

# REQUEST FOR PROPOSAL

## PURPOSE OF THE REQUEST:

The Greater Wichita Economic Development Coalition (GWEDC) is a public-private partnership established to promote new business investments in Sedgwick County and the City of Wichita, Kansas. The Coalition is in its sixth year of operation.

GWEDC is interested in adding a component to its marketing and attraction efforts that will allow users who come to our website to link to detailed information about available sites and buildings in our region. The software program we desire will enhance our competitiveness by offering detailed information that will:

- Provide users with the ability to search for properties (sites or buildings) based upon their parameters.
- Provide users with the ability to build maps of sites and buildings of interest.
- Provide users with the ability to search for available workers surrounding the identified sites or buildings; based upon their parameters (miles or commuter minutes).

GWEDC is seeking to identify and select an independent outside vendor to provide the software and all service aspects necessary to install, keep current, and grow the capacity of this tool over time. The remainder of this document provides additional information that will allow a provider to understand the scope of the request and develop a proposal in the format desired by GWEDC.

## CONTACT INFORMATION:

Questions of a technical nature should be directed to:

David Bossemeyer, Managing Director, Business Development  
316 268-1132  
DBossemeyer@GWEDC.org

Questions regarding contractual terms and conditions should be directed to:  
Vicki Pratt Gerbino, President  
316-268-1140  
[VGerbino@GWEDC.org](mailto:VGerbino@GWEDC.org)

## **DUE DATES**

Please submit your proposal in both hard copy (1) and electronic format by 5:00 pm CST on Friday, April 10<sup>th</sup>, 2009. Proposals received after this date and time will not be considered.

## **SCHEDULE OF EVENTS**

RFP distribution to vendors:	March 10, 2009
Proposal Due Date:	April 10, 2009
Review of Proposals	April 13 – 17, 2009
Final Vendor Selection	April 20, 2009
Anticipated Start Date:	May 4, 2009

## **GUIDELINES FOR PROPOSAL PREPARATION**

Award of the contract resulting from this RFP will be based upon the most responsive vendor whose offer of product and service is most advantageous to GWEDC in terms of cost, functionality, and other factors listed in the RFP.

GWEDC reserves the right to:

- Reject any or all offers and discontinue this process without obligation or liability to any vendor;
- Accept other than the lowest price offer;
- Award a contract on the basis of initial offers received, without discussions or request for best and final offers;
- Award more than one contract

Vendor's proposals shall be submitted in several parts as set forth below. The vendor will confine submission to those matters sufficient to define its proposal and to provide an adequate basis for GWEDC's evaluation of the proposal.

Vendor's proposal in response to this RFP will be incorporated into the final agreement between GWEDC and the selected vendors. The submitted proposals are suggested to include:

- Executive Summary
- Scope, Approach and Methodology
- Deliverables
- Project Management Approach
- Detailed and Itemized Pricing
- Appendices:
  - References
  - Project Team Staffing
  - Company Overview

The detailed requirements for each of the above-mentioned sections are outlined below.

**EXECUTIVE SUMMARY:** Please present a high-level synopsis of the vendor's responses to the RFP. The Executive Summary should be a brief overview of the engagement, and should identify the main features and benefits of the work.

**SCOPE, APPROACH AND METHODOLOGY:** Include detailed information about the source of data for each area listed below; how often it is updated, costs to update. If your product has the capacity to provide service beyond those identified in the scope below, please add this information to this portion of your response.

**LIST OF SPECIFICATIONS DESIRED:** Please respond to the following when completing your response:

- ❖ Define mechanism by which sites and buildings available in our region will be integrated into GWEDC's web site; preferably in a manner that makes it appear as part of GWEDC's site. Preference will be given to sites that are hosted by the vendor and must be entirely web-based.
- ❖ Explain how initial inventory of sites and buildings will be uploaded by provider from LoopNet and/or Location One (LOIS); and whether sites and buildings in our system can be uploaded by user (or by provider) to LOIS or another system.
- ❖ Define mechanisms/strategies you will offer to assist with automated electronic transfer of existing site/building data.
- ❖ Define mechanism to ensure that property listings remain current – do you offer a periodic property validation tickler service of some type?
- ❖ Define mechanism to support generation of hard-copy reports of findings from search – can data be put into WORD? Excel? PDF? Please be sure to include sample reports with your submission.

- ❖ Define capacity to allow for attachment of large maps/data files to specific sites/buildings – do you have an attachment size limit?
- ❖ Define layers of data available to “wrap around identified sites/buildings. Do you provide access to information on:
  - Workforce within a designated parameter?
  - Existing businesses within a designated parameter?
  - Do you define businesses and labor/demographic data using NAICS or SIC?
- ❖ Explain capacity to define searchable parameters – can the system allow users to draw a concentric circle around identified site/building and gather layers of data for out to 50 miles? One hour commute? Please explain limits. Can defined searches be saved by users for future re-call?
- ❖ Define ability to accept added data from local sources that relate to infrastructure, i.e., water lines, etc.
- ❖ Define ability for GWEDC to develop printable maps of sites and other data from this database. Please provide examples of printed maps from searches with your submission.
- ❖ Explain sources of data and frequency of updates to the data – and costs associated with each.
- ❖ Define ability to customize reports from data on the system – if possible.
- ❖ Define mechanisms/strategies to drive prospect traffic to GWEDC.org and all costs associated with this.
- ❖ Explain layers of information we can gather that helps us understand use of the system – how often can we get the information; what types of information is available, etc.
- ❖ Explain any viewer (end user) traffic reporting features possibly useful for GWEDC regional marketing purposes.
- ❖ Explain user training services available. Cost? On-site? Webinar-based? Tutorials?

- ❖ Please define level of technical support – 24/7? Context sensitive on line assistance?
- ❖ Please define costs associated with gathering data for City of Wichita/Sedgwick County and the surrounding 9 counties – list initial and recurring costs for EACH separately, as follows:
  - Harper
  - Harvey
  - Kingman
  - Cowley
  - Sumner
  - Butler
  - Marion
  - Reno
  - McPherson

(If it is more cost effective to purchase data for all counties at one time, please delineate cost differential)

**DELIVERABLES:** Include descriptions of the software components/modules, the services you will provide to install and maintain each, and detail on how you will drive traffic to the site.

**PROJECT MANAGEMENT APPROACH:** Include the method and approach used to manage the overall project and client interaction. Briefly describe how the engagement proceeds from beginning; and what we can expect as on-going project management. Please include a timeline for each phase of the project.

**DETAILED AND ITEMIZED PRICING:** include an initial and recurring fee breakdown by project phase and data component; and estimates of any fees associated with travel and training anticipated.

**APPENDICES:**

References: provide three current corporate references for which you have performed similar work.

Project Team Staffing: include bios and relevant experience of key staff and management personnel that describes qualifications and relevant experience for those who would be assigned to this project. Affirm that no employees working on this project have ever been convicted of a felony.

Company Overview: Provide the following:

- Official registered name; D & B number primary and secondary SIC or NAICS, address, main telephone number and fax number. Affirm that you approve of GWEDC investigating your firm via D&B
- Key contact names and titles, addresses, direct telephone numbers and email addresses.
- Name(s) of person(s) authorized to enter into a contract on behalf of the company.
- Brief history of the company including relevant information regarding length of time offering this product. Provide basis for long-term future stability of your company.

**Greater Wichita Economic Development Coalition**  
**350 W. Douglas St.**  
**Wichita, KS 67202**

