

City of Sidney, Nebraska  
Request for Proposals  
Development of App Based Tour  
Highlighting Historic Assets

August 27, 2018

Contact:  
Melissa Norgard  
Economic Development Director  
308.254.8455  
[MNorgard@CityofSidney.org](mailto:MNorgard@CityofSidney.org)

# Request for Proposals

## Development of App Based Tour Highlighting Historic Assets

Sponsored by:

City of Sidney, Nebraska Historic Preservation Board  
Through the Nebraska State Historic Preservation Office

### I. Introduction

The City of Sidney, hereafter referred to as the City, shall engage in the services of qualified professionals with experience in the area of app and content setup and development. The firm shall be hired to assist in the development and production of an app-based tour highlighting historic assets in Sidney. The firm must have an existing app available for download with existing users. The firm will work closely with the appropriate team members to meet the goals and align with the values by assisting in the production and setup of an engaging tour featuring information and stories.

### II. Purpose of the Project

1. Connect people, visitors, current residents, potential future residents to historic assets and places in Sidney.
2. Utilize a location aware app; available for download on smart phones and tablets for free.
3. Make a simple, fun, historic tour of assets.
4. Promote Sidney and the history and the historic assets hoping to increase tourism and create activities for current residents.

### III. Required Qualifications

1. The respondent will have demonstrated experience working with the creation, development, setup, promotion and marketing of communities with historic assets.
2. The respondent must be able to provide the staff with appropriate details and guide them through the process from creation to completion.
3. The respondent must be able to adhere to the set deadlines, provide updates and draft copies by the defined timeline.

### IV. Work Plan

The City will contract with a qualified app development professional that will be responsible for a full array of services to include:

1. Tour sponsor documentation, webinars and training on tour building, storytelling, tour launch and marketing support and coordination.
2. Tour marketing starter kit for promotion of the tour.
3. Assistance developing scripts, narration, recording and editing audio and tour testing.
4. Quarterly analytics reports.
5. Support for technical issues.
6. Marketing and promotion of the app and the tours available.

**V. Project Budget**

The award and payment for this contract shall not exceed twenty-two thousand dollars (\$22,000) with a completion date for the project of May 31, 2019.

**VI. Project Time Line**

Following is a schedule for the issuance of the RFP, selection of the professional firm, contract award, etc.:

1.	Request for proposal released:	August 27, 2018
2.	Closing date for receipt of proposals:	September 24, 2018
3.	Completion of proposal review:	October 12, 2018
4.	Anticipated date to award contract:	October 19, 2018
5.	Professional firm commences work:	October 29, 2018
6.	Draft and review process completed:	March 30, 2019
7.	Public presentation of the tour:	April 30, 2019
8.	All work completed, and final payment made:	May 31, 2019

Note: Drafts, reviews and discussion to occur throughout the development period between October 29, 2018 and March 30, 2019.

**VII. Proposal Submission Requirements**

- A. The proposal packet must include (3) copies of:
  1. A cover letter on the firm’s professional letterhead.
  2. A statement of understanding of the proposed project.
  3. Proposed project work plan, including task list and how each item will be handled.
  4. General outline and description of the final product.
  5. A statement of agreement to meet the project timeline.
  6. Name, availability and resume of all qualified professionals working on the project.
  7. Examples of three successful projects that have been completed by the firm.

8. Three references from previous clients.

The professional firm will be selected by the City with approval by the Sidney Historic Preservation Board based upon the credential of the project team, demonstrated success with similar projects, experience and expertise in the development of app-based tours of historic assets, project management and overall quality of the proposal as submitted. The City reserves the right to waive minor irregularities and to reject any or all proposals received as a result of the request for proposals. Failure to furnish all information may disqualify a respondent from selection.

B. Proposal Submission

The proposals must be submitted via mail or hand-delivered and received by September 24, 2018, no later than 5:00 p.m. at the address noted below. Proposals submitted by email or facsimile will not be considered.

Proposals are to be submitted in a sealed envelope with ***Development of App Based Tour of Historic Assets – Sealed Proposal: Do not open until 5:00 p.m. on September 24<sup>th</sup>, 2018*** clearly marked on the outside of the envelope.

C. Submit Proposals to:

Melissa Norgard  
Economic Development Director  
City of Sidney, Nebraska  
1115 13<sup>th</sup> Ave  
Sidney, NE 69162

D. Direct Questions to:

Melissa Norgard, Economic Development Director  
[MNorgard@CityofSidney.org](mailto:MNorgard@CityofSidney.org)  
Phone: 308.254.8455  
Cell: 308.249.4870

**VIII. Consultation with City of Sidney, Sidney Historic Preservation Board and NeSHPO**

The professional firm will be responsible for providing workspace and materials required. The cost of any travel is to be accommodated by the project budget.

All services to be performed and the materials to be developed and produced under the awarded contract will be accomplished in consultation with the City, Sidney Historic Preservation Board and NESHPO. All products developed under the contract will be subject to final approval by the City, Sidney Historic Preservation Board and NeSHPO,

and all creative, scripts, photos and videos pertaining to the contract will remain the property of the City, Sidney Historic Preservation and NeSHPO.

**IX. Compliance with the Illegal Immigration Reform and Immigrant Responsibility Act of 1996 as Amended (E-verify Program)**

- A. Contractor is required and hereby agrees to use a federal immigration verification system to determine the work eligibility status of new employees physically performing services within the State of Nebraska. A federal immigration verification system means the electronic verification of the work authorization program authorized by the Illegal Immigration Reform and Immigrant Responsibility Act of 1996, 8 U.S.C. 1324a known as the E-Verify Program, or an equivalent federal program designated by the United States Department of Homeland Security or other federal agency authorized to verify the work eligibility status of a newly hired employee.
  
- B. If Contractor is an individual or sole proprietorship, the following also applies:  
Contractor must complete the United State Citizenship Attestation Form, available on the Department of Administrative Services website at: [www.das.state.ne.us](http://www.das.state.ne.us) and submit the same with this Agreement upon submission of its bid for the same.
  
- C. If Contractor indicated on such attestation form that he or she is a qualified alien Contractor agrees to provide the U.S. Citizenship and Immigration Services documentation required to verify Contractor's lawful presences in the United State using the Systematic Alien Verification and Entitlements (SAVE) Program and submit the same with this Agreement upon submission of its bid for the same.
  
- D. Contractor understands and agrees that lawful presence in the United States is required to execute this Agreement and Contractor may be disqualified or the Agreement terminated by the City without liability to Alarm pros if such lawful presence cannot be verified as required by Neb. Rev. Stat. §4-108. In the event of such termination, Contract covenants not to sue the City for any claim of any nature.

**X. Evaluation Criteria**

The City Economic Development Director, Chief Building Inspector and the Sidney Historic Preservation Board will evaluate all proposals to insure all requirements are met. The following criteria will be used to evaluate the proposals. The City reserves the right to waive minor irregularities and to reject any or all proposals received as a result of the request for proposals. Maximum evaluation points = 100.

A. Technical Expertise .....(25 points)

Grasp of project requirements and understanding of project scope of work – the professional firm’s analysis, preparation, and level of interest.

B. Qualifications and Experience .....(25 points)

Qualifications, experience, and timeliness of the professional firm’s – reference checks, achievements, and completion of similar projects within the past five years.

Demonstrated and recent survey expertise.

C. Performance Factors.....(25 points)

Applicant’s record of meeting requirements of similar contracts.

Adequacy of workforce, material, and logistics estimates required to accomplish the work in a timely and cost-effective manner.

D. Management .....(25 points)

Responsiveness and compatibility between the firm and the (sponsor) – general attitude, ability to communicate with the general public.

Proposed schedule required to complete project and ability to complete the project on time and within budget.