



WEBSITE DEVELOPMENT FOR MUSIC CITY CENTER

RFP #102-2024



BEFORE WE BEGIN

Please Sign-in

Why are we here?

Questions –
Written
Responses Prevail

AGENDA

- Welcome/Introductions
- RFP Overview & Highlights
- Important Dates
- Submission Requirements
- Q & A Session

INTRODUCTIONS

JASMINE QUATTLEBAUM

Director of Purchasing/DBE

KELLI DONAHOE

Senior Vice President & COO

ERIC BLOUIN

Director of Technology

CHRIS SCHAPPERT

Director of Event Services

HEATHER JENSEN

Director of Communications

HEIDI RUNION

Director of Finance & Administration

RFP OVERVIEW AND HIGHLIGHTS

PURPOSE & OPPORTUNITY

- Any contract resulting from this RFP will be for a five (5) year term.
- The Authority is looking to seek offers from qualified firms who are certified to create and launch its website to better represent the vision of Music City Center and incorporate the latest web technology. The proposer must create a cost-effective, safe, secure, and user-friendly website that is informative, visually pleasing, and easily maintained. This is not a consumer-oriented site.

RFP OVERVIEW AND HIGHLIGHTS

BRANDING REQUIREMENTS & DESIGN

- MCC needs to build brand identity and increase awareness of one of the largest and most unique convention centers in the Southeast. The website must feature the MCC logo and sustainability rating and underline MCC themes and core values.
- The design should use a Responsive Web Design (RWD) approach, to provide an optimal viewing experience, easy reading, and navigation with minimum of resizing, panning, and scrolling across a wide range of devices, from desktop computer monitors to tablets and mobile phones.

RFP OVERVIEW AND HIGHLIGHTS

SITE CONTENT REQUIREMENTS

MCC needs a user-friendly website with an intuitive interface through which stakeholders can readily obtain current information. Site content requirements are as follows.

- Key sections including, but not limited to, Calendar, Maps & Parking, Contact, Planners, Exhibitors, Visitors, About (CCA/MCC), Food & Beverage, and Sustainability, as well as any associated subsections.
- Capability to expand or build upon established or existing sections and subsections.
- Access to and compatibility with interactive floorplans, guides, and other facility collateral, as well as city information, news and social media feeds, etc.
- Comprehensive “Newsroom” that highlights the latest facility-related news and developments and allows easy posting, accessibility, and archiving of data, news, and information.

RFP OVERVIEW AND HIGHLIGHTS

SITE CONTENT REQUIREMENTS

- Integration of owned social media channels (e.g., Facebook, X, Instagram, YouTube, LinkedIn), as well as compatibility with related technologies (i.e., RSS feeds, blogs, podcasts, video, webinars, and other multimedia interactive features).
- “Opportunities” section for vendor registration, Request for Proposals (RFPs), and job recruitment. Links to other sites will be required.
- Private partner web portal to share confidential information (e.g., Booking Calendar)
- Compatibility with Application Programming Interfaces (APIs) and webhooks to various building systems (e.g., calendar, events, interactive floorplans, etc.).
- Capability to display and manage text, images, and multimedia content (i.e., video, music, artwork, etc.) sitewide.
- ADA Title III compliant using Web Content Accessibility Guidelines (WCAG) 2.2 Level AA or AAA.

Please Note: MCC will assume responsibility for all content management once the site is developed.

RFP OVERVIEW AND HIGHLIGHTS

TECHNICAL REQUIREMENTS

- The site should adhere to current technology standards and provide seamless functionality with minimal load time across all browsers (i.e., Microsoft Edge, Mozilla Firefox, Safari, Google Chrome, etc.).
- The site must be compatible with current search engine optimization (SEO) techniques and provide search capabilities using keywords, meta tags, coding, and phrasing.
- Users need to be able to easily access various types of content such as newsletters, reports, presentations, photos, and audio/video clips in common formats (i.e., Word, Excel, PDF, PPT, PNG, JPEG, MP3, MP4).
- Selected vendor must be able to provide web hosting services

RFP OVERVIEW AND HIGHLIGHTS

TECHNICAL REQUIREMENTS

- Provide support for optimization and performance to ensure responsiveness, availability, and load times.
- Provide monitoring for up-time and other metrics for proper performance monitoring.
- Work with MCC to advise on site strategy and updates and recommend best practices for tracking site analytics.
- Provide site support to enable metric tracking through services like Google Analytics.

Please Note: MCC requires two environments: testing/training and production.

RFP OVERVIEW AND HIGHLIGHTS

IT BACKGROUND

System Architecture

- System must be capable of normal, efficient, and responsive operations at all sites, regardless of connection type or latency issues that one might expect with Internet-based WAN connections.
- Prefer a solution that can be integrated with Azure AD, where applicable.
- It is anticipated that once installed, the system will remain in place until the end of its product life cycle, estimated to be a minimum of five (5) years.

Interfaces & Data Exchange Technologies

- Web Services: The ability to utilize web services to either provide or consume information from other web services.
- Application Programming Interfaces (APIs) and webhooks
- Current and Future Systems: Additional systems requiring upgrades/interfaces may be added in the future.
- MCC will facilitate the signing of non-disclosure agreements if required prior to the release of any proprietary information.

RFP OVERVIEW AND HIGHLIGHTS

Point of Contact – The contractor will provide one point of contact for Music City Center for the duration of this project. The point of contact must be available and have the authority to coordinate with the Music City Center’s representative to review project status, changes, etc. as it relates to this project.

Technical Support Hours – The contractor will provide the hours of service and the after-hour procedures if they differ from Monday through Friday, 8:00 AM to 5:00 PM Central Time.

DIVERSITY PLAN OVERVIEW

- It is the policy of the Authority to assist minority, women, small, and service-disabled veteran-owned business enterprises wanting to do business with the Authority.
- Proposers are encouraged to maximize the usage of minority, women, small, and service-disabled veteran-owned businesses with respect to this scope.
- Diversity Plan will outline the plan to achieve or exceed a target percentage of minority, woman, small businesses and/or service disabled veteran owned businesses participation.
- Use Strategic approaches and methodologies taken to ensure maximum participation by minority, woman, small, and service disabled veteran owned businesses suppliers.
 - Examples:
 - Identify a particular scope of contract that can be fulfilled by minority, woman, small, or service disabled veteran owned businesses.
 - Utilize DBE businesses to provide supplies and materials needed to perform contract
- Required to submit a monthly diversity report by the 15th of the following month as referenced in the Music City Center DBE program and guidelines. This may include monthly reconciliation of payments via cancelled checks.

EVALUATION CRITERIA

Tab 2) Project Plan

Total points available for this criterion are 40 points.

Note: *Ensure to complete Exhibit C.*

Tab 3) Experience & Qualifications

Total points available for this criterion are 30 points

Note: *Please include the qualifications of your team as well as any subcontractors/DBE partners*

Tab 4) Compensation & Cost Data

Total points available for this criterion are 20 points.

Tab 5) Diversity Plan

Total points available for this criterion are 10 points.

IMPORTANT DATES

RFP QUESTIONS AND INQUIRIES DUE	April 10, 2024
MCC RESPONSE TO INQUIRIES	April 17, 2024
RFP SUBMISSIONS DUE	May 1, 2024 by 3 pm CST

SUBMISSION REQUIREMENTS

- All submittals must be received by deadline. **NO EXCEPTIONS.**
- Hand Delivery Option:
 - Music City Center Administrative Offices
 - 600 Koreans Veterans Blvd
- UPS or FedEx Option:
 - Music City Center House Docks (must have this on address line)
 - 700 Koreans Veterans Blvd

SUBMISSION REQUIREMENTS

- Read Section II) Diversity Plan thoroughly (10 pts)
- Read III) F. Response Format, Requirements, and Evaluation Criteria thoroughly
- Email submissions will not be accepted
- **Include one (1) original, six (6) copies, and (1) electronic copy (i.e., USB drive)**
- Bind proposals (e.g., 3 prong folder, 3 ring binder, spiral binding, etc.)
- Organize and label tabs using dividers in order listed in RFP
- Ensure all Exhibits are included

QUESTIONS

- **REMINDER:** Questions must be submitted in writing in order to receive an official response.
- Written responses to questions will be issued by RFP amendment and posted to the Music City Center website at <http://www.nashvillemusiccitycenter.com/about/business-opportunities>