



EARLY LEARNING

COALITION OF HILLSBOROUGH COUNTY

REQUEST FOR PROPOSAL FOR WEBSITE REBUILD

November 30, 2021 – December 17, 2021

Inquiries and proposals should be directed to:

**Alison E. Fraga
Chief Development Officer**

**Early Learning Coalition of Hillsborough County
6302 E. Dr. Martin Luther King, Jr. Blvd.**

**Suite 100
Tampa, FL 33619**

813-515-2340

afraga@elchc.org

I. GENERAL INFORMATION

A. Purpose. This request for proposal (RFP) is to contract for website redesign of current site www.elchc.org

B. Who May Respond. Any web designer

C. Instructions on Proposal Submission.

1. Closing Submission Date. Proposals must be submitted no later than 5:00 pm EST on Friday December 17, 2021

2. Inquiries. Inquiries concerning this RFP should be emailed to:

Alison Fraga

Chief Development Officer

afraga@elchc.org

3. Conditions of Proposal. All costs incurred in the preparation of a proposal responding to this RFP will be the responsibility of the Offeror and will not be reimbursed by the Early Learning Coalition of Hillsborough County,

It is the responsibility of the Offeror to ensure that the proposal is received by the Coalition by the date and time specified above. Late proposals will not be considered.

In order to ensure a fair review and selection process, personnel submitting proposals are specifically requested not to make other contacts with Coalition staff or members of the Board of Directors regarding this proposal. Failure to comply with this request will result in disqualification of the proposal.

4. Right to Reject. The Coalition reserves the right to reject any and all proposals received in response to this RFP. A contract for the accepted proposal will be drafted based upon the factors described in the RFP.

5. Minority-Owned Businesses. Efforts will be made by the Coalition to utilize woman, minority, and/or service-disabled veteran-owned businesses.

6. Notification of Award. It is expected that a decision selection will be made within two (2) weeks of the closing date for the receipt of proposals. Upon conclusion of final negotiations, all Offerors submitting proposals to this

Request for Proposal will be informed about the selection decision. If both parties cannot agree on prices for a formal contract, the work will be rebid.

- II. Description of Entity.** The Early Learning Coalition of Hillsborough County was created in response to the School Readiness Act (s. 411.01, Florida Statutes (FS)) in 2000 and is dedicated to ensuring quality early care and education for children in Hillsborough County. The Coalition is a nonprofit corporation which has been determined to be exempt from Federal income tax under Section 501 (c)(3) of the Internal Revenue Code.

Mission: The Early Learning Coalition of Hillsborough County provides children, birth to 5 years, high-quality, equitable, and inclusive early learning experiences preparing them for success in school and life through the collaboration of families, educators, and the community.

- III. SCOPE OF SERVICES NEEDED.** Under the proposed agreement, contractor is to design and build a new multi-lingual, mobile friendly website with modern elements including ADA accessible, while maintaining a professional look
1. GOAL I: Increase functionality for our clients and potential clients seeking services. This will include advising on plugins to digitize and create efficiencies within our operations
 2. GOAL II: Showcase the work of the ELCHC and attract persons of all audiences to the site
 3. GOAL III: Create brand authority by leveraging brand standards and approved messaging guide
 4. GOAL IV: Consider a password-protected (or single sign-on) page for employees that houses employee-related information and eliminates the need for an Intranet and two sites to manage
 5. GOAL V: Design should enhance SEO
 6. GOAL VI: Create a flexible template that allows for internal daily management of the site. (Current site built on WordPress)
 7. GOAL VII: Complete rebuild by end of the fiscal year, June 30. 2022

IV. GENERAL SPECIFICATIONS

The following provisions will also apply.

1. Offeror must be able to implement research within Hillsborough County
2. Offeror must have an area of expertise in early education (0-5 years old)
3. Offeror must provide evaluation services over a period of one year

V. CONTRACT ETHICS

1. No employee of the Coalition who exercises any responsibilities in the review, approval, or implementation of the proposal or contract shall participate in any decisions, which affect his or her direct or indirect personal or financial interest.
2. It is a breach of ethical standards for any person to offer, give or agree to give any Coalition employee, Board of Director, or for any Coalition employee, or Board of Director to solicit, demand, accept, or agree to accept from another person, a gratuity or an offer of employment whenever a reasonably prudent person would conclude that such consideration was motivated by an individual, group or corporate desire to obtain special, preferential, or more favorable treatment than is normally accorded to the general public.

VI. PROPOSAL SUBMISSION. Proposals received after the deadline will not be accepted. It is neither Coalition's responsibility nor practice acknowledging receipt of any proposal. It is the responder's responsibility to assure that a proposal is received in a timely manner.

The Coalition reserves the right to reject any and all proposals, to waive irregularities and informalities, to request additional information from all respondents, and further reserves the right to select the proposal which furthers the best interests of the Early Learning Coalition of Hillsborough County.

Each proposal shall be considered binding and in effect for a period of ninety (90) days following the proposal opening.

V. Proposal Contents. The Offeror, in its proposal, shall at a minimum include the following:

- 1. Active Portfolio**
- 2. Organizational information.** Indicate, if appropriate, if the firm is a small or minority-owned business.
- 3. Scope of work**
- 4. Timeline**

5. **Price.** Line-item break out to include all fees for personnel needed for the project, supplies, and potential permitting.