



August 2023

**Request for Proposal
For Website Development Provider**

The Southern Maryland Agricultural Development Commission (SMADC) of the Tri-County Council for Southern Maryland (TCCSMD) is requesting proposals from experienced and professional website development providers for the creation of a new website that will be an upgrade from our existing website (currently hosted at southernmarylandmeats.com) as well as provide space for expansion to include web capabilities for our upcoming Regional Agricultural Center (RAC), expertise to integrate complex and comprehensive software systems, ongoing maintenance, database management, POS service, and development of a companion app.

SMADC Mission

Our mission is to cultivate a dynamic food system that is profitable for farmers and producers, empowering for communities, and environmentally sound.

The purpose of the Southern Maryland Agricultural Development Commission (SMADC), a division of the Tri-County Council for Southern Maryland, is to support farms, farmers, and the future of agriculture. Our mission is to cultivate a dynamic food system that is profitable for farmers and producers, empowering for communities, and environmentally sound. We believe in developing infrastructure that supports regional food systems where all members of the community can thrive. Our approach is rooted in a commitment to sustainability and environmental stewardship that creates economic opportunities for farmers and strengthens the health of our communities. We are dedicated to cultivating a food system that is delicious and empowering, one that recognizes the power of agriculture to bring all people together and to nourish both body and soul.

Objective

SMADC is seeking proposals for qualified website development provider for the creation of a new website that will be an upgrade from our existing website (currently hosted at

southernmarylandmeats.com) as well as provide space for expansion on that new site to eventually include web capabilities for our upcoming Regional Agricultural Center (RAC).

The current website, Southern Maryland Meats, is a brand and directory website that represents our 60+ member farms with the goal of improving the local economy and opportunities for smaller local meat producers.

In this current phase we are seeking to create a new website for Southern Maryland Meats, with an eye toward future expansion, enhanced branding and service to our members, the inclusion of the upcoming Regional Agricultural Center, and ongoing security, usability, and configurability.

This core site will later grow to become a more fully featured database driven B2B/B2C clearinghouse using software tools for connecting vendors, ordering, aggregating, financial reporting and more.

Note: Any work being done is work made for hire and TCCSMD shall own all work produced by the winning bidder under the contract. TCCSMD will own the website and all software used to maintain the website and, therefore, will choose who maintains the website once completed.

Scope of Services

SMADC is seeking a website development partner with a proven track record for creative excellence in HTML website design, enhanced security, brand development, and execution of projects described above and uses secure and convenient tools for software development integration.

The relationship should be collaborative, leveraging the respective strategic and tactical strengths and resources of the provider and SMADC. Certain core functions should be mutually agreed to by both parties in advance that will help form the foundation of the relationship.

Other secondary functions will remain the primary oversight of SMADC and be delegated to the agency on a case-by-case basis. The scope of work for this project includes, but is not limited to, the following:

Features needed:

- Static HTML site built for security, ease of use and flexibility
- Branding consultation for updated Southern Maryland Meats identity that will easily grow to accommodate an expanded Regional Agricultural Center (RAC) site identity and functionality
- Updated Brand identity plan that will accommodate expansion and publicity for future initiatives to support our network of member farms (RAC)
- Site development should use tools that are secure and convenient for software development integration like Eleventy or Hugo, SASS/SCSS, Git/Github.

Preferred:

-Vendor who can integrate seamlessly with software development partners to provide ongoing UX and look-and-feel support for planned feature expansions.

-Experience with government and quasi-government projects, site development for large organizations and B2B networks.

Proposal Submission Requirements

Proposals must include the following information:

1.Cover Letter

2.Name of Firm

3.Employer Identification Number or Social Security Number

4.Point of Contact (name, title, phone number, mailing address, and email address)

5.Demonstrated understanding of the work: A statement of the provider's objectives, goals, and tasks to show or demonstrate the provider's view and understanding of the nature of the RFP.

6.Qualifications of business, including prior experience in similar services for non-profits and local governments, as well as any relevant accolades.

7.Samples of bidder's work similar to the items listed in the Scope of Services.

8.Expected Completion Date of the new SMM website. December 15th, 2023.

9.Pricing (include how fee is calculated).

10.Three (3) references within the past 3 years that attest to the provider's knowledge and experience relating to the criteria detailed above, with contact information.

Evaluation Criteria

Proposals shall be evaluated for suitability, utilizing a point system according to following scale:

1.Expertise and Experience: Bidder has successfully provided similar services and has the qualifications to undertake this RFP (0-25 Points)

2.Aesthetic Capabilities: Prior work demonstrates a proven track record for creative excellence (0-25 Points)

3.Provider's business philosophy and approach and description of how bidder will provide Southern Maryland Meats Website Development to SMADC (0-25 Points)

4.Ability to complete project within designated timeframe (0-25 Points)

5.Pricing (0-25 Points)

SMADC reserves the right to request additional information from applicants to clarify information submitted in the proposal. The scoring may result in the selected proposal not necessarily being the lowest cost. SMADC reserves the right to award a contract by individual items, in the aggregate, or in any combination.

Direct any questions to the SMADC Contact Manager for this Proposal:

Shelby Watson-Hampton
Southern Maryland Agricultural Development Commission (SMADC)
swatsonhampton@smadc.com
(240) 304-8535

Proposal Due Date and Time

Proposals must be submitted electronically by 4:00 p.m. EST on September 13th to Shelby Watson-Hampton at swatsonhampton@smadc.com

Contract Period: Upon acceptance of the proposal SMADC will prepare a contract agreement to be executed by both parties. The agreement shall be from September 18th – December 15th, 2023.

Vendor will be paid on a biweekly schedule as completed work is accepted.

Timeline

Aug 17th - RFP Issued

September 13th - Proposals Due

September 15th – Selected Vendor Notified

September 18th – Agreement & Project Start Date

December 15th – Project Completed



SMADC is a division of the
TRI-COUNTY COUNCIL
for SOUTHERN MARYLAND

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