

NOTICE TO INTERESTED PARTIES

INVITATION FOR BIDS (IFB)

By State of Maryland

Maryland Semi quincennial Commission (“MD250”)

New Website Design

IFB Number MDP239-01

Issue date: SEPTEMBER 28,2022

MD250 is a Maryland State Commission created by Governor Hogan’s Executive Order 01.01.2021.03 to serve as a state partner working with the national U.S. Semi quincennial Commission (“America250”) to plan Maryland's celebration of the 250th anniversary of the founding of the United States of America that will occur on July 4, 2026.

MD250 is seeking written bids for the design of a new website that will educate, inspire, and interact with Maryland citizens as a part of a nationwide commemoration of the 250th anniversary of the American Revolution. The website will serve as a critical anchor to MD250’s mission – to contribute to an inclusive American narrative by telling the story of Maryland’s critical role in bringing the promise of democracy to all.

The purpose of the website will be to serve as the central source of information for the public about events, programming, announcements, and will feature storytelling videos to be produced in the period leading up to the 2026 commemoration. It is expected that the website will remain active after the 2026 anniversary.

The website target “go live” date is not later than November 30, 2022, in advance of a major kick-off event in December 2022.

MD250 will enter a contract with the selected bidder for the requested services.

PROCUREMENT OFFICER: Michele Butler. Written bids are to be submitted to the Procurement Officer via email at: michele.butler3@maryland.gov. Questions regarding this IFB should be directed to the Procurement Officer.

CONTRACT ADMINISTRATOR: Angela Berard, Executive Director, MD250, Department of Planning. Questions regarding the contract are to be submitted to the Contract Administrator via email at: angela.berard@maryland.gov. Contract administration functions include issuing written direction, invoice approval, monitoring this Contract to ensure compliance with the terms and conditions of the contract, and achieving completion of the contract on budget, on time, and within scope.

BID CLOSING DATE: All bids must be in writing and received by the Procurement Officer by email no later than 5:00 pm (EST) on October 12, 2022. Bids received after this deadline will not be considered.

WEBSITE REQUIREMENTS:

Elements to be included in website:

- Be a .org as it will also contain an online donation option.
 - Have the ability to accept online donations/payments
 - Have a modern, interactive, and look/feel similar to America250 (<https://www.america250.org/>)
 - Be operational by November 30, 2022
 - Support/store documentaries, videos, and other graphic content
 - Outreach to prospective event/ program participants and RSVPs intake functionality
 - Outreach to potential corporate and governmental partners and program/event opportunities intake functionality
 - Be compatible with/support Hosting services and implementation to the hosting environment to be performed at later dates
 - MD250 branding/logo
 - Be highly visual - photos
 - Include Graphics and a Narrative Map Concept (MD250 to provide)
 - Video content functionality
 - Interactive/feedback functionality
 - Social media creation and connection
 - Outreach to prospective donors and donations intake/payment functionality
 - Support archiving specific elements when MD250 ends in 2026
 - Website must meet the Non-visual Access Clause as provided in COMAR 21.05.08.05.
- By submitting a bid in response to this IFB, the bidder, if selected for award warrants that

the services offered under the bid will comply with State regulations, which can be found at: www.doit.maryland.gov, keyword: NVA. Note that the State's Non-visual Access Clause has distinct requirements not found in the federal Section 508 clauses.

- Website must meet Language Translation requirements provided in [Md. STATE GOVERNMENT Code Ann. § 10-1105](#) , and described at <https://doit.maryland.gov/webcom/Pages/translation.aspx>

BID SELECTION CRITERIA:

Bidders must be duly organized and registered to do business in the State of Maryland, or duly qualified to do business in the State of Maryland and be in good standing with the State Department of Assessment and Taxation.

MD250 may, at its sole option, enter discussions with each responsive bidder and ask each bidder to submit “best and final offers” prior to making an award.

Upon completion of any discussions and upon receipt of any “best and final offers” submitted as a result of such discussions, award of the contract will be made to the responsive bidder whose bid is determined to be the lowest bid price OR the most advantageous to MD250.

The selection criteria include the following criteria listed and weighted in decreasing order of importance:

1. Cost.
2. Demonstrated experience in designing comparable websites.
3. Proposed work plan and project schedule.
4. Capacity to complete project on time.
5. Understanding of the MD250 mission; and
6. Prior experience working with State agencies

BID CONTENT REQUIREMENTS:

- On company letterhead, description of the technical services proposed (work plan), including outline of process steps and project timeline (project schedule)
- Price for the above services
- Resume
- References
- State of Maryland bid affidavit completed and executed by bidder, attached hereto as **Attachment 1**. http://procurement.maryland.gov/wp-content/uploads/sites/12/2018/04/AttachmentC-Bid_Proposal-Affidavit.pdf
- Bidder signature block as follows:

Signature of Authorized Representative	Date
Printed Name and Title of Authorized Representative:	
Telephone:	
Email address:	
Bidder Company Name:	
Bidder Company Address:	
FEIN:	
Bidder Company telephone and email:	

MISCELLANEOUS:

1. MD250 reserves the right to cancel this IFB, accept or reject any and all bids, in whole or in part, received in response to this IFB, waive or permit the cure of minor irregularities, and conduct discussions with all qualified or potentially qualified bidders in any manner necessary to serve the best interests of the State.

2. The contract awarded pursuant to this IFB will be subject to compliance with all applicable State of Maryland laws including regulations pertaining to non-discrimination, equal employment opportunity, records, audit, reporting, and procurement.

3. The bidder should clearly identify those portions of its bid that it considers confidential and/or proprietary commercial information or trade secrets, and provide justification why such materials, upon request, should not be disclosed by the State under the Public Information Act (the "PIA"), Md. Code Ann., General Provisions Article, Title 4. This information should be identified by page and section number in the bid.

Offerors are advised that, upon request for a disclosure of records from a third party, the Procurement Officer is required to comply with the PIA and the Office of the Attorney General's determination whether such records may be disclosed.

4. By submitting a proposal in response to this IFB, the bidder, if selected for award, shall be deemed to have accepted the terms and conditions of this IFB. Any exceptions to the terms and conditions of the IFB shall be clearly identified in the bid. All exceptions will be taken into consideration when evaluating the bid. MD250 reserves the right to accept or reject any exceptions.

CONTRACT TERMS:

Contract Duration: Date of executed contract through April 30, 2023

Contract Type: Fixed price. The bid price shall be irrevocable until the execution of a contract awarded as a result of this IFB.

Contract to be entered into by and between MD250 and the selected bidder in the format attached hereto as **Attachment 2**.

[2022 All Procurements Contract form 9-26-22 final - Copy.docx](#)

Contract Affidavit in format attached hereto as **Attachment 3**

<http://procurement.maryland.gov/wp-content/uploads/sites/12/2018/04/Attachment-N-ContractAffidavit.pdf>

Insurance Requirements:

Bidders shall provide a copy of its current certificate of insurance showing the types and limits of insurance in effect as of the Bid submission date, including the following insurance coverages:

- Professional Liability insurance - \$1,000,000 per combined single limit per claim and \$3,000,000 annual aggregate.
- Cyber Security / Data Breach Insurance – For any service offering hosted by the contractor, ten million dollars (\$10,000,000) per occurrence. The coverage must be valid at all locations where work is performed or data or other information concerning the State’s claimants or employers is processed or stored.

1. The State shall be listed as an additional insured on the faces of the certificates associated with the coverages listed above, including umbrella policies, excluding Workers’ Compensation Insurance and professional liability.

2. All insurance policies shall be endorsed to include a clause requiring the insurance carrier to provide the Procurement Officer, by certified mail, not less than 30 days’ advance notice of any non-renewal, cancellation, or expiration. The contractor shall notify the Procurement Officer in writing if policies are canceled or not renewed within five (5) days of learning of such cancellation or nonrenewal. The contractor shall provide evidence of replacement insurance coverage to the Procurement Officer at least 15 days prior to the expiration of the insurance policy then in effect.

3. Any insurance furnished as a condition of the contract shall be issued by a company authorized to do business in the State.

4. The recommended awardee must provide current certificate(s) of insurance with the prescribed coverages, limits and requirements set forth in this section within five (5) Business Days from notice of recommended award. During the period of performance for multi-year contracts, the contractor shall provide certificates of insurance annually, or as otherwise directed by the Contract Administrator.

5. The contractor shall require any subcontractors to obtain and maintain comparable levels of coverage and shall provide the Contract Administrator with the same documentation as is required of the contractor.

Data Ownership:

Website, data, databases, and derived data products created, collected, manipulated, or directly purchased as part of a IFB are the property of the State. The purchasing State agency is considered the custodian of the data and shall determine the use, access, distribution, and other conditions based on appropriate State statutes and regulations.

1. The contractor shall limit access to and possession of State data to only contractor personnel whose responsibilities reasonably require such access or possession and shall train such contractor personnel on the confidentiality obligations set forth herein.

2. At no time shall any data or processes – that either belong to or are intended for the use of the State or its officers, agents, or employees – be copied, disclosed or retained by the contractor or any party related to the contractor for subsequent use in any transaction that does not include the State.

3. The contractor shall not use any information collected in connection with the services furnished under the contract for any purpose other than fulfilling such services.

4. The above DATA provisions shall survive expiration or termination of the contract. Additionally, the contractor shall flow down the provisions of these provisions in any subcontracts.

Security Provisions; Data Breach:

The contractor shall:

1. Implement administrative, physical, and technical safeguards to protect State data that are no less rigorous than accepted industry best practices for information security.

2. Ensure that all such safeguards, including the manner in which State data is collected, accessed, used, stored, processed, disposed of, and disclosed, comply with applicable data protection and privacy laws as well as the terms and conditions of the Contract; and

3. The contractor, and contractor personnel, shall (i) abide by all applicable federal, State and local laws, rules and regulations concerning security of Information Systems and Information Technology and (ii) comply with and adhere to the State IT Security Policy and Standards as each may be amended or revised from time to time. Updated and revised versions of the State IT Policy and Standards are available online at: www.doit.maryland.gov – keyword: Security Policy.

4. The contractor shall ensure a secure environment for all State data and any hardware and software (including but not limited to servers, network, and data components) provided or used in connection with the performance of the Contract and shall apply or cause application of appropriate controls so as to maintain such a secure environment (“Security Best Practices”). Such Security Best Practices shall comply with an accepted industry standard, such as the NIST cybersecurity framework.

5. Ensure that anti-virus and anti-malware software is installed and maintained on all systems supporting the services provided under the contract; that the anti-virus and anti-malware software is automatically updated; and that the software is configured to actively scan and detect threats to the system for remediation. The contractor shall perform routine vulnerability scans and take corrective actions for any findings.

6. Notify the Contract Administrator within 24 hours by telephone unless a shorter time is required by applicable law.
7. Cooperate with the State to investigate and resolve the data breach.
8. Promptly implement commercially reasonable remedial measures to remedy the data breach; and
9. Document responsive actions taken related to the data breach, including any post-incident review of events and actions taken to make changes in business practices in providing the services.
10. The above SECURITY provisions shall survive expiration or termination of the contract. Additionally, the contractor shall flow down the provisions of these provisions in any subcontracts.

Minority Business Enterprises Are Encouraged to Respond to this Solicitation. There is no MBE goal for this IFB.

NO BID NOTICE/VENDOR FEEDBACK FORM

Bidders are requested to complete a Feedback Form if a no-bid decision is made to help us improve the quality of State solicitations, and to make our procurement process more responsive and business friendly. Please provide comments and suggestions regarding this solicitation. Please return your comments with your response. If you have chosen not to respond to this solicitation, please email this completed form to the attention of the Procurement Officer.

IFB: Website design for Maryland's celebration of the 250th anniversary of the founding of the United States

Solicitation No: MDP239-01

1. If you have chosen not to respond to this solicitation, please indicate the reason(s) below:

Other commitments preclude our participation at this time

The subject of the solicitation is not something we ordinarily provide

We are inexperienced in the work/commodities required

Specifications are unclear, too restrictive, etc. (Explain in REMARKS section)

The scope of work is beyond our present capacity

Doing business with the State is simply too complicated. (Explain in REMARKS section)

We cannot be competitive. (Explain in REMARKS section)

Time allotted for completion of the Bid is insufficient

Start-up time is insufficient

Bid requirements (other than specifications) are unreasonable or too risky (Explain in REMARKS section)

MBE or VSBE requirements (Explain in REMARKS section)

Prior State of Maryland contract experience was unprofitable or otherwise unsatisfactory. (Explain in REMARKS section)

Payment schedule too slow

Other:

2. If you have submitted a response to this solicitation, but wish to offer suggestions or express concerns, please use the REMARKS section below. (Attach additional pages as needed.)

REMARKS:

Vendor Name: _____ Date: _____

Contact Person: _____

Phone (____) _____ - _____

Address: _____