

**REQUEST FOR PROPOSALS**



**PROPOSAL TITLE:** TOURISM BRANDING AND WEBSITE DESIGN  
**PROPOSAL NUMBER:** RFP #23-0912  
**PROPOSAL DUE DATE:** TUESDAY, SEPTEMBER 12, 2023  
**PROPOSAL DUE TIME:** 3:00 P.M.

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## I. PUBLIC NOTICE

### REQUEST FOR PROPOSALS RFP #23-0912 TOURISM BRANDING AND WEBSITE DESIGN

The Clarke County Purchasing Office, on behalf of the Clarke County Economic Development Department, is soliciting competitive sealed proposals from qualified vendors that are qualified and capable of developing and creating tourism branding services and a website design as specified in this Request for Proposals.

Sealed proposals should be clearly marked, "RFP: #23-0912 Tourism Branding and Website Design" and must be received in the Clarke County Purchasing Office before 3:00:00 p.m. (local prevailing time), Tuesday, September 12, 2023, at which time they will be recorded. Proposals received after this time will not be accepted. Proposals can also be submitted electronically through eVA, but must also be submitted before 3:00 p.m. on Tuesday, September 12, 2023.

Proposal documents are available at Clarke County Purchasing Office, 129 Ramsburg Lane, Berryville, VA 22611, phone 540-955-5148. Proposal documents can also be found on-line at [www.clarkecounty.gov](http://www.clarkecounty.gov), by clicking on business and procurement notifications.

Each vendor must be an Equal Opportunity Employer as defined by Federal and State laws and the Code of Virginia §11-51.

Clarke County reserves the right to reject any and all proposals, to waive informalities, and to negotiate with the successful offeror(s).

Brenda Bennett  
Director of Joint Administrative Services

**REQUEST FOR PROPOSALS  
CLARKE COUNTY, VA  
RFP #23-0912**

**II. INTRODUCTION AND BACKGROUND**

- A. Clarke County, Virginia is a rural jurisdiction located in the Northern Shenandoah Valley adjacent to Warren, Frederick, Loudoun, and Fauquier Counties in Virginia, the City of Winchester, and Jefferson County in West Virginia. The County includes two incorporated towns (Berryville and Boyce).
- B. The intent of this "Request for Proposals" (hereinafter known as "this document or RFP") and resulting contract(s) is to obtain the services of a qualified Vendor (hereinafter known as "Vendor") to build a tourism brand and website promoting Clarke County and the Town of Berryville as a travel destination thereby increasing visitation and supporting our hospitality industry and boosting tax dollars for community services.
- C. Clarke County has an existing website for Tourism. [www.experienceclarkecounty.com](http://www.experienceclarkecounty.com) is the domain. Clarke County is searching for a vendor to build a new tourism brand and website that will be more effective than the current site.
- D. Vendors shall include the costs of all labor, travel, equipment, insurance, and administrative resources, and other items as necessary, needed to successfully fulfill the requirements of this RFP in their respective proposal submissions.
- E. The award(s) shall be based on the vendor(s)' ability to meet all RFP requirements.
- F. The provisions set forth herein are for contractual goods/services rendered to Clarke County, Virginia, hereinafter to be inclusive of but not limited to Clarke County Joint Administrative Services, General Government, Sanitary Authority, and School Board, and referred to as Clarke County. All offerors are bound by these provisions. Further, these conditions and requirements become part of any contract awarded between Clarke County and the successful vendor(s).
- G. Any contract resulting from this solicitation shall be governed in any respects by the laws of Virginia, and any litigation with respect thereto shall be brought in the courts of the Commonwealth of Virginia. The Contract shall comply with all applicable federal, state and local laws and regulations.
- H. The County is issuing a RFP instead of an IFB because pricing is not the only evaluation criteria.

**III. PROPOSAL INQUIRES AND CORRESPONDENCE**

- A. All questions should be done in writing via email ([purchasing@clarkecounty.gov](mailto:purchasing@clarkecounty.gov)) to Mr. Mike Legge, Purchasing Manager. Please put "Question: RFP #23-0912" in

the subject line. Please have all questions submitted no later than noon on Monday, September 1, 2023. This will allow the County to answer all questions and issue any addendum, if necessary, in a timely manner.

- B. Questions will likely either be answered directly by an email or through an addendum.
- C. Michelle Brown, Clarke County Economic Development Director will oversee the project on behalf of the County.
- D. Should you need to contact someone regarding this document, the following names are listed for your convenience. Please be sure to contact the person best suited to answer your questions or concerns.

NAME	TITLE	VOICE (FAX)
Brenda Bennett	Director of Joint Administrative Services	540-955-6172
Mike Legge	Purchasing Manager	540-955-5148
Michelle Brown	Clarke County Economic Development Director	540-277-7567
Mary Meredith	Administrative Assistant, Purchasing	540-955-5185

E. Proposal Due Date

Proposals must be received in the Clarke County Purchasing Office (129 Ramsburg Lane, Berryville, VA 22611), before 3:00:00 p.m. (local prevailing time) on Tuesday, September 12, 2023. Late proposals will not be accepted. Proposals can also be submitted electronically through eVA, but must also be submitted

F. Timeframe:

The following is an estimated time frame for the completion of this project:

RFP ADVERTISED	August 15, 2023
PROPOSALS DUE	Must be received in the Clarke County Purchasing Office before 3:00:00 p.m. on Tuesday, September 12, 2023. Proposals received after this time will not be opened. Proposals can also be submitted electronically on eVA, but also must be submitted before 3:00:00 p.m. on September 12, 2023.
CONTRACT AWARD	Estimated 2-4 weeks from due date.
PROJECT TIME FRAME	The County would like the completion of the tourism logo and colors to be done in the first 1-2 months. The website completion should be done within the six months. The County may extend the contract for up to five additional one-year terms.

Please note that the above dates are simply estimated time frames; Clarke County reserves the right to change dates as deemed necessary in the best interest of its constituents.

G. Addenda

1. Addenda may occur prior to proposal due date. It is the vendor's responsibility to check the website ([www.clarkecounty.gov](http://www.clarkecounty.gov)) listing frequently to ensure that all solicitation information is complete and accurate. Upon award, this document in its entirety including any forms and addenda shall be referred to as the contract.
2. The County will attempt to notify all vendors that are known to have a complete set of Proposal Documents; however, it is ultimately the responsibility of each company to check the County website ([www.clarkecounty.gov](http://www.clarkecounty.gov), business, and procurement notifications) for addendums.
3. Copies of Addenda will be made available for inspection wherever Proposal Documents are on file for that purpose.
4. No Addenda will be issued later than two (2) days prior to the date of receipt for Proposals except:
  - a. any Addendum withdrawing the Request for Proposals
  - b. any Addendum that includes postponement of the date of receipt for proposals.
5. Each Vendor shall ascertain before submitting a proposal how many addenda, if any, were issued.
6. Each Vendor shall certify on the Response Form the number of additional addenda received.

**H. Inclement weather: In the event that the Clarke County Purchasing Office is closed during the scheduled times for a pre-bid (pre-proposal) conference or bid/proposal opening; the pre-bid (pre-proposal) conference or bid/proposal opening will occur on the next business day that Clarke County Public School Administrative Offices are open at the appropriate times as stated in the IFB/RFP or on an alternative day/time stated in a notification posted by the Clarke County Purchasing Department. Please check the County website, [www.clarkecounty.gov](http://www.clarkecounty.gov), under business, and procurement notifications for updates regarding any changes in meeting times and/or due dates.**

I. Notice of Award

All Notices of Award and Notices of Intent to Award will be posted on the County website, [www.clarkecounty.gov](http://www.clarkecounty.gov), under business, and procurement notifications. Once the award is made, proposals are open to public viewing, except for those sections marked confidential or proprietary, if applicable.

J. Reference Form - Attachment A

Each vendor should complete and submit the Reference Form with the names of four (4) most recent references, preferably in Virginia, which can be verified as to the quality of service and/or work, provided by the Vendor.

K. Use of Subcontractors

1. Vendor should supply a list of all Subcontractors and Subcontractors(s)' references with the Proposal Response Form.
2. The County reserves the right to reject the Vendor's selection of Subcontractors.

IV. SPECIAL TERMS AND CONDITIONS

A. **A Bid Bond is not required.**

B. **Payment and Performance Bonds will not be required.**

C. Vendors are responsible for all costs associated in preparing a proposal submittal. The County will not pay for any costs associated with preparing or submitting a proposal.

D. Insurance Requirements

a) A Certificate of Insurance will be required from the selected vendor; please refer to General Terms and Conditions for complete instructions. Please include a sample of your Certificate of Insurance with your proposal. All vendors shall include the cost of insurance in their proposal pricing.

b) Worker's Compensation Coverage is required for employers of three or more employees, to include the employer. Contractors who fail to notify the County of Clarke of increases in the number of employees and subcontractors that change their workers' compensation requirements under the Code of Virginia during the course of the contract shall be in noncompliance with the contract.

Vendors (employers of three or more employees) shall include the cost of worker's compensation insurance in their proposal pricing. The selected vendor (if employer of three or more employees) must provide evidence of Worker's Compensation Insurance coverage before starting any work. All vendors are solely responsible for insuring their workers and themselves when doing work for Clarke County.

A vendor (employers of three or more employees) without Worker's Compensation insurance can submit a proposal; however, the selected vendor must purchase and show evidence of the Worker's Compensation to the County before receiving the contract or starting any work.

Employers with less than three employees are not required to have Worker's Compensation Coverage. Employers with less than three employees that do not have Worker's Compensation Coverage agree that by submitting a proposal that they are independent contractors and that the vendor and its employees are not employed by the County of Clarke and are not covered by the County's worker's compensation coverage program.

- a) Be sure to instruct your insurance carrier as to how the Certificate of Insurance is to be worded.
- b) Contractor shall be responsible for requiring any subcontractors to have the same amounts/types of insurance as the Contractor.
- c) If you have any questions regarding these limits, please contact the Clarke County Purchasing Office for clarification and discussion.
- d) Note that the selected vendor shall furnish the County with all certificates of insurance, endorsements, declaration pages, and policies affecting coverage. The selected vendor must provide an endorsement letter that verifies that Clarke County, its officers, officials, employees, volunteers and agents (as their interest may appear)" are additionally insured.
- e) Any vendor that is awarded a contract is responsible for ensuring that their employees and any and all subcontractors have insurance coverage and Worker's Compensation coverage. The County shall not be responsible for any injury (including death) of any vendor or subcontractor that is visiting, inspecting, climbing, or working on the site (s).
- f) The selected vendor agrees to accept responsibility for property damage, injury, or death caused by the acts or omissions of its employees or representatives to the fullest extent permitted by law.

#### E. Codes, Permits, Fees, Licenses and Notices

1. It is the responsibility of the Vendor to maintain all required licensing and training for his/her employees to provide the services as stated in this RFP.
2. Costs for these items shall be the responsibility of the Vendor and shall be included in the proposal price(s).
3. The Vendor shall supply copies of all licenses to Clarke County, upon request.



4. The Vendor shall give all notices and comply with all laws, ordinances, rules, regulations, and lawful orders of any public authority bearing on the performance of the Work.
5. A Clarke County Business License and/or a License from the Town of Berryville may be required. Please contact the Town of Berryville (540-955-1099) and the Clarke County Commissioner of the Revenue (540-955-5187) for more information. Only the selected vendor would be required to have a business license from the Town or County, if applicable.

A vendor without a Clarke County business license may submit a proposal; however, the selected vendor may need to acquire a Clarke County business license before starting work.

6. The selected vendor is responsible for the costs of all permits and/or licenses, if needed. Vendors should include the costs of permits/licenses with their respective proposal pricing.

#### F. Submittals

1. The following forms are provided for uniformity and should be completed (in entirety) and returned as part of your proposal. Please submit one (1) original and two (2) copies of your proposal in your sealed packet/envelope/box. The original should be clearly marked "ORIGINAL" on the front of the proposal. If submitting electronically on eVA, only one submittal/copy of each submittal is needed.
2. Attachment A: Proposal Response Form
3. Attachment B: Reference Form
4. Attachment C: SCC Form

Per § 2.2-4311.2 of the Virginia Public Procurement Act, any contractor/vendor organized as a stock or nonstock corporation, limited liability company, business trust, or limited partnership or registered as a registered limited liability partnership must be authorized to transact business in the Commonwealth of Virginia as a domestic or foreign business entity if so required by Title 13.1 or Title 50 or as otherwise required by law.

Vendors submitting a bid/proposal shall include the identification number that was issued to them by the State Corporation Commission. Any vendor that is not required to be authorized to transact business in the Commonwealth as a foreign business entity under Title 13.1 or Title 50 or as otherwise required by law shall include in its quote a statement describing why the vendor is not required to be so authorized.

5. Sample copy of Certificate of Insurance showing coverage.
6. A signed copy of any addendum issued before proposal due date and time.
7. The proposal should be labeled “RFP #23-0912 Tourism Branding and Website Design” and must be received in the Clarke County Purchasing Office (129 Ramsburg Lane, Berryville, VA 22611) before 3:00:00 p.m. on Tuesday, September 12, 2023. Late submissions will not be opened. Vendors may also submit their proposal electronically on eVA, but must submit it before the due date of 3:00 p.m. on September 12, 2023. The official time will be determined by the clock in the Clarke County Purchasing Office.

#### G. Proposal Requirements

1. Proposals should provide a complete and concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be placed on completeness and clarity of content.
2. Ownership of all data, materials, and documentation originated and prepared for the RFP shall belong exclusively to Clarke County and shall be subject to public inspection in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by a vendor shall not be subject to public disclosure; however, the vendor must **clearly** identify the sections by marking “Proprietary” at the top of each applicable page and must explain why the protection is necessary.

#### H. Work Covered by Contract Documents

1. This section generally summarizes the Work, exclusions and special considerations applicable to the Contract. The Vendor shall thoroughly examine the entire Contract Documents, in addition to this section to determine the scope of work required under this Contract.
2. Where a specification section, which has been assigned to the Contract, refers to another specification section for standards, criteria, procedures, and methods of fabrication, it shall be deemed as included in the Contract by reference.
3. Any incidental work required to accomplish the work of the Contract shall be undertaken and completed at no additional cost to Clarke County.
4. All work performed and all materials used shall be ADA compliant, including but not limited to all materials supplied to the Vendor by all tiers of Subcontractors.

5. Vendor will review the Scope of Work to become familiar with the entire project and will advise Clarke County of any discrepancies.

#### I. Contract Method

1. This project will likely be awarded as one (1) contract. However, the County reserves the right to award to multiple vendors, if deemed in the best interest of Clarke County.
2. Upon proposal review and approval by Clarke County, a purchase order or contract will be issued to the Vendor(s).
3. In most cases, receipt of purchase order or contract from Clarke County by the Contractor shall be considered the “Notice to Proceed” and/or “Contract”.
4. A completed Certificate of Insurance with the County of Clarke, VA listed as Certificate Holder is required to be on file with the County before any work is allowed to begin.
5. The selected vendor shall submit an itemized invoice that shows the delivery location, the quantity of propane delivered, and the price.

#### J. Proposal Evaluation Criteria

1. Evaluation criteria that may be used in choosing a vendor for contract award include:
  - Proposed pricing
  - References
  - Experience of firm and staff
  - Past performance
  - Timeline
  - Ability to provide services such as photography, drone, and video
  - Proposed method of plan and overall strength of the proposal
  - The County reserves the right to schedule interviews with firms submitting proposals and may use the interview(s) and information gained from the interview(s) to assist with the evaluation process.
2. The selected vendor must be deemed to be a responsible and responsive vendor. The County will determine if the selected vendor is responsible and responsive.

#### K. Independent Contractor

The selected vendor will be hired as an independent contractor and thus, agrees and understands that they, the vendor and its employees, are not employed by the County of the Clarke.

#### L. Vendor's Duties

1. All work performed under this contract shall be performed in accordance with all provisions of these specifications or plans and must be approved in writing by Clarke County or authorized representative.
2. The Vendor shall immediately upon discovery, bring to the attention of Clarke County any conflicts that may occur among the various provisions of the specifications and plans.
3. Failure of the Vendor to bring conflicts or exceptions to the attention of Clarke County shall allow Clarke County to require any changes deemed necessary before acceptance by Clarke County.
4. Vendor shall be responsible for all property damaged, or persons injured, by the Vendor's and/or subcontractors' negligence. This includes, but is not limited to, fences, trees, plants, grass, walks, drives, building surfaces – interior/exterior, visitors, visitors' belongings and vehicles, county equipment, building contents, etc.

#### M. Material Delivery, Storage and Handling (if applicable)

1. Vendor shall be responsible for the protection of materials and equipment during delivery. The vendor shall be responsible for the protection of any materials and equipment stored on the job site during the job.

#### N. Procedures for Authority, Workmanship, Inspection and Clean-up

1. Authority.....The extent and character of the services to be performed by the Vendor shall be subject to the general control and approval of the County authorized representative.
  - a) The Vendor shall comply with requests and/or orders issued by the authorized representative(s) acting within their authority for Clarke County.
  - b) The Director of Joint Administrative Services must approve any change to the contract in writing.
2. Workmanship.....All work under the resulting contract shall be performed in a skillful and workmanlike manner.
  - a) Vendor shall be responsible for conduct and supervision of its personnel.
  - b) There shall be no smoking or vaping on any School-owned property or in any County Government-owned building.

3. Inspection.....Clarke County may, from time to time, make inspections of the work performed under this contract. Any inspection by Clarke County does not relieve the Vendor from any responsibility regarding defects or other failures to meet the contract requirements.

O. Special Requirements

1. Accident Prevention and Safety – Each Vendor shall:

- a) Comply with all applicable laws, ordinances, rules, regulations and orders of governing authorities having jurisdiction for the safety of all persons and property to protect them from damage, injury or loss.

## V. SCOPE OF WORK

- A. Clarke County would like to enter into a contract with a qualified and capable vendor to provide is to obtain the services of a qualified Vendor (hereinafter known as "Vendor") to build a tourism brand and website promoting Clarke County and the Town of Berryville as a travel destination thereby increasing visitation and supporting our hospitality industry and boosting tax dollars for community services.
- B. The selected vendor should begin their work by conducting community/visitor research to develop and confirm assets, messaging, place making, audience, etc.
- C. The selected vendor will create a tourism brand logo, color palette, and tagline with brand message. The selected vendor will work with County's Economic Development and Tourism Director and the Economic Development Advisory Committee for all branding approvals throughout this process.
- D. The selected vendor will design a website that accomplishes the following:
  - 1. Promotes Clarke County with a welcoming, friendly, and professional feel.
  - 2. Has a design that is user-friendly for someone using the site by phone or tablet. It is important that the web site be designed to ensure an easy-to-navigate experience for anyone using the site. The site should be able to be surveyed and enable the visitor to get to the right page with a minimum number of clicks and make it easy for the visitor to return to the home page at any time.
  - 3. Has a design that is easy to maintain for the staff of the County's Department of Economic Development and Tourism. It is important that all of the standard social media platforms (Facebook, Youtube, Twitter, Instagram, Pinterest, etc.) are compatible. The site must also interface easily with Trip Advisor, Yelp, Crowdriff, Google Maps, etc.
  - 4. The vendor will need to include the extraction of website analytics and demographics data reporting ROI measures to funders and boards optimizing a target market for campaigns. Vendor will develop a strategy for strong SEO.
  - 5. Has landing pages for the following:
    - a. Home Page, Calendar of Events
    - b. Business Directory
    - c. Lodging
    - d. Dining
    - e. Shopping

f. Things to Do or Itineraries/Experiences

g. Outdoor Recreation

h. Farms

6. The selected vendor should be able to provide website maintenance services to assist the County in its operation of the site. This shall include debugging any errors. The website will need to be scaled for future growth such as additional landing pages or enhancements.

7. Although not required, the County would prefer that the selected vendor be able to provide photography, drone, and videography services to assist with the development of the site.

8. The County will need the selected vendor to provide paid media marketing campaigns and Google ads for initial brand awareness and later to collaborate on marketing strategies to drive people to the website.

## VI. PROPOSAL FORMAT

- A. In order to provide each vendor an equal opportunity for consideration, adherence to a standardized proposal format is requested.
- B. Proposals should be prepared simply and economically, providing a complete and concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be placed on completeness and clarity of content.
- C. The format of each proposal should contain the following elements organized into separate chapters and sections, as the vendor may deem appropriate.

### 1. **COVER LETTER:**

The cover letter should confirm the vendor's understanding of this RFP and general understanding of the project.

### 2. **QUALIFICATIONS AND EXPERIENCE:**

The purpose of this section is to provide the County with an overview of the vendor's firm and also demonstrate the qualifications of the staff the vendor will assign to this project if selected and awarded a contract.

Please provide a concise resume or description of each team member's education, relevant professional experience, length of time employed by the vendor and/or sub-consultant, and any relevant certifications/licenses.

### 3. **PROJECT AND MANAGEMENT APPROACH:**

The purpose of this section is to provide the County with the vendor's understanding and proposed approach to typical projects. The vendor should discuss in detail the proposed management and project approach for performing the work needed to accomplish this project. Please discuss how your firm would manage the community/visitor research needed to develop and confirm assets, messaging, place making, audience, etc. Please discuss your estimated timeline for completion of this project. Please include milestones and your plan to accomplish the tasks/goals of the project.

### 4. **REPRESENTATIVE PROJECTS:**

This section of the vendor's proposal should list and describe projects of similar scope, preferably those dealing with local governments. Describe the project name and location, brief description of the project, description of the scope of services provided, and principal contact person.



5. **PRICING:**

Please provide your hourly labor price and the number of estimated hours to provide the services described in the scope of work within this RFP. Please break out the pricing information into two groups: one to provide the tourism brand logo, color palette, and tagline with brand message; the other for creating the website.

Please provide additional pricing rates and information for other services that may be needed after the website is completed. Optional Services may include: Photography, Drone, and/or Videography.

Please provide your pricing rates and estimated costs to conduct a digital campaign to create brand awareness after the website is completed.

Please provide your pricing rates and information to provide website maintenance on an annual basis after the website is completed.

6. **REFERENCES:**

Provide the current name, address, and telephone number of at least three (3) references the vendor has served either currently or in the past three (3) years; preferably those where one or more of the project team members provided the same or similar services as requested within this RFP. Indicate the scope of services provided to each reference.

7. **MISCELLANEOUS**

Vendors are encouraged to provide other information believed pertinent for consideration and may assist the County's evaluation team.

8. **ATTACHMENTS:**

Attachment B: SCC Form

Sample Copy of Certificate of Insurance

Recognition of any Addendum Posted

Attachment A – Proposal Response Form.

Note: Sealed proposals should be clearly marked, “RFP #23-0912 Tourism Branding and Website Design” and must be received in the Clarke County Purchasing Office before 3:00:00 P.M. on Tuesday, September 12, 2023. Proposals received after this time will not be accepted. Proposals can also be submitted electronically through eVA, but must also be submitted before 3:00 p.m. on Tuesday, September 12, 2023. The official time will be determined by the clock in the Purchasing Office.

This form should be completed and returned as part of your proposal.

1. NAME AND ADDRESS OF FIRM

SIGNATURE		
BY (print name)		
TITLE	DATE	
COMPANY NAME		
STREET ADDRESS		
CITY, STATE, ZIP		
TELEPHONE	FAX	E-MAIL

SOCIAL SECURITY OR FEDERAL TAX I.D. #		
CLARKE COUNTY BUSINESS LICENSE #		
VIRGINIA CONTRACTOR'S LICENSE #	EXPIRATION DATE	CLASS
NAME OF INSURANCE CARRIER, BROKER OR AGENCY		

Pursuant to and in accordance with "REQUEST FOR PROPOSALS 23-0912", the undersigned agrees to provide all equipment, transportation, insurance, labor, material, and other items as necessary, needed to successfully provide the services as stated in this RFP.

**All prices shall include all insurance premiums required and all applicable allowances of this Proposal Response Form. Clarke County is a tax-exempt entity.**

**2. SUBCONTRACTORS**

The following Subcontractors are proposed for the item(s) of work listed. Trade contractors are subject to review per the General Conditions. List only firms that will supply any labor at this site. Submit a reference form for each Subcontractor listed.

ITEM OF WORK	SUBCONTRACTOR

**3. RECEIPT OF CORRESPONDENCE**

The undersigned acknowledges receipt and inclusion of the following into the proposal: (If none, write "NONE".)

- A. Pre-proposal minutes \_\_\_\_\_ Dated: \_\_\_\_\_
- B. Pre-proposal minutes \_\_\_\_\_ Dated: \_\_\_\_\_
- C. Addendum No. \_\_\_\_\_ Dated: \_\_\_\_\_
- D. Addendum No. \_\_\_\_\_ Dated: \_\_\_\_\_

**4. PROPOSAL PRESENTATION**

- A. The Contractor having carefully examined the Proposal Documents and all other related documents, fully reviewed the existing site conditions, and having become familiar with all conditions affecting the proposed work, including the availability of labor, materials and equipment, agrees to perform all Work required by the Proposal Documents.
- B. The Contractor, if awarded a Contract, agrees to commence the work on the date(s) specified in the Notice(s) to Proceed; to carry the work forward expeditiously with adequate forces; and subject to authorized adjustments, to achieve Interim Milestones, Substantial Completion and Final Completion in accordance with the dates or periods of performance set forth in the Contract Documents.

5. CONTRACTOR'S ORGANIZATION (strike out all conditions that do not apply)

- A. An individual or sole proprietorship
- B. A partnership
- C. A joint venture
- D. A corporation organized under the laws of the State of \_\_\_\_\_

6. SIGNATURE AND SEAL

Signed and sealed this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_

**VENDOR - SIGNATURE:** \_\_\_\_\_

NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_



ATTACHMENT B:  
CLARKE COUNTY  
DEPARTMENT OF JOINT ADMINISTRATIVE SERVICES  
PURCHASING DEPARTMENT  
129 Ramsburg Lane Berryville, VA 22611  
Phone (540) 955-5185 Fax (540) 955-0456

**Compliance with Virginia Law for Transacting Business in Virginia.**

The undersigned hereby agrees, if this Bid/Proposal is accepted by Clarke County, for such services and/or items that the undersigned has met the requirements of the Virginia Code Section 2.2-4311.2

Please complete the following by checking the appropriate line that applies and providing the requested information:

A. \_\_\_\_\_ Bidder/offeror is a Virginia business entity organized and authorized to transact business in Virginia by the SCC and such bidder's/offeror's Identification Number issued to it by the SCC is \_\_\_\_\_.

B. \_\_\_\_\_ Bidder/offer is an out-of-state (foreign) business entity that is authorized to transact business in Virginia by the SCC and such bidder's/offeror's Identification Number issued to it by the SCC is \_\_\_\_\_.

C. \_\_\_\_\_ Bidder/offeror does not have an Identification Number issued to it by the SCC and such bidder/offeror is not required to be authorized to transact business in Virginia by the SCC for the following reason(s):

**Please attach additional sheets of paper if you need to explain why such bidder/offeror is not required to be authorized to transact business in Virginia.**

\_\_\_\_\_  
Legal Name of Company (as listed on W-9)

\_\_\_\_\_  
Legal Name of Bidder/Offeror

\_\_\_\_\_  
Date

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Print or Type Name and Title

ATTACHMENT C:  
COUNTY OF CLARKE GENERAL TERMS AND CONDITIONS

**These General Terms and Conditions are required for all sealed and unsealed written solicitations issued by the County of Clarke. The County of Clarke includes the Clarke County Board of Supervisors and General Government, the Clarke County School Board and School System, and all other agencies, boards, and commissions under the fiscal direction of the Clarke County Board of Supervisors.**

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A. **COMPETITION INTENDED:** It is Clarke County’s intent that this document permits competition. It shall be the prospective bidder’s responsibility to advise the Director of Joint Administrative Services in writing if any language requirements, specifications, etc., or any combinations thereof, inadvertently restrict or limit the requirements stated in this document to a single source. The Director of Joint Administrative Services must receive such notification not later than ten (10) calendar days prior to the date set for the bids to close.

B. **INQUIRIES:** If any prospective bidder has questions about the specifications or other solicitation documents, the prospective bidder shall contact the Director of Joint Administrative Services, no later than seven (7) days before the due date.

Any changes after the bid is advertised will be official only when submitted in writing and signed by the Director of Joint Administrative Services.

Any and all changes will be made by addendum and sent to all recorded holders of the bid documents.

All addenda issued will become part of the bid.

For a list of specific persons available to discuss this bid, see Points of Contact.

- C. **INCONSISTENCY IN PROVISIONS:** In the event there are inconsistencies between the General Terms and Conditions and any other schedules contained herein, the first shall govern.
- D. **COOPERATIVE PURCHASING:** It is the desire of Clarke County that all other jurisdictions be allowed to “ride the bid” and enter in to a contract with any successful Contractor chosen by Clarke County, based on mutual agreement between successful Contractor(s) and other jurisdiction(s).

If this bid is used as a cooperative IFB issued by Clarke County, the following would apply:

1. Clarke County is acting as the “Contracting Agent” for the jurisdictions concerned and shall not be held liable for any costs, damages, etc., incurred by any other jurisdiction.
2. Each jurisdiction will execute its own purchase orders with the Contractor(s) and be invoiced accordingly, in accordance with each jurisdiction’s purchasing policy and procedures.
3. For copies of other jurisdictions’ terms and conditions, Contractor must contact them.

- E. **ETHICS IN PUBLIC CONTRACTING:** The provisions contained in Article 6 of the Virginia Public Procurement Act (VPPA) as set forth in the 1950 Code of Virginia, as amended, shall be applicable to all contracts solicited or entered in to by Clarke County. A copy of these provisions may be obtained from the Director of Joint Administrative Service upon request.

By submitting their bids, all bidders certify that their bids are made without collusion or fraud and that they have not offered or received any kickbacks or inducements from any other bidder, supplier, manufacturer or Subcontractor in connection with their bid, and that they have not conferred to any public employee having official responsibility for this procurement transaction any payment, loan, subscription, advance, deposit of money, services or anything of more than nominal value, present or promised, unless consideration of substantially equal or greater value was exchanged.

The provisions referenced above supplement, but do not supersede, other provisions of law including, but not limited to, the Virginia Conflict of Interest Act (§2.2-3100 et. Seq.). The provisions apply notwithstanding the fact that the conduct described may not constitute a violation of the Virginia Conflict of Interests Act. To the extent that violations of the ethical standards of conduct constitute violations of the Code of Virginia, they shall be punishable as provided therein. Such sanctions shall be in addition to the civil remedies set forth.

By entering into a contract, the bidder conveys, sells, assigns, and transfers to Clarke County, all rights, title and interest in and to all causes of the action it may now have or hereafter acquire under the anti-trust laws of the United States and the Commonwealth of Virginia, relating to the particular goods or services purchased or acquired by Clarke County, under said contract.

Consistent and continued tie bidding could cause rejection of bids by Clarke County and/or investigation for anti-trust violations.

- F. **TAX-EXEMPT STATUS:** Since municipalities and school districts are exempt from all direct federal and state taxes, Clarke County is tax-exempt and will provide a tax-exempt certificate upon request. Contractor is responsible for paying any and all taxes on any purchases that it directly makes.
- G. **APPLICABLE LAWS AND COURTS:** This solicitation and any resulting contract shall be governed by the laws of the Commonwealth of Virginia. All Court proceedings shall be held in the Commonwealth of Virginia. The contractor shall comply with all applicable federal, state and local laws, rules, ordinances, and regulations.
- H. **FIRM BID PRICING:** Clarke County requires the bid price remains firm for ninety (90) days after date of the bid opening, during which period bids may not be withdrawn. “Discount from list” bids are not acceptable unless requested.
- I. **TIE BIDS:** The Joint Administrative Services Department and all other departments of Clarke County making purchases of services, supplies, material or equipment, shall, in making purchases of same, give preference to services, supplies, material or equipment sold by Clarke County and the State of Virginia vendors, in that order, in all cases of tie bids, quality and service being equal.
- J. **ANTI-DISCRIMINATION:** Every individual or firm bidding must be an Equal Opportunity Employer as defined by federal law and the Code of Virginia, Virginia Public Procurement Act as amended: “Section 2.2-4311, Employment Discrimination by Contractor Prohibited” which reads:

All public bodies shall include in every contract of more than \$10,000 the following provisions:

1. During the performance of this contract, the contractor agrees as follows:

a. The contractor will not discriminate against any employee or applicant for employment because of race, religion, color, sex, national origin, age, disability, or other basis prohibited by state law relating to discrimination in employment, except where there is a bona fide occupational qualification reasonably necessary to the normal operation of the contractor. The contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.

b. The contractor, in all solicitations or advertisements for employees placed by or on behalf of the contractor, will state that such contractor is an equal opportunity employer.

c. Notices, advertisements and solicitations placed in accordance with federal law, rule or regulation shall be deemed sufficient for the purpose of meeting the requirements of this section.

2. The contractor will include the provisions of the foregoing paragraphs a, b and c in every subcontract or purchase order of over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.

K. IMMIGRATION REFORM AND CONTROL ACT OF 1986: By submitting their bids, bidders certify that they do not and will not during the performance of this contract employ illegal alien workers or otherwise violate the provisions of the Federal Immigration Reform and Control Act of 1986.

L. DEBARMENT STATUS: By submitting a bid, the bidder certifies that they are not currently debarred by the Federal Government, Commonwealth of Virginia, or by any City, Town, or County from submitting bids or proposals on contracts for the type of goods and/or services covered by this solicitation, nor are they an agent of any person or entity that is currently so debarred.

M. RESPONSE FORM PROCEDURES:

1. Response Forms must be signed and received at the Purchasing Office, before the opening hour.

2. Sealed Bids and Sealed Proposals offered by fax and or telephone will not be accepted.

3. Quotes offered by fax will be accepted; however, telephone quotes will not be accepted.

4. All Response Forms delivered in person must be delivered to the Purchasing Office.

5. In submitting a Response Form, the bidder signifies that he/she is fully informed as to the extent and character of the supplies, materials, equipment and/or services necessary to perform this project in accordance with all documents constituting the bid and will comply satisfactorily with the bid documents.

6. Further, the bidder signifies that when necessary he/she has inspected the site on which the work shall be done and is aware of all conditions affecting the execution of the work contained within the bid documents. Failure to visit the site will in no way relieve the successful bidder from performance under the contract.

7. All information required by the solicitation must be supplied to constitute a responsive bid. All information submitted including prices should be typed so as to insure legibility. However, the bidder's signature shall be handwritten in ink in order for the bid to be considered.

8. The bidder expressly warrants that the price or prices quoted herein are not the result of an agreement or understanding expressed or implied with any other bidder or bidders.

9. By submitting a Response Form, bidders certify that they are not currently debarred by Clarke County from submitting bids, proposals or quotes on contracts, nor are they an agent of any person or entity that is currently debarred by Clarke County from submitting bids, proposals or quotes.

10. Any Response Form submitted with corrections must have corrections initialed by the person who signed the original. The unit price will prevail in the event an error is made in computing totals.

11. All prices for materials are to be F.O.B. Destination, prepaid and allowed. Except as otherwise specified herein, standard commercial packaging, packing and shipping containers shall be used. All shipping containers shall be legibly marked or labeled on the outside with purchase order, commodity description, and quantity.

12. The successful bidder shall not assign, transfer, convey, sublet, or otherwise dispose of the contract or his/her right, title, or interest therein, or his/her power to execute written consent of Clarke County.

13. Bidders are encouraged to have a representative at the bid opening if information on the bids submitted is desired.

14. Bids will be opened at the advertised local prevailing time, but Clarke County officials reserve the right to take sufficient time to study the various bids and then make the awards. Bids will be awarded as promptly as possible after the closing date.

15. Unless otherwise specified, Response Forms must be submitted in triplicate and will be received at:  
Clarke County Purchasing Office



129 Ramsburg Lane  
Berryville VA 22611

16. Sealed Bid envelopes must be clearly marked, with the IFB number and project name, on the outside, lower left corner as follows:

**Sealed Bid – Do Not Open**

**IFB #** \_\_\_\_\_  
**PROJECT NAME** \_\_\_\_\_

17. Sealed Bids will be received up to the advertised time and date at the Clarke County Purchasing Office and at the appointed time will be opened publicly and read allowed. The clock on the Purchasing Office's wall will be used to log the time each bid/proposal is received.
18. If more than one bid opening is held the same date, bids will be opened in succession as numbered and lettered (A, B, C, etc.).
- a. Late bids will not be accepted. Bids received in the mail will be returned to the bidder unopened (provided properly sealed and marked as indicated above). Failure to comply with conditions set forth herein may result in removal of bid (all/part) from consideration.
  - b. All contracts, unless otherwise specifically stated, shall provide materials/commodities in new, first class condition, fresh stock, latest model, design or pack. This shall include any containers suitable for shipment, usage and/or storage unless otherwise indicated within this document. Verbal agreements to the contrary will not be recognized.
  - c. Any items or parts of any equipment listed in this solicitation which are not fully described or are omitted from such specifications and which are clearly necessary for the completion of such equipment and its appurtenance shall be considered a part of such equipment although not directly specified or called for in the specifications.
  - d. By law, Clarke County will not receive any materials, products, or chemicals that may be hazardous to an employee's health, unless accompanied by a Material Safety Data Sheet (MSDS) when products and/or chemicals are received. **MSDS must be submitted to Clarke County in triplicate.**

**N. BID WITHDRAWALS**

1. A bidder, for contract other than for public construction, may request withdrawal of his/her bid before award, by submitting a written request to the Director of Joint Administrative Services.
2. After bid/proposal opening, corrections shall be permitted only to the extent that the vendor can show by clear and convincing evidence that a mistake of a nonjudgmental character was made, the nature of the mistake, and the price actually intended. After the opening, no changes in prices or other provisions of bids/proposals prejudicial to the interest of the County or fair competition shall be permitted. In lieu of bid correction, a low bidder/offeror alleging a material mistake of fact may be permitted to withdraw its bid/proposal if:
  - a. the mistake is clearly evident on the face of the bid/proposal document but the intended correct bid/proposal is not similarly evident; or
  - b. the vendor submits evidence which clearly and convincingly demonstrates that a mistake was made. All decisions to permit the correction or withdrawal of bids, or to cancel awards or contracts based on bid mistakes, shall be supported by a written determination made by the Director of Joint Administrative Services.
3. If bid bonds were tendered with the bid, Clarke County may exercise its right of collection. No bid may be withdrawn under this paragraph when the result would be the awarding of the contract on another bid of the same bidder in which the ownership of the withdrawing bidders is more than five percent (5%).
4. If a bid is withdrawn under the authority of this paragraph, the lowest qualified remaining bid shall be deemed to be the low bid.
5. Except as otherwise provided by regulation, all decisions to permit the correction or withdrawal of bids, or to cancel awards or contracts based on bid mistakes shall be supported by a written determination made by the Director of Joint Administrative Services.
6. No bidder who is permitted to withdraw a bid shall, for compensation, supply any material or labor or to perform any subcontract or other work agreement for the person or firm to whom the contract is awarded or otherwise benefit, directly or indirectly, from the performance of the project for which the withdrawn bid was submitted.

**O. AWARD SPECIFICS**

1. Clarke County reserves the right to accept, reject and/or cancel all or any part of any Response Form, and to waive minor technicalities.
2. Awards will be made to the lowest responsive and responsible bidder(s), provided services and quality are considered to be equal to (or better than) that offered by other bidders, and the right is reserved to make the award to other than the lowest bidder when it is in the best interest of Clarke County. Further, Clarke County will be the sole judge as to conditions affecting such interest.
3. Clarke County may make such reasonable investigations as deemed proper and necessary to determine the ability of the bidder to perform the work and/or furnish the item(s), and the bidder shall furnish to Clarke County all such information and data for this purpose, as may be requested.
4. Clarke County reserves the right to inspect bidder's physical facilities before award to satisfy questions regarding the bidder's capabilities.
5. Clarke County further reserves the right to reject any bid, proposal or quote if the evidence submitted by, or investigations of, such bidder fails to satisfy Clarke County, that such bidder is properly qualified to carry out the obligations of the contract and to complete the work and/or furnish the item(s) contemplated therein.
6. Clarke County reserves the right to conduct any test/inspection it may deem advisable to assure supplies and services confirm to the specification.
7. A contract shall not be assignable by the Contractor, in whole or part, without the written consent of Clarke County.
8. Unless otherwise specified, the right is reserved to make award based on all work and/or items, or on any part of work/items, whichever is in the best interest of Clarke County.
9. The right is reserved to cancel any contract and reject deliveries of any products or materials not in accordance with the specifications. All returns or exchanges will be at the Contractor's expense. Clarke County shall be the sole and final judge.
10. The Contractor shall pay all sales, consumer, use and other similar taxes for work or portions thereof provided by the Contractor which are legally enacted at the time bids are received, whether or not yet effective.
11. The right is reserved to decide when a deviation from specifications is of sufficient consequence, when measured against the purpose for which the item will be purchased, to justify including it for consideration. Clarke County shall be the sole and final judge.
12. Should the delivery of any part of an order be delayed beyond time specified, or should any portion of the products delivered fail to comply with the specifications, Clarke County shall have the right to buy at market price for immediately delivery, and any excess cost of same over the price named herein is to be paid by the Contractor or deducted from any money due him/her thereafter.
13. If delay is foreseen, the Contractor shall give thirty (30) days prior written notice to the Director of Joint Administrative Services. Clarke County has the right to extend delivery date if reasons appear, in the sole discretion of Clarke County, to be valid. The Contractor must keep Clarke County advised at all times of status of order.
14. Default in promised delivery (without accepted reasons) or failure to meet specifications, authorizes the Joint Administrative Services Department to purchase supplies, equipment or services elsewhere and charge the full increase in cost and handling to the defaulting Contractor.
15. **The Joint Administrative Services Department will permit NO SUBSTITUTIONS OR CANCELLATIONS after award without written approval.**
16. When Clarke County notifies a bidder, in writing, of its acceptance of the bidder's price(s) of any goods or services, this notification will signify the effective date of the acceptance of this contract.
17. Cancellation of a contract for any reason may result in the removal of the successful bidder's name from the mailing list for future bidding. If the cancellation is for non-performance of the contract, such cancellation may be at the successful bidder's expense.
18. All guarantees and warranties required shall be furnished by the Contractor and shall be delivered to the Purchasing Office before final payment on the contract is made. Unless otherwise stated, the manufacturer's standard warranty applies.

P. JUSTIFICATION FOR TERMINATION

1. Clarke County may terminate this contract in whole or part whenever the Director of Joint Administrative Services shall determine that such a termination is in the best interest of Clarke County.

2. Any such termination shall be effected by delivery to the Contractor at least ten (10) business days prior to the termination of a written Notice of Termination specifying the extent to which performance shall be terminated and the date upon which such termination becomes effective.
3. An equitable adjustment in the contract price shall be made for completed service, but no amount shall be allowed for anticipated profit or unperformed services.
4. If any work or service hereunder is in progress, but not completed as of the date of termination, then this contract may be extended upon written approval by Clarke County until said work or service is completed and accepted.
5. Possible reasons for termination are:
  - a. Termination for Convenience – in the event this contract is terminated or cancelled upon request and for the convenience of Clarke County, without the required ten (10) days advance written notice, then Clarke County shall negotiate reasonable termination costs, if applicable.
  - b. Termination for Cause – termination by Clarke County for cause, default or negligence on the part of the Contractor shall be excluded from the foregoing provision; termination costs, if any, shall not apply. The ten (10) days advance notice requirement is waived in the event of Termination for Cause.
  - c. Termination Due to Unavailability of Funds in Succeeding Fiscal Years – when funds are not appropriated or otherwise made available to support continuation of performance in a subsequent fiscal year, the contract shall be cancelled and the Contractor shall be reimbursed for the reasonable value of any non-recurring costs incurred but not amortized in the price of the supplies or services delivered under the contract.

Q. DRUG FREE WORKPLACE: Every individual or firm bidding must be an Equal Opportunity Employer as defined by federal law and the Code of Virginia, Virginia Public Procurement Act as amended: “Section 2.2-4312, Drug-free Workplace to be Maintained by Contractor; Required Contract Provisions” which reads:

All public bodies shall include in every contract over \$10,000 the following provisions:

During the performance of this contract, the contractor agrees to (i) provide a drug-free workplace for the contractor's employees; (ii) post in conspicuous places, available to employees and applicants for employment, a statement notifying employees that the unlawful manufacture, sale, distribution, dispensation, possession, or use of a controlled substance or marijuana is prohibited in the contractor's workplace and specifying the actions that will be taken against employees for violations of such prohibition; (iii) state in all solicitations or advertisements for employees placed by or on behalf of the contractor that the contractor maintains a drug-free workplace; and (iv) include the provisions of the foregoing clauses in every subcontract or purchase order of over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.

For the purposes of this section, "drug-free workplace" means a site for the performance of work done in connection with a specific contract awarded to a contractor in accordance with this chapter, the employees of whom are prohibited from engaging in the unlawful manufacture, sale, distribution, dispensation, possession or use of any controlled substance or marijuana during the performance of the contract.

R. INSURANCE REQUIREMENTS: By signing and submitting a bid or proposal under this solicitation, the bidder or offeror certifies that if awarded the contract, it will have the following insurance coverage at the time the contract is awarded. For construction contracts, if any subcontractors are involved, the subcontractor will have workers' compensation insurance in accordance with §2.2-4332 and 65.2-800 et seq. of the Code of Virginia. The bidder or offeror further certifies that the contractor and any subcontractors, at any tier, will maintain these insurance coverage during the entire term of the contract and that all insurance coverage will be provided by insurance companies authorized to sell insurance in Virginia by the Virginia State Corporation Commission.

1. Please note the below insurance requirements are guideline minimum amounts only, and, depending on the goods/services required, may be increased or decreased. **Any changes in insurance requirements will be referenced within this document, under Specific Reference to General Terms and Conditions.**
2. The successful bidder shall procure, maintain and provide proof of insurance coverage for injuries to persons and/or property damage as may arise from, or in conjunction with, the work performed on behalf of Clarke County by the bidder, his/her agents, representatives, employees or Subcontractors.
3. Actual proof of coverage as contained herein shall be submitted to Clarke County Purchasing Office within five (5) days after award has been made and before any work starts, services are provided, or goods are delivered.
4. The bidder shall maintain such coverage for the duration of the contract period for “occurrence” policies. “Claims made” policies must be in force, or that coverage purchased, for three (3) years after contract completion date.
5. The Certificate of Insurance shall be properly completed as follows:

- a. It shall name “Clarke County, Virginia, its officers, officials, employees, volunteers and agents (as their interest may appear)” as “Certificate Holder”.
- b. It shall list “Clarke County, Virginia, its officers, officials, employees, volunteers and agents (as their interest may appear) added as an additional insured” under “Description of Operations/Locations/Vehicles/Exclusions Added by Endorsement/Special Provisions”.
- c. This provision may not apply to Professional Liability or Workers’ Compensation/Employers’ Liability.

6. **The Certificate of Insurance shall be for a minimum of the following:**

a. **Worker’s Compensation- Statutory requirements and benefits.** Coverage is compulsory for employers of three or more employees, to include the employer. Contractors who fail to notify the County of Clarke of increases in the number of employees that change their workers’ compensation requirements under the Code of Virginia during the course of the contract shall be in noncompliance with the contract.

b. **Employer’s Liability - \$100,000**

c. **General Liability – per occurrence \$1,000,000.00**

This coverage shall be as broad as: Comprehensive General Liability endorsed to include Broad Form, Bodily Injury and Property Damage, Personal and Advertising Injury, and Commercial General Liability form including Products/completed Liability Operations.

d. **Automobile Liability – per occurrence \$1,000,000.00**

Coverage shall be sufficient to cover all vehicles owned, used or hired by the bidder, his/her agents, representatives, employees and/or Subcontractors.

e. **Product Liability \$1,000,000.00**

Refer to General Liability above.

f. **Professional Liability/Errors and Omissions Coverages are required when soliciting those services as follows:**

<b><u>Profession/Service</u></b>	<b><u>Limits</u></b>
Accounting	\$1,000,000 per occurrence, \$3,000,000 aggregate
Architecture	\$2,000,000 per occurrence, \$6,000,000 aggregate
Asbestos Design, Inspection or Abatement Contractors	\$1,000,000 per occurrence, \$3,000,000 aggregate
Health Care Practitioner (to include Dentists, Licensed Dental Hygienists, Optometrists, Registered or Licensed Practical Nurses, Pharmacists, Physicians, Podiatrists, Chiropractors, Physical Therapists, Physical Therapist Assistants, Clinical Psychologists, Clinical Social Workers, Professional Counselors, Hospitals, or Health Maintenance Organizations.)	\$2,350,000 per occurrence, \$7,050,000 aggregate
**(This complies with §8.01-581.15 of the Code of Virginia)	
Insurance/Risk Management	\$1,000,000 per occurrence, \$3,000,000 aggregate
Landscape/Architecture	\$1,000,000 per occurrence, \$1,000,000 aggregate
Legal	\$1,000,000 per occurrence, \$5,000,000 aggregate
Professional Engineer	\$2,000,000 per occurrence, \$6,000,000 aggregate
Surveying	\$1,000,000 per occurrence, \$1,000,000 aggregate

- 7. The Contractor’s insurance company shall provide thirty (30) days written notice to Clarke County before any cancellation, suspension, or void of coverage, in whole or part, where such provision is reasonable.
- 8. **Contractor shall be responsible for making sure any/all Subcontractors each provide a Certificate of Insurance and meet all of Clarke County’s insurance requirements.**

9. All deductibles or self-insured retention shall appear on the certificate(s) and shall be subject to approval by Clarke County. At the option of Clarke County, either the insurer shall reduce or eliminate such deductible or self-insured retention; or the bidder shall be required to obtain a bond guaranteeing payment of losses and related claims expenses.
10. Failure to comply with any reporting provisions of the policy(ies) shall not affect coverage provided to Clarke County, its officers/officials, agents, employees and volunteers.
11. The insurer shall agree to waive all rights of subrogation against Clarke County, its officers/officials, agents, employees and volunteers for any act, omission or condition of premises by which the parties may be held liable by reason of negligence.
12. The bidder shall furnish Clarke County with the Certificate(s) of Insurance including endorsements affecting coverage. The certificates are to be signed by a person authorized by the insurance company(ies) to bind coverage on its behalf. If executed by a broker, a notarized copy of authorization to bind or certify coverage must be attached.
13. All insurance shall be placed with insurers maintaining an A.M. Best rating of no less than A: VII. If A.M. Best rating is less than A: VII, approval must be received from the Director of Joint Administrative Services.
14. All coverage designated herein shall be as broad as the Insurance Services Office ((SO) forms filed for use with the Commonwealth of Virginia.

#### S. BOND REQUIREMENTS

1. **Any necessary bonds will be referenced within this document, under Specific Reference to General Terms and Conditions** and the requirements are outlined below.

- a. **Bid Bonds** – Each bidder shall accompany their bid with a bid bond or certified check in the amount of five percent (5%) of the amount bid. Such bond shall serve as liquidated damages and be forfeited in the event the successful bidder fails to enter into the contract.

If a bid bond is required and stated in an invitation for bid and a bidder submits a bid without a bid bond, the bidder will be considered non-responsive and shall be disqualified.

- b. **Performance and Payment Bonds** – The successful Contractor shall furnish both a performance and payment bond, each in the amount equal to one hundred percent (100%) of the contract as security for the faithful performance of this contract.
- c.) One or more surety companies authorized to do business in Virginia shall execute each of the bonds and the contractor shall select the surety company. Required bonds shall be payable to the County.

3. **Any other special bonding requirements will be listed under Specific Reference to General Terms and Conditions.**

4. All bonds shall be obtained at bidder's expense and shall be included in the bid price.

#### T. PERMITS AND LICENSES

1. Clarke County will attempt to make reference, within this document, to any necessary permits and licenses under Special Terms and Conditions. However, the contractor is ultimately responsible for ensuring that he/she has all the required permits and licenses.
2. For convenience purposes only, the following most commonly required permits and licenses are listed with their respective contact information.

Clarke County Building Permit  
Per instructions from Building Department Office  
Phone 540-955-5112

Clarke County Business License  
Per instructions from Commissioner of the Revenue's Office  
Phone 540-955-5108

Virginia State Contractor's License  
Per VA Board for Contractors Statutes Title 54.1, Chapter 11  
Phone 804-367-8500

Town of Berryville Since some of the county and school property is located within the limits of the Town of Berryville, Contractor is advised to check with the Town office to see what permits and licenses might be required for those projects. The Town Office phone number is 540-955-1099.

**3. Clarke County does not waive any fees involved** in securing Clarke County (or any other) permits. Any required permits and licenses are to be obtained at bidder's or Contractor's expense and to be included in the bid price.

4. All permit/license numbers must be indicated on or attached to the Response Form of this document.

#### U. PAYMENTS TO CONTRACTOR

1. Contractor warrants having clear title to all materials and supplies by submission of invoice being presented for payment.
2. All submitted invoices shall reflect the contract number and/or purchase order number, a detailed itemized breakdown of all charges, and (unless otherwise specified) shall be delivered to:

**Clarke County Accounts Payable  
317 West Main Street, Suite B  
Berryville VA 22611**

**(v) 540-955-6171 (f) 540-955-0676**

- a. All submitted invoices shall show payer identification as follows:
- b. Individual Contractors shall provide social security number.
- c. Proprietorships, Partnerships and/or Corporations shall provide their federal employer identification number.
- d. Payment will be made thirty (30) days after receipt of proper invoice, or thirty (30) days after receipt of all goods or inspection and acceptance of work, whichever is later.
- e. Payment shall not preclude Clarke County from making a claim for adjustment on any item later found not to have been in accordance with the contract.
- f. **Unreasonable Charges.** Under certain emergency procurements and for most time and material purchases, final job costs cannot be accurately determined at the time orders are placed. In such cases, contractors should be put on notice that final payment in full is contingent on a determination of reasonableness with respect to all invoiced charges. Charges that appear to be unreasonable will be researched and challenged, and that portion of the invoice held in abeyance until a settlement can be reached. Upon determining that invoiced charges are not reasonable, the County of Clarke shall promptly notify the contractor as to those charges that it considers unreasonable and the basis for the determination. A contractor may not institute legal action unless a settlement cannot be reached within thirty (30) days of notification.
- g. Materials delivered shall be installed prior to invoicing, or else surety is to be provided.

#### V. PAYMENTS TO SUBCONTRACTORS

1. Any mention of the term "subcontractor(s)" in this section shall include any and all sub-tier Contractors.
2. A Contractor awarded the contract under this solicitation is hereby obligated to:
  - a. Pay the Subcontractor(s) within seven (7) days of the Contractor's receipt of payment from Clarke County for the proportionate share of payment received for work performed by the Subcontractor(s) under the contract or to notify Clarke County and the Subcontractor(s), in writing of the Contractor's intention to withhold payment and the reason.
  - b. Pay the Subcontractor(s) interest at the rate of one percent (1%) per month (unless otherwise provided under the terms of the contract) on all amounts owed by the Contractor that remain unpaid seven (7) days following receipt of payment from Clarke county, except for amounts withheld as stated above.
  - c. The date of mailing of any payment by U. S. mail is deemed to be payment to the addressee.
  - d. A Contractor's obligation to pay an interest charge to a Subcontractor may not be construed to be an obligation on the part of Clarke County.
  - e. By submitting an invoice, the contractor agrees that all subcontractors have been paid or will be paid and the Contractor shall be responsible for resolving any and all claims submitted by the subcontractors.

#### W. DISPUTES

1. Contractual claims, whether for money or other relief, shall be submitted in writing no later than sixty (60) calendar days after final payment; however, written notice of the Contractor's intention to file such claim shall have been given at the time of the occurrence or beginning of the work upon which the claim is based.
2. Nothing herein shall preclude a contract from requiring submission of an invoice for final payment within a certain time after completion and acceptance of the work or acceptance of the goods. Pendency of claims shall not delay payment of amount agreed due in the final payment.

#### X. PROTEST OF AWARD OR DECISION TO AWARD

1. Any bidder or offeror who desires to protest the award or decision to award a contract shall submit such protest, in writing, to the Director of Joint Administrative Services, no later than ten (10) calendar days after the award announcement or decision to award, whichever occurs first.
2. No protest shall lie for a claim that the selected bidder or offeror is not a responsible bidder or offeror.
3. Written protest shall include basis for the protest and relief sought.

#### Y. USE OF BRAND NAMES

1. Unless otherwise provided within this document, the name of a certain brand, make or manufacturer does not restrict bidders to the specific brand, make or manufacturer names; it conveys the general style, type, character, and/or quality of the article desired, and any article which Clarke county in its sole discretion determines to be the equal of that specified, considering quality, workmanship, economy of operation, and suitability for the purpose intended, shall be accepted.
2. Any catalog, brand name or manufacturer's reference used in the bid invitation is descriptive – not restrictive – it is to indicate the type and quality desired.
3. Bids on brands of like nature and quality will be considered.
4. If other than brand specified is offered, illustrations and complete description (manufacturer, brand or trade name, catalog number, etc.) must be submitted with bid. Please note that samples may be required.
5. If bidder makes no other bid and takes no exception to the specifications or reference data, the bidder will be required to furnish brand names, numbers, etc., as specified.
6. Bidders, by their signature and submission of bid, certify that any/all item(s) bid upon meet and/or exceed the specifications.

#### Z. PAYMENT OF CLARKE COUNTY TAXES

1. All bidders located or owning property in Clarke County shall assure that all real and personal property taxes are paid before submitting a bid.
2. Clarke County will verify payment of all real and personal property taxes by the successful bidder before the award of any contract.

#### AA. NOTICE OF REQUIRED DISABILITY LEGISLATION COMPLIANCE

1. Clarke County is required to comply with state and federal disability legislation: §504 of The Rehabilitation Act (RA) of 1973, The Americans with Disabilities Act (ADA) for 1990 Title II, and the Virginians with Disabilities Act (VDA) of 1990.
2. Specifically, Clarke County may not, through its contractual and/or financial arrangements, directly or indirectly, avoid compliance with Title II of the ADA, Public Law 101-336, which prohibits discrimination on the basis of disability by public entities.
3. Subtitle A protects qualified individuals with disability from services, programs, or activities of all state and local governments. It extends the prohibition of discrimination in federally assisted programs established by the RA of 1973 Section 504 to all activities of state and local governments, including those that do not receive federal financial assistance, and incorporates specific prohibitions of discrimination on the basis of disability in Titles I, III, and V of the ADA. The VDA of 1990 follows the RA of 1973, Section 504.

#### BB. CONTRACT QUANTITIES

1. The quantities specified in this document are estimated only, and are given for the information of bidders and not for the purpose of bid evaluation. They do not indicate the actual quantity to be ordered, since such volume will depend upon requirements that develop during the contract period.
2. Quantities shown shall not be construed to represent any amount which Clarke County shall be obligated to purchase under the contract, or relieve the Contractor of obligation to fill all orders placed by Clarke County.
3. No bid will be considered which stipulates that Clarke County shall guarantee to order a specific quantity of any item.

CC. DEVIATIONS: If there is any deviation in any bid from that prescribed in the Scope of Services, the appropriate line in the Scope of Work/Services shall be ruled out and the substitution clearly indicated and submitted with the Bid Response Form. Clarke County reserves the right to determine the responsiveness of any deviation(s).

DD. SAFETY

1. All Contractors and Subcontractors performing services for Clarke County are required to and shall comply with all Occupational Safety and Health Administration (OSHA), state and county Safety and Occupational Health Standards and any other applicable rules and regulations.
2. Also, all Contractors and Subcontractors shall be held responsible for the safety of their employees and any unsafe acts or conditions that may cause injury or damage to any persons or property within and around the work site area under this contract.

EE. HOLD HARMLESS CLAUSE: Bidders shall provide that, during the term of this contract, including any warranty period, for the firm indemnifying, defending and holding harmless of Clarke County, its officials, employees, agents, representatives thereof, from all suits, actions or claims of any kind, including attorney's fees, brought on account of any personal injuries, damages or violations of rights, sustained by any person or property in consequence of any neglect in safeguarding contract work or on account of any act or omission by the Contractor or Contractor's employees, or from any claims or amounts arising from violation of any law, bylaw, ordinance, regulation or decree. The bidder also agrees that this clause shall include claims involving infringement of patent or copyright.

FF. REFERENCES: All bidders shall include with their Response Form a list of current references for whom comparable work has been performed or to whom comparable goods have been provided. A separate attachment has been provided and must be completed entirely and returned with the bid. Failure to include Reference Form may be ample cause for rejection of bid as non-responsive.

GG. FEDERAL/STATE LAWS AND COUNTY ORDINANCES: Any and all Federal and Commonwealth of Virginia Laws and County Ordinances that are not referenced or stated in the County's General Terms and Conditions shall apply to all contracts/orders.

HH. ANTITRUST: By entering into a contract, the contractor conveys, sells, assigns, and transfers to the County of Clarke all rights, title and interest in and to all causes of action it may now have or hereafter acquire under the antitrust laws of the United States and the Commonwealth of Virginia, relating to the particular goods or services purchases or acquired by the County of Clarke under said contract.

II. DEFAULT: In case of failure to deliver goods or services in accordance with the contract terms and conditions, the County of Clarke, after due oral or written notice, may procure them from other sources and hold the contractor responsible for any resulting additional purchase and administrative costs. This remedy shall be in addition to any other remedies that the County may have.

JJ. TYPES OF CONTRACT CLAUSES THAT THE COUNTY SHALL ATTEMPT TO REMOVE FROM VENDOR CONTRACTS. Some, but not all, examples of clauses that may delay or stop a contract from being signed are shown below:

- a. The County shall attempt to remove late fee clauses.
- b. The County shall attempt to remove one-time fee clauses, such as administrative, restocking, and documentation fees.
- c. The County shall attempt to remove clauses involving the adjustment of payments due on a fixed-price contract (without prior County approval).
- d. The County shall attempt to remove clauses that provide the vendor with an automatic renewal of a contract unless County notification is provided within a particular time frame.
- e. The County shall attempt to remove clauses where the County is asked to reimburse a vendor for its expenses to refurbish equipment or materials that have been leased by the County to ensure that the vendor can resell or release the item.



- f. The County shall attempt to remove clauses where the County is asked to provide a security deposit.
- g. The County shall attempt to remove any clauses that disclaim warranties.
- h. The County shall attempt to remove any clauses that put time constraints on the County's right to file legal action.
- i. The County shall attempt to remove indemnity clauses from all contracts. If the complete removal of an indemnity clause can not be agreed upon, the County shall ensure that the maximum amount of liability is satisfactory. The County also may attempt to include its own indemnity clause in which the County's maximum amount of liability is clearly stated.
- j. The Clarke County Treasurer must approve any contract that allows a vendor to directly debit/charge the County's bank account.
- k. All Court proceedings shall be held in the Commonwealth of Virginia.

When a specific contract clause can not be agreed upon, the County reserves the right to end negotiations with the respective vendor and begin negotiations with another vendor.

KK. SEVERABILITY OF CONTRACT: In the event that any provision shall be adjudged or decreed to be invalid, such ruling shall not invalidate the entire Agreement but shall pertain only to the provision in question and the remaining provisions shall continue to be valid, binding and in full force and effect.

LL. The County reserves the right to waive or amend any of its General Terms and Conditions if the Purchasing Agent and/or Joint Administrative Board deem it to be in the best interest of the County.

END OF GENERAL TERMS AND CONDITIONS  
BALANCE OF THIS PAGE INTENTIONALLY LEFT BLANK

CLARKE COUNTY PURCHASING  
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**Clarke County  
Joint Administrative Services**

**To:** All firms interested in submitting proposals in response to RFP #23-0912 Tourism Branding and Web Site Design  
**From:** Mike Legge, Purchasing Manager

**Fax:** \_\_\_\_\_ **Date:** August 17, 2023

**Phone:** \_\_\_\_\_ **Pages:** 1 total

**Re:** Addendum #001 for RFP #23-0912  
**CC:** **Addendum # 001 for RFP #23-0912 Tourism Branding and Web Site Design**

In order to answer some questions that the County has received, the Clarke County Purchasing Department is issuing this Addendum #001.

**Q1: Has any community/visitor research been previously conducted? If so, when was the last time?**

A1: No.

**Q2: Is there a requested/required CMS for the website portion of this project?**

A2: No, the County is open to user-friendly software as long as it is quick-loading, efficiently navigable, and can integrate. Staff must be able to enter events and update business listings easily on the back-end. If training is necessary, it needs to be included in price.

**Q3: How long is the County looking to work with a vendor on paid media marketing campaigns and Google Ads?**

A3: The County is working on a 5-10 year outlook plan. If a contract is awarded, the County may extend the contract for up to five additional one-year terms.

**Q4: Is there a budget range that you are looking to stay within?**

A4: The Purchasing Office does not have a budget range for this project. The County is looking to hire a vendor that provides the best value to the County and its citizens.

**Q5: Will the County consider a proposal from a vendor in another state?**

A5: The County will consider a proposal from a vendor in another state. However, there are some services in the RFP that will likely require the vendor to work within the County and the vendor should factor that within their pricing figures.

Please print, sign, and include with your proposal.

Yes, I acknowledge receipt of this addendum #001 for the RFP #23-0912

Name \_\_\_\_\_ Name of Company \_\_\_\_\_

Signature \_\_\_\_\_

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**Clarke County  
Joint Administrative Services**

**To:** All firms interested in submitting proposals in response to RFP #23-0912 Tourism Branding and Web Site Design  
**From:** Mike Legge, Purchasing Manager

**Fax:** \_\_\_\_\_ **Date:** August 25, 2023

**Phone:** \_\_\_\_\_ **Pages:** 3 total

**Re:** Addendum #002 for RFP #23-0912  
**CC:** **Addendum # 002 for RFP #23-0912 Tourism Branding and Web Site Design**

In order to make one modification and answer some questions that the County has received, the Clarke County Purchasing Department is issuing this Addendum #002

**MODIFICATON 1:** Please remove section J on page 7 of the RFP. The RFP asks vendors to submit their references per the instructions on page 17; therefore, there is no need for a specific form for references.

**Q1: The RFP states that the vendor will build a brand for the County and the Town of Berryville, what about the Town of Boyce? Do you envision multiple brands or will there be one County brand?**

A1: Yes, The Town of Boyce will be included. The County envisions one County brand.

**Q2: On Page 10 section G.2. of the RFP, the County is claiming ownership of our response, but we are not able to provide ownership of our work product (what's inside of the response) to the County. Our clients own the work. Please clarify.**

A2: When an interested vendor submits a proposal to the County, the County owns the proposal and the proposal is subject to public inspection per the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by a vendor shall not be subject to public disclosure; however, the vendor must clearly identify the sections by marking "Proprietary" at the top of each applicable page and must explain why the protection is necessary. If a vendor is providing a sample copy of work that was completed for another municipality or customer, the vendor can clearly state so on those respective pages and state that the document is for information purposes only and not for commercial use.

**Q3: In reference to page 10, section H.3, We will need more details and information before we can agree. Please provide more details around this. We will agree to the scope of work and a list of deliverables. Additional work that falls outside of the agreement must be estimated and approved before any additional work begins.**

A3: This section refers to the fact that if the vendor and County agree on a scope of work and list of deliverables, the vendor will perform any incidental work (minor work that should be presumed to be included) to complete that respective scope of work. If there is any additional work that is clearly outside of the agreement, both sides would need to negotiate a change order to the contract before any of that additional work begins.

**Q4: What, if any, research exists on target audience(s) and brand? Are there gaps to fill here?**

A4: No research has been done. The County has current social media on Facebook and Instagram and Website analytics to pull from.

**Q5: Is there an incumbent?**

A5: The County is not currently under contract with any vendor for these services. In the past, the County has worked with KNS Technology for website maintenance.

**Q6: What is the budget for this scope of work? What is your "Not to Exceed" budget?**

A6: The Purchasing Office does not have a budget range or a do-not-exceed budget for this project. The County is looking to hire a vendor that provides the best value to the County and its citizens. Each vendor should provide pricing information as requested in the RFP.

**Q7: The County wishes to increase visitation. From what to what? What the specific goals? How is this measured? Who is measuring it and how often?**

A7: The current Experience Clarke County website has 12,000 organic visitors with no marketing campaigns. The County's goal would be to reach 100,000+ visitors annually and create 2-6 annual paid campaigns, monthly blogs and monthly email blasts. The County will be measuring metrics such as unique vs new visitors, page views, time on page, bounce rates, traffic sources, device type, conversion rates, hot spots/dead spots on the site performance. The County will use measurements such as engagements, reach, follower growth, likes, shares, calls, comments, clicks, click through rates, cost per click, cost per view, cost per thousand impression, etc. on our paid social media. The eblast measurements would be open rate, subscribers, unsubscribers, click through rate, click to open rate, bounce and conversion rates.

**Q8: The County wishes to boost tax dollars. From what to what and in what period of time?**

A8: Meals Tax, Lodging Tax, and Sales Tax reviewed annually.

**Q9: How will this tourism brand interact with economic development (if any)?**

A9: Tourism is economic development by way of increasing visitors who spend money on dining, shopping, lodging, and experiences, thereby, increasing meals tax, lodging tax, sales tax, etc. It is business retention and possible business expansion by supporting the County's hospitality industry businesses.

**Q10: Please confirm the deliverables outlined in the RFP are logo, color palette, tagline, and brand message. Anything else to be priced out?**

A10: Website development and Annual Maintenance, SEO, photography, videography, paid social media campaigns as stated in the RFP.

**Q11. If the above (as seen in Q10) are the only deliverables, who is responsible for strategic marketing and media plan and campaign development?**

A11: The Economic Development & Tourism Director is responsible for the marketing strategies with the aid and recommendation of the selected vendor who will be aware of the current tourism marketing trends.

**Q12: Will we receive all media planning parameters such as seasonality, geography, target audience, personas, drive/fly/core/reach market priorities, campaign/seasonal priorities with their respective audience and geo criteria?**

A12: Yes, the ideal candidate would be meeting with the County's team in person and assisting in processing this data together, so the vendor may better understand "who Clarke County is and what our assets are" to fit the creative design appropriately.

**Q13: Will we have a chance to ask additional question after the Q&A period is over?**

A13: Yes, but the County would like all questions to be submitted by noon on Monday, September 1, 2023 so that the County can answer all questions and issue any addendum, if necessary, in a timely manner so that all vendors have an adequate amount of time to use these answers to assist them with their respective proposal submission.

**Q14: Will this be for all traditional and digital media channels or will that be split up internally or with other vendors?**

A14: The County prefers one digital media company to handle all services, but the County may choose to outsource photography, videography, and other services, if needed.

**Q15: Our company is interested, but is thinking about contracting with a local firm in Clarke County for the image and video content that we would require for the website. For marketing, we could subcontract to a firm we trust or Clarke County could choose a vendor directly. Would that be a problem or eliminate us from consideration?**

A15: No, but please clearly state your intent to use a subcontractor in your proposal and identify which services you would propose using a subcontractor. If you know the name of the subcontractor, please list their contact information in your proposal.

**Q16: Is website development outside the USA a problem?**

A16: No, but the County does prefer that the initial contact with the selected firm be in-person during the branding discovery/research period.

**Q17: Will the website hosting be provided by the County or the vendor?**

A17: The County will own the website domain. A vendor hosted or vendor preferred third-party web hosting service is preferred. The County will not host it directly. The vendor will need to allow the Economic Development & Tourism Director access to update the website's business director and events, etc.

Please print, sign, and include with your proposal.

Yes, I acknowledge receipt of this addendum #002 for the RFP #23-0912.

Name \_\_\_\_\_ Name of Company \_\_\_\_\_

Signature \_\_\_\_\_

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**Clarke County  
Joint Administrative  
Services**

**To:** All firms interested in submitting proposals in response to RFP #23-0912 Tourism Branding and Web Site Design  
**From:** Mike Legge, Purchasing Manager

**Fax:** **Date:** August 30, 2023

**Phone:** **Pages:** 3 total

**Re:** Addendum #003 for RFP #23-0912 **CC:**

**Addendum # 003 for RFP #23-0912 Tourism Branding and Web Site Design**

In order to answer some questions that the County has received, the Clarke County Purchasing Department is issuing this Addendum #003. This addendum answers most of the questions that have been received to date. A fourth addendum answering any remaining questions will likely be posted at the end of this week or early next week. **Note that all questions should be submitted by noon on Friday, September 1, 2023.**

**Q1: The RFP specifies that all work performed and all materials used shall be ADA compliant. Can you specify what ADA standard and level of compliance is required? For example, web accessibility is guided by WCAG standards and compliance varies from levels A – AAA.**

A1: The County is relying on the selected vendor's expertise to ensure that the final product and deliverables meet all ADA standards and requirements. For example, our Director knows that color on the website has ADA requirements...<https://www.ada.gov/resources/web-guidance/>

**Q2: Please confirm that the scope should include the design and development of one (1) website promoting Clarke County and the Town of Berryville - not two (2) separate websites.**

A2: Yes, one website for all of Clarke County. Towns and villages in Clarke County will be included. It will focus on the tourism assets only.

**Q3: What level of integration is expected of the website for TripAdvisor, Yelp, Crowdriff, and GoogleMaps?**

A3: Mostly maps to locate businesses/attractions on Google Maps for clickable directions.

**Q4: Please clarify the website scope requirement that “the site should be able to be surveyed.” What is meant by this?**

A4: The site should be easy for an end-user to look at/navigate/viewed.

**Q5: Would the County consider a proposal with the website project timeline longer than six months?**

A5: The County's Director of Economic Development and Tourism would like the completion of the tourism logo and colors to be completed in the first 1-2 months and the website completed within six months. The County will consider a longer time frame, but the vendor should clearly state their timeline and milestones as stated on page 16 of the RFP.

**Q6: Does the County have a budget or budget range for this project? It can be helpful to know a budget range in advance so we can try to match the scope of what we provide to your budget.**

A6: Please see Addendum #001 and Addendum #002.

**Q7: Does the County have a budget for ongoing hosting, support and maintenance for the website?**

A7: The County is looking to hire a vendor that provide the best value to the County and its citizens. Each vendor should provide pricing information as requested in the RFP.

**Q8: Does the County have a weighting/scoring matrix you can share?**

A8: No.

**Q9: Are there a lot of decision makers involved, such as steering committees, leadership teams, elected officials? This could affect the scope and timeline if there are multiple approval points.**

A9: The County's evaluation team hopes to make a decision within 2-4 weeks after the proposal due date. Evaluation time is dependent on the number of proposals received.

**Q10: Are there any projects connected to this that are already in the works or recently completed, such as an information architecture initiative?**

A10: No.

**Q11: The RFP mentions "website design," but also lists requirements like social media compatibility, debugging errors, and ongoing maintenance. These aspects often fall under a broader spectrum that could include both website design and development tasks. Could you please clarify if the scope of work is focused solely on design and marketing, or if extends to website development and overall website maintenance?**

A11: Please see page 15 and 17 of the RFP. The selected vendor should be able to provide website maintenance services to assist the County in its operation of the site. This shall include debugging any errors. The website will need to be scaled for future growth such as additional landing pages or enhancements. Interested vendor should include information in their respective proposal about how they and/or their subcontractor would provide maintenance services to assist the County in operating the site.

**Q12: If we submit an electronic copy on eVA, do we have to submit a physical copy in the Purchasing Office before the deadline?**

A12: A vendor can submit a proposal electronically on eVA before the posted deadline **OR** can deliver a sealed proposal in the Clarke County Purchasing Office before the posted deadline.

**Q13: Does the County have a preference for the type of CMS (open source, proprietary) for your new Tourism website?**

A13: No.

**Q14: Regarding hosting, do you require any of the following (if so, please provide details): (a) An SLA uptime guarantee, (b) Business Continuity compliance, (c) Redundancy for automatic server failovers, (d) Penetration testing, (e) Stress testing?**

A14: Not required, but any vendor supplied SLA's will be considered.

**Q15: Is there a target launch date? Is it tied to an event?**

A15: No, however the project timeline is stated on page 5 of the RFP.

**Q16: Is there any preference for local vendors?**

A16: No.

**Q17: Who built the current websites-your internal team or vendor?**

A17: Our records show that KNS Technologies was hired in 2015 for website design and construction for the Economic Development and Tourism. The price was \$14,000. Website Maintenance has been a monthly charge of \$150.00.

**Q18: Do different teams/departments manage their own sites? Or does one team own all web work?**

A18: The Director of Economic Development and Tourism will manage the site.

**Q19: How do you envision the relationship with the developer post-launch? Do you need a maintenance contract to keep sites patched and secure?**

A19: This is addressed on pages 15 and 17 of the RFP.

Please print, sign, and include with your proposal.

Yes, I acknowledge receipt of this addendum #003 for the RFP #23-0912.

Name \_\_\_\_\_ Name of Company \_\_\_\_\_

Signature \_\_\_\_\_



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**Clarke County  
Joint Administrative Services**

**To:** All firms interested in submitting proposals in response to RFP #23-0912 Tourism Branding and Web Site Design  
**From:** Mike Legge, Purchasing Manager

**Fax:** \_\_\_\_\_ **Date:** August 30, 2023

**Phone:** \_\_\_\_\_ **Pages:** 2 total

**Re:** Addendum #004 for RFP #23-0912  
**CC:** **Addendum # 004 for RFP #23-0912 Tourism Branding and Web Site Design**

In order to answer some questions that the County has received, the Clarke County Purchasing Department is issuing this Addendum #004. This addendum answers all questions received to date. Any additional questions should be submitted no later than noon on Friday, September 1, 2023.

**Q1: Does the County have a preference between a templated design (used by other municipalities/organizations) versus a custom design (unique to the County)?**

A1: The tourism website needs to be a custom, fun, and engaging site. The County does not want a standard governmental or industry style website.

**Q2: Would the County require content migration services from the vendor?**

A2: No, the website needs to be a newly created website.

**Q3: Would the County like to engage the public for community feedback (e.g., through community surveys, focus groups, or user testing sessions)?**

A3: There will be an already-formed small focus group who will be responsible for feedback.

**Q4: Regarding hosting, how many website visits does your website currently experience?**

A4: The current Experience Clarke County website has 12,000 organic visitors with no marketing campaigns. The County's goal would be to reach 100,000+ visitors annually

**Q5: For community and visitor research, what do you envision as the scope of this engagement? For example, what is the County attempting to learn (i.e., potential tourist interests, most popular attractions, sentiment of residents, etc.)? Beyond your Google analytics and social media accounts, is there anywhere to glean data?**

A5: Who Clarke County is and how they want to promote themselves by way of attractions and visitor experiences. What is Clarke County's tourism niche in amongst the rest of the Shenandoah Valley communities? This data needs to be created with the focus group and community stakeholders. The ED&T Director will provide the selected vendor with lists of hospitality businesses, things-to-do and attractions.

**Q6: In addendum 2, A7, it is noted “The County will be measuring metrics” for both website and digital marketing performance. Do you want the awarded vendor to provide monthly reporting and data insights as well?**

A6: Yes, monthly data and an annual report.

**Q7: Also in addendum 2, A7, it states that the County wishes to have monthly blogs and monthly e-mail blasts. Will these engagements be handled by County staff or should the proposal account for these services?**

A7: Internal County staff will handle blogs and email blasts.

**Q8: What is the current CMS?**

A8: There is no current CMS.

**Q9: Is the accessibility target WCAG 2.1A or AA?**

A9: Target AA compliance.

**Q10: Do you need us to conduct an extensive discovery process that includes extensive research into user persona development - or a more streamlined discovery based on the web team's input and best practices?**

A10: More streamlined discovery on team’s input and best practices.

Please print, sign, and include with your proposal.

Yes, I acknowledge receipt of this addendum #004 for the RFP #23-0912.

Name \_\_\_\_\_ Name of Company \_\_\_\_\_

Signature \_\_\_\_\_