Emerald Island Resort Web Site Development Request for Proposal

General Information

Purpose

The Purpose of this Request for Proposal (RFP) is to solicit and select the most appropriate vendor to develop and host an Internet Web Site for The Emerald Island Resort Master Homeowners Association.

Background Information

Emerald Island Resort is a prestigious gated and guarded community located on Disney's doorstep in Kissimmee, Florida. Surrounded by a Conservation Area, it encompasses over 300 acres with 11 heavily wooded acres right in the middle of the community. Once inside, you feel as if you have entered a special preserve. Owners and Guests alike can utilize all the facilities provided within the resort, which include the clubhouse, concierge services, sauna, fitness center, games arcade, Internet cafe, Tiki-bar, heated community pools and spas, basketball nets, volleyball and tennis courts, kiddie play areas, nature walk and much more. Within minutes of Walt Disney World® and a short drive to shopping and dining, this 'island' serves as a haven from the larger world while remaining central to everything the world's most popular destination with millions of visitors a year has to offer. Emerald Island Resort consists of 721 homes and currently averages over 20,000 short-term bookings a year from an international client list.

The Boards of Directors of the Emerald Island Masters Home Owners Association hereafter referred to as the “Board”, are committed to the goal of making Emerald Island Resort the number one premier resort for small-term rentals in Central Florida, and realize that an important step in meeting this goal is partnering with a vendor who can design, build and host a dynamic, interactive and vibrant public facing website showing all the wonderful amenities Emerald Island Resort has to offer the Owners and the short-term renting community.

The Web Site will be an important source of information and a marketing tool for Emerald Island Resort homeowners and potential renters who are interested in visiting central Florida. The Web Site will also promote Emerald Island as the best place to stay while vacationing in the area. The web site is intended to provide at least the following functionality:

- Provide a secure (login only) access area for homeowners and a separate ‘visitor’ area for guests

- Provide the homeowners with an ability to communicate with each other via a chat bulletin board with a moderator
- Provide the HOA Board with the ability to communicate with the owners via email bulletins
- Provide a repository for news articles and a library of information (including a secure database of Owner information; name, home address, email address, resort home address etc.)
- Pay their HOA dues with a link, or interface to the HOA's accounting system
- Allow authorized personnel to update content at anytime
- Advertise homeowners rental properties (as an option)
- Provide the option for a 'business module' which can search available rental homes as described in the paragraph below;

The home advertising section will be a searchable database, with search criteria: number of bedrooms, game room, and number of bathrooms. After entering arrival and departure dates, the algorithm will check the availability and display a list of home meeting the search criteria. This section should be able to display pictures and videos of the homes. The order of the homes should rotate in order so that there are equal views of the homes. The potential renter should be able to select multiple homes they like and make a request for more information. A form will collect their, name, email, telephone number, number of people who will be visiting, number of children and a comment section. This information will be email to an address provided by the Board. The website should be designed to be able to add the home advertising section at a later date if the Board decides not to include it in this contract. The development and deployment of an Emerald Island Web Site is a project of high priority for the Board.

Desired features

Ease of use

1. Consistent, easy navigation partitioned so that first impression is market oriented (selling Emerald Island Resort).
3. Organization of homeowner oriented materials easily available once you enter the owner secured area of the site.
4. Site Search capability
5. Ability for Users to ask questions or support from the Board (email & discussion forum)
6. Usability consistent with best practices i.e. site depth to be 3-4 clicks deep, dropdowns limited to <10 objects and listed in alphabetical order, etc. Deviations from these standards may be approved after consultation with the Board.
7. Site must operate with Internet 6.0 or higher in order to be accessed by most potential users.

Security
Homeowners protected content area.
1 Searchable via zip codes, states, countries
2 Password and login procedures and retrieval
3 Administration
4 Reporting of issues and violations
5 Other content as deemed appropriate

Maintenance
1. The Board authorized personnel will have access to the content to make for changes
2. The service level guarantee will be at 99.99%
3. Personnel will be available for technical support to service the website and servers 24/7

Questions

Any questions regarding this proposal are to be submitted within 7 days of the RFP Release to:

Tammy Buchhardt
tammy@mfpteam.net
+1-352- 366-0234 Ext. 105

Responses will be provided within 2 business days and emailed (BCC) to all bidders so everyone has access to the same information except where the information enquiry relates to specific offer pricing in which case the response will be to the only to the requestor.

Preparation Costs

All costs incurred during proposal preparation, or in any way associated with the proposer's preparation, response, submission, presentation, or oral interviews (if held) shall be the sole responsibility of the proposer and shall not be reimbursed by the Emerald Island Master HOA

Rules Governing Competition

Examination of the Request For Proposal
Offerors should carefully examine the entire Request for Proposal and should become fully aware of the nature of the work and the conditions likely to be encountered in performing the work.

Proposal Acceptance Period
Award of this proposal is anticipated to be announced within 60 calendar days, although all offers must be complete and irrevocable for 90 days following the submission date.

Confidentiality
The content of proposals and pricing will be kept HOA Board confidential until the selection of the Contractor is announced. At that time, the selected proposal is open for review at the next regularly schedule Master HOA board meeting. After the award of the contract, all proposals will be entered in to the Emerald Island HOA Master home owner association records.

Proposal Format
Proposals are to be prepared in such a way as to provide a straightforward, concise Description of the proposer's capabilities to satisfy the requirements of this Request for Proposal. Emphasis should be concentrated on:

- Conformance to the Request For Proposal instructions
- Responsiveness to the Request For Proposal requirements
- Completeness and clarity of content.

Signature Requirements
All proposals must be signed. A proposal may be signed by an agent(s) only if he/she is an officer or a corporate vendor authorized to sign Contracts on its behalf, a member of a partnership vendor, or is properly authorized by a power of attorney or equivalent document. The name and title of the individual(s) signing the proposal must be clearly shown immediately below the signature.

Proposal Submission
You are to mail one (1) paper copy and email one (1) copy in PDF to Tammy Buchardt at tammy@mfpteam.net. All copies of the proposals must be under sealed cover and plainly marked as "Web Site Design Proposal". Proposals shall be delivered or mailed to:
Tammy Buchhardt
Emerald Island Clubhouse
2751 Emerald Island Boulevard
Kissimmee, FL 34747

Confidential/Proprietary Information
After the award of the contract, proposals minus pricing information shall be entered in to the Master association's records which are accessible to association members per the Master Declaration of Covenants, Conditions, Easements and Restrictions and pursuant to Florida state law.

Modification/Withdrawal of Proposals
A respondent may withdraw a proposal at any time prior to the final submission date by sending written notification of its withdrawal, signed by an agent authorized to represent the agency. The respondent may thereafter submit a new or modified proposal prior to the final submission date. Modifications offered in any other manner, oral or written, will not be considered. A final proposal cannot be changed or withdrawn after the time designated for receipt, except for modifications requested by the Board after the date of receipt and following oral presentations.

Oral Change/Interpretation
No oral change or interpretation of the provisions contained in this Request for Proposal is valid whether issued at a pre-proposal conference or otherwise. Written addenda may be issued when changes, clarifications or amendments to proposal documents are deemed necessary by the Board.

Late Submissions
Proposals not received prior to the November Master HOA meeting (on or about) 11/12/09 will not be considered and will be returned unopened after recommendation of award.

Rejection of Proposals
The Board reserves the right to reject any or all proposals if determined to be in the best interest of Emerald Island Resort and it's homeowners.

Scope of Work

Scope
The scope of this Request for Proposal involves the development, placement, Implementation, hosting and maintenance of a Web Site for the Emerald Island Resort to include:

Development and Placement Phase

Initial Web Site Design

The vendor shall develop a draft Web Site design concept based on the Emerald Island Resort Web Site goal developed by the Board. This design shall include the vendor's recommendations for a graphical user interface (GUI) design, general content and site organization. Users should be able to view the Web Site in full graphics format or text-only mode. Following review and approval by the Board, the vendor shall begin the next task.

Web Site Development
The vendor shall finalize the Web Site design and work with the Board to create and format the initial content of the Web Site. The Board shall provide the text content and other selected material, in mutually agreed upon digital format(s) for the Web Site. The vendor shall provide the graphics and photographs. Emphasis shall be placed on information which will likely be of greatest interest to Resort potential renters as will as information of interest to Emerald Island Resort homeowners. The vendor shall build in the ability to automatically tabulate the number of visitors per day to the Web Site as well as the number of hits per day for the site's various components. This usage information will be provided to the Board on a monthly basis in an mutually agreed upon format.

The Web Site shall include a brief survey questionnaire which gives visitors the opportunity to evaluate the site and make suggestions for changes, additions and improvements.

Test & Review of Web Site
The Board shall review and approve the Web Site developed by the vendor prior to its release on the World Wide Web.

Establishment of Web Site
The Site shall be installed and released to the World Wide Web, with the active cooperation of the Board. The vendor shall register the Web Site with all major search engines to ensure that searches made on either "Emerald Island" or "Emerald Island Resort" will result in the Web Site appearing at the top of the search list.

Implementation and Maintenance Phase

Procedures for Updating & Staff Training
The vendor shall work with the Board to develop and document updating procedures. Training to Board shall be provided so they can maintain and update the content of information on the Web Site in an efficient and cost effective manner. We estimate the need to train approximately 7 individuals.

Evaluation of Web Site Activity

After the Emerald Island's Web Site is established, the vendor will evaluate the effectiveness of the site on an on-going basis. The evaluation shall be based on the number of visitors to the site, "hits" for various components, feedback from the on-line survey, changes in technology, ideas from other Web Sites and their professional expertise. The vendor report shall make recommendations to the Board for expanding and improving Emerald Island Resort's Web Site.

Web Site Expansion
The vendor and Board shall agree on an outline of the information to be added to the Web Site, the vendor shall develop page designs and graphics, the Board shall provide the content. The vendor shall also develop efficient, cost-effective methods and training to assist the Board to add content to the Web Site. Following approval of the Board, the new components will be added to the Resort's Web Site.

The tasks outlined in the Implementation and Maintenance phase above shall be repeated on an ongoing basis and continue throughout the duration of the contract. The duration of the contract is to be for one year with the option for two one- year extensions. If at the end of the contract the Board determines that it wants to solely own, staff and maintain its own Web Site, the Board shall have the right to continue using the Web Site as designed and developed by the vendor. However, the Board agrees to purchase appropriate licenses to compensate the vendor and other vendors for the use of their proprietary technology. Further, the vendor shall agree to assign all copyrights. The Board further agrees that this proprietary technology will only be used for this purpose and not made available for use on the Web Sites of other private vendors.

Time and Conference Requirements

Required dates:
- Contract Signature within 14 days of notice of contract award
- Begin Development and Placement Phase within 21 days of notice to proceed (Contract start)
- Complete Development and Placement Phase, begin Implementation and Maintenance Phase Within 90 days of contract start
- Continue Implementation and Maintenance Phase until 1 year from Contract start

Required conferences:
- Entrance conference with the Board to discuss review plan and approach. This conference will constitute the beginning of the Contract.
- Progress conference with Board to discuss the progress of the review every 2 weeks during Development and Placement Phase and every month

during Implementation and Maintenance Phase of the Contract.

- End of Test & Review Task conference with the Board to demonstrate final Web Site prior to placing it on-line (end of Development and Placement Phase).

Proposal and Submission Requirements

To achieve a uniform review process and obtain the maximum degree of comparability, it is required that the proposals be organized in the manner specified below and contain all specified information. Proposals shall not exceed twenty five (25) pages in length excluding title pages, table of contents, resumes or dividers). Information in excess of those allowed will not be evaluated. One page shall be interpreted as one side of single lined, typed, 8” X 11", piece of paper organized in the following sections:

1. Executive Summary
2. Project Management Approach
3. Project Technical Approach
4. At least three (3) past performances of similar size and scope within the last three years including client contact information.
5. Deliverables and Schedule
6. Detailed and Itemized Pricing (to include the cost of hosting the website) in US Dollars
7. Appendices: Project Team Staffing; Company Overview and a Company Financial Statement or Dun and Bradstreet Report

Please note that the Final Proposal may become a part of the Contract Agreement.

Cost

Provide a cost description for a website with a public face for the rental community with a secure area for homeowners to login. Also separate costs if the home advertising section is included. Clearly identify both the final cost (not to exceed $30, 000 USD), the cost of each Phase, and the primary elements of the cost (i.e., work hours, computer time, travel, fees).

Equipment & Technical Resources

Description of hardware, software, programming capability and other equipment and technical resources which the vendor will be able to use to design, develop, test and maintain the Emerald Island’s Web Site. Include network capabilities and any service level guarantees. Describe backup capabilities at the hosting site.

Evaluation Criteria and Process

Evaluation of the proposal will be performed by the Board. The Board will rank the proposals as submitted in areas of cost, functionality and other factors as

specified elsewhere in this RFP. Evaluation of the proposal will be performed by the Board who will individually review all proposals as submitted.

Selection Process

The Board reserves the right to award a contract solely on the written proposal and accept other than the lowest priced offer. The Board also reserves the right to request oral interviews with the highest ranked firms (short list). The purpose of the interviews with the highest ranked firms is to allow expansion of the written responses. If interviews are conducted, a maximum of THREE (3) firms will be short listed. A second score sheet will be used to score those firms interviewed. The final selection will be based on the total of all evaluator's scores achieved on the second rating. The same categories and point ranges will be used during the second evaluation as for the first. The highest ranked Proposer after the second scoring, if performed, may be invited to enter into final negotiations with the Board for the purposes of contract award. If an agreement cannot be reached, the second highest Proposer may be contacted for negotiations. This process may continue until successful negotiations are achieved. However, the Board reserves the right to terminate negotiations with any Offerer should it be in Emerald Island Resort's best interest. The Board reserves the right to reject any and all proposals submitted and does not guarantee that an award will be made to any Offerer.