



JANUARY 12, 2023

ADDENDUM NO. 2

WEBSITE PROJECT FOR THE MESQUITE CONVENTION AND VISITORS BUREAU

RFP 2023-039

Proposers are directed to revise and incorporate into their responses the following answers to questions posed during the allotted Q & A timeframe:

QUESTIONS & ANSWERS:

Question 1: What would the budget be for this project?

Answer: **The budget for this project is under \$200,000.**

Question 2: In terms of a one-time budget range for the design and build of the site, and what the ongoing budget might be for ongoing website maintenance, hosting, support, plugin/platform updates/upgrades, change requests, etc.?

Answer: **The annual budget for the ongoing maintenance of this project is under \$15,000 annually.**

Question 3: Is there a virtual link to attend pre-proposal conference?

Answer: **No. See Addendum 1.**

Question 4: Is having M/WBE a must requirement?

Answer: **No.**

Question 5: Do you have any preference over CMS?

Answer: **No preference. WordPress or similar style we can easily update in house.**

Question 6: Is Hosting part of the scope?

Answer: **Yes.**

Question 7: Do you want live support for post launch maintenance?

Answer: **Yes.**

Question 8: Will the city consider agencies that are US-based, but not located in Texas?

Answer: **Yes.**

Question 9: Is there a preference for open source or Proprietary when it comes to acquiring a CMS?

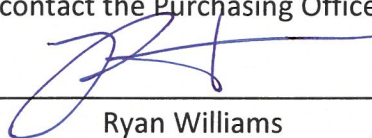
Answer: **No preference.**

- Question 10:** What platforms and/or technology stacks does the city currently use that might influence the decision for selecting a web CMS?
Answer: **We use Hubspot.**
- Question 11:** What are your current pain points with the existing website?
Answer: **Poor performance on mobile.**
- Question 12:** Is your team open to virtual website training over Zoom instead of in-person?
Answer: **Yes.**
- Question 13:** Has a Q&A or an addenda been released yet?
Answer: **Only Addendum 1 that cancelled the pre-proposal meeting.**
- Question 14:** Is there a mandatory pre-proposal meeting?
Answer: **No. See Addendum 1.**
- Question 15:** Is the due date still the same?
Answer: **Yes, the closing date and time are the same. January 17, 2023, by 2:00 p.m.**
- Question 16:** Do you have a style guide or a brand guide?
Answer: **Yes.**
- Question 17:** Does the budget include tech support and hosting?
Answer: **Yes.**
- Question 18:** What was the investment in the previous website?
Answer: **Not to be disclosed.**
- Question 19:** Who are your primary and secondary users?
Answer: **Travelers and local residents are the intended audience of our website.**
- Question 20:** Would you like detailed research in terms of your audience in the form of an audience needs assessment?
Answer: **That can be included as part of your proposal if you so choose.**
- Question 21:** Do you have a desired launch date?
Answer: **Summer 2023.**
- Question 22:** Is there a specific event driving the launch date?
Answer: **Rodeo season begins in June which is what brings in the most tourists.**
- Question 23:** What is the current hosting environment?
Answer: **Saffire.**
- Question 24:** How many visitors does the current website receive on a monthly basis?
Answer: **Can vary between 48k – 20K.**
- Question 25:** How many pages of content do you anticipate transferring to the new site?
Answer: **108+.**
-

- Question 26:** What are the current technical challenges (if any)?
Answer: **Less than ideal SEO performance because of the Saffire templated site.**
- Question 27:** How many site administrators will you have?
Answer: **5.**
- Question 28:** Will you require different levels of admin permissions?
Answer: **No.**
- Question 29:** Do you expect copywriting or editing services as part of engagement?
Answer: **No. We will write the content.**
- Question 30:** Is this a new project?
Answer: **The project is to create a new website replacing VisitMesquitetx.com.**
- Question 31:** Is the request only for web development or do you also require web monthly maintenance?
Answer: **This is for web development and will also require monthly maintenance.**
- Question 32:** Are you open for international suppliers for this project?
Answer: **The solicitation is *not mandated* to US companies only, however, it is the preference of primary stakeholders based on varied time zones and needing to coordinate project meetings accordingly.**
- Question 33:** Are there any new goals, KPIs defined by the CVB to achieve through the new website?
Answer: **The main KPI is to increase hotel room nights, sales tax revenue to area restaurants, retails and attractions, to increase attendance at both city events and area attractions.**
- Question 34:** The insurance criteria you've defined do you want them to be available prior to the award of the contract or is there a possibility of increasing the insurance requirements at the time of the award of the contract?
Answer: **The vendor is not required to be available prior to award, but upon notification of final City Council approval/award.**
- Question 35:** Would you need any original or stock videography or photography?
Answer: **We have the photos and video already.**
- Question 36:** Once we are to review all the content, would you need content migration services?
Answer: **Yes.**
- Question 37:** Would you need hosting, SSL or Domain services?
Answer: **Yes.**
- Question 38:** Could you let us know what CMS you currently use and are you looking to move away from it or stay with it?
Answer: **Saffire and Hubspot.**
- Question 39:** Could we request an extension to the submission deadline?
Answer: **At this time the proposal is not being extended.**
-

- Question 40:** Could we request an electronic submission in light of the lifting of all delivery guarantees from all the courier companies?
- Answer:** **AS STATED IN THE PROPOSAL: A sealed copy of the proposal may be submitted by courier or hand delivered to Ryan Williams, Manager of Purchasing, City of Mesquite, 757 N. Galloway, Mesquite, Texas 75149. Proposals may also be mailed to Ryan Williams, Manager of Purchasing, City of Mesquite, P.O. Box 850137, Mesquite, Texas 75185-0137. Proposals must be received as one (1) original plus one (1) digital copy on a USB flash drive prior to the closing date and time to be considered. Proposals must be submitted in sufficient time to be received and time-stamped at the above location on or before the published date and time shown on the RFP. The City of Mesquite will not be responsible for mail delivered from the post office. Proposals received after the published time and date cannot be considered and will be returned unopened.**
- Question 41:** Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across North America?
- Answer:** **The solicitation is *not mandated* to US companies only, however, it is the preference of primary stakeholders based on varied time zones and needing to coordinate project meetings accordingly.**
- Question 42:** Are there currently any formal UI and or UX recommendations from prior research that the selected vendor will have access to? We can provide this if not.
- Answer:** **No.**
- Question 43:** Does the City of Mesquite have a preference or requirement for hosting the redesigned site?
- Answer:** **No.**
- Question 44:** Would the admin staff be open to other CMS solutions besides WordPress?
- Answer:** **No preference. Wordpress or similar style that we can update in house.**
- Question 45:** Is the partnership agreement required as part of this bid?
- Answer:** **No.**
- Question 46:** How many staff will need administrative access/training?
- Answer:** **5.**
- Question 47:** How many staff will need access to update content/training?
- Answer:** **5.**
- Question 48:** Are you needing a reservation solution for your event spaces?
- Answer:** **No.**
- Question 49:** Is there a specific purchasing CO-OP that you would like to use?
- Answer:** **No.**
- Question 50:** Are there any functionality needs or wants that are not listed on the RFP?
- Answer:** **No.**
- Question 51:** Has an expected decision date, start date, and completed project date been established?
- Answer:** **Summer 2023, Rodeo Season.**
-

If you should have any other questions, do not hesitate to contact the Purchasing Office at 972-216-6201, or email purchasing@cityofmesquite.com.



Ryan Williams
Manager of Purchasing

ACCEPTANCE:

We, the undersigned, do hereby acknowledge receipt of this Addendum No. 2 to RFP No. 2023-039; Website Project for the Mesquite Convention and Visitors Bureau.

Company Name

Authorized Signature

Date