



BEAUFORT, SC

REGIONAL CHAMBER OF COMMERCE

REQUEST FOR PROPOSALS

RFP | 2022-08-WEB

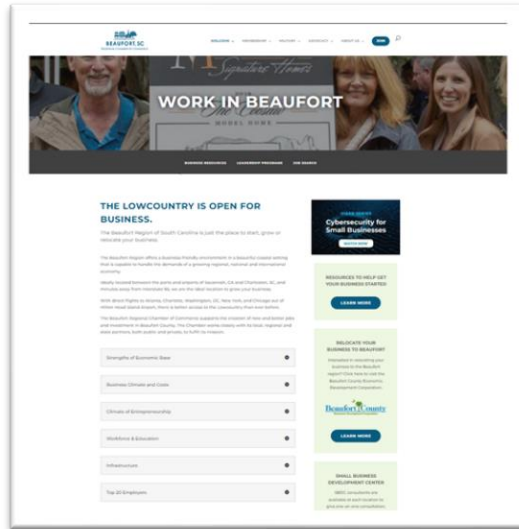
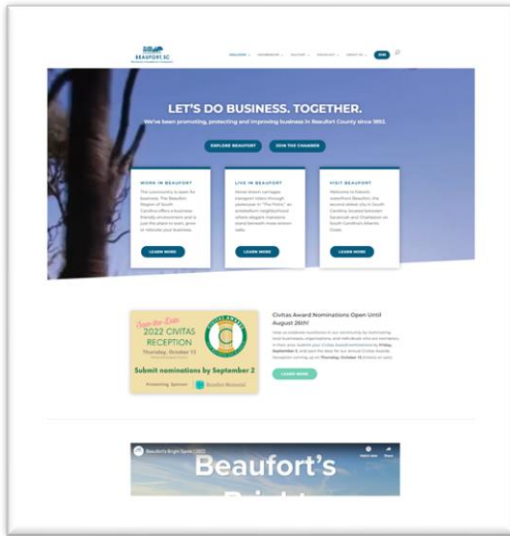
The Beaufort Regional Chamber of Commerce (BRCC) is requesting proposals for a firm to provide three services related to its website and digital marketing:

- (1) refresh of the existing website including site design, architecture/navigation, content and photos
- (2) provide ongoing support to Chamber staff to maintain the website with updated content, materials, links, and photos/videos
- (3) create consistent brand guidelines, newsletter templates and other supporting collateral as needed

Questions regarding RFP 2022-08-WEB will be accepted via email to Megan Morris at mmorris@beaufortchamber.org before 5:00 PM September 12, 2022. Proposals must be received by 2:00 PM Friday, September 16, 2022, and may be delivered in person to the Chamber office at 1106 Carteret Street or emailed to mmorris@beaufortchamber.org.

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www.beaufortchamber.org

1. RFP Schedule

Announcement of RFP | Thursday, August 25, 2022 via website posting and email to all Chamber Members who specialize in Marketing Services

Questions regarding RFP | Monday, September 12, 2022 at 5pm is the deadline for questions about the RFP via email to mmorris@beaufortchamber.org

Deadline for Proposals | Friday, September 16, 2022 at 2pm is the deadline for submission of proposals, which may be delivered to the Chamber office at 1106 Carteret Street or submitted via email to mmorris@beaufortchamber.org

Review of Proposals | On or around Monday, September 19, 2022

Notification to Proposers | No later than Friday, September 23, 2022

2. Proposal Format

The proposal should provide detailed information to demonstrate the understanding of the services requested, including estimated costs. Printed submissions should be delivered in a sealed envelope. Email submissions should be sent as PDF files.

The Proposer is asked to provide adequate information that will render it qualified and capable of cost effectively accomplishing the program services. The BRCC assigned evaluation team will grade and rank each proposal on the following criteria:

- Well-written understanding of the project
- Implementation plan and tentative schedule
- Cost effectiveness
- Examples of design ideas and site improvements

3. Scope of Work

- Participate in at least two meetings to plan the website refresh with the Chamber staff, and plan the best approach.
- Work with staff to create a new design that gives the site a professional, attractive, and contemporary look that focuses on the BRCC mission, offerings, resources, and events.
- Migrate the current website content to the new design and integrate with complimentary platforms like ChamberMaster.
- Review, maintain, and update BRCC website for accuracy, currency, and functionality.

- Maintain BRCC website security and security updates, with maintenance windows clearly defined.
- Respond to ongoing content management requests from BRCC, which owns all content.
- Create branding style guide based on website design choices for BRCC staff to implement throughout organization marketing and collateral.

BRCC welcomes innovative suggestions and recommendations from Proposers that will ensure a 100% successful service approach.

4. Project Phases

BRCC envisions two phases to this project: 1) website refresh, including planning and site development; and 2) ongoing support including site hosting, routine maintenance and support to BRCC staff to integrate more complex content updates. Proposals and cost estimates should address each of these phases.

5. Qualifications

To assess each firm's overall expertise, a list of qualifications and at least two (2) references where comparable work has been successfully completed are required as part of the response to this RFP. Please include credentials for each firm member who will play a role in this engagement. Finally, please provide a description of your firm's technology support capabilities

6. Contract Terms

The contract between BRCC and the chosen service provider shall become effective for two years upon signing by all parties in agreement with the scope of work, schedule of activities, desired results and costs for services performed. The contract is eligible for up to two (2) annual renewals. BRCC reserves the right to terminate contract at any time if chosen provider fails to meet requirements stated in this proposal or for any reason with sixty (60) days written notice. BRCC works with member firms. The selected firm will be expected maintain good standing as a Chamber member throughout the duration of the agreement.

7. Notes and Additional BRCC Information

The BRCC website re-design project detailed in this RFP does not include a logo change. All redesign and branding work will incorporate the current BRCC logo. BRCC will provide full access to all content/photos/collateral owned by BRCC. The content related to Tourism in Beaufort can be minimized and the focus of the site kept on "local businesses and working in Beaufort."