



Request for Qualifications for Website Design & Implementation

Issued: March 9, 2020
Due: April 6, 2020

1.0 General Information

The Springfield-Branson National Airport (herein “SGF”) invites statements of interest and qualifications from web consulting/design companies (herein “consultant”) to provide professional website design, development and implementation. SGF will select and negotiate a contract with a consultant.

2.0 About SGF

SGF is a publicly owned airport in Springfield, Missouri, 190 miles southwest of St. Louis and 150 miles southeast of Kansas City.

With an MSA population exceeding 460,000 and a city population of approximately 165,000, Springfield is the third largest city in the state of Missouri.

SGF is owned by the city of Springfield and is managed by an 11 member administrative board.

SGF is currently served by three branded airline systems, plus vacation carrier Allegiant Air. These airlines currently provide SGF with daily service to 12 non-stop destinations.

SGF maintains a public website, www.flyspringfield.com, plus social media accounts, including Twitter, Instagram, and Facebook.

3.0 Strategic Brand Identity Statement — Cultivating Connections

SGF cultivates its connections to the community (and the world) in three different ways.

For those who live here, it's a source of local pride. For those flying anywhere, it's the absolute easiest way to get there. And for those coming in from everywhere in the world, it makes a great and lasting impression.

GENERATING A SOURCE OF PRIDE

Springfield residents enjoy and take pride in their airport. That's because it's an attractive destination in-and-of itself, with special events and fun for all ages. It even has a gallery that showcases local artists and is a great gathering place for music concerts and any number of other local events.

<p style="text-align: center;"><u>SGF Personality</u></p> <ul style="list-style-type: none">• Thoughtful• Inviting• Approachable• Whimsical• Genuine• Refined
--

MAKING IT EASY TO FLY

For people in the Springfield-Branson region, nothing is easier or more direct. From the moment you arrive, the state-of-the art facility plus the travel-friendly staff is there to help you make your way to your plane conveniently and quickly. Fares are generally competitive and nearly every major airport in the world is just one stop away.

CREATING A GREAT IMPRESSION

When visitors and business travelers arrive, they get a first-class welcome and a feeling that the community is prosperous and proud of its airport. The high level of visual appeal, sophistication and service creates an atmosphere that promotes commerce for the region, new jobs for its residents, and memorable vacations people can't wait to repeat.

4.0 SGF Website Audience

The goals of the website are to provide information, and to educate the public about what the airport offers.

People who use airport websites fall into three broad categories:

1. Infrequent or first-time flyers. This is easily the largest user group.
2. People picking up passengers at the airports.
3. Frequent flyers who need very specific airport information which they can't get from an airline website or app. This is easily the smallest user group.

The taxonomy and content of the SGF website is a reflection of the low level of basic knowledge that the first group has about the airport/airline industry — it attempts to lead first-time flyers through the process of flying, from beginning to end. Website navigation reflects this (see table below). The first pulldown menu presents airline information. The second pulldown offers directions to the airport, where to park, a map of the terminal, etc. Note that subject matter is in chronological order: drive to the airport, park the car, find your way around the terminal, etc.

<u>Pulldown Menu</u> <u>“Airline & Travel Info”</u>	<u>Pulldown Menu</u> <u>“Airport Guide”</u>	<u>Pulldown Menu</u> <u>“About the Airport”</u>
∨	∨	∨
Airline information	Directions to the airport	GA/Pilot Info
∨	∨	∨
Arrival/Departures	Parking & Transportation	SGF Jobs
∨	∨	∨
Flightview Map	Terminal Map & Guide	News and Events
∨	∨	∨
Non-stop Destinations	Dinning and Shopping	Flight Blog
∨	∨	∨
Travel Tips	Customer Services	Art at the Airport
	∨	∨
	Lost and Found	Public Safety
		∨
		Organization
		∨
		∨
		Foreign Trade Zone

The third pulldown menu, “About the Airport,” serves as a catchall for stray subjects. Arguably, some could be left out. SGF would welcome any recommendations on how to better organize the site.

The most frequently visited pages on the SGF website are:

1. Arrival and departure times: www.flyspringfield.com/arrivalsdepartures
2. FlightView map: www.flyspringfield.com/flight-view
3. Destinations: www.flyspringfield.com/destinations
4. Airlines: www.flyspringfield.com/airlines
5. Parking: www.flyspringfield.com/parking
6. Terminal map: www.flyspringfield.com/terminalmap
7. Dining and shopping: www.flyspringfield.com/dining

The last development work on the website revamped existing code to make the site responsive. Moving forward we want to start from scratch.

5.0 New Website Direction and Mission

The new website should accomplish the following:

1. Reflect SGF's Strategic Brand Identity Statement.
2. Convey a sense of place (the airport and the community).
3. Follow SGF's guidelines for corporate colors, logo usage and fonts.
4. Load very quickly.
5. Be easy to navigate.
6. Have search functionality.
7. Be designed with a high degree of usability for people with disabilities.
8. Shall be responsive, and render correctly in Safari, Chrome, IE, Edge and Firefox, on both desktop and mobile versions of these browsers released in 2014 and after.
9. Integrate arrival/departure XML feeds used on this page:
<http://www.flyspringfield.com/arrivalsdepartures>
10. Integrate FlightView map used on this page: www.flyspringfield.com/flight-view.
11. The current website is hosted by a local ISP. SGF will entertain other hosting options.
12. Provide a state-of-the-art CMS.
 - CMS should provide for an easy way to insert advertising pixels.
 - CMS should provide easy way to author and set-up special landing pages.
12. Incorporate Google Analytics.
13. Incorporate Google Translate.
14. Provide blog functionality.
15. Integration of Constant Contact sign up.

6.0 Ecommerce Requirements

None.

7.0 Minimum Qualifications

Submitting Consultants must meet the following minimum qualifications in order to submit a response to this Request for Qualifications:

1. Must be licensed to do business in the State of Missouri.
2. Must have at least six websites, including three that interact with relational databases, to submit for SGF review.
3. All websites submitted for review must be live websites produced by the consultant.
4. Insurance. Technology Errors & Omissions insurance will be carried with a limit of at least \$1,000,000 per occurrence or glitch. Such coverage shall include content/intellectual property coverage, and security/identity theft coverage. If insurance is written on a claims-made basis, vendor must maintain continuous coverage with a retro-active date prior to the effective date of the contract. The Consultant should indicate its current insurance carrier and the kinds of coverage it has with at least three clients that it currently serves.

The Airport will examine the consultant for financial stability, references, prior experience and the satisfaction of existing clients.

8.0 Submission Format

Submissions should have the following:

1. Cover letter with contact information.
2. Identify staff who will work with SGF, including their qualifications and experience.
3. Proposed vision for new website, scope of work, and goals, along with timeline.

9.0 Submittal Requirements

1. Submission date: April 6, 2020, by 4:30 pm central time.
2. Submissions should be delivered electronically in the PDF format, along with three hardcopies delivered to this address:

Springfield-Branson National Airport
Attn: Kent Boyd, Public Information and Marketing
2300 North Airport Boulevard, Suite 100
Springfield, Missouri 65802

3. Electronic versions should be sent to: info@flyspringfield.com
4. The envelope containing your response shall show the name of the responder and must be clearly marked in the lower left hand corner Response – “Website Development”. Any response or unsolicited amendments to a response received after the closing date and time will not be considered.

10.0 Questions

All RFQ questions should be submitted in writing to Kent Boyd, by email or fax:

- info@flyspringfield.com
- Fax: 417.868.0501

Questions shall be received no later than 1 week before deadline.

11.0 Evaluation and Selection Process

SGF reserves the right to request additional information from any and all firms to assist it in its evaluation and selection process. SGF reserves the right to negotiate the terms and conditions of any contract with the selected firm.

1. Initial Evaluation of Qualification Responses – Based on the written qualifications received and the applicable evaluation criteria specified herein, two or more of the highest-ranking firms deemed fully qualified, responsible, and suitable to provide the requested services may be selected for an interview. SGF will then schedule and proceed with the formal interviews with the selected short list of firms.
2. Interview Process – The interviews will be conducted in person. The executive/partner/principal of the firm assigned to the project, as well as the project manager, shall be required to attend the interview. No sales or marketing personnel shall be present. Any and all expenses associated with the meeting, travel, document preparation, etc., shall be the sole expense of the firm.

3. Final Evaluation – After the interview process is complete, SGF shall re-evaluate the listed firms for the most responsive and responsible firm. SGF shall invite the highest-ranking firm to negotiate an agreement. If successful negotiations cannot be reached, or an agreement cannot be finalized within a reasonable time period, SGF may select to terminate negotiations with the current firm and opt to enter negotiations with the next highest-ranking firm, and so on.
4. Request for Qualifications – The issuance of the RFQ constitutes only an invitation to submit qualifications. SGF reserves the right to determine, in its sole discretion, whether any aspect of the qualifications satisfactorily meets the criteria established in the RFQ, the right to seek additional information and/or clarification from any firm, the right to negotiate with any firm submitting a response, and the right to reject any or all responses with or without cause. In the event that the RFQ is withdrawn by SGF for any reason, including but not limited to the failure to occur of any of those things or events set forth herein, SGF shall have no liability to any firm for any costs or expenses incurred in connection with this RFQ or otherwise. Responses should be prepared simply and economically and should provide straightforward and concise information to satisfy the requirements set forth in this RFQ. Emphasis should be placed on completeness, and clarity of content. SGF is not responsible for any costs or expenses, direct or indirect, incurred by the firm in submitting a response.
5. Qualifications of Firms – Firms will be judged in their ability to provide consulting services as specified herein. SGF may make such reasonable investigations as deemed necessary, including request references for consultation, to determine the ability of firm to perform fully the contract requirements and the firm shall furnish to SGF all such information and data for this purpose as may be requested. SGF further reserves the right to reject any firm if the evidence submitted by, or investigations of, such firm fail to satisfy SGF that such firm has the capability to perform fully the agreement requirements, in all respects, and to complete the work contemplated here.

12.0 SGF Reservation

SGF openly solicits the best possible value on all of our Requests for Qualifications. Because we are local government, we are able to contract directly from many of the state and federal contracts. However, in order to not discriminate against our local responders, we openly solicit responses of similar pricing structure from all qualified responders. In the event that all responses received are in excess of any existing state or federal contract that is available to SGF, we may at our discretion, reject all responses, and purchase directly from the vendor awarded the state or federal government contract. SGF reserves the right to accept or reject, any or all responses, in whole or in part, as deemed in the best interest of SGF.

1. This response request does not commit SGF to make an award or to pay any costs incurred in the preparation of a response.
2. The responses will become part of SGF's files without any obligation on SGF's part.

3. Firms shall not offer any gratuities, favors, or anything of monetary value to any official or employee of SGF for any purpose.
4. SGF has the sole discretion and reserves the right to cancel this request for qualifications and to reject any and all responses received prior to award, to waive any or all information and or irregularities, or to re-advertise with either an identical or revised specification.
5. SGF reserves the right to request clarifications for any response.
6. SGF reserves the right to select the proposal that best offers a combination of expertise and business knowledge for the assignment.
7. SGF reserves the right to select the firm that best meets its needs and to negotiate a final scope of service and contract amount following receipt of the response. Following agreement, SGF and the successful firm will execute a contract to the satisfaction of both parties.
8. The services of the firm shall commence only as authorized in writing by purchase order or other written notice and shall commence as soon as practicable after the execution of this contract as promised by the firm, unless otherwise directed in writing. The term of the Agreement shall end when the project is complete.
9. SGF is exempt from Federal Excise Tax and Missouri State Sales Tax.
10. After submission of the written response, qualified responders may be requested to make an oral presentation to a committee responsible for making final recommendations. The process allows for confidential negotiations and revisions. No public opening of proposals shall be made.
11. This agreement will be governed and construed according to the laws of the State of Missouri. This agreement is performable in Greene County, Missouri.
12. Response results will be posted on airport's website: www.flyspringfield.com, but only after an award has been made

**Springfield-Branson National Airport
RESPONSE FORM**

Website Design & Implementation

Responses Due: April 6, 2020, 4:30 p.m. local time

Mail Response To: Kent Boyd, Public Information and Marketing
Springfield-Branson National Airport
2300 N. Airport Blvd Ste 100
Springfield, MO 65802

Submit One Original Response and Three Copies

Firm Name: _____

Authorized Signature: _____

Print Name: _____

Title: _____

Date: _____

Address: _____

City/State/Zip: _____

Phone/Fax: _____

E-mail: _____