

The logo consists of the letters 'USA' in a white, pixelated font, set against a solid blue square background.

VisitTheUSA.com

**Brand USA**

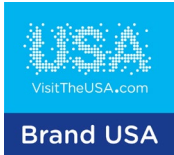


**Brand USA**

# **REQUEST FOR PROPOSAL**

B2B Portal

February 2023



## INTRODUCTION

As the destination marketing organization for the United States, Brand USA's mission is to increase incremental international visitation, spend, and market share to fuel the nation's economy and enhance the image of the USA worldwide.

Established by the Travel Promotion Act of 2009 as the nation's first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination and communicate U.S. visa and entry policies, Brand USA began operations in May 2011.

As one of the best levers for driving economic growth, international travel to the United States currently supports 1.2 million American jobs\* and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked with more than 900 contributing organizations to invite the world to explore the exceptional, diverse, and virtually limitless travel experiences and destinations available in the United States of America.

According to studies by Oxford Economics, over the past seven years Brand USA's marketing initiatives have helped welcome 7.5 million incremental visitors to the USA, benefiting the U.S. economy with nearly \$55 billion in total economic impact, and supporting more than 50,000 incremental jobs each year.

Brand USA's operations are supported by a combination of nonfederal contributions from destinations, travel brands, and private-sector organizations plus matching funds collected by the U.S. government from international visitors who visit the United States under the Visa Waiver Program.

For industry and partner information about Brand USA, please visit [TheBrandUSA.com](http://TheBrandUSA.com).

For information about exceptional and unexpected travel experiences in the United States, please visit Brand USA's consumer website at [VisitTheUSA.com](http://VisitTheUSA.com).

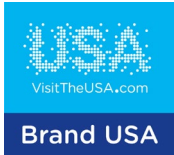
## PURPOSE

The purpose of this Request for Proposal (RFP) is to identify the appropriate vendor or vendors to develop and maintain a reporting environment consisting of metrics, text and visualizations designed for partners who participate in our programs. This environment will be on our corporate website, [www.thebrandusa.com](http://www.thebrandusa.com).

## SCOPE OF WORK

Brand USA works alongside 200+ partners within the United States, the five territories, and Washington DC. This scope of work will be to develop and provide annual maintenance for a password protected website portal accessible to Brand USA's contributing partners. Our objective is to create a visually impactful dynamic partner portal, which is simple for our constituents to navigate and utilize. Currently, our partners have access to a portal where only their final reports exist; it is not interactive, and is in need of a refresh. This Partner Portal will be the access point for our partners to view and download information/data from their participation in Brand USA programs, in addition to the list below.

The selected vendor will:



- Conduct discovery with internal and external constituents to determine the desired feature set of the partner portal. To start, these features should include but are not limited to:
  - Dashboard allowing a user to filter/interact with real-time data from results of active marketing initiatives. This dashboard will also allow a user to monitor program production status and live in-country dates. The view will change with each partner, as the data is unique to that user.
  - Reporting from previous programs access.
  - Upcoming program information.
  - News/timely communication from Brand USA.
  - Easily customizable “Contact Us” form.
- The backend should be easily customizable through a content management system. Partners must be able to have their own custom dashboards/views.
- Conduct all testing and quality assurance.
- Provide services for maintenance, technical support, content uploading, art creation and training for one year renewable terms.
- Collaborate with Brand USA on the creation of website art, content, data visualization, layout, structure and navigation.
- Manage project roadmap using Brand USA’s Wrike instance.
- Meet with Brand USA weekly for 30 minutes to discuss development.
- Unused allocated maintenance and service hours will roll over on a monthly basis. Final roll over to be negotiated at contract.
- Be available for partner service questions (at least 4 per week) after launch.

Functional requirements:

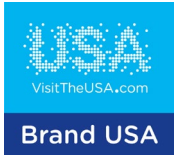
The portal should include the following elements:

- Advanced architecture expertise with Drupal 8 & 9, informed by testing, analytics and best practices.
- Superior art skills with the ability to consistently match pre-existing content.
- Ability to apply quality assurance for the current and last two versions for all major browsers for desktop and mobile.
- Ability to meet technical specifications with flexibility to tailor the product to meet Brand USA needs.

## QUALIFICATIONS

The selected vendor will have a minimum of five years’ experience with:

- Drupal development
- Responsive design for desktop and mobile, surfacing data/metrics
- Salesforce integration
- Database development and problem solving
- Project management
- Graphic design and hands-on content management implementation



- Solid company with proven financial backing
- Experience building business-to-business websites

## PROPOSALS DELIVERABLES

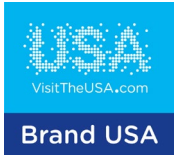
Proposals may be rejected if they do not include all deliverables.

- Description of the vendor's qualifications / experience to conduct the work including clients, case studies if available, and at least three client references. Identify and provide background information for any sub-contractor relationships respondent intends to rely upon to demonstrate the ability to cover the scope required.
- Proposed staffing (identify at least one contract manager) / other staff resources and description of their experience / qualifications that demonstrate their ability to conduct the work. Please identify the roles they fill within the project plans requested in the bullet below.
- Description of how the vendor expects to conduct the work, including timelines and interim milestones, to complete the initial portal. From the discovery phase to full launch, we anticipate this project to be implemented by January 2024; please outline how long each phase will take and of course if more time is needed, please explain the reasoning for the additional time needed.
- Examples of similar work completed and/or mock-ups of proposed designs/styles (can be screenshots or links to web examples).
- Proposals will be reviewed/scored on the following details:
  - o Demonstrated Web Development Success – provide detailed examples of similar engagements in the past (case studies)
  - o Appealing Design Examples – provide examples of how the portal will look, how the layout would function (UX), how users can personalize their own experience, etc.
  - o Cost Effectiveness – a breakdown of how the cost is split across different aspects or portions of the engagement will be reviewed.
  - o Project Management/Timeliness – provide a breakdown of how long each portion of the development and rollout will take.
- Detailed Budget proposal including a brief explanation / rationale.
- Presentations may not exceed 20 pages in total, plus 10 pages for mock-ups/design ideas. Do not assume anything beyond page 30 will be reviewed.

## PROPOSALS DELIVERABLES

Proposals may be rejected if they do not include all deliverables. Proposers wishing clarification of this RFP must submit questions in writing to Brand USA, no later than **February 17, 2023** and sent by e-mail to





[RFPadmin@TheBrandUSA.com](mailto:RFPadmin@TheBrandUSA.com). Questions will not be answered on calls, with the exception of meetings with scheduled finalists during, or after the meeting. Company names will be removed from the published question/answer document. Duplicative questions, irrelevant questions and questions already addressed in this RFP may not be published. Pitches will be not be accepted outside the RFP process.

Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by Brand USA.

1. **Notice of Intent to Bid** must be received by **March 7, 2023** (due by 5:00 PM EDT).

The notice shall be sent by e-mail to [RFPadmin@TheBrandUSA.com](mailto:RFPadmin@TheBrandUSA.com). The NOTICE OF INTENT TO BID, is nonbinding; however, it ensures the receipt of all addenda related to this RFP.

Proposals will be accepted only from applicants who submitted a timely NOTICE OF INTENT TO BID.

2. **RFP Responses** must contain the following information:
  - a. Proposal Deliverables (See above)
  - b. No Conflict of Interest: Client relationships that could potentially be considered a conflict of interest must be listed.
  - c. Contract Manager/Team: identify one individual on the proposer’s account team who will manage the event. Include resumes, or descriptions of anyone to be involved with this RFP.
  - d. Case Studies.
  - e. Specific Project Budget, either by project or on a monthly/annual basis.
  - f. Timeline.
3. **Certification Form**: Must be signed and accompany all RFP Response submissions.

## TENTATIVE SCHEDULE

This tentative schedule may be altered at any time at the discretion of Brand USA. Brand USA reserves the right to reject any and all proposals, or any part thereof; waive an informality in the proposals and accept the proposal that best meets the needs of Brand USA.

A. Proposal Released	February 10, 2023
B. Written Questions (due by 5:00 PM EDT)	February 27, 2023
C. Written Questions Answered and posted to Brand USA website	March 2, 2023
D. Notice of Intent to Bid Due (due by 5:00 PM EDT)	March 7, 2023
E. Proposal Due (due by 5:00 PM EDT)	March 17, 2023
F. Evaluation by Scoring Committee	March 17, 2023
G. Notification and Scheduling of Finalist Interviews	March 24, 2023
H. Finalist Presentations/Interviews (in office, Washington DC)	April 12-13, 2023
I. Notice of Intent to Award Contract and Public Posting	April 17, 2023



### DELIVERY OF PROPOSAL

Proposals should be e-mailed to [RFPadmin@TheBrandUSA.com](mailto:RFPadmin@TheBrandUSA.com). We will acknowledge receipt, so if you do not receive a receipt notification within two business days, please contact us. If the file size of your proposal is too large to email, or send via a FTP service, contact us and we will make arrangements.

### EVALUATION AND CONTRACTING

All proposals satisfying the requirements of this Request for Proposals will be evaluated to establish which of the providers best fulfills the needs of Brand USA and this project. This Request for Proposals in no way commits Brand USA to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered.

Brand USA reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified providers or to cancel this Request for Proposals. After awarding the contract, the schedule will include a period of collaboration between Brand USA and the selected Contractor to better define, elaborate upon, and fix the Contractor's final Scope of Work and general Terms and Conditions.



**ATTACHMENT 1**  
**NOTICE OF INTENT TO BID**

Due: [Date]

SEND TO: [rfpadmin@thebrandusa.com](mailto:rfpadmin@thebrandusa.com)

NAME OF BIDDER / COMPANY:
CONTACT PERSON:
MAILING ADDRESS:
TELEPHONE:
FAX:
E-MAIL ADDRESS:
SIGNED:



## ATTACHMENT 2 CERTIFICATION

*Please include this statement as part of the Proposal*

### Certification Statement

By submission of this proposal and authorized signature below, Proposer certifies that the undersigned corporate officer has authority to bind the bidder to the terms of this Proposal and hereby certifies on behalf of the bidder that:

1. He/she has read and understands all commitments and terms of this Proposal.
2. The information contained in this Proposal is accurate.
3. Proposer's quote is valid for at least 120 days from the date of proposal's signature below.
4. Proposer understands that if selected as the successful Proposer, he/she will have ten (10) business days in which to complete contract negotiations, if any, and execute the final contract document. Date of execution can be extended by mutual agreement of contractor / Brand USA.

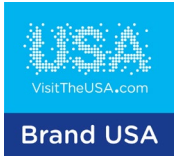
Authorized Signature	Typed or Printed Name
Title	Date

### Official Contact

Brand USA requests that the Proposer designate one person to receive all communications for clarification and verification of information related to this proposal. Please identify this point of contact below:

Official Contact Name	Phone Number
Official Contact Title	Facsimile Number
Email Address	Street, City, State, Zip





**ATTACHMENT 3**  
**FOR BRAND USA USE ONLY**

Bid/Proposal: \_\_\_\_\_

Evaluated By: \_\_\_\_\_

Date: \_\_\_\_\_

Proposal Evaluation Criteria Per Scenario

The evaluation committee will judge each written proposal based on the following criteria:

	MAX. POINTS	SCORE
Demonstrated Web Development Success	45	
Appealing Design Examples	20	
Cost Effectiveness	20	
Project Management/Timeliness	15	
TOTAL POINTS	100	