

**REQUEST FOR PROPOSALS
FOR
Interactive Website Development/Video Development/Marketing**

Alabama Industrial Development Training (AIDT)

RFP Number: 2023-4

Issue Date: May 22, 2023

Deadline for Questions: June 9, 2023

Deadline for Answers: June 16, 2023

Due Date: June 22, 2023

1. Purpose

The Alabama Industrial Development Training (“AIDT”) solicits proposals from qualified professional firms (“Firm” or “Responder”) interested in customized web development and media engagement support for the Alabama Creates Interactive website and video development Project (the “Project”).

This Request for Proposals (“RFP”) is issued in accordance with the requirements of Section 41-16-72(4), Code of Alabama (1975). This RFP is not an offer to contract but seeks the submission of proposals from qualified, professional firms that may form the basis for negotiation of website and video development functions.

2. Background

The AlabamaCreates portal is envisioned as a tool designed to build & train a local digital creator community and to rebrand Alabama as creative talent hub. The site will leverage momentum to expand resources & disciplines to drive creator representation in Alabama's workforce; Connect creators across the state to solidify Alabama's position as an emerging creative powerhouse and implement entrepreneurship-focused tools for creatives to contribute their skillsets on the state & national stage.

3. Minimum Qualifications

For an RFP to be considered, the Responder must include documented proof that the following minimum qualifications are met. In addition, the Responder has a continuing obligation to disclose information throughout the RFP process should any qualifications or situations change that might render the Responder an unqualified candidate.

- If selected, the Responder will comply with all state regulations to conduct business in the State of Alabama and will register with the Secretary of State, if applicable.
- The Responder and its personnel have all authorizations, permits, licenses, and certifications as may be required under federal, state, or local law to perform the services specified in this RFP at the time it submits a response to this RFP.

- The Firm has been in operation for at least five years.
- The Firm has at least three years of documented Web/Video development experience working with established companies in Alabama and the world.
- The Firm is familiar with the operations of state government of Alabama and is experienced in working with state workforce agencies.
- The Firm is experienced in storytelling, providing editorial services, and producing editorial and digital media content in the field of workforce development and education.
- The Firm is committed to complying with established timelines and working closely and cooperatively with the Project to implement and enhance the project.
- The Firm has a company policy and practice of equal employment opportunity and nondiscrimination based on age, race, creed, and gender.
- If applicable, the Firm will maintain sufficient procedures and capabilities to ensure the timely and accurate backup and full recovery for all servers and other data storage systems related to the project.
- If selected, the Firm will maintain commercially reasonable insurance policies to cover the Firm's negligent acts or omissions that may arise in its performance of the services discussed in this RFP.
- If selected, the Firm will be in compliance with Section 9(b) of Act 2011-535, The Beason-Hammon Alabama Taxpayer and Citizen Protection Act.

4. Scope of Services

The Firm will work with the AlabamaCreates Project manager and their representatives developing Interactive website, Video series as well as developing content for portal and videos. The Firm will provide marketing commercials for branding and advertising use to drive users to the interactive website. The website and additional materials must conform to existing AlabamaWorks.com branding and logo usage as this will be a “spin-off” of that site. Logo modification can be done to meet new branding needs, although the overall feel of the AlabamaWorks logo and colors must be maintained.

1. The website will feature an immersive design focusing on attracting creatives in the following in-demand fields:
 - a. Coders
 - b. Web Developers
 - c. Filmmakers
 - d. UI/UX Designers
 - e. Graphic Designers
2. Program development of content & branding for the Alabama Creative Portal, including:
 - a. An Overview of the creator economy & its societal/economic impact. Essential role of creators in Alabama
 - b. A listing of companies & small businesses in Alabama that offer jobs in each of the five target disciplines.

- c. Institutions & programs in Alabama with credentials, certificates, or degrees for each of the 5 target disciplines.
- 3. The website must use WordPress as it's CMS.
 - a. AIDT will supply the web hosting services. Any plugins, graphic, stock video or music licenses, etc. should be included in proposal cost.
- 4. Video component
 - a. Production of cutting-edge, high-production-value short films that inspire creatives and showcase the vast digital opportunity in Alabama, including:
 - i. Video 1: Alabama is Shaping the Future with Creativity (Intro to Creative Portal & External Advertising)
 - ii. Welcome Alabama Coders
 - iii. Welcome Alabama Filmmakers
 - iv. Welcome Alabama Web Designers
 - v. Welcome Alabama 3D Animators.
 - vi. Welcome Alabama UI/UX Developers
 - b. All video components must feature Alabama artists where possible. Stock footage used must be licensed in perpetuity for use online, broadcast and streaming.
 - c. All music must be licensed in perpetuity for use online, broadcast and streaming.
 - d. Finished videos should be of a quality consistent for use with Hulu, Netflix, and broadcast standards.
 - e. Commercials produced should be 30 seconds in length and of a quality consistent for display on Hulu/Streaming services and broadcast entities.

5. Proposal Required Information

Proposals should be as thorough and detailed as possible so that the Responder's capabilities to provide the required services can be properly evaluated. To be considered, proposal responses to this RFP must include:

1. Brief transmittal letter.
2. Exhibit A: Proposal.
3. Exhibit B: Minimum Qualifications (Reference Item #3 of this document);
4. Exhibit C: Cost Proposal based on Scope of Services (Reference Item #4 of this document);
5. Exhibit D: Vendor Disclosure Statement.
6. Exhibit E: Beason-Hammon Affidavit (must be submitted prior to award of contract);
and
7. Other required documentation, as requested by AIDT during the course of the solicitation process.

6. Submission of Proposals

Issuing Office:
AIDT
One Technology Court
Montgomery, AL 36116

Submission of Proposals: Format and layout should follow the proposal format as listed in Item #5 on Page 2 of this document.

Submission Deadline: It is the responsibility of the Responder to ensure that one printed copy of its proposal is delivered to and received by AIDT at the above address in a sealed envelope on or before **4:00 p.m. on June 22, 2023.**

Responders should additionally provide two (2) electronic versions of their response on a USB jump or flash drive. The electronic data must be an exact duplicate of the written version. AIDT will not consider proposals received after the date and time specified herein.

AIDT assumes no responsibility for late delivery by the U.S. Mail, the State's Central Mail Facility, a commercial courier service, or any other method of delivery selected by the Responder. RFPs will be opened beginning at 4:00 p.m. CST and prepared for distribution to the committee; however, no opinions, decisions or judgments will be rendered at that time regarding response content.

Other than questions and answers (see next item), vendors should not contact the AIDT Purchasing Agent for updates on the review process.

Questions and Inquiries:

The sole point of contact for purposes of this RFP is Chris Brown, AIDT Purchasing Agent. Any questions or inquiries should be in writing and emailed to cbrown@aidt.edu. All written questions should be submitted by **4:00 p.m. June 9, 2023.**

Written responses to written questions and inquiries will be posted on AIDT's website by **4:00 p.m. June 16, 2023.** Any oral communications will be considered unofficial and nonbinding.

Rejection of All Proposals: AIDT reserves the right to reject any or all proposals and/or to solicit additional proposals if that is determined to be fiscally advantageous to AIDT or is otherwise determined to be in the best interests of AIDT.

7. Evaluation and Selection

AIDT will post the RFP on the Alabama Department of Finance Comptroller's website at <http://www.comptroller.alabama.gov>. Interested parties may monitor the progress and status of this RFP process on such database.

All proposals timely received will be reviewed and evaluated by AIDT in consultation with the AlabamaCreates Project Manager. After the review and evaluation of the proposals, AIDT and the

AlabamaCreates Project Manager may conduct interviews. All interviews will be scheduled in Montgomery, AL or via video conferencing. Finalists chosen for interviews, if any, will be notified. AIDT reserves the right to request a best and final offer for fees from finalists.

On the advice of AlabamaCreates leadership, AIDT will select the Firm it determines, to be fully qualified and best suited among those submitting proposals to best meet the needs specified in this RFP. Upon identification of the selected Firm, if any, AIDT may initiate negotiations for contract terms and conditions.

8. Efforts to Influence Selection Process Prohibited

The integrity of the RFP process is of primary importance and will not be compromised. Any written or oral communications beyond the RFP response made by Responders, or others on their behalf, whether paid or unpaid, to influence the selection process, from the time the RFP is issued through its conclusion, made directly or indirectly to AIDT staff (other than the designated contact), will be grounds for immediate elimination from the selection process.

9. Agreement

All duties of the Firm will be set forth in an Agreement to be entered into between the selected Responder and AIDT and its partners. The agreement will be for a period of up to two years with a one-year extension option. The agreement will incorporate the requirements of the RFP and the proposal as negotiated.

AIDT reserves the right to terminate the agreement with thirty days' notice if the terms of the proposal and/or contract are violated. Termination of the contract by Responder without cause can only occur with at least one hundred- and twenty-days' notice prior to the termination of the contract.

Responder shall within two months prior to the end of the contract term provide AIDT with copy of any and all materials, in any form including administrator access to websites and social media accounts, produced under the contract.

State law prohibits AIDT from agreeing to (1) indemnify the Responder, (2) waive the right for jury trial, (3) grant a security interest, or (4) agree to binding arbitration. Additionally, it is mandatory that Alabama laws apply to the performance of the contract and that jurisdiction and venue be in Montgomery, Alabama.

10. Public Information

All proposals received and subsequent communications, contracts, reports, and other records developed during the course of the relationship, except as may specifically be exempted, will be subject to the Alabama Open Records Act, Section 36-12-40, Code of Alabama (1975), and may be subject to public disclosure upon request. The Open Records Act is remedial and should therefore be liberally construed in favor of the public.

The Alabama Trade Secrets Act is codified in Sections 8-27-1 through 8-27-6, Code of Alabama (1975). Responders are cautioned to be familiar with these statutes. The burden is on the one asserting the trade secret to show that the information sought to be protected meets the definition of a "trade

secret” as defined in such act.

Any RFP proposal submitted that contains confidential, trade secrets or proprietary commercial information must be conspicuously marked on the outside as containing confidential information, and each page upon which confidential information appears must be conspicuously marked as such. Identification of the entire bid proposal as confidential is not acceptable unless the Firm enumerates the specific grounds or applicable laws that support treatment of the entire material as protected from disclosure according to the foregoing statutes or other applicable Alabama law.

The owner of the confidential information shall indemnify and hold the State of Alabama, AIDT and their respective staffs harmless from all costs or expenses, including but not limited to attorney fees and expenses related to litigation, concerning disclosure of said information and documents.

Exhibit A

PROPOSAL

Part I. Qualifications

1. Provide a description of the Firm, including company overview, history, and qualifications of staff that would be assigned to this project. Note any changes pending in this description.
2. Provide working links to work and corresponding references of the Firm served in the last two years comparable to the scope of this RFP.
3. Provide a well-defined scope of services available and a demonstrated ability to meet the requirements of this RFP.
4. Provide a complete listing of fees, including all optional services that may be offered.
5. Provide information on all “related” or “affiliated” firms that will assist in providing the services described in this RFP.
6. Provide details of any claims, disputes, litigation, or other legal proceedings where the Firm is involved, or has been involved in the three preceding years, with the State of Alabama or any of its agencies.
7. Describe any activities in which the Firm is engaged which may constitute a conflict of interest.
8. Describe the Firm’s general backup procedures in the event of an in-house system failure or a material business disruption (expected to impact operations for more than 8 hours).
9. Describe factors or reasons why AIDT and the AlabamaCreates Project Manager should consider the Firm more favorably than its competitors.
10. Describe the Firm’s experience in storytelling, providing editorial services, and producing editorial and digital media content in the field of workforce development and education.

Exhibit B

MINIMUM QUALIFICATIONS

For your RFP to be considered, the Responder must include documented proof that the following minimum qualifications are met. In addition, the Responder has a continuing obligation to disclose information throughout the RFP process should any qualifications or situations change that might render the Responder an unqualified candidate.

1. If selected, the Responder will comply with all state regulations to conduct business in the State of Alabama and will register with the Secretary of State, if applicable.

Yes No

2. The Responder and its personnel have all authorizations, permits, licenses, and certifications as may be required under federal, state, or local law to perform the services specified in this RFP at the time it submits a response to this RFP.

Yes No

3. The Firm represented by the Responder has been in operation for over five years.

Yes No

4. The Firm is committed to being a neutral party for workforce and education-focused policy support.

Yes No

5. The project manager at the Firm responsible for providing the services described in this RFP has at least three years of experience in communications and administrative support.

Yes No

6. The Firm is committed to work closely and cooperatively with the Campaign to facilitate the implementation of any enhancements or modifications required by the Campaign Manager.

Yes No

7. The Firm has a company policy and practice of equal employment opportunity and nondiscrimination based on age, race, creed, and gender.

Yes No

8. If selected, the Firm will carry errors and omissions insurance or a comparable instrument to cover the Firm's negligent acts or omissions.

Yes No

9. If selected, the Firm will be in compliance with Section 9(b) of Act 2011-535, The Beason- Hammon Alabama Taxpayer and Citizen Protection Act.

Yes No

Exhibit C
COST PROPOSAL

1. Provide a detailed and itemized cost proposal to complete this project. All costs must be included.
2. AIDT will make payment for services in arrears. Please provide what annual compensation per year for three years would be, and please list in detail compensation for any other services beyond such scope.

AIDT is exempt by law from payment of state or local sales taxes; do not include such taxes in the Cost Proposal.

Exhibit D
VENDOR DISCLOSURE STATEMENT

All proposals in response to this RFP must include a completed Vendor Disclosure Statement, as required by Section 41-16-80, et seq., Code of Alabama (1975). Copies of the Vendor Disclosure Statement and related information may be downloaded from the Alabama Attorney General's website at <http://www.ago.state.al.us/Page-Vendor-Disclosure-Statement-Information-and-Instructions>.

Exhibit E
BEASON-HAMMON AFFIDAVIT

(To be completed as a condition for the award of any contract, grant, or incentive by the State of Alabama, any political subdivision thereof, or any state-funded entity to a business entity or employer that employs one or more employees.)

State of _____

County of _____

Before me, a notary public, personally appeared _____ (print name)
who, being duly sworn, says as follows:

As a condition for the award of any contract, grant, or incentive by the State of Alabama, any political subdivision thereof, or any state-funded entity or employer that employs one or more employees, I hereby attest that in my capacity as _____ (state position) for
_____ (state business entity/employer/contractor name) that said business entity/employer/contractor shall not knowingly employ, hire for employment, or continue to employ an unauthorized alien.

I further attest that said business entity/employer/contractor is enrolled in the E-Verify program. (ATTACH DOCUMENTATION ESTABLISHING THAT BUSINESS ENTITY/EMPLOYER/CONTRACTOR IS ENROLLED IN THE E-VERIFY PROGRAM).

Signature of Affiant

Sworn to and subscribed before me this ____ day of _____, 2020.

I certify that the affiant is known (or made known) to me to be the identical party he or she claims to be.

Signature and Seal of Notary Public