



REQUEST FOR PROPOSAL (RFP 06-25)

NEW CITY WEBSITE

1. **GENERAL**

The city of Folly Beach ("city") is seeking proposals from qualified firms to revise the municipal website. Responding firms should be experienced in municipal website design and support with an emphasis on the implementation of artificial intelligence and automation tools. The proposal must separately provide price quotes for the activities within section 2. Website (a-d) and those under 2. Ongoing Services (a-c).

The purpose of this Request for Proposal ("RFP") is to solicit proposals from various firms, conduct a fair and extensive evaluation based on the criteria listed herein, and select the candidate who can best meet the needs of the city. Each bidder should provide examples of past work, links to past projects, and/or other demonstrations of previous experience along with their proposal, and four (4) past client references.

2. **SCOPE OF SERVICES**

WEBSITE

- a. Conduct interviews with City Council and key staff to gather input on desired website features, tools, current content management practices, and primary user audiences.
- b. Evaluate the existing website, including its hosting platform, design, functionality, usability, and maintenance capacity. This will include benchmarking against other local government websites and web design best practices.
- c. Design and develop a refreshed version of www.cityoffollybeach.com with an updated, dynamic look and improved functionality. Recommendations will include cost estimates and identification of upgrades necessary to implement new features within the project budget. The City does not prefer to enter into a contract that is for proprietary software, hosting services, or external data warehousing for this project.
- d. Coordinate the migration of identified features and content from the existing site to the new site.
 - a. Estimated Project Timeline and Milestones (What to include):
 - b. Detailed schedule with target dates for:
 - i. Stakeholder interviews
 - ii. Design mockups and approvals
 - iii. Development and migration
 - iv. AI integration/testing
 - v. Soft launch and final launch
 - vi. Highlight dependencies and potential delays



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ONGOING SERVICES

- a. **Post-Launch Support:** Provide ongoing technical support and updates for a period of 3-6 months post-launch to address any bugs, technical issues, or changes in requirements.
- b. **Long-Term Maintenance:** Ongoing website maintenance services, including content updates, security patches, and feature upgrades.
- c. **Performance Optimization:** Continued website performance optimization, including server updates and software patches.

3. **PROPOSAL PROCESS**

- a. Copies of this RFP are available to be picked up at the Deputy City Administrator's office, 2nd Floor, 21 Center Street, or can be requested from Wes Graham by phone at 843-459-3520 or email at wgraham@follybeach.gov.
- b. Questions related to the project may be emailed to Aaron Pope, City Administrator, apope@cityoffollybeach.com, no later than September 22nd. All applicants must register their intent to bid by submitting questions or a statement of intent to Aaron Pope. Any potential bidder who has notified the city of their intent to bid will be copied on answers to inquiries.
- c. All sealed proposals must be received in the office of the Deputy City Administrator no later than 2:00 p.m., October 2nd. Sealed proposals should include three copies and may be hand-delivered to the Deputy City Administrator, Wes Graham at 21 Center Street, 2nd Floor; mailed to P.O. Box 48, Folly Beach, SC 29439, Attn: Wes Graham, Deputy City Administrator; or emailed to Wes Graham at wgraham@follybeach.gov. All proposals must be signed by an official agent or representative of the company submitting the proposal. Proposals must be clearly labeled "RFP 06-25 Website Refresh."
- d. Any proposals received after this date and time will be disqualified.
- e. The proposals will be opened at 2:05 p.m. on October 2nd. All submitters are invited to be present or send a representative. Under the South Carolina Freedom of Information Act, all proposals, excluding pending legal actions and financial reporting, will become public information.
- f. Proposals will be evaluated before October 14th, with the selected firm to be approved by City Council resolution at a regularly scheduled Council meeting on October 14th. The winning bidder will be notified after the City Council meeting.
- g. All contractual terms and conditions will be subject to review by the City of Folly Beach. This will include scope, budget, schedule, and other necessary items pertaining to the contract. This request does not commit the city to the award of a contract or to pay any costs incurred



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in preparing a response to this request.

4. **BID REQUIREMENTS**

- a. Each company shall submit the following documents as applicable to be considered a responsive bidder:
 - i. **Offeror Representation:** Please return the signed offeror representation form in this bid packet with your proposal, signed by a principal of the firm or an officer authorized to bind the firm.
 - ii. **Statement of Basic Qualifications:** This shall include any applicable federal or state license, the business's size, and the office location from which the service is being performed.
 - iii. **Background and Experience:** Describe the firm's background and experience in the activities listed in the Scope of Services section with a focus on experience with South Carolina municipalities. Please include names and contact information for prior and current clients.
 - iv. **Identify Professionals:** Identify each individual whom your firm proposes to work with the city. Do not include any persons who would not have day-to-day contact with the city's work. Describe each individual's experience working with South Carolina municipalities.
 - v. **Scope of Services:** Describe and confirm your firm's ability to meet the Scope of Services along with a timeline for project completion.
 - vi. **Compensation:** Describe your firm's fee structure and your rates for services, respectively. Comparative examples are encouraged, as is expressing fee structures as a range.
 - vii. **References:** Provide four references (municipal references preferred), including email and telephone contact information.
 - viii. **Legal and Regulatory Matters:** Indicate and list any regulatory or legal actions against your firm (or its owners or employees in a professional capacity) in the past ten years in connection with any matters analogous to those specified in the Scope of Services.
 - ix. **Outsourcing Statement:** If your organization must outsource or subcontract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Any proposals that call for outsourcing or subcontracting work must include the name, description, and contact information for the organization being subcontracted.



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In whole or in part, the city of Folly Beach reserves the right to reject any bid submitted which, in the judgment of the city of Folly Beach, would not be in its best interest. The city also

reserves the right to waive minor deficiencies or reject any or all proposals.

5. OTHER REQUIREMENTS OF THE CONTRACTOR

If the contract is awarded, the contractor must be prepared to provide and agree to the following, at his or her own expense, before beginning work and at all times during the performance of services:

- a. Professional Liability Insurance of \$1,000,000 per claim. In no event shall the deductible on any such policy of insurance exceed \$25,000.
- b. Form W-9: Upon the city's acceptance of the proposal, the advisor will be required to provide a current copy of IRS Form W-9.
- c. Maintenance of any state and local licenses necessary to operate a business in the city of Folly Beach. These costs are not to be paid in whole or in part by the city.
- d. Compliance with all applicable federal, state, and local laws, ordinances, and regulations.
- e. The bidder selected will engage in a contractual agreement based on this proposal before any work being performed.
- f. Any modifications to the contract shall be in writing and signed by both parties.

6. PROPOSAL EVALUATION CRITERIA

As required by the city's procurement regulations, in evaluating the statement, the City Administrator and Finance Director will consider cost and the following:

- a. The ability, capacity, and skill of the bidder to provide the Scope of Services;
- b. The ability of the bidder to perform and the contractor to provide the services promptly, or within the time specified without delay or interference;
- c. The character, integrity, reputation, judgment, experience, and efficiency of the bidder;
- d. The quality of performance of previous contracts or services;
- e. The previous and existing compliance by the bidder with laws and ordinances relating to the contract or services;
- f. The sufficiency of the financial resources and ability of the bidder to perform the contract or provide the services;
- g. The quality, availability, and adaptability of the contractual services to the Scope of Services; and



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h. Conditions attached to the bid by the bidder, if any.

Where the city has no previous first-hand experience with a bidder, the city may seek the evaluating information set forth above through references in addition to reliance on the statement.

7. COMMENTS

Comments from firms related to how future request documents, and/or specifications, can be improved are welcome. Proposers requesting clarification, interpretation of or improvements to the general terms, conditions, and specifications can make an email request to lgessner@cityoffollybeach.com and wgraham@follybeach.gov.



CITY OF FOLLY BEACH

Vendor Name: _____

Offeror Representations

I certify that:

1. I am an agent of the company authorized to make representations on behalf of the company.
2. I have read and understand the solicitation.
3. I have not in any way colluded with anyone to obtain information that would give the me an unfair advantage over others or set pricing for the proposal.
4. I (alongside the Company) am qualified to perform the services required by the solicitation.

Authorized Signature for Bidder/Offeror & Date

Before me, the Undersigned, a Notary Public, for and in the County and State aforesaid, personally appeared _____ and made oath.

Sworn to and Subscribed before me

this _____ day of _____, 2025

Notary Public in and for South Carolina My
Commission Expires: