



Release Date: September 14, 2005

## **Lake Champlain Byway Announcement**

### **Request for Proposals**

### ***Lake Champlain Byway Website Design Services***

The Lake Champlain Byway Council is pleased to announce a Request for Proposals (RFP) for the design of a website highlighting the cultural, natural and recreational sites in the Champlain Valley. Lake Champlain is flanked by two scenic byways: Lakes to Locks Passage (New York) and the Lake Champlain Byway (Vermont). These byways are working together to promote the region and lead visitors and residents to the cultural, recreational and natural treasures in the Champlain Valley. A website is an essential tool in providing people with the information they need for a fulfilling visit to the region.

The RFP is available from the Lake Champlain Basin Program website at <http://www.lcbp.org> or by request from the Basin Program office at 802/372-3213 (800/468-LCBP toll free in New York and Vermont).

To facilitate the review process, applicants must submit proposals in both paper and electronic format. Please see the attached RFP for complete details.

#### **DEADLINE NOTICE:**

**Hardcopy (6 copies) and electronic versions (no facsimiles) of proposals must be RECEIVED by the Lake Champlain Basin Program office by the close of business:**

**Friday, October 7, 2005**

**LATE OR INCOMPLETE PROPOSALS WILL NOT BE CONSIDERED**

# **Lake Champlain Byway Request for Proposals**

## ***Lake Champlain Byway Website***

### **I. Background**

The Lake Champlain Byway Council was created in 2004 to promote and implement the goals of the byway corridor management plans for Addison, Chittenden, Franklin, Grand Isle, and Rutland counties. The Council is made up of representatives from the county's regional planning commissions and chambers of commerce, the Lake Champlain Basin Program, Lake Champlain Bikeways, and five at-large members. The goals of the Council are to:

1. Undertake and support projects that balance the promotion, preservation, enjoyment, and stewardship of the communities, business and resources in the Lake Champlain Byway Corridor defined herein as the five Vermont counties abutting Lake Champlain.
2. Link people, organizations, communities and agencies in promotion of the Lake Champlain Byway Corridor as a tourism asset.
3. Secure resources and assist implementation of Corridor Management Plans and any subsequent amendments or supplemental plans including work in support of the Lake Champlain Quadricentennial Commission in preparation for the 400<sup>th</sup> anniversary of Samuel de Champlain's arrival to the region.
4. Strive to achieve scenic byways designation at state level, at a minimum, and national level, if possible for at least one highway route through all five counties of the corridor.

Hosting a website on the internet is an effective tool for informing the public on recreational, cultural and educational opportunities in the Champlain Valley. The lake and its shoreline communities have a host of historic sites, state parks, and other attractions, but no comprehensive webpage identifying all of these sites exists. A singular Lake Champlain informational gateway webpage would easily connect visitors and residents to the homepages of sites of interest in the Champlain Valley.

The Lake Champlain website will consist of three webpages: 1) an informational gateway page; 2) a simple listing of links to the cultural, natural and recreation sites in the byway corridors; 3) a clearinghouse webpage.

The informational gateway page will consist of a map (which may be provided if applicable to the type of design format used) with links to sites along the lake. Go to: <http://wrc.iewatershed.com/index.php?pagename=AboutWatersheds> for an example for the envisioned design.

The links page will allow those who do not have the capacity to view the informational gateway page to connect to highlighted sites.

The clearinghouse page will provide information and links to non-motorized recreation activities available in the Champlain Valley.

The project will be overseen by an ad hoc website committee staffed by a Lake Champlain Basin Program employee.

### **III. Webpage Design Contractor Tasks:**

Develop a site plan for review by webpage committee along with initial layout proposal for approval by the website committee.

Develop dynamic, interactive *informational gateway page* using content provided.

Develop the clearinghouse webpage.

Develop links page.

Ensure that website maintains presence on major search engines (i.e. Google, Yahoo, etc.)

Develop an annual website maintenance plan, including firm's hourly rate for maintenance.

### **IV. Eligibility**

All individuals, business, and organizations are eligible to submit a proposal for design services.

### **IV. Period of Performance**

Work is to be completed by December 15, 2005.

### **V. Submission Requirements:**

Cover letter briefly explaining your professional background illustrating an ability to fulfill the tasks described above, and why you are interested in designing a website for the byways of Lake Champlain;

Workplan (limit 3 pages), including cost of webpage design and an hourly rate for supplemental design and maintenance work;

Résumé or curriculum vitae;

At least three (3) references, and;

A listing of links to examples/samples of work, including active websites.

### **VII. Proposal Review Process**

Proposals will be evaluated by an ad hoc committee of the Lake Champlain Byways Council for the following attributes:

Professional experience in providing the types of services requested;

Ability to complete projects on time and within budget;

Creativity and adaptability of the proposal, and;

Cost.

### **VIII. Schedule and Requirements for Proposal Submission**

All proposals must be well-organized and succinct.

Six (6) paper copies of each proposal must be RECEIVED by the LCBP office by close of business on **Friday, October 7, 2005.**

In addition, submit an ELECTRONIC VERSION of your proposal, either on diskette or via e-mail. Electronic versions must also be RECEIVED by close of business on **Friday, October 7, 2005.**

Send proposals and direct all questions to:

Jim Brangan  
Cultural Heritage and Recreation Coordinator  
Lake Champlain Basin Program  
54 West Shore Road  
Grand Isle, VT 05458  
802-372-3213  
[jbrangan@lcbp.org](mailto:jbrangan@lcbp.org)