

**UNIVERSITY OF WEST FLORIDA
INVITATION TO NEGOTIATE
20ITN-04EE
FLORIDA SBDC WEBSITE AND MAINTENANCE**

I. STATEMENT OF OBJECTIVE

The objective of this Invitation to Negotiate (“ITN”) is to enable University of West Florida (“UWF”) on behalf of Florida Small Business Development Center (“FSBDC”) to possibly enter into a contract or agreement with a Respondent to provide website design and maintenance for FSBDC, including full integration with nine (9) regional FSBDC sites across the State of Florida.

II. ABOUT THE FLORIDA SBDC

Small businesses are the backbone of Florida’s economy, yet they often face unique challenges unlike their larger business counterparts. The FSBDC Network is state designated as Florida’s principal provider of small business assistance. Comprised of a network headquarters in Pensacola, and 9 regional offices across the state, the mission of the FSBDC is to help small businesses grow and succeed.

The FSBDC Network employs certified business consultants and specialists who provide small businesses with the knowledge and resources to make better business decisions and reach their business goals.

The new website will need to take into consideration the needs of our clients and potential clients across the State of Florida as well as the needs of regional locations and headquarters. A chief goal of the project is to create a singular website that will allow for overall unification for all parties identified in this document, while allowing the nine (9) regional locations to have a landing page(s) or identity of their own within the site.

III. FSBDC WEBSITE BACKGROUND

- a. Website purpose is to share who we are and what we offer;
- b. One of the primary goals of website is to serve as a funnel for businesses to connect them with the FSBDC nearest to them;
- c. Website is six (6) years old and needs updating;
- d. Need an easier way to feature announcements on the homepage. Currently, FSBDC uses the homepage slider;
- e. FSBDC would desire featured small business “ticker” with small business data by uploading .csv file and/or connecting data point;
- f. Website would need to be able to integrate seamlessly with FSBDC’s client-tracking system. Currently, FSBDC cannot track leads and conversation on current website because of how current website is integrated with the client-tracking system. Once they leave FSBDC’s website and enter the client-tracking system portion of our website, they are lost.
- g. The current systems FSBDC uses is Center IC and WordPress.
- h. User Experience (“UX”) for clients can be improved significantly with a cleaner User Interface (“UI”) and site map. Currently, FSBDC has to go through many steps to sign up for consulting and training. Additionally, finding the nearest office to them is hard to navigate.

IV. INITIAL CONTRACT PERIOD AND RENEWAL OPTION

The contract term is anticipated to begin on or about March 1, 2021 through February 28, 2022 or if FSBDC in its sole decision decides to terminate earlier for any reason. Any and all renewals are subject to satisfactory performance evaluations by UWF and must be executed in advance by written instrument agreed to by both parties. All terms and conditions of the original agreement will remain in force for the renewal period

V. SOLE POINT OF CONTACT

Eric Engelmeyer
Senior Buyer
Procurement & Contracts
Bldg. 90, Room 120
11000 University Parkway
Pensacola, FL 32514
Phone: 850-474-2629
Email: eengelmeyer@uwf.edu

Please submit any questions regarding this ITN to the Sole Point of Contact above via email. See the Calendar of Events for the last day to submit questions. At all times it shall remain the responsibility of the Respondent participating in the ITN to check the ITN event for any addenda, notices, award decisions or other information posted by UWF pertaining to this ITN.

Only those communications that are in writing from the Sole Point of Contact shall be considered as a duly authorized expression on behalf of UWF. Respondents may not consider any verbal instructions as an official expression on UWF’s behalf. **QUESTIONS DIRECTED TO, OR ANY PROPOSALS RECEIVED FROM ANY OTHER DEPARTMENT, PERSON, AGENT, OR REPRESENTATIVE OF UWF WILL NOT BE CONSIDERED VALID OR BINDING.**

Respondents to this ITN or persons acting on their behalf shall not contact any employee or officer of UWF, Board of Governors or Board of Trustees or University President concerning any aspect of this ITN, except in writing to the Sole Point of Contact as provided in this ITN, from the date of release of this ITN through the end of the 72-hour period following UWF’s posting of the notice of intended award, in accordance with Board of Governors (“BOG”) Regulation 18.002. **Violation of this provision may be grounds for rejecting a proposal response.**

VI. CALENDAR OF EVENTS

TASK	DATE
UWF Issues ITN	December 11, 2020
Question & Answer Submission no later than 3:00 pm CDT	January 6, 2021
Submittals Due from Respondents no later than 3:00 pm CDT	January 21, 2021
Negotiations begin on or about	RESERVED
If applicable, Site Visit	RESERVED
Best and Final Offers on or about	RESERVED
UWF Posts Intent to Award on or about	February 11, 2021

**If applicable, Site Visit information outlined under the Calendar of Events.

Unless otherwise revised by a subsequent addendum to this ITN, the dates and times by which stated actions should be taken or completed are listed above. If UWF determines, in its sole discretion, that it is necessary to change any of these dates and times, it will issue an Addendum to the ITN. All times listed are Central Daylight Time (CDT). At all times it shall remain the responsibility of the Respondent participating in the ITN to check the ITN event for any addenda, notices, award decisions or other information posted by UWF pertaining to this ITN.

VII. SPECIFICATIONS

- a. The purpose of this ITN is to obtain website and maintenance services. At a minimum, UWF requires:
 1. Respondents will submit a proposal to cover the following services:
 - Discovery
 - Project Roadmap
 - Development
 - Implementation
 - Site Analytics
 - Maintenance
 - SSL Certificate updates
 - Website platform updates
 - Database maintenance
 - Customer Support
 - Training
 - Customer Service for 180 days following site launch
 2. Respondents will provide a proposal which demonstrates:
 - Content Management System that allows access to edit and publish from desktop and mobile at any given time
 - Ideal platform would be WordPress
 - Unique server to property, not shared
 - Sophisticated video player
 - YouTube integration
 - Integration with client-tracking system
 - “Smart” component (decision tree, Artificial Intelligence, etc.) (i.e. chatbot)
 - Mobile and tablet responsive
 - Ability to add or remove special custom pages that include, but are not limited to custom code, content, and plugin components.
 - “Important message/Headline” alert area (ability to add/remove)
 - Creation of multiple page layout templates to include video, and other media
 - Tableau dashboard integration
 - Calendar Integration
 - Ability to take a payment through multiple payment processors
 - LMS (Integration with LearnWorld a plus)
 - Highly secure
 - Ability to display documents within the page frame, versus downloading
 - ADA Compliance

b. UWF will consider proposals for value added features that may improve the performance, efficiency, and functionality of the overall project.

c. Pricing:

1. The Respondent's pricing proposal shall include:

- The proposal submitted in response to this ITN should enumerate costs associated with each objective listed in the Specifications.
- The proposal shall specify billing rates for the various personnel who may additionally be involved in the activities that will subsequently be identified.
- The proposal must list any other categories of ancillary expenses that may be billed. Note: The Florida SBDC will not reimburse travel, meals, or lodging expenses.

NOTE:

(1) All Proposals/Responses should be independent from any and all existing consortia or group purchasing agreement/contracts. Additionally, all pricing for this ITN must be developed independent of any other existing consortia or group purchasing agreement/contract. No other entity may derive monetary fees/compensation based on any award as a result of this ITN. Submittal of a Proposal/Response that is not independent will result in disqualification.

(2) If applicable, Building Drawings will not be posted to the UWF Procurement Services website for this solicitation due to Homeland Security Regulations. The regulations require all agencies maintain a record of requests for building drawings. To request drawings, contact (email) the "Sole Point of Contact" within this solicitation.

VIII. EVALUATION CRITERIA

The submitted proposal responses will be evaluated on the following criteria.

- a. Experience and Qualifications
- b. Overall Responsiveness of Proposal to Satisfy Specifications of ITN
- c. Overall Pricing

IX. SUBMISSION INSTRUCTIONS

UWF is subject to Section 119.07, Florida Statutes, which requires it to provide access to its records, subject to certain limitations. Material submitted in response to this solicitation may become a public document unless a specific exemption to section 119.07 exists. Submitted material, which is marked as confidential, will be treated as confidential by the University to the extent it is considered a trade secret as defined under Florida law or it meets other criteria otherwise exempt from Section 119.07, Florida Statutes, or other applicable law.

In order for the information to be considered covered by trade secret exemption of the public records law, you must take measures to assert the exemption by placing the information provided in your submission that meets the criteria of a trade secret in the "confidential information".

Submittals, including the signed ITN Certification Form, must be received by the University of West Florida's Office of Procurement and Contracts Office by the due date and time as stated in the above Calendar of Events. All addenda, if applicable, shall be signed and submitted as part of your response. Late of incomplete responses will not be accepted.

Submit:

1. One (1) original, clearly marked as original, which shall contain the original manual signature of the authorized person signing the proposal and required information detailed in Section IV herein; and
2. One (1) additional copy of the original, clearly marked as copy; and
3. One (1) identical digital electronic copy on USB flash drive or CD of the original, preferably in either Word or Excel format, including appropriate tab identification as detailed in Section IV herein.

Failure to include the original and all signed copies shall be grounds for rejection of your response without further evaluation.

The outer carton or envelope of the response shall include the ITN number and title, company name, and due date/time identified outside of the carton or envelope.

Each response is to be submitted in a bound or three-ring notebook. Any information or required submittals, which due to size or binding cannot be incorporated, may be submitted separately.

All information and required submittals requested shall be in hardcopy form and included in your written response. Responses shall not refer UWF to electronic media such as website, cd's, disks, or tapes in order to obtain the required information or submittals.

Information submitted that is not requested by UWF may be considered to be supplemental, and not subject to evaluation by the committee members.

All required signed and completed copies of the response with the signed ITN Certification Form must be either mailed or delivered to:

UNIVERSITY OF WEST FLORIDA
Office of Procurement and Contracts
ATTN: Eric Engelmeyer, Senior Buyer
Bldg. 90 Room 120
11000 University Parkway
Pensacola, FL 32514

CAUTION: The executed ITN Certification Form (Attachment "A") must be signed and submitted as part of your response. Failure to do so will disqualify your response. Additionally, all addenda shall be signed and submitted with response. Failure to do so may disqualify your response.

NOTE: University of West Florida Invitation to Negotiate Standard Provisions and Terms & Conditions shall apply to this ITN.