



Madison County Government  
Administrative Services

*Linda Ogden* • Purchasing Director  
Madison County Administration Building  
157 N. Main St. Suite # 57 • Edwardsville, IL 62025-1963  
Phone (618) 296-4219 • Fax (618) 692-7476

*Kurt Prenzler, CPA*  
County Board Chairman

### NOTICE TO BIDDERS

Notice is hereby given that sealed proposals will be received by the Grants Committee and Finance & Government Operations Committee of the Madison County Board for **DESIGN, DEVELOPMENT AND IMPLEMENTATION OF COUNTY ECONOMIC DEVELOPMENT WEBSITE.**

Specifications, instruction to bidders, and all data necessary to submit a proposal may be obtained from the Purchasing Department, Madison County Administration Building, 157 N. Main St., Suite 57, Edwardsville, IL or by visiting the Madison County website at:  
<https://apps.co.madison.il.us/adminservices/vendors/>

**SEALED PROPOSALS** will be accepted at the Madison County Administrative Services Department, 157 N. Main St., Suite 57, Edwardsville, IL no later than **2:00 P.M. Thursday, November 4 2021** Sealed bids will be publicly opened and read aloud at **2:15 P.M.** in the County Board Committee Meeting Room which is located on the first level of the Administration Building in Suite 145.

The right is reserved to reject any or all bids.

Madison County is an "Equal Opportunity Employer".

Sincerely,

A handwritten signature in cursive script that reads "Linda Ogden".

Linda Ogden  
Purchasing Director



**REQUEST FOR PROPOSAL (RFP) FOR THE  
DESIGN, DEVELOPMENT, AND IMPLEMENTATION OF  
COUNTY ECONOMIC DEVELOPMENT WEBSITE**

RFP Circulation Date: **09/01/21**

Proposal Submission Deadline: **11/04/21**

# MADISON COUNTY

## MADISON COUNTY COMMUNITY DEVELOPMENT

130 Hillsboro Ave  
Edwardsville Illinois  
62025

### **Instructions to Offerors**

1. An advertisement requesting proposals for the above work was published in the Edwardsville Intelligencer-Mail on **September 1, 2021**. As stated in such notice, sealed proposals will be received until 2:00 p.m. local time, **November 4, 2021** at Madison County Administrative Services, 157 North Main Street, Suite 57, Edwardsville, Illinois 62025. Proposals will be publicly opened and read aloud at 2:15 P.M in the County Board Committee Room which is located on the first level of the Administration Building in Suite 145.
2. The person, firm or corporation making a proposal shall submit it in sealed envelopes marked: RFP: **WEBSITE PROPOSAL** on or before the hour and the date stated above. The words as specified herein shall appear on the outside of the sealed envelopes.
3. Each respondent shall insert the cost, and supply all the information, as indicated in the RFP. The cost inserted shall be net and shall be the full cost for the equipment specified, including all factors whatsoever.
4. No charge will be allowed for taxes from which the Madison County is exempt: the Illinois Retailer's Occupation Tax, the Service Occupation Tax, the Service Use Tax, the Use Tax, Federal Excise and Transportation Tax.
5. Each respondent shall affirm that no official or employee of Madison County is directly or indirectly interested in this proposal for any reason of personal gain.
6. Madison County reserves the right to reject any and all proposals and to waive any informalities or technicalities in the proposal process. Any proposal submitted will be binding for sixty (60) days after the due date of the proposals.
7. These instructions are to be considered an integral part of any proposal.

## **Madison County Economic Development Website RFP**

### **General Description**

The Economic Development Department of Madison County, IL is issuing this Request for Proposals to individuals and firms interested in providing website design and development services to create a new Economic Development (ED) Website for the County.

The ED Website will be used as: a) a site selection tool for consultants and businesses interested in making an investment or locating their business to Madison County, b) an economic development tool for economic development partners, c) a business development and resource tool for entrepreneurs, business, and industry, and d) a communication and marketing tool for promoting and attracting business investments, innovation and globalization throughout the region.

Specifically the website will provide/assist users with: a) information needed for business location decisions to include community and demographic information along with available sites and buildings, b) identifying and obtaining business development resources for the start-up and growth of businesses, and c) directing business, entrepreneurs, and investors to key staff and agencies to assist with their development needs.

### **Background**

In May of 2021, Madison County hired a person with an economic development background to promote Madison County and develop economic initiatives to attract new investment. These strategic initiatives objectives were: 1) build an entrepreneurial culture - "entrepreneurs" 2) transfer ideas into value - "innovate," 3) expand market opportunities - "go global". The ED Website would assist with the implementation of these strategies with the primary goal of creating, attracting, retaining, and expanding jobs in Madison County.

### **Key Dates**

09/01/2021 RFP Release Date  
09/03/2021 RFP Advertisement Date  
09/24/2021 Final Date for Clarifying Questions  
11/04/2021 (2 PM CST) Proposal Due Date  
11/17/2021 Tentative Selection of Proposal

### **Preliminary Scope of Work**

The following provides only a preliminary scope of our expectations. The ED Website should serve the following targets: a) site selection consultants, b) existing businesses, c) aspiring entrepreneurs, d) potential investors, and e) other economic development partners. The ED should serve as a one-stop shop by making available: a) building/sites for sale and lease, b) marketing brochures, c) community and demographic information, d) business development resources, and e) development opportunities and profiles. The ED Website shall designed with

the following attributes: a) separate but seamlessly linked to the County's existing website, b) easy to navigate and highly functional to each targeted users, b) promote a professional brand, c) accessible for individuals with disabilities, c) used by local and international clientele, and d) easily modified with County staff for content changes.

This RFP is for web design, development and include web hosting. List price per month and all other relevant information including server, software, hardware, etc.

A new URL will be secured.

**Technical requirements:**

1. **Platform/Language:** It is recommended that the website and CMS be developed off a Microsoft ASP.NET platform backed by a Microsoft SQL database server. Vendors who do not meet these criteria are still encouraged to bid.
2. **Training:** Vendor must provide training session(s) for the CMS.
3. **Export Capabilities:** Any information collected via a form through the website, must be able to be exported to .csv or Excel file without necessary vendor involvement.
4. **Export:** The CMS must allow data collected in forms to be exported into .CSV or Excel format.
5. Best Practices for Search Engine Optimization (SEO) should be observed in the website coding. This includes the use of descriptive title and meta tags to increase the website's visibility.

**Other Requirements:**

1. Design a professional-looking yet creative website to fulfill all requirements outlined in this proposal.

2. Design a consistent, user-friendly navigation.
3. Design an attractive homepage that will allow for easy access to all components of the site.
4. Design a template for all pages within the site. This template must be consistent, professional and innovative.
5. Design should be ADA and Section 504 compliant.
6. The purpose of this website is to serve as a communication tool between the staff and the business/investment community we are serving. To meet the needs of both, the website should include each of the following:
  - Social networking site integration
  - Compatibility with mobile devices
  - Ability to search the entire site via integrated or Google Search Box
  - Ability to integrate either Google Analytics or other visitor statistics tracking
  - Ability to access existing databases of economic development information
7. Any other features the respondent believes would be advantageous to our website should be included and itemized.
8. The ED website must be fully complete by January 3, 2022.

**The following are components to be included in the site's organizational structure:**

**Homepage** – A clean navigation menu and aesthetically pleasing design is needed for the homepage.

**About Economic Development** – How we help, Our Team, newsroom, monthly update (downloadable- <https://biz.loudoun.gov/about-us/monthly-updates/>) , contact us, public service.

**Site Selection** This section contains information on 1) Why Madison County-( [About | Lee County Business Growth | Lee County Economic Development](#)) 2) Available Incentives 3) for sale and lease buildings, available commercial land inventory, 4) GIS-layers pertaining to Business Districts, Enterprise Zones, TIF districts, zoning, Active Projects imagination zones. ([Interactive Map - SelectCobb](#))

**Data & Research** – 1) Workforce data, 2) Retention & Expansion Assistance, 3) Small business & entrepreneurship 4) Competitive Advantages

**Key Business Sectors** – Target industry sectors: Advance and Light Manufacturing, Agriculture/Food Processing, Warehouse/distribution/supply chain, Multi-Modal Transportation, Chemical Industry and Medical Processing

**Business Services** – Contains: 1) Employer Resources 2) Madison county's-One stop 3)

**Sites liked by Economic development staff:**

1. [Loudoun County Economic Development, Virginia](#)
2. [About | Lee County Business Growth | Lee County Economic Development](#)
3. [Economic Development | Pierce County, WA - Official Website \(piercecountywa.gov\)](#)

**Qualifications**

The selection of a proposal will be at the sole judgment of a team made up of County's ED Staff and the County's Purchasing Agent. Only those respondents that meet the following qualifications will be considered:

- Respondent must submit a time-line of work to be completed by the Respondent and the anticipated date of completion. Key responsibilities of the County shall also be specified in the work plan.
- Respondent must submit with their proposal a portfolio of past work. This portfolio may be either paper or online. In the case of an online portfolio, please include a hyperlink.
- **Respondent's portfolio must contain a minimum of 5 Economic Development websites.** These must not be ED pages within municipal sites, but stand-alone websites. Work for both public and private Economic Development organizations can be included.
- Respondent must provide at least 2 references that can be contacted and asked about the quality of past products and services. References must be from Economic Development entities.

**Fee**

The maximum budget for this project is \$30,000.

Proposal should include a total not-to-exceed contract proposal amount. Please be very explicit in listing and describing any services or items not covered in the proposal fee amount. Proposal fee should be broken down to include major fee categories.

Upon selection, final contract amount will be subject to negotiation to determine exact scope of services to be provided and final contract fee amount and a contract outlining all relevant terms shall be executed by both parties. Selection does not guarantee award of the contract. In the event the contractor and the county fail to agree to a contract, the county will choose from remaining respondents or put out another Request for Proposals.

The county will not reimburse respondents for any costs incurred in preparation or submission of the proposal. All proposals are made at the sole cost of the Respondent. Proposed fee should not include or consider the costs incurred in preparation of the proposal.

## **Submission**

Proposals should be received at the address below before **2:00 P.M. CST on November 4, 2021**. Late proposals will not be accepted. Proposals should be hand delivered or mailed. Emailed or faxed proposals will not be accepted. Respondents are to submit all materials together in a sealed packet and clearly mark on the outside of the package their company name and "Website Proposal."

Madison County Administrative Services  
ATTN: Linda Ogden  
157 Main Street, Ste., 57  
Edwardsville, IL 62025

Proposals should be sent in triplicate (3 hard copies and 3 CDs or DVDs) and should include the following:

- Timeline with expected completion date and key steps
- Portfolio Sample (may include link)
- 2 Reference Contacts
- Fee and fee breakdown

The county reserves the right to request additional information from any respondent after submission of proposal including but not limited to: additional design templates, clarification of submitted materials, and/or interviews or to allow for corrections of misinformation or omitted information.

The county reserves the right to change proposal submission requirements and to change the due date at any point during the RFP process, upon notification of all firms and individuals who have expressed to the county the intent to submit a proposal (collectively the "Expected Respondents").

By submitting the proposal the Respondent relinquishes all rights to submitted proposals or the ideas contained therein, and the county reserves the right to retain all submitted proposals and to use any ideas in any proposal submitted, regardless of whether or not the proposal is selected. All material submitted in response to the RFP shall become property of the county and will not be returned.

Prior to the execution of the agreement between the county and the Contractor, the contents of each proposal will remain confidential, to the extent permitted by law, and not made available to anyone except those involved in the selection process.

## **Clarifications & Questions**

Any questions about requirements or any other instruction contained within the RFP or relating to the RFP should be directed to [supportservices@co.madison.il.us](mailto:supportservices@co.madison.il.us). All requests for clarification about any item contained or relating to the RFP should be made in writing and expressed through email.



Any clarifications made in response to questions received will be emailed to all expected respondents providing contact information and requesting the county do so, as appropriate and as judged necessary at the discretion of the county. Anyone planning to submit a proposal should contact the county contact listed above to convey such intent. The deadline for requesting clarification is seven (7) days prior to the due date for proposals.

### **Selection Process**

The selection of a proposal will be at the sole judgment of the County ED Staff and the County Purchasing Director. The county will consider all parts of the proposal collectively, but place an emphasis on template design, prior experience, and cost in the selection process.

The selection process may include an interview session. This interview session may be recorded for later review by county staff. The county will select the respondent that in the sole judgment of the county best satisfies the requirements in the RFP and the expectations of the county and can do so at the best value to the county. Selection may not be the proposal with the lowest cost. Respondents may not contest for any reason the selection of the county.

Selection does not guarantee a contract. After selection, the Contractor and county will discuss and agree on final scope of work and final contract amount and terms of the Contract. If the Contractor and county fail to reach an agreement, the county is free to select from remaining available respondents, cancel the RFP, or issue an additional Request for Proposals.

### **Contract and Completed Website**

The Contract between the Contractor and the county will include provisions indicating compensation schedule and timeline for completion of and transition to the new website. The county will retain the right of approval for any and all work performed in designing the website. It is the expectation and desire of the county to transition to the new website as soon as possible. The contract will be for the design and implementation of the county website and will include no guarantee or intent to contract for future services.

Upon completion of the contract all content, site design, site templates, and any other item or idea used in the completed website or contained therein will become property of the county. Contractor will relinquish all rights to the website and the county will have sole control over website design, content, and appearance.

## “INSTRUCTIONS TO BIDDER”

1. All items contained in the “Instructions to Bidder” are applicable to the call for proposals.
2. No proposal may be withdrawn after the scheduled closing time for receipt of bids at least forty-five (45) days.
3. Envelope containing proposal shall be marked plainly, “SEALED PROPOSAL” –with **WEBSITE PROPOSAL**, date and time of closing written thereon. All proposals must be signed with the firm name in ink and by an authorized officer or employee of the company.
4. Unless otherwise stated in this call for bids, each bidder must submit with his bid either a certified check on any bank, a cashier’s check on a bank doing business in the County, or a combination bid and supply bond acceptable to the County in the amount of 5% of the total base bid, payable to the County, as guarantee that the successful bidder will supply material or services as specified. –**NOT REQUIRED**–
5. The Contractor, before commencing Work, shall furnish Performance Bond and Labor/Material Payment Bond with a surety licensed to conduct business in Illinois equal to the amount of the Contract, guaranteeing the completion of the Work and performance of the Contract and the payment for all labor and materials incorporated in the Work. Said Bonds shall be presented to the Purchasing Department, Madison County Administration Building, 157 N. Main St., Ste. #57, Edwardsville, IL 62025, within seven (7) working days after notification of bid award. Failure to supply said Performance Bond, Labor/Material Payment Bond or acceptable surety shall result in retraction of proposal award. –**NOT REQUIRED**–
6. All proposals must include all taxes that are applicable to the County. The City and State of Illinois sales tax and Federal Taxes are not applicable to sales made to the County and must be excluded. The County Auditor, upon request, will execute the exemption certificates in connection with all orders when Federal Excise Tax would otherwise be due.
7. Proposal price to be F.O.B. Edwardsville, with delivery to Madison County using point within the area unless otherwise stated in this call for proposals. Prices shall be stated in units and quotations made on each item separately. In case of conflict, unit price shall govern.
8. All prices and notations must be in ink or typewritten. Mistakes may be crossed out and corrections typed adjacent and must be initialed in ink by person signing proposal. The proposal must be signed by an authorized officer or individual.
9. Bidder must state brand name and/or manufacturer of each item proposed in his bid. Guarantee and/or warranty must also be stated.
10. Parts and materials must be of current day (latest model) and meet Specifications. This provision excludes surplus, remanufactured and used products except as alternate bid unless otherwise stated in this call for proposals.
11. Proposals will be considered on equipment or material complying substantially with Specifications provided each deviation is stated and substitution is described, including technical data when applicable, in a letter attached to proposal.

The County reserves the right to determine as to whether such substitutions or deviations are within the intent of the Specifications and will reasonably meet the service requirements of the using department. In addition to price and applicability, consideration for award may be given to engineering design which adds safety, convenience or adaptability for the use intended. Brand name which may be mentioned in Specifications does not indicate a preference and is used only as a reference to the type and quality of materials or equipment desired.

12. Time of delivery is part of the consideration and must be stated in definite terms as this may be a factor in making the award. If time varies on different items, the bidder shall so state.
13. Unless otherwise specified, materials and equipment will be inspected by the using department as to meeting the quality requirement of the call for proposals. When deemed necessary, samples of supplies or material will be taken at random, from stock received, for submission to a commercial laboratory, or other appropriate inspection agency, for analysis and test as to whether the material conforms, in all respects, to the specifications. In cases where the commercial laboratory report indicates that the material does not meet the Specifications the expense of analysis is to be borne by the successful vendor and the order, or balance thereof may be cancelled by the County.

14. Bidders must be sure to specify any terms they wish to offer. Cash discounts will be deducted from the base proposal in determining the low bidder, except, cash discounts based on payment in less than ten (10) days will not be considered.
15. In case of default by the vendor(s), the County may procure the articles or services from other sources and may deduct from unpaid balance due the vendor, or may collect against the bond or surety for excess costs so paid, and the prices paid by the County shall be considered the prevailing market price at the time such purchase is made.
16. The bidder, shall hold the County, its officers, agents, and employees harmless from liability of any nature or kind on account of use of any copyrighted or uncopyrighted composition, secret process, patented or unpatented invention, article or appliance furnished or used under this proposal call.
17. Successful bidder is specifically denied the right of using in any form or medium the name of Madison County for public advertising unless express permission is granted by the County.
18. The authorized committee(s) for the County reserves the right to reject any or all proposals, or any part thereof, or to accept any proposal or part thereof, or to waive any informalities in any proposal, deemed to be in the best interest of the County.
19. Madison County shall not award contracts to businesses owing delinquent taxes to Madison County at the time proposals are awarded.
20. Bidder is expected to be an "Equal Opportunity Employer" as required by Article III, Rules III, Fair Employment Practices Commission.
21. All Specifications and Instructions to Bidders must be clearly answered and stated in definite terms.
22. Sealed bids will be received until Thursday, November 4, 2021 at 2:00 P.M., then publicly opened and read aloud at 2:15 P.M in the County Board Committee Room which is located on the first level of the Administration Building in Suite 145.

**BIDDERS ARE WELCOME TO ATTEND THIS MEETING**

23. If any additional information is needed contact:

Madison County Administrative Services  
157 N. Main Street, Suite #57  
Edwardsville, IL 62025  
Attn: Linda Ogden  
Phone: (618) 692-4219

24. Successful bidder cannot make delivery of successful material and/or services as specified until contract has been properly signed by the Madison County Board Chairman and the successful vendor.
25. Sealed proposals received after designated time will be considered "**NO BID**" and as "**VOID**".
26. By not complying with all phases of the Specifications and Instructions to Bidders, may cause the proposal to be automatically rejected.
27. Bidder must comply with the "Preference to Citizens" (Illinois) on "Public Works Project Act", and the wages of employees or public works (Prevailing Wage Act), and bidder agrees to execute a Project Agreement and to submit an acknowledgement with proposal documents (copy attached).  
SHALL BE RESPONSIBILITY OF BIDDER TO VERIFY PREVAILING WAGE SCHEDULE.  
**-NOT REQUIRED-**
28. Bidder should state where applicable that the firm is licensed to do business in the State of Illinois. (Out of state firms should satisfy all licensing requirements as required by the State of Illinois, failure to meet appropriate state licensing and statutory regulations can result in the contract to be entered into regarded as voidable).
29. Successful bidder shall hold the County, its Officers, Agents, and Employees, harmless from liability of any nature or kind, and shall sign and file with the County the attached "Hold Harmless and Indemnity Clause".

30. Successful bidder, should the job be done, will be required to provide certificates of insurance naming Madison County Government as additional insured and indicating the following coverage in the amount of one million dollars (\$1,000,000) for each category of coverage except as noted herein:

1. Liability Insurance

Commercial General Liability  
Products Completed Operations Liability  
Contractual Liability  
Comprehensive Automobile Liability

2. Worker's Compensation & Employers Liability \$500,000.

3. Cyber Liability Insurance – Coverage against the Vendor's legal obligation to pay damage related to a cyber security event. Coverage would include Third-party Liability coverage as well as coverage for Privacy Response expenses and Regulatory proceedings and penalties expenses. The minimum accepted for liability shall be \$1,000,000 each occurrence.

If the contractor should use any subcontractor, the contractor shall include all subcontractors as insured under its policies, or shall furnish to Madison County separate certificates and endorsements for each subcontractor. All coverage for subcontractors shall be subject to all of the requirements of the contractor.

Bidder shall submit, along with his proposal, a copy of his current "Certificate of Insurance".

31. Madison County does not discriminate against the disabled in either their employment practices or the services they provide.
32. With request for payment, in triplicate, the bidder shall furnish a Contractor's Affidavit/Waiver of Lien from all parties concerned. Failure to supply Waiver of Lien or evidence of payment of all current accounts will be considered grounds for withholding partial payment and failure to supply Waiver of Liens for the entire job on completion will be grounds for withholding final payment. **-NOT REQUIRED-**
33. Example of Madison County Project Labor Agreement for Development and Construction is attached for review. Successful bidder will be required to execute same. **-NOT REQUIRED-**
34. Bidder agrees to submit herewith a Letter of Assent acknowledgment with proposal documents ("Attachment A", page 11 of the Project Labor Agreement dated August 01, 1999). **-NOT REQUIRED-**
35. Bids MUST be submitted on attached proposal forms. **-NOT REQUIRED-**