



REQUEST FOR PROPOSALS (RFP)

RetireArizona.org Website Design & Development

Release Date: November 9, 2016

Deadline for Proposals: 11 am MST, Wednesday, November 23, 2016

The GVR Foundation

Project Manager: Sherri Cadeaux

Email: sherri@gvrec.org

The GVR Foundation
1070 Calle de las Casitas
Green Valley, AZ 85614

TIMELINE

Request for Proposal issued	Nov. 9, 2016
Deadline for Emailed Questions	3 p.m. MST Nov. 16, 2016
Response to Questions	Nov. 17, 2016
Addenda, if any, posted	Nov. 17, 2016
Proposal Deadline	11 a.m. MST Wed., Nov. 23, 2016
Evaluation of Proposals	Nov. 28-30, 2016
Project Awarded/Project Commences	Dec. 1, 2016
Project Completion	March 1, 2016

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SECTION 1 – INVITATION TO SUBMIT PROPOSAL

REQUEST FOR PROPOSALS (RFP) WEBSITE DESIGN & DEVELOPMENT

The **GVR Foundation (GVRF)**, the non-profit 501(c)(3) affiliate of **Green Valley Recreation, Inc. (GVR)** in Green Valley, Ariz., is issuing a Request for Proposals (RFP) to solicit proposals from qualified web firms with demonstrated capabilities for the design and development of a new tourism/economic development website and for a three (3) year contract for web hosting, technical support and maintenance with an optional two (2) year renewal. The website will be under the domain www.RetireArizona.org.

The complete RFP as a pdf file with all requirements, specifications, and submittal instructions is found on the GVR website at www.gvrec.org.

Questions regarding this RFP may be submitted via email only to the Project Manager at sherri@gvrec.org **until 3 p.m. MST Monday, November 16, 2016**. Responses to questions will be emailed to all Proposers who submitted questions for clarification no later than **November 17, 2016**.

Sealed proposals with “GVR Foundation-Website Proposal” clearly written on the outside of the package should be submitted by the deadline of **11 a.m. MST Wednesday, Nov. 23, 2016**, to:

GVR Foundation
Attn: Sherri Cadeaux, Project Manager
1070 S. Calle de las Casitas
Green Valley, AZ 85614

Late proposals will be rejected. The GVR Foundation reserves the right to postpone, accept, or reject any and all proposals, in whole or part, on such basis as it deems to be in its best interest to do so. The GVR Foundation reserves the right to enter into negotiations with the preferred vendor. All proposals shall be subject to and comply with all applicable federal, state and local laws and regulations.

SECTION 2 – INTRODUCTION & BACKGROUND

Grow Green Valley, Arizona! The purpose of this request for proposal (RFP) is to solicit qualified web firms to design and develop a brand new tourism and economic development website under the domain www.RetireArizona.org to position Green Valley, Ariz., in the domestic and international markets as the destination of choice for active adults and retirees.

Services required for this project include website design, website production, SEO, ongoing website hosting, and maintenance and support. This is a destination website with an e-commerce component for listing homes for rent or sale just in the Green Valley market (two zip codes). This GVR Foundation project is being funded by a grant from the Freeport-McMoRan Foundation. A cost analysis of this project has determined that a reasonable budget for this project is \$24,000-32,000. The target date for launch of the new website is March 1, 2017.

We live in an online world, which connects people to information and each other. Active adults and retirees have many locations in the U.S. (and in Arizona) to choose from when selecting a retirement destination. The RetireArizona.org website will promote home sales and rentals, tourism, attractions, and local businesses. It will help stimulate real estate sales and rentals, attract vacationers, seasonal and full time residents, and new businesses; and it will tout the many factors that contribute to the high quality of life in this Southern Arizona community.

Key objectives are to create a website that is:

- Clean, contemporary, attractive and engaging in its design;
- Simple and easy for web visitors, *especially mature adults 45+*, to find, read, navigate and share;
- Relatively easy for staff to manage and update information and images using an open platform (Joomla, WordPress, etc.); and
- Utilizes the most current and best-in class SEO practices to drive traffic to the website.

Successful implementation of this web design and development project will result in the following:

- First page placement on SEO searches and increased website traffic
- Inquiries in home sales and rentals
- Click throughs to local hotels, restaurants, businesses and attractions
- Repeat visits by unique users
- Sustainability of the website with revenue generated by web ads and home listing functionality
- Viewing of multiple pages on the website
- Longer than average dwell times and lower than average bounce rates

The principal economic driver in Green Valley is the GVR Foundation's corporate affiliate, Green Valley Recreation, Inc., a private, nonprofit [501(c) 4], members-only corporation that owns and operates 13 recreational centers for use by its 13,405 GVR member homes with deed-restricted membership to GVR and 23,000 individual GVR members. This represents 80.6 percent of Green Valley CDP (U.S. Census Designated Place) households and 74.9% of all residents.

GVR offers its members a wide range of recreational and leisure activities geared toward active adults and retirees. Additionally, Southern Arizona offers many outdoor activities attractive to this demographic, including birding, hiking, cycling, golf, and many other activities.

Prospective firms must factor in the complexities of Green Valley standing out in the current domestic and international marketplaces and competing with other retirement destinations, and demonstrated proficiencies in strategic planning, content marketing strategy, brand development, and mobile first-user experience development.

Target audiences include pre-retirees 50+, active retirees, previous and prospective visitors and tourists, seasonal residents, tour and travel partners and agents, real estate agents, and current residents who refer others to Green Valley.

On average, 38% (5,094) of GVR properties are used as second homes and rentals, and 6% (808) of homes are sold annually. It is estimated a minimum of 350 homes for rent/sale will be listed on the home listing section of the website.

SECTION 3 – PROJECT DESCRIPTION/SCOPE OF WORK

The Offeror shall provide a proposal, in accordance with the specifications, terms and conditions set forth in this RFP, to provide website design, development and ongoing maintenance service to the GVR Foundation a three (3) year contract with the option to renew for two (2) additional years.

The Scope of Work includes, but is not limited to:

1. **Development of a Project Plan** that includes assigned tasks and timelines for the entire scope of work. Proposers will assign one person within their firm to serve as the lead single point of contact for this project, and who will coordinate with others in the firm supporting the project. The Project Plan will indicate Key Milestones for the project and the proposed date of completion.
2. **Development of a Strategic Plan** for organizing content around experiences that inspire, inform and drive action. Selected web firm must offer strategic counsel on messaging, content, and marketing of website to make it stand out from the competition.
3. **Website Design** – Creating a simple, delightful and uncomplicated web experience that includes the following features, elements and functionality of the new website:
 - a. **Intuitive and Attractive Design**
 - i. Clean, uncluttered contemporary design, look and flow
 - ii. Firm will provide at least 3 design concepts
 - iii. Easy and intuitive navigation that does not require multiple clicks to reach a desired page by visitor type (resident, visitor, realtor, etc. and interest)
 - iv. Mobile-responsive design for phones and tablets
 - v. Supports high resolution images and video
 - vi. Compliments and is consistent with Arizona’s tourism efforts
 - vii. Projects a branding image that is consistent with Green Valley Recreation, Inc.;
 - viii. Information is grouped and presented in a logical manner and requires no more than three levels of scrolling to find desired information.
 - b. **Content Management Solution**
 - i. An open-source Content Management System, such as WordPress or Joomla, that is instinctive, easy to use, supports the features and functionality outlined below and can be updated easily by the internal web administrator is desired. Proprietary software will not be considered.
 - ii. Portal for partners – An interactive tool that provides industry partners and content owners to supply and update content to administrator for approval and posting. Automatic password retrieval and/or reset function.
 - iii. Portal for realtors and home owners to post listings (copy and images) of homes for rent or sale and that allows for self-management of the listing with a secure ID, password and automatic password retrieval and/or reset. The portal shall be linked to a secure payment gateway, such as PayPal or another payment gateway as recommended by the firm.
 - iv. Ability for web visitors to save their favorite homes and access the home listings with a secure ID and password. Automatic password retrieval and/or reset.
 - c. **Search Engine Optimization**
 - i. Use the most current, best-in-class SEO practices to optimize website visibility and placement in searches. Be selective in use of key words and top terms to ensure visibility in searches and to ensure the GVR

Foundation's own web site pages and posts do not compete with each other in the searches.

- d. **Travel/Tourism Features and Functionality**
 - i. Events calendar, including the option for site users to upload events and options for sorting the calendar by date and type of event
 - ii. Integration of third-party feeds, including but not limited to project partners, nonprofits, restaurants, hotels, attractions, and other third party vendors including potential tourism regional partners
 - iii. Interactive destination maps that enable a user to search by area or by interest category (e.g., landmarks, hiking trails, HOA neighborhoods, attractions, restaurants, etc.)
- e. **Visitor Engagement**
 - i. e-newsletter signup
 - ii. Content hub for downloadable materials including free visitor guides, brochures, GVR rec center facility maps, bike maps, infographics, etc.
 - iii. Contact Us forms
 - iv. Media hub for news releases
- f. **Social Media** – Integration with both the GVR and GVR Foundation websites.
- g. **ADA Standards of Compliance**
 - i. Meets ADA standards of compliance
 - ii. Includes plug-in for variable text size for visually-impaired site visitors
 - iii. Includes plug-in for English and Spanish web versions with auto translation of web content/copy
- h. **Other key requirements and considerations**
 - i. Image rich web design with use of captivating photography and videos
 - ii. Displays changing photographs and content on the home page and other landing pages
 - iii. Functionality to support slideshows and carousels
 - iv. Displays correctly in all browsers and on both Apple and PC based computers, mobile phones and tablets
 - v. Detailed website map in the footer
 - vi. Employs analytics integration including visitor trends, page views, web traffic analysis, path analysis, entry and exit pages, dwell times, platforms, as well as gathers email, areas of interest and demographic info in a format that allows the GVR Foundation to maintain a single database of users and email each according to area of interest and profile
 - vii. Website safety and security using HTTPS
 - viii. Design and CMS must allow for easy changes to site navigation, images, listings and overall content
- i. **Development and Implementation**
 - i. Build the website based on the approved design
 - ii. Upload images and content provided by the GVR Foundation project manager
 - iii. Develop any and all templates needed for staff to easily update web content
 - iv. Collaborate with GVR Foundation's project team including agency partners to ensure alignment with project goals and planned integrated marketing campaign efforts
 - v. Complete all other work necessary to develop and fully test the website to ensure it is fully operational
 - vi. Conduct consumer user on Beta version prior to official launch
- j. **Training**

- i. Provide CMS training to a minimum of five site administrators and provide written handbook of instructions for uploading, posting, removing and revising content
 - ii. Online tutorials and/or instructions for using the home listings section of the website.
- k. Maintenance & Support**
 - i. Provide a minimum 90 day Warranty (preferably 180 days) for the correction of any software bugs within the website and coding by developer.
 - ii. Provide a proposal for website support, CMS updates and maintenance as well as SEO beyond year one of this three year contract. Offer a monthly or annually maintenance program to provide developer updates to the core software and any plug-ins on a regular basis, maintain the SSL, ensure security, monitoring, backups, reporting and post-live support as needed. Indicate if this is a monthly or annual fee and the cost.

SECTION 4 –PROJECT DELIVERABLES

Below are the project deliverables. The selected firm will be required to obtain sign-offs from the GVR Foundation for each deliverable:

4.1 Project Work Plan – The selected web firm will develop a detailed Project Work Plan (*with items described in Section 3*) that includes timelines, tasks and assignments for the completion of the project. The project should include the six (6) major areas of this project:

- a. Discovery
- b. Design
- c. Development
- d. Build and populate with content
- e. Beta version and test
- f. Launch, monitor and correct, if needed

4.2 Content Management System (CMS) and Baseline Technology. Web firm will propose an open CMS solution (e.g., Word Press, Joomla) in the most recent version that allows staff to update and change content and images, as needed. Web firm will identify and propose all other plug-ins, technology and software needed to ensure functions specified in this RFP, including a seamless integration of the PayPal payment gateway, and the real estate listing section.

4.3 Web Design and Build

- a. In working with the project manager, the web firm shall develop and propose a **website hierarchy/site map** to effectively and strategically organize information and pages and streamline navigation.
- b. After consulting with project manager, web firm shall produce a **minimum of three (3) initial conceptual layouts and designs** for the website, from which one will be selected. Concepts shall allow for placement and management of **paid advertising** on website.
- c. Firm shall deliver a final website design that meets the requirements outlined in Section 3.3.a.
- d. The design shall include a minimum of **four (4) page templates** developed for administrator use.
- e. **Uploading of images and copy** provided by the GVR Foundation
- f. The firm shall develop a **home rental/sales marketplace listing section** of the website with seamless integration of **PayPal or comparable payment gateway as recommended.**
- g. The firm shall utilize best-in-class **SEO with agreed-upon key words on specific pages** to optimize visibility in searches and avoid competition between pages within the new website.
- h. Identification and integration of all necessary **plug-ins** for desired functionality
- i. Copy of the **SSL certificate and other plug-in licenses** shall be provided to the GVR Foundation

j. **Beta site and consumer testing** of website before launch

k. **On-site training** of up to five (5) administrators on use of the web software with five (5) **printed manuals or instructions**

l. **Monthly website hosting, maintenance and technical support** under a three (3) year contract with an optional two (2) year renewal.

SECTION 5 – CONTRACT TERMS & CONDITIONS

5.1 SINGLE PROJECT COORDINATOR - The Proposer will assign a single project manager who will serve as the central and single contact point for GVR, Inc. staff.

5.2 WARRANTY – Proposer shall specify their WARRANTY for the design and build of the website, which shall be for a minimum of 90-days, to correct any software bugs or glitches.

5.3 RESPONSIVENESS – The Proposer shall acknowledge and respond to technical support requests within 24 hours, or within 12 hours for mission critical website functionality issues. Proposer shall notify the project manager at the GVR Foundation as soon as possible when the server is down unexpectedly or the website is offline, and what steps are being taken to restore the website. For scheduled server maintenance, the web firm shall notify the GVR Foundation no less than 24 hours in advance.

5.4 AVAILABILITY – The Proposer shall be available to meet in person or via phone with GVR staff during regular office hours of 8 a.m.-4 p.m. MST to address the project and non-critical website concerns with a minimum of 48 hours' notice.

5.5 PAYMENT TERMS – Payment terms are 50% down with commencement of the project, and 50% with satisfactory completion of the project. The GVR Foundation will entertain alternative progressive billing arrangements based on milestones completed in the project in lieu of an initial down payment. Typical overhead costs and other costs of doing business do not constitute allowable billing. *Note: Web hosting and maintenance/technical support after completion of the project shall be billed monthly and separately* from the design and build project and according to the hourly rate as disclosed in the firm's proposal.

5.6 COMPLETE CONTRACT - This RFP document, together with its specifications, requirements, clauses, addenda and modifications, when executed, becomes a complete binding contract between the GVR Foundation and the successful web firm. Any amendments or modifications made to the conditions of this contract shall be included in the Acceptance of Offer/Notice to Proceed and signed by both parties. Any changes to the specifications by the GVR Foundation or the web firm shall require a Change Order signed and dated by both parties. The web firm shall notify the GVR Foundation in advance of any additional charges that will result from the GVR Foundation's change to project specifications.

5.7 CONTRACT SUPERVISION - This contract will be overseen by the project manager designated on this RFP. This person is responsible for ensuring the project specifications are met and adherence to the contract.

5.8 COMPLIANCE WITH LAWS - The successful firm shall keep itself fully informed of all local, state, and federal laws, ordinances and regulations that may relate to services provided under this contract, and shall at all times comply with such.

5.9 INDEMNIFICATION - The contractor agrees to indemnify and hold the GVR Foundation, GVR, Inc. and its directors, agents, employees and/or volunteers harmless from and against any and all claims or causes of action brought against the GVR Foundation or GVR, Inc. from any and all damages, losses, expenses, attorney's fees, costs and liabilities sustained by the GVR Foundation arising out of any claims against the services supplied by the firm.

5.10 RIGHTS IN DATA - All printed and electronic data collected, used, stored and analyzed in the completion of this project remains the sole property of the GVR Foundation for use and/or

publication at its discretion and shall be copyrighted. The contractor may not share, publish or reproduce data in whole or part from this project without expressed written permission and authorization from the GVR Foundation.

5.11 ASSIGNABILITY - The terms and provisions of the contract documents shall be binding upon the GVR Foundation and the web firm and their respective partners, and the rights and obligations under this contract may not be transferred, assigned, sublet, pledged, or otherwise disposed of or encumbered in any way without the GVR Foundation's written approval. *Firms shall disclose any subcontractors that will be retained or employed to complete any portion of the project.*

5.12 CONVENANT AGAINST GRATUITIES - The contractor warrants that it has not offered or given gratuities in the form of entertainment, gifts or otherwise to any official or employee of the GVR Foundation with a view toward securing favorable treatment in the awarding, amending, or evaluating performance of this contract.

5.13 CONTRACT PERIOD, EXTENSIONS & CANCELLATION - The contract shall be in effect for three (3) years from the date of the Acceptance of Offer/Notice to Proceed as signed by both the GVR Foundation and the selected web firm. Under the terms of this RFP, the GVR Foundation may opt to extend the contract for an additional two (2) years upon mutual written agreement of both parties. This contract shall not exceed a total of five (5) years. The GVR Foundation reserves the right to cancel this contract with 90 days written notice to the web firm.

5.14 CANCELLATION OF SOLICITATION – The GVR Foundation reserves the right to cancel this solicitation, without penalty, at any time at its sole discretion for its convenience. The GVR Foundation may cancel and reissue the same or revised RFP, reject any and all proposals as deemed in its best interest, and is held harmless against any claims or damages by Proposers. The GVR Foundation is not responsible for the cost of preparing proposals by web firms.

5.15 CONTRACT DEFAULT PENALTIES & TERMINATION FOR DEFAULT – The GVR Foundation may impose a 10% discount on the total project cost for its failure to reach key milestones and deliverables by the date stated in their submitted Project Work Plan. Penalties will not be imposed for delays or milestones caused by changes by the GVR Foundation or delays in providing feedback or information necessary to complete a milestone. Proposers are cautioned to provide a realistic Project Work Plan to ensure that they are able to provide deliverables and meet the milestones they propose.

The GVR Foundation reserves the right to terminate the contract immediately with written notice for breach or default of contract if the vendor fails to meet project milestones, contract terms and conditions, or is unresponsive to the GVR Foundation's attempts for web firm to comply with the contract and terms. The GVR Foundation is obligated to pay for only the services provided up to the termination date if the web firm is in default of the contract.

5.16 TAX EXEMPTION – As a 501 (c) 3 nonprofit organization, the GVR Foundation is exempt from state and federal taxes. The GVR Foundation shall provide the proper tax exemption information to the web firm selected for this project. The GVR Foundation's tax exemption status does not relieve the web firm of its responsibility to pay all taxes required of the firm under local, state and federal laws.

5.17 RFP AS CONTRACT – The Scope of Work, Milestones, Deliverables and Terms and Conditions outlined in this RFP serve as the basis of a contract for this project, which is binding, with an Engagement Letter/Notice to Proceed signed and dated by both the GVR Foundation and the web firm.

SECTION 6 – PROPOSAL SUBMISSION INSTRUCTIONS

Proposals will consist of the following required items outlined below. Please do not include extraneous marketing information about your firm, but only the information requested, so that we can expedite the review of all proposals.

6.1 Cover Letter & Firm Introduction (Limit 2 pages)

- a) Identify your firm by its legal name, mailing address, contact person, telephone number, website address and email address.
- b) Provide a general description of your firm, years of experience relevant to this particular project, number of full-time employees, number of years in business, Dun & Bradstreet number (if you have one), annual sales, and number of current clients.
- c) List your capabilities (bullet points) and any areas of specialty in technology or industries that you have served.
- d) List any subcontractors that would be retained or employed to complete any portion of the project. Include subcontractor's company name, key contact, address, years of experience, and any other information pertinent to this project.
- e) List 3-5 recent projects that are similar or relevant to this website design and build project and that your firm has completed in the past five years. Provide the URL to these client's websites, and the name of a contact person at this client with their phone or email address. Your client list will serve as your references.

6.2 Proposal and Pricing (Limit 2 pages)

Your proposal shall include the exact following information:

- a) **Project Work Plan**, by week, from the start date of the project to the end date that lists specific tasks, number of hours estimated for each, and hourly rate estimated to complete each task. Use a simple table or spreadsheet format. Be sure to include the 6 key milestones or phases of the project, including design, development, build and populate, beta version/test, and launch/monitor/correct.
- b) **Totals** – Provide your landed total project cost for full delivery of this project. Provide the total number of project hours, and your proposed hourly rate. Propose a payment plan or your agreement with the plan proposed by the GVR Foundation. For progress billing, the GVR Foundation's terms are Net 30 from receipt of a detailed invoice.
- d) **Host and Maintenance/Tech Support Fees** – Your proposed monthly web site hosting fee, and hourly rate for maintenance/tech support on an "as needed" basis. List your hourly rate for each year of the 3-year contract and also for the two (2) optional years (List the rate for all potential 5 years of this contract).
- e) **SSL Certificate**: Renewal fee for SSL certificate
- f) **Explanation of any other fees** and if these are one-time or ongoing on a monthly or annual basis

6.3 Signed Addenda (If any)

Proposers are required to include a signed and dated copy of addenda, if issued, to verify that they have received and agree with any and all amendments issued to this RFP. If any addenda

are issued, they will be posted to www.gvrec.org. *Proposers should check the website Nov. 17-18, 2016 prior to submittal of their proposal to see if any addenda have been issued.*

If you, as a Proposer, believe that the Scope of Work and project specifications are not sufficiently described or explained in this RFP, you are encouraged to submit a request for clarification by emailing the project manager at sherri@gvrec.org by the deadline of 4 p.m. MST, Nov. 14, 2017. This gives the GVR Foundation the opportunity to respond and ensure that all potential vendors understand the scope of work and avoid any potential disputes.

6.4 Submission of Proposals

Submit four (4) copies of the required proposal information listed above (6.1-6.3). One (1) original copy should be marked "Original" and three (3) copies marked "Copy" should be submitted by the deadline of **11 a.m. MST Wednesday, Nov. 23, 2016, to:**

Sealed proposals with "GVR Foundation-Website Proposal" clearly written on the outside of the package should be submitted by the deadline noted above to:

GVR Foundation
Attn: Sherri Cadeaux, Project Manager
1070 S. Calle de las Casitas
Green Valley, AZ 85614

Proposals may be submitted via US Mail, expedited courier, or delivered in person. They must be received by the GVR Foundation by the stated deadline of Nov. 23, 2016, 11 a.m. MST.

The GVR Foundation is not responsible for late delivery of proposals by third parties. Late proposals will not be accepted or considered. The GVR Foundation will note the date and time of when the proposals are received on the outside of the package or envelope.

SECTION 7 – EVALUATION OF PROPOSALS & SELECTION

7.1 Evaluation Process & Selection Criteria

Each proposal will be reviewed independently of other proposals, and will be ranked by a selection committee on a scale of 1-5 (one lowest and five highest) against the five (5) criteria listed below. The top three (3) firms with the highest cumulative score will be considered the preferred web firms and may be interviewed in person, by phone or invited in to give a presentation.

- a) **Responsiveness and completeness.** The web firm has submitted all information requested in Section 6 in the preferred manner. The firm demonstrates it understands the scope of the project.
- b) **Creativity and design.** Samples of the firm’s website projects demonstrate creativity, thoughtful navigation, and an attractive and clean design.
- c) **Capabilities and experience.** The firm’s demonstrated ability and capabilities to meet specifications and provide deliverables of this project.
- d) **Project Work Plan.** The firm’s quality and detail of its work plan to implement the project.
- e) **Project cost.** Total project cost, including any additional fees and monthly costs for ongoing maintenance, service and tech support.
- f) **Ability to meet launch deadline.** The firm’s proposed timeline is realistic and aligns with the GVR Foundation’s goal to launch a website no later than March 1, 2017.

7.2 Award of Contract

This contract will be awarded to that responsible bidder whose bid, conforming to this solicitation, will be most advantageous to the GVR Foundation. The GVR Foundation reserves the right to accept or reject any and all bids, waive informalities and minor irregularities in bids, or to enter into negotiations with the preferred bidder. The GVR Foundation reserves the right, at its sole option, to negotiate with Proposers or issue a call for a Best and Final Offer from Proposers in the event any of the following occurs:

- No bids received
- A single bid is received
- Proposal costs are higher than budgeted

Upon approval of project award by the GVR Foundation, the selected vendor will be sent a Notice of Award/Notice to Proceed for approval and signature. The original form is to be returned promptly to the GVR Foundation, and the contractor is to keep a copy of the form. The successful web firm selected for this project will be required to commence work immediately with the signed Notice to Proceed. Non-successful Proposers will be notified that another firm has been selected for the project.