



Town of Amherst Industrial Development Agency

February 16, 2024

REQUEST FOR PROPOSAL – Website Design

The Town of Amherst Industrial Development Agency (AIDA) and its affiliated companies, in conjunction with the Town of Amherst Economic Development Department (AED) are seeking proposals for a marketing focused website and associated services. Proposals are due no later than 4:00 pm, March 14, 2024 either in hard copy to AIDA, 4287 Main Street, Amherst, NY 14226, or via e-mail to dmingoia@AmherstIDA.com, attention: David Mingoia, Executive Director.

A. PROJECT GOALS AND OBJECTIVES:

The AIDA and affiliated economic development companies offer a variety of tax incentive and various assistance services designed to encourage economic growth and development in the Town of Amherst. The AIDA works closely with the Town of Amherst on strategic planning and comprehensive economic development. To this purpose, the AIDA wishes to retain the services of a marketing consultant to assist in the development of marketing strategies that align with the recommendations outlined by the Strategic Economic Development Plan accepted by the Amherst Town Board in 2023.

The primary goal of this project is to create an Economic Development website that provides a front page to AIDA and AED existing static websites under the URL - www.AmherstLeads.com. Existing websites on each entities platform (www.AmherstIDA.com and AED's page on www.Amherst.NY.US) will likely remain and serve required regulatory functions of each entity. We are committed to building a premier website and are interested in an innovative design. The website should be aesthetically appealing, easy to read, easy to maneuver through, and able to compile information in report form.

User-friendliness from a site selection standpoint is a top priority for the site redesign. Our site's primary audiences include selection consultants, and c-level company executives looking to gather information regarding new locations to do business. Other audiences include small business owners, entrepreneurs, and real estate developers. The website will be our primary marketing tool for promoting the Town of Amherst to a regional, national, and international audience for new businesses, business relocations, and industry expansions.

Objectives for the development of the website are as follows:

- To employ the latest in creative technology
- To present an updated, visually compelling, user-friendly online resource for our target audiences
- To make the site visually appealing with an attractive mix of text, photos, videos, and graphics
- To capture visitor information and develop a customer relationship management (CRM) program that engages repeat visitors
- To provide easy electronic access to public information for use by the target audience
- To create the site with functionality for reporting and tracking analysis
- To create a site where in-house staff can easily maintain the content
- To utilize best SEO practices to increase our site rankings in searches
- To function across all current platforms (desktop, tablet, mobile)

B. PROJECT SCOPE AND SERVICES

1. Features and Functionality

- DESIGN: Our Economic Development team and the chosen firm will work together on the site designs. Through collaboration, the two groups will incorporate elements of our branding into the website.
- PHOTOGRAPHY: We have a selection of existing photography for use on the website. New ideas and images are welcome.
- EDITORIAL: While our team will assist with some parts of the editorial content, professional input is expected and follow best practices for web readability and search engine optimization. Meta tags such as keywords, page titles, and page descriptions should be used to the fullest to aid in search engine placement. All images will include alternative text, which will also help search engine placement.
- SITES AND BUILDINGS: GIS tool/mapping tool to incorporate all site and building information offered throughout the region.
- CONTENT MANAGEMENT: User friendly interface to edit and update the content on the site. Describe how your firm will provide a web-based content management system that will update the site in real-time.

RECOMMEND ADDITIONAL FEATURES: We are looking for a web production partner, experienced in Economic Development, who can work collaboratively and provide proactive suggestions in addition to the requirements above. Please provide how your company manages projects from the start to finish of a design through the end of our contract period.

2. Experience of Firm

Firms making proposals must show documented experience and past performance in similar projects. Demonstrated experience in providing consulting services to agencies similar to AIDA will be desirable. Firms should also include their approach to diversity and inclusion, including but not limited, minority and women ownership or programs to increase diversity. Please provide relevant examples of your work and contact information for up to three references.

3. Project Team

Proposals should include information identifying the project manager and team members with titles. All sub-consultants proposed must also be identified along with their project managers and key personnel.

C. COST AND BUDGET

A specific budget figure has not been identified. Firms should fashion their proposal to provide a cost broken down by activity related to the Scope of Services. In addition to the initial design, provide costs for maintenance of the site, as required, for development, updates, and site maintenance. Provide costs on a yearly, monthly, or hourly basis to cover periodic updates, changes, minor development, maintenance, and any other related services.

Please provide estimates for hosting and maintenance requirements.

D. SCHEDULE

Outline the planning, development, and proofing process to produce the site. The proposal should include an estimated summary timeline for the completion of this project. Flexibility of effort and resources will be a must as the selected consultant may need to respond to specific community events and or issues.

E. SUBMISSION OF PROPOSALS

There is no restriction on length of proposals; however, respondents are encouraged to be as concise as possible.

Proposals must be submitted no later than 4:00 pm, March 14, 2024 in hard copy to AIDA, 4287 Main Street, Amherst, NY 14226, or via e-mail to dmingoia@amherstida.com, and Attention: David Mingoia. If e-mailing, please request a confirmation of receipt of the proposal.

F. SELECTION PROCESS

AIDA does not assume the responsibility or liability for costs incurred by firms responding to this RFP or to any subsequent requests for interviews, additional information, submissions, or proposal related activities prior to issuance of a contract.

G. TERMS OF ENGAGEMENT

The consultant firm selected for the work contemplated in the RFP will be expected to agree to terms covering the following areas:

- Termination with or without cause at discretion of AIDA
- Conflict of Interest Prohibitions, including the execution of the Procurement Lobby Provisions attached
- Indemnification of AIDA and Insurance requirements
- Confidentiality provisions, the consultant firm must agree not to disclose any information obtained other than approved by AIDA
- Ownership of documents by AIDA, and prohibition on Consultant's use of documents/products without specific authorization from AIDA
- Consultant as an Independent Agent

Questions may be directed to David Mingoia via e-mail at dmingoia@AmherstIDA.com

TOWN OF AMHERST INDUSTRIAL DEVELOPMENT AGENCY

Procurement Lobbying Restrictions

1. Restrictions on Offerer Communications with AIDA

Pursuant to State Finance Law Sections 139-j and 139-k, this Request for Proposals imposes certain restrictions on communications between AIDA and any persons responding to the Request for Proposals (an “Offerer”) during the procurement process. Offerers are prohibited from making contacts (whether oral, written or electronic) with any AIDA personnel or AIDA Board member other than the designated AIDA staff member (unless the contact is otherwise permitted under State Finance Law Section 139-j(3)(a)). In addition, Offerers are hereby notified that any contact with any AIDA personnel, AIDA Board member or the designated AIDA staff member which a reasonable person would infer is intended to influence the award of the contract under this Request for Proposals is prohibited. These prohibitions apply from the Offerer's earliest notice of AIDA's intent to solicit proposals through the final award and approval of the procurement contract (“Restricted Period”). For purposes of this Request for Proposals, the designated AIDA staff member is David Mingoia, CEO/CFO dmingoia@amherstida.com

Offerers are hereby notified that AIDA is required to collect certain information when contacted by an Offerer during the Restricted Period and make a determination of the responsibility of the Offerer pursuant to State Finance Law Sections 139-j and 139-k. Certain findings of non-responsibility can result in rejection of a contract award, and in the event of two findings within a four (4) year period, the Offerer may be barred from obtaining governmental procurement contracts.

2. Offerer's Affirmation of Understanding of and Agreement pursuant to State Finance Law §139-j(3) and §139-j(6)(b)

AIDA is required to obtain written affirmations from all Offerers as to the Offerer's understanding of, and agreement to comply with AIDA's procedures relating to permissible contacts (described in paragraph 1 above). The affirmation must be provided to AIDA when the Offerer submits its proposal. The form of affirmation to be completed and submitted by the Offerer is included herein as Attachment 1.

3. Offerer's Certification of Compliance with State Finance Law §139-k(5)

State Finance Law Section 139-k (5) requires Offerers to provide written certification that all information provided to AIDA with respect to State Finance Law Section 139-k is complete, true and accurate. The certification must be provided to AIDA when the

Offerer submits its proposal. The form of certification to be completed and submitted by the Offerer is included herein as Attachment 2.

4. Offerer Disclosure of Prior Non-Responsibility Determinations

State Finance Law Section 139-k(2) obligates AIDA to obtain specific information regarding prior non-responsibility determinations with respect to State Finance Law Section 139-j. In accordance with State Finance Law Section 139-k, each Offerer must disclose whether there has been a finding of non-responsibility made within the previous four (4) years by any Governmental Entity due to: (a) a violation of State Finance Law Section 139-j or (b) the intentional provision of false or incomplete information to a Governmental Entity. State Finance Law Section 139-j sets forth detailed requirements about the restrictions on contacts during the procurement process. A violation of State Finance Law Section 139-j includes, but is not limited to, an impermissible contact during the Restricted Period (for example, contacting a person or entity other than the designated contact person, when such contact does not fall within one of the exemptions).

As part of its responsibility determination, State Finance Law Section 139-k(3) mandates consideration of whether an Offerer fails to timely disclose accurate or complete information regarding the above non-responsibility determination. In accordance with the law, no procurement contract shall be awarded to any Offerer that fails to timely disclose accurate or complete information under this section, unless a finding is made that the award of the procurement contract to the Offerer is necessary to protect public property or public health and safety, and that the Offerer is the only source capable of supplying the required article of procurement within the necessary timeframe. Attachment 3 entitled "Offerer Disclosure of Prior Non-Responsibility Determinations" must be completed by the Offerer and submitted to AIDA at the time of Offerer's submission of its proposal.

5. Contract Termination Provision

New York State Finance Law Section 139-k (5) provides that every procurement contract award subject to the provisions of State Finance Law Sections 139-k and 139-j shall contain a provision authorizing termination of the contract in the event that the certification provided by the Offerer that is awarded the contract is found to be intentionally false or intentionally incomplete. The following provision is hereby incorporated by reference and included in the contract that is awarded (if one is awarded) pursuant to this Request for Proposals:

AIDA Termination Provision

Pursuant to New York State Finance Law §139-k (5), AIDA reserves the right to terminate this contract in the event it is found that the certification filed by the Contractor in accordance with New York State Finance Law §139-k was intentionally false or intentionally incomplete. Upon such finding, AIDA may exercise its termination rights by providing written notification to the Contractor in accordance with the written notification terms of this contract.

Procurement Lobbying Restrictions

ATTACHMENT 1

**Affirmation of Understanding and Agreement
Pursuant to State Finance Law §139-j(3) and §139-j(6)(b)**

I affirm that I understand and agree to comply with the procedures of AIDA relative to permissible contacts as required by State Finance Law §139-j(3) and §139-j(6)(b).

By: _____ Date: _____

Name: _____ Title: _____

Offerer Name: _____

Offerer Address: _____

Procurement Lobbying Restrictions

ATTACHMENT 2

Offerer Certification:

I certify that all information provided to AIDA with respect to State Finance Law §139-k is complete, true and accurate.

By: _____ Date: _____

Name [printed]: _____ Title: _____

Offerer Name: _____

Offerer Address: _____

Procurement Lobbying Restrictions

ATTACHMENT 3

Offerer Disclosure of Prior Non-Responsibility Determinations

Name of Individual or Entity Seeking to Enter into the Procurement Contract:

Address: _____

Name and Title of Person Submitting this Form: _____

Date: _____

1. Has any Governmental Entity made a finding of non-responsibility regarding the individual or entity seeking to enter into the Procurement Contract in the previous four years? (Please circle):

No Yes

If yes, please answer the next questions:

2. Was the basis for the finding of non-responsibility due to a violation of State Finance Law §139-j (Please circle):

No Yes

3. Was the basis for the finding of non-responsibility due to the intentional provision of false or incomplete information to a Governmental Entity? (Please circle):

No Yes

4. If you answered yes to any of the above questions, please provide details regarding the finding of non-responsibility below.

Governmental Entity:

Date of Finding of Non-responsibility:

Basis of Finding of Non-Responsibility:

(Add additional pages as necessary)

5. Has any Governmental Entity or other governmental agency terminated or withheld a Procurement Contract with the above-named individual or entity due to the intentional provision of false or incomplete information? (Please circle):

No

Yes

6. If yes, please provide details below.

Governmental Entity:

Date of Termination or Withholding of Contract:

Basis of Termination or Withholding:

(Add additional pages as necessary)

Offerer certifies that all information provided to AIDA with respect to State Finance Law § 139-k is complete, true and accurate.

By: _____ Date: _____

Signature

Name: _____ Title: _____