture Unique Visitor Information	The website must provide a simple web application that can capture the information for potential clients interested in UDA services and store the subsequent data in ARS database. The following data should be captured and stored: <ul style="list-style-type: none"> a. Name b. E-mail Address c. Areas of Interest d. Demographic Profile (criteria to be determined during requirements development)
3.3.9	Provide the Ability for Users to Self-Register/apply for ARS	The website must provide a simple APPROVED RESIDENTIAL SCHEME (ARS) web application that enables users to APPLY via a form. It should capture and store the subsequent data in the ARS database. The detailed workflow of the registration process will be determined during the requirements definition process. The form fields should capture the following information: <ul style="list-style-type: none"> a. SEE ATTACHED ARS SHEET
3.3.11	Website Must Provide Sitemap	The website homepage must contain a link to a sitemap that will assist with page references and locating specific website content.

3.3.12	Provide Advanced On-site Web Analytics Tool	Provide a mechanism for the measurement, collection, analysis and reporting of UDA website traffic. This mechanism should include but not be limited to: <ul style="list-style-type: none"> a. Overall Traffic Analysis b. Session Statistics c. Bounce Rate d. Unique Visitor e. Repeat Visitor f. Click Path Analysis g. Visitor Analysis h. Page Views i. Entry Pages j. Top Pages k. Exit Rate / % Exit l. Length of Stay on Pages m. Technical Analysis
3.3.13	Website Must Provide Integration and Management of Plugins/ Applications	The website should allow for the integration and management of several plugins/applications used by the BEDC/UDA, including: <ul style="list-style-type: none"> • Dynamic Event Booking • One Desk or Panorama (Forms, Process & Application Services with Status Tracking) • Mailchimp or Constant Contact
3.3.14	Provide Social Media Integration with Feed Widgets	The website should allow the ability for our social media platforms to integrate with the website. This includes but not limited to: <ul style="list-style-type: none"> • Facebook • Twitter • YouTube • LinkedIn
3.3.15	Addition of New Sections on Website	Provide additional sections on the website including: <ul style="list-style-type: none"> • Document Repository • Blog Section • Dynamic Testimonial Section

3.4 BEDC Website Non-Functional Requirements

Reference Number	Description	Proposed Definitions
3.4.1	Website Design should be Visually Appealing	The look and feel of the website must be attractive
3.4.2	Site will Retain Current URL	The redesigned website will be accessible at WWW.UDA.BM

3.4.3	Provide Robust Security for Sensitive Information	The developer will provide the BEDC/UDA with recommendations for securing the sensitive information that will reside in the new website (i.e. client contact information, tax id numbers). Recommendations should include secure authentication methodologies and encrypted file transfer protocols that could be used for interfaces.
3.4.4	Develop Effective Page Headers	The developer will work with the BEDC/UDA to develop website headers that maximize search engine optimization (keywords, phrases, etc.).
3.4.5	Website Style and Content Layout	The developer will recommend the website layout and design for site navigation, content and sitemap. This should include colour and preformatted style sheets or templates. These recommendations will be refined and vetted by the BEDC/UDA. The design, layout and styles that will be included in the initial release should be prototyped and presented to BEDC/UDA for final approval.
3.4.6	Content Creation and Finalization	The bulk of the content will be converted from the existing website, but the BEDC/UDA will produce any edits, additions and omissions. The developer will recommend refinements to the website content that leverage the website design requirement in 3.3.1.
3.4.7	Website Availability Monitoring	The developer will recommend a mechanism for monitoring website availability (status: up or down) and notifications in the event of catastrophic failures (website goes down and is not available).
3.4.8	Disaster Recovery	The developer must develop a disaster recovery plan that includes periodic back-ups which could be used, in case of a failure, to restore the website and business registration application.
3.4.8	Website Documentation	The developer must provide detailed documentation of the methods used to build the website. Documentation describing how to access and edit the web application responsible for capturing client information must be provided to the BEDC/UDA
3.4.9	Support and Documentation	The developer will provide a cost estimate and sample service level agreement for supporting the website during the first 2 years after the initial release. This should

		include the drafting of technical documentation that enables the BEDC/UDA to perform routine maintenance, monitor availability and in the event of a catastrophic failure, execute a complete restore. Note: The service level agreement will be entered into as a separate agreement/contract.
3.4.10	Training	The developer must provide training to the BEDC/UDA staff responsible for maintaining the website.

Appendix A

Technical Questionnaire

Appendix B

CERTIFICATE OF CONFIRMATION OF NON-COLLUSION

Notes for the tenderer/bidder

The essence of Open Tendering is that the Government of Bermuda shall receive bona fide competitive Tenders from all persons Tendering. In recognition of this principle, all companies submitting a tender will be required, by way of the signature of the Company Principle, state their agreement to the statements below, which indicates that the tender has been submitted without any form of collusion.

The Certificate of Confirmation of Non-Collusion is a mandatory requirement from all bidders. Any bids submitted which do not include a signed copy of the Certificate will be wholly rejected and will not be included in the evaluation process.

If it is later found that the undertakings made below have been breached at any stage of the process, the bidder will be expelled from the process immediately. In the event that this is discovered after a contract award, legal action may be taken against the bidder and/or any party involved in the matter.

False submissions may also exclude the bidder, and any other person or company involved in collusion, from bidding for future contracts tendered by the Government of Bermuda.

Confirmation of non-collusion

I/We certify that this is a bona fide Tender, intended to be competitive and that I/We have not fixed or adjusted the amount of the Tender or the rates and prices quoted by or under or in accordance with any agreement or arrangement with any other person.

I/We confirm that we have not received any additional information, other than that contained within the tender pack, or supplementary information provided to all bidders.

I/We also certify that I/We have not done and undertake that I/We will not do at any time any of the following acts:

- (a) communicating to a person other than the tender administrator the amount or approximate amount of my/our proposed Tender (other than in confidence in order to obtain quotations necessary for the preparation of the Tender for insurance) or
- (b) entering into any agreement or arrangement with any other person that he shall refrain from tendering or as to the amount of any Tender to be submitted; or
- (c) offering or agreeing to pay or give or paying any sum of money, inducement, gift /hospitality or valuable consideration directly or indirectly to any person in relation to this tender.

Signed

Date _____

Printed Name and Title

Company Name

Date _____

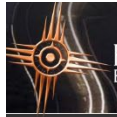
Printed Name and Title

Company Name

Appendix C

Existing Development Websites

<https://www.4cornersed.com/>



FOUR CORNERS
ECONOMIC DEVELOPMENT

It Costs Less to Do Business Here!

Home Contact

f in

FOUR CORNERS, NM Economic Development: Where Progressive Ideas Meet Conservative Values

Four Corners, NM. For most, it's undiscovered country – yet it's perfect for businesses, families and retirees who seek an area that embraces progressive ideas and conservative values, has a low cost of living and offers a fantastic outdoor-recreation friendly climate, abundant open public spaces and natural beauty all immersed in a rich and ancient cultural heritage.

We have the skilled workforce, available land, low energy rates and low taxes that businesses need to thrive. Bottom line: We're open for business!

Whether a startup company looking for a supportive home or an existing company looking to expand or relocate Four Corners, NM has it all.

As a regional retail and healthcare hub, Farmington's quality of life is high. In addition to shopping and dining, residents have access to World Heritage Sites, national parks, rivers, lakes, hiking trails, golf courses and museums - all within a community that's small enough to feel like home. Remote workers, young families and retirees are all discovering the adventures that await in Four Corners, NM. Four Corners Economic Development invites you to join them and to contact us to find your opportunity.



The map shows the Four Corners region of the United States, centered on Albuquerque, New Mexico. Concentric circles indicate distances from Albuquerque: 250 miles, 500 miles, and 750 miles. Major cities labeled include Salt Lake City, Denver, Las Vegas, Los Angeles, Phoenix, Oklahoma City, and Dallas/Fort Worth. The state of New Mexico is highlighted in white.

