ADDENDUM NO. # 1
to the
REQUEST FOR PROPOSAL NUMBER 15-067
For
Website Development Services – Hospitality
PROPOSALS DUE:
July 14, 2015 2:00 p.m.

COMPLETE THIS ADDENDUM, SIGN and SUBMIT with the RFP.
City of Sandy Springs – Purchasing Division
Sandy Springs City Hall
7840 Roswell Road Bldg. 500
Sandy Springs, GA 30350

We have received and are answering the following questions:

1) Question: Can companies from outside the USA can propose for this contract? (From India or Canada)

   Answer: All team members must be available to meet either in person or via conference call during at least seventy-five percent of the east coast United States business hours (8:00 – 5:00 Monday – Friday).

2) Question: Will the selected firm need to attend meetings in person?

   Answer: Yes, some of the meetings will require in person representation.

3) Question: Can tasks related to RFP be performed outside USA? (From India or CANADA)

   Answer: Some of the work can be performed outside the US; however, there will be a need for live demonstrations and reviews

4) Question: Can we submit our proposals via email

   Answer: No. Hardcopies must be delivered to the Purchasing office on or before the deadline.

5) Question: The RFP requests financial information from the past 3 years, but our company has been in the market since the beginning of this year. Our CEO has the

experience required and can provide references and samples of prior work. Would our firm qualify?

Answer: All proposals submitted will be evaluated based on the criteria stated in the RFP.

6) Question: Can financial statements be provided upon award of the contract instead of including with the proposal?

Answer: No. Financial statements are critical to our evaluation process. We recognize financial statements may contain sensitive or confidential information. If your firm is not required by regulatory agencies to make public financial reports please take the following steps:

- Submit a single copy in a separate sealed envelope label "CONFIDENTIAL FINANCIAL INFORMATION ENCLOSED."
- Do not include in your digital copy.
- We will take all steps allowed by law to protect the confidentiality of your financial statements.

If you firm is required to file its financial reports with the Securities and Exchange Commission those reports are sufficient for our evaluation.

7) Question: What are the booking CRM and extranet components/functionalities that need to be integrated with CMS? Please enumerate so that we can assess the feasibility & related efforts.

Answer: Hospitality uses JackRabbit / Book Direct for booking on its website and will be using SimpleView CRM. Your proposed website must integrate with all available functions of Simpleview CRM via their API – www.simpleviewinc.com – Please contact Simpleview for API information.

8) Question: What is the scope of booking engine integration?

Answer: Hospitality uses JackRabbit Book›Direct. The company says that their system is easy to integrate and works with all platforms and/or CMS systems. Their one line of JavaScript code, when embedded, modifies the page DOM and builds out a search form (widget), which connects visitors to a hosted results page. Their team builds out the results page to match the look and feel of the site.

9) Question: Please clarify the requirement "Provide the ability to integrate hotel search engine component"?

Answer: Hospitality uses JackRabbit Book›Direct. The company says that their system is easy to integrate and works with all platforms and/or CMS systems. Their one line of JavaScript code, when embedded, modifies the page DOM and builds out a search form (widget), which connects visitors to a hosted results page. Their team builds out the results page to match the look and feel of the site.

10) Question: Are you looking for the addition of code that embeds the hotel search component or are you asking for the creation of the functionality to tie into area hotel registration systems?

Answer: Hospitality uses JackRabbit Book›Direct. The company says that their system is easy to integrate and works with all platforms and/or CMS systems. Their one line of JavaScript code, when embedded, modifies the page DOM and builds out a search form (widget), which connects visitors to a hosted results page. Their team builds out the results page to match the look and feel of the site.

11) Question: Do you require that we use a particular CMS or can we choose a CMS?
Answer: No, Hospitality does not require that you use a particular CMS.

12) Question: Does the chosen CMS have to be a free open-source CMS or will you consider paying a license fee?

Answer: The CMS can either be open source or require a license fee. All license fees must be included in your cost proposal.

13) Question: You state that your core browser requirements are Internet Explorer, Chrome, Firefox and Safari. What versions please?

Answer: The current version of each plus the past two versions.

14) Question: Which hotel search engines will this need to integrate with?

Answer: Hospitality uses JackRabbit Book›Direct. The company says that their system is easy to integrate and works with all platforms and/or CMS systems. Their one line of JavaScript code, when embedded, modifies the page DOM and builds out a search form (widget), which connects visitors to a hosted results page. Their team builds out the results page to match the look and feel of the site.

15) Question: Will you consider the LAMP stack for your required server infrastructure and network services?

Answer: Sandy Springs Hospitality & Tourism does not have any specific requirements for infrastructure insofar as Server Operating Systems, Data Bases, Web Servers, etc. are concerned. The proposed solution, whether open source or proprietary should be appropriate for the CMS used. It is required that it be installed, configured, hosted, administered, monitored, and maintained by the awardee. Proposed solutions should be well supported for operating system as well as application security & maintenance patches/updates. Infrastructure should be monitored and well protected for network attack (DDoS Protection, Intrusion Prevention & Detection, host based security, vulnerability detection and remediation, etc.). All non-essential services and network ports should be disabled and/or closed.

16) Question: We need to integrate CRM and extranet components; have these other platforms or components been chosen yet?

Answer: Hospitality has chosen Simpleview CRM. Your proposed website must integrate with all available functions of Simpleview CRM via their API – www.simpleviewinc.com – Please contact Simpleview for API information.

17) Question: Will your staff be entering content into the website or will we be doing this?

Answer: Hospitality staff needs the ability to maintain content.

18) Question: Will you consider a monthly retainer budget to be used toward additional training after launch or feature requests?

Answer: Your proposal must be responsive to the requirements of the RFP, including the cost proposal, or it may be rejected.

19) Question: Do you require us to advise on hosting or to host the website?

Answer: Hosting is in the scope of services.

20) Question: Will you accept a third party Calendar solution or require a custom built one?

Answer: Third party products can be included. All licensing fees must be included in your cost proposal.

21) Question: What is the estimated number of users expected on the site?

Answer: We currently have an average of around 6000 unique visitors monthly.

22) Question: What are the kind of back office users you would need to manage the site ie Editors, content providers, admins etc.

Answer: We currently have 5 content editors / admins who all have the ability to publish content.

23) Question: Would you be deploying the application in a cloud or in a server that is on your premises?

Answer: Hosting is in the scope of services.

24) Question: What is the preferred OS for the server hardware?

Answer: Sandy Springs Hospitality & Tourism does not have any specific requirements for infrastructure insofar as Server Operating Systems, Data Bases, Web Servers, etc. are concerned. The proposed solution, whether open source or proprietary should be appropriate for the CMS used. It is required that it be installed, configured, hosted, administered, monitored, and maintained by the awardee. Proposed solutions should be well supported for operating system as well as application security & maintenance

patches/updates. Infrastructure should be monitored and well protected for network attack (DDoS Protection, Intrusion Prevention & Detection, host based security, vulnerability detection and remediation, etc.). All non-essential services and network ports should be disabled and/or closed.

25) Question: When publishing content via the CMS would you need work flow?

Answer: No, content editors will have publishing rights.

26) Question: Is there currently content in the existing site you would like to migrate to the new CMS?

Answer: There will be content on the site to be migrated to the new CMS.

27) Question: What is the current CMS product name if any exist?

Answer: The current website was created in Word Press.

28) Question: Do you have preference for any DB type or have existing DB license that you would like to use?

Answer: Sandy Springs Hospitality & Tourism does not have any specific requirements for infrastructure insofar as Server Operating Systems, Data Bases, Web Servers, etc. are concerned. The proposed solution, whether open source or proprietary should be appropriate for the CMS used. It is required that it be installed, configured, hosted, administered, monitored, and maintained by the awardee. Proposed solutions should be well supported for operating system as well as application security & maintenance patches/updates. Infrastructure should be monitored and well protected for network attack (DDoS Protection, Intrusion Prevention & Detection, host based security, vulnerability detection and remediation, etc.). All non-essential services and network ports should be disabled and/or closed.

29) Question: Should the site implement any type of search technology of the content?

Answer: Yes

30) Question: What are your policies on open source software?

Answer: Sandy Springs Hospitality & Tourism does not have any specific requirements for infrastructure insofar as Server Operating Systems, Data Bases, Web Servers, etc. are concerned. The proposed solution, whether open source or proprietary should be appropriate for the CMS used. It is required that it be installed, configured, hosted, administered, monitored, and maintained by the awardee. Proposed solutions should be well supported for operating system as well as application security & maintenance patches/updates. Infrastructure should be monitored and well protected for network

attack (DDoS Protection, Intrusion Prevention & Detection, host based security, vulnerability detection and remediation, etc.). All non-essential services and network ports should be disabled and/or closed.

31) Question: Would regular users be required to create an account to book on the site?

Answer: Hospitality uses JackRabbit / Book Direct hotel search engine for booking on its website so no account set up is required.

32) Question: Would notifications be only via email?

Answer: To be determined.

33) Question: Would the admin users require 2 way authentication?

Answer: Sandy Springs Hospitality & Tourism does not require Two-Factor Authentication for administration; however, a comprehensive password policy and audit logging for administrators should be implemented.

34) Question: From page 8 of 49, "integrate CRM and extranet data" – what specific Customer Resource Management and extranet data is required for integration?

Answer: Hospitality uses Simpleview CRM. The website must integrate with all available functions of Simpleview CRM via their API – www.simpleviewinc.com – Please contact Simpleview for API information.

35) Question: From page 9 of 49, "Develop a website structure that will support Hospitality's brand as well as the marketing needs of specific target groups" – How many targeted groups are anticipated; and, what are the specific marketing needs for these groups?

Answer: End users are leisure visitors, tour operators, travel planners, meeting and event planners, corporate travelers, etc. They all require information on where to stay, what to do, where to eat/shop, and everything that makes Sandy Springs a uniquely desirable place to stay.

36) Question: From page 9 of 49, "Training" – What is the number of people that will require training?

Answer: Initially 2 to 4, with a provision for ongoing training to accommodate employee turnover.

37) Question: Is the implementation of an open source database (e.g.- MySQL) acceptable for this project?

Answer: Sandy Springs Hospitality & Tourism does not have any specific requirements for infrastructure insofar as Server Operating Systems, Data Bases, Web Servers, etc. are concerned. The proposed solution, whether open source or proprietary should be

appropriate for the CMS used. It is required that it be installed, configured, hosted, administered, monitored, and maintained by the awardee. Proposed solutions should be well supported for operating system as well as application security & maintenance patches/updates. Infrastructure should be monitored and well protected for network attack (DDoS Protection, Intrusion Prevention & Detection, host based security, vulnerability detection and remediation, etc.). All non-essential services and network ports should be disabled and/or closed.

38) Question: Who is the current marketing agency?

Answer: Creative Outhouse

39) Question: Is the current marketing agency eligible to bid on this RFP?

Answer: Sandy Springs Hospitality and Tourism declines to answer to this question

40) Question: In terms of cost, are you looking for a solid number or a range?

Answer: Model contract and cost proposal page are included in the RFP. The contract will be an amount not to exceed for services rendered and accepted.

41) Question: Can we submit more than one proposal/option?

Answer: No.

42) Question: Would you prefer our proposal to be brief or comprehensive?

Answer: A page limit was not given in the RFP; proposals should be succinct while addressing all points in the scope of work. Please be mindful each member of the evaluation panel will read every proposal. Base of the number of questions Sandy Springs Hospitality expects considerable interest in this project.

43) Question: Is there any opportunity to bid on the design piece of the project or is this strictly a development piece of business?

Answer: Proposals must address all points of the scope.

44) Question: What is your current budget for the project?

Answer: Sandy Springs Hospitality and Tourism does not disclose this information during an open procurement.

45) Question: What is the timeline for the project to launch?

Answer: Launch within 6 months of signed contract.

46) Question: Do you currently have Google Analytics on your site?

Answer: Yes.

47) Question: Can you explain more what the extranet data piece is?

Answer: The website must integrate with all available functions of Simpleview CRM via their API – www.simpleviewinc.com – Please contact Simpleview for API information.

48) Question: Would there be any additional functionality that is not currently be seen on the site- the calendar of events, vacation guide etc.?

Answer: Yes, some possible elements would include an eNewsletter sign-up, event registration, weather feed integration, landing pages, vanity urls, and microsite building capability, among others.

49) Question: Can you explain further about "no plug-ins?"

Answer: No unsupported plug-ins are authorized for use. An inventory of any/all plug-ins should be included. All plug-ins must be maintained/patched accordingly. While not required, it is preferred that Java and Flash be avoided to further reduce overall risk.

50) Question: Hotel search engine/booking engine component. Do you have a specific hotel engine in mind? If not, do you have examples of sites that use something similar to what you are wanting?

Answer: Hospitality uses JackRabbit Book›Direct. The company says that their system is easy to integrate and works with all platforms and/or CMS systems. Their one line of JavaScript code, when embedded, modifies the page DOM and builds out a search form (widget), which connects visitors to a hosted results page. Their team builds out the results page to match the look and feel of the site.

51) Question: CRM. You mentioned integrating with the SimpleView CRM. What do you use the CRM for, and in what capacity does it need to integrate with the CMS? You also mentioned integrating with "extranet data". Can you provide clarity on that?

Answer: Hospitality uses Simpleview CRM to manage leads for event and group bookings of Sandy Springs hotels. The website must integrate with all available functions of Simpleview CRM via their API – www.simpleviewinc.com – Please contact Simpleview for API information.

52) Question: Email. The RFP mentions the requirement "capacity for e-mail blast service and/or push notifications." Is there an ESP that you want to use for this? Could you provide more clarification on how emails and/or push notifications would be integrated with the site?

Answer: Hospitality & Tourism currently uses Constant Contact for an eNewsletter and email blasts. We want visitors to be able to sign up for the eNewletter and other notifications from us.

53) Question: Multi-lingual Content Integration. How many languages do you plan on supporting at the time of launch? Should all content be translated, or only specific pieces

of content? Should the CMS translate content automatically, or will you provide the content already translated in multiple languages?

Answer: Sandy Springs Hospitality & Tourism would like a Google Translate button to be included in the design.

54) Question: Is the Request for Proposals open to any and all firms that can meet the requirements as listed in the RFP?

Answer: Yes

55) Question: Is the awarded firm expected to spend a significant amount of time on-site? Or can most of the work be done off-site/remotely?

Answer: Work can be performed remotely. All team members must be available to meet either in person or via conference call during at least seventy-five percent of the east coast United States business hours (8:00 – 5:00 Monday – Friday). Some in person meetings and presentations are required.

56) Question: Are there any preferences regarding specific CMS/platform technologies?

Answer: No, but your proposed website must integrate with all available functions of Simpleview CRM via their API – www.simpleviewinc.com – Please contact Simpleview for API information.

57) Question: We are happy to provide references for past clients with similar scope of services; is it a requirement to provide an authorization letter (Exhibit E) in addition to the client references we choose to include in our response?

Answer: Some firms will not discuss their contractors without permission for the contractor. The client authorization letter helps facilitate reference checks. Please include it.

58) Question: In Section 2, it is listed that Hospitality will "install and configure required server infrastructure and network services". In Section 2 (page 11) hosting is a technical requirement of the selected firm. Could you please clarify and elaborate these points? It is our understanding that hosting includes installation and configuration of the infrastructure and network.

Answer: Hospitality & Tourism prefers that the provider host and do the installation and configuration of the infrastructure and network.

59) Question: In Section 6 E, it is listed that the "Offeror has conveyed they have the understanding of the [project] schedule and the available resources to meet all deliverables on time". Is there a project schedule and a list of available resources for our review?

Answer: Model contract and cost proposal page are included in the RFP. The contract will be an amount not to exceed for services rendered and accepted.

60) Question: How many firms have expressed interest in this RFP?

Answer: Hospitality & Tourism declines to answer.

61) Question: Will you consider firms that have experience with website designs of similar size and functionality/scope, but that may not have direct experience with the hospitality and tourism industry?

Answer: Yes

62) Question: What will be the start date of this project?

Answer: The project will begin in 2015.

63) Question: What is the desired go-live date of this project?

Answer: Approximately 6 months after signing the contract.

64) Question: Is providing on-going technical support/maintenance/monitoring for the new site considered to be part of the scope of this project?

Answer: Yes. Any yearly hosting fees should be included in the contract.

65) Question: Is remote training acceptable?

Answer: On-site training is preferred.

66) Question: Are there technical users on staff that will require training on server/site administration, etc.? If so, how many?

Answer: No.

67) Question: Could you describe the booking engine integration functionality you require? i.e. What booking engine is being used? What functionality is required?

Answer: Hospitality uses JackRabbit Book›Direct. The company says that their system is easy to integrate and works with all platforms and/or CMS systems. Their one line of JavaScript code, when embedded, modifies the page DOM and builds out a search form (widget), which connects visitors to a hosted results page. Their team builds out the results page to match the look and feel of the site.

68) Question: What email registration system are you currently using?

Answer: Sandy Springs Hospitality & Tourism does not have any specific requirements for infrastructure insofar as Server Operating Systems, Data Bases, Web Servers, etc. are concerned. The proposed solution, whether open source or proprietary should be appropriate for the CMS used. It is required that it be installed, configured, hosted,

administered, monitored, and maintained by the awardee. Proposed solutions should be well supported for operating system as well as application security & maintenance patches/updates. Infrastructure should be monitored and well protected for network attack (DDoS Protection, Intrusion Prevention & Detection, host based security, vulnerability detection and remediation, etc.). All non-essential services and network ports should be disabled and/or closed.

69) Question: Could you provide some details/examples of the functionality required of the integration with Simpleview CRM?

Answer: Your proposed website must integrate with all available functions of Simpleview CRM via their API – www.simpleviewinc.com – Please contact Simpleview for API information.

70) Question: You mention integration with "extranet components". Can you provide some more detail about the nature of the components as well as the desired integration?

Answer: Your proposed website must integrate with all available functions of Simpleview CRM via their API – www.simpleviewinc.com – Please contact Simpleview for API information.

71) Question: You mention "promotional websites" in the Additional elements area. Are these just links to external sites? If not, could you provide some detail about what is desired here?

Answer: Hospitality & Tourism is referring here to landing pages, vanity urls, and microsite building capability, etc.

I hereby acknowledge receipt of Addendum # 1 for the abovementioned RFP and have incorporated the changes into my response.

COMPANY NAME: _____

CONTACT PERSON: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX:_____

EMAIL ADDRESS: _____

SIGNATURE: _____ DATE: _____

End of Addendum No. # 1