

REQUEST FOR PROPOSAL (RFP)

360° TOUR



CENTRALIA DOWNTOWN ASSOCIATION
CENTRALIA, WASHINGTON

MARCH 21, 2017

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1. SUMMARY

The Centralia Downtown Association (CDA) is currently accepting proposals to design, develop and deliver an extensive 360° virtual tour of downtown Centralia. The goal of this tour is to combine a 360° virtual, short historical videos, and a color-coded walking map to create an interactive and immersive experience to attract visitors to our historic downtown.

The purpose of the Request for Proposal (RFP) is to solicit proposals from candidate organizations in order to conduct a fair and extensive evaluation of resources based on criteria listed herein. The CDA will select the candidate organization which best represents the interests of Centralia and the CDA.

2. BACKGROUND

The CDA is a 501(c)3 non-profit organization dedicated to providing an authentic historic Main Street experience using four approaches; design, promotion, economic vitality, and organizational. Our mission is to establish and maintain an economically relevant, socially inviting, and historically significant downtown core.

3. PROPOSAL GUIDELINES

This Request for Proposal represents the requirements for an open and competitive process. The timeline is as follows:

- Applicants will be allowed to submit questions to the CDA until May 10, 2017 Please send questions to cda360bid@gmail.com).
- All questions and responses will be shared with all applicants by May 17, 2017.
- Proposals will be accepted until 5pm Friday, May 28, 2017.

Any proposals received after the deadline will not be considered. All proposals must be signed by an official agent or representative of the company submitting the proposal.

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the organizations being contracted.

All costs must be itemized to include an explanation of all fees and costs. Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by the Centralia Downtown Association Board of Directors and will include scope, budget, schedule, and other necessary items pertaining to the project.

4. PROJECT GOAL

The motivation behind this project is to raise awareness of Centralia's historic downtown to potential visitors. Specifically, we wish to target out-of-town, tech-savvy individuals with high levels of disposable income from British Columbia to Southern Oregon, and beyond. By showcasing Centralia's history, antiques, and art, we intend to bring travelers from over 50+ miles to Centralia for multiple days.

5. PROJECT SCOPE

The scope of this project includes the following services:

- 360° photography and videography.
- Animated video production.
- Development of integrated, interactive 360° experiences.
- Web design and development.
- Print and digital marketing development.
- Marketing coordination.
- Project management.

This tour should take advantage of the newest technologies to allow visitors to “walk” in our downtown, exploring shops, restaurants and historical buildings in a virtual reality experience.

Included in this experience will be:

- An interactive 360° walking tour of Tower Avenue encompassing six blocks of historic buildings and the interior of up to 25 local small businesses.

NOTE: the CDA would like to have a video that includes transitions from historic to the current day and back. This will require the successful bidder and CDA Representative to coordinate and work with local car clubs and volunteers willing to dress in period clothing.

- Twelve (12) short (approximately 120 second) historical videos showcasing the robust history of downtown.
- A printable version of the walking tour that integrates our established way-finding system with the aforementioned digital assets via QR codes, and accompanying written interpretation of Centralia Washington's Historic Downtown.

The virtual tour will be accessible:

- Online and through mobile devices.
- On touch-enabled devices.
- On supported virtual reality devices.
- Through the CDA website (www.downtowncentralia.org).

The completed project must be integrated into the existing CDA web infrastructure (www.downtowncentralia.org). All intellectual property, source files, digital assets, and related permissions will be transferred to the CDA upon completion of the project. In addition, the selected

organization will provide members of the CDA with training in order to provide ongoing maintenance in-house. The CDA will retain the ability to modify content after the final deliverable is released in order to provide ongoing updates as the cityscape evolves.

6. SUCCESS CRITERIA

The following criteria will be met in order to achieve a successful project:

- Visually and aesthetically pleasing tour design.
- User-friendly environment that is easy to navigate.
- Consistency of design across platforms, e.g web, mobile, print, etc.
- Tour can be changed/modified by CDA members with the required training.
- All software and licensing requirements will be included as part of this project.
- Prominent display of the CDA logo.
- Tour will be compatible with all current web browsing technology and easily upgradeable.
- Ability to work closely with selected members of the CDA board and staff on coordination of project tasks and resources.
- Ability to successfully partner with local organizations to coordinate staging and filming.

7. REQUEST FOR PROPOSAL AND PROJECT TIMELINE

Request for Proposal Timeline:

All proposals in response to this RFP are due no later than 5pm May 28, 2017.

Evaluation of proposals will be conducted from June 1, 2017, to June 6, 2017. If additional information or discussions are needed with any bidders during this period, the bidder(s) will be notified.

The selection decision for the winning bidder will be made no later than June 6, 2017.

Upon notification, the contract negotiation with the winning bidder will begin immediately. Contract negotiations will be completed by June 15, 2017.

Notifications to bidders who were not selected will be completed by June 15, 2017.

The successful bidder may be required to provide the CDA with the following information:

- portfolio of recent projects,
- tax reports,
- company history overview,
- number of employees who will be working on the project,
- references from similar projects completed in the past.
- The CDA may also do additional background research on the successful bidder.

Project Timeline:

Project initiation phase must be completed by June 26, 2017.

Project planning phase must be completed by July 10, 2017. Project planning phase will determine the timeline/schedule for the remaining phases of the project.

It is the goal of the CDA to have the 360° walking tour and historical videos completed and operational on our website no later than January 1, 2018.

8. BUDGET

All proposals must include proposed costs to complete the tasks described in the project scope. Costs should be stated as one-time or non-recurring costs (NRC) or monthly recurring costs (MRC). Pricing should be listed for each of the following deliverables:

- 360° walking tour of Tower Avenue encompassing six blocks of historic buildings and the interior of at least 25 local small businesses.
- Twelve (12) Short (120 second) historical videos showcasing the robust history of downtown.
- A printable version of the walking tour with accompanying written interpretation of Centralia Washington's Historic Downtown.
- Project management.
- Marketing coordination.

NOTE: All costs and fees must be clearly described in each proposal.

CDA's of scope costs include:

- Web hosting
- Licensing
- Printing

9. BIDDER QUALIFICATIONS

Bidders should provide the following items as part of their proposal for consideration:

- Description of experience in planning, building, and deploying similar solutions.
- List of how many full time, part time, and contractor staff in your organization.
- Testimonials from past clients on video and website design.
- Anticipated resources you will assign to this project (total number, role, title, experience).
- A testing plan.
- Timeframe for completion of the project.
- Project management methodology.

Bidders, as an individual or company, may not discriminate in their hiring processes by reason of race, religion, ethnicity, national origin, disability, age, marriage, or gender identity.

10. PROPOSAL EVALUATION CRITERIA

The CDA will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposal, your proposal must be complete and include all of the following criteria:

- Overall proposal suitability: proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner.
- Organizational Experience: Bidders will be evaluated on their experience as it pertains to the scope of this project.
- Value and cost: Bidders will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project.
- Technical expertise and experience: Bidders must provide descriptions and documentation of staff technical expertise and experience.
- The CDA does not discriminate in their practices by reason of race, religion, ethnicity, national origin, disability, age, marriage, or gender identity.

Each bidder must submit a complete digital version of their proposal to cda360bid@gmail.com by 5pm, May 28, 2017.