

Request for Quote

STATE OF RHODE ISLAND AND PROVIDENCE PLANTATIONS
 ONE CAPITOL HILL
 PROVIDENCE RI 02908

CREATION DATE : 20-APR-10
BID NUMBER: 7323641
TITLE: 2010-2014 RI STATE PARKS VIRTUAL MOBILE TOUR PACKAGE CONTRACT

BLANKET START : 01-JUL-10
BLANKET END : 01-SEP-14
BID CLOSING DATE AND TIME:26-MAY-2010 10:00:00

BUYER: Cadoret David
PHONE #: N/A

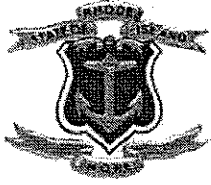
**B
I
L
L
T
O**
DOA CONTROLLER
ONE CAPITOL HILL, 4TH FLOOR
SMITH ST
PROVIDENCE, RI 02908
US

**S
H
I
P
T
O**
DEM DIV OF PARKS AND RECREATION
2321 HARTFORD AVENUE
JOHNSTON, RI 02919
US

Requisition Number: 1177956
Note to Bidders: .

Line	Description	Quantity	Unit	Unit Price	Total
1	<p>THIS REQUISITION IS A REVENUE PRODUCING CONTRACT FOR THE STATE OF RI DEM WITH NO BUDGETARY EXPENSES ALLOCATED</p> <p>QUESTIONS CONCERNING THIS SOLICITATION MAY BE E-MAILED TO THE DIVISION OF PURCHASES AT BIDINFO@PURCHASING.STATE.RI.US NO LATER THAN 5 MAY 2010 @ 12 NOON (EASTERN))</p> <p>PLEASE REFERENCE THE RFP/BID NUMBER ON ALL CORRESPONDENCE QUESTIONS SHOULD BE SUBMITTED IN A MICROSOFT WORD ATTACHMENT ANSWERS TO QUESTIONS RECEIVED. IF ANY, WILL BE POSTED ON THE INTERNET AS AN ADDENDUM TO THIS SOLICITATION (WWW.PURCHASING.RI.GOV). IT IS THE RESPONSIBILITY OF ALL INTERESTED PARTIES TO DOWNLOAD THIS INFORMATION</p> <p>2010 PROPOSED REVENUE SHARE FOR APPLE/GOOGLE - BID AS A PERCENTAGE</p>	1 00	Each		
2	2011 PROPOSED REVENUE SHARE FOR APPLE/GOOGLE - BID AS A PERCENTAGE	1 00	Each		
3	2012 PROPOSED REVENUE SHARE FOR APPLE/GOOGLE - BID AS A PERCENTAGE	1 00	Each		
4	2013 PROPOSED REVENUE SHARE FOR APPLE/GOOGLE - BID AS A PERCENTAGE	1 00	Each		
5	2014 PROPOSED REVENUE SHARE FOR APPLE/GOOGLE - BID AS A PERCENTAGE	1 00	Each		
6	2010 PROPOSED REVENUE SHARE FOR STATE OF RI - BID AS A PERCENTAGE	1 00	Each		
7	2011 PROPOSED REVENUE SHARE FOR STATE OF RI - BID AS A PERCENTAGE	1 00	Each		
8	2012 PROPOSED REVENUE SHARE FOR STATE OF RI - BID AS A PERCENTAGE	1 00	Each		

It is the Vendor's responsibility to check and download any and all addenda from the RIVIP This offer may not be considered unless a signed RIVIP generated Bidder Certification Cover Form is attached and the Unit Price column is completed The signed Certification Cover Form must be attached to the front of the offer



Request for Quote

STATE OF RHODE ISLAND AND PROVIDENCE PLANTATIONS
 ONE CAPITOL HILL
 PROVIDENCE RI 02908

BUYER: Cadoret David
 PHONE #: N/A

CREATION DATE : 20-APR-10
 BID NUMBER: 7323641
 TITLE: 2010-2014 RI STATE PARKS VIRTUAL MOBILE
 TOUR PACKAGE CONTRACT
 BLANKET START : 01-JUL-10
 BLANKET END : 01-SEP-14
 BID CLOSING DATE AND TIME: 26-MAY-2010 10:00:00

**B
I
L
L
T
O**
 DOA CONTROLLER
 ONE CAPITOL HILL, 4TH FLOOR
 SMITH ST
 PROVIDENCE, RI 02908
 US

**S
H
I
P
T
O**
 DEM DIV OF PARKS AND RECREATION
 2321 HARTFORD AVENUE
 JOHNSTON, RI 02919
 US

Requisition Number: 1177956
 Note to Bidders: .

Line	Description	Quantity	Unit	Unit Price	Total
9	2013 PROPOSED REVENUE SHARE FOR STATE OF RI - BID AS A PERCENTAGE	1 00	Each		
10	2014 PROPOSED REVENUE SHARE FOR STATE OF RI - BID AS A PERCENTAGE	1 00	Each		
11	2010 PROPOSED REVENUE SHARE FOR VIRTUAL CONCESSIONAIRE - BID AS A PERCENTAGE	1 00	Each		
12	2011 PROPOSED REVENUE SHARE FOR VIRTUAL CONCESSIONAIRE - BID AS A PERCENTAGE	1 00	Each		
13	2012 PROPOSED REVENUE SHARE FOR VIRTUAL CONCESSIONAIRE - BID AS A PERCENTAGE	1 00	Each		
14	2013 PROPOSED REVENUE SHARE FOR VIRTUAL CONCESSIONAIRE - BID AS A PERCENTAGE	1 00	Each		
15	2014 PROPOSED REVENUE SHARE FOR VIRTUAL CONCESSIONAIRE - BID AS A PERCENTAGE CONTACT: STEVEN T. WRIGHT AT 401-222-2632 FOR ANY ADDITIONAL INFORMATION THE STATE OF RI, DEM STATE PARKS DIVISION IS SEEKING A VIRTUAL CONCESSIONAIRE TO PROVIDE THE LABOR EQUIPMENT, HARDWARE, SOFTWARE AND COMMUNICATIONS FOR THE OVERALL ADMINISTRATION AND MAINTENANCE OF THE RI STATE PARKS OFFICIAL TOUR APP AS PER ATTACHED SPECIFICATIONS	1 00	Each		

Delivery: _____

Terms of Payment: _____

It is the Vendor's responsibility to check and download any and all addenda from the RIVIP. This offer may not be considered unless a signed RIVIP generated Bidder Certification Cover Form is attached and the Unit Price column is completed. The signed Certification Cover Form must be attached to the front of the offer.

Contract Terms and Conditions

Table of Contents

Terms and Conditions.	II
BID STANDARD TERMS AND CONDITIONS	II
TERMS AND CONDITIONS FOR THIS BID	II
MULTI YEAR AWARD	II
RIVIP INFO - BID SUBMISSION REQUIREMENTS	II
VENDOR SPECIFICATIONS	II
AWARD	II
LICENSE REQUIREMENTS	II
DELIVERY PER AGENCY	II

Terms and Conditions

BID STANDARD TERMS AND CONDITIONS

TERMS AND CONDITIONS FOR THIS BID

MULTI YEAR AWARD

THIS IS A MULTI-YEAR BID/CONTRACT. PER RHODE ISLAND STATE LAW 37-2-33, CONTRACT OBLIGATIONS BEYOND THE CURRENT FISCAL YEAR ARE SUBJECT TO AVAILABILITY OF FUNDS. CONTINUATION OF THE CONTRACT BEYOND THE INITIAL FISCAL YEAR WILL BE AT THE DISCRETION OF THE STATE. TERMINATION MAY BE EFFECTED BY THE STATE BASED UPON DETERMINING FACTORS SUCH AS UNSATISFACTORY PERFORMANCE OR THE DETERMINATION BY THE STATE TO DISCONTINUE THE GOODS/SERVICES, OR TO REVISE THE SCOPE AND NEED FOR THE TYPE OF GOODS/SERVICES; ALSO MANAGEMENT OWNER DETERMINATIONS THAT MAY PRECLUDE THE NEED FOR GOODS/SERVICES

RIVIP INFO - BID SUBMISSION REQUIREMENTS

It is the Vendor's responsibility to check and download any and all addenda from the RIVIP. This offer may not be considered unless a signed RIVIP generated Bidder Certification Cover Form is attached and the Unit Price column is completed. The signed Certification Cover Form must be attached to the front of the offer. When delivering offers in person to One Capitol Hill, vendors are advised to allow at least one hour additional time for clearance through security checkpoints.

VENDOR SPECIFICATIONS

ALL VENDORS MUST INCLUDE SPECIFICATIONS WITH BID PROPOSAL (EVEN THOSE BIDDING BRAND SPECIFIED). FAILURE TO SUBMIT SPECIFICATIONS WITH BID PROPOSAL MAY RESULT IN DISQUALIFICATION OF BID. ITEMS IN CATALOGS MUST BE CLEARLY MARKED AND PAGES TABBED.

AWARD

THE STATE, AT ITS SOLE DISCRETION, SHALL RESERVE THE RIGHT TO MAKE ONE OR MULTIPLE AWARDS FOR THIS REQUIREMENT AND/OR TO REJECT ANY OR ALL BIDS.

LICENSE REQUIREMENTS

VENDOR (OWNER OF COMPANY) IS RESPONSIBLE TO COMPLY WITH ALL LICENSING OR STATE PERMITS REQUIRED FOR THIS TYPE OF SERVICE. A COPY OF LICENSE/PERMIT SHOULD BE SUBMITTED WITH THIS BID. IN ADDITION TO THESE LICENSE REQUIREMENTS, BIDDER, BY SUBMISSION OF THIS BID, CERTIFIES THAT ANY/ALL WORK RELATED TO THIS BID, AND ANY SUBSEQUENT AWARD WHICH REQUIRES A RHODE ISLAND LICENSE(S), SHALL BE PERFORMED BY AN INDIVIDUAL(S) HOLDING A VALID RHODE ISLAND LICENSE.

DELIVERY PER AGENCY

DELIVERY OF GOODS OR SERVICES AS REQUESTED BY AGENCY

Requisition #1177956

**State of Rhode Island
DEM Division of Parks and Recreation
2321 Hartford Avenue
Johnston, RI 02919**

RI State Parks Mobile Tour Package

July 1, 2010 – September 1, 2014

The State of Rhode Island, DEM Division of Parks and Recreation is seeking a Virtual Concessionaire to provide the labor, equipment, hardware, software and communications for the overall administration and maintenance of the RI State Parks Official Tour App as per the following specifications.

The Official Mobile Tour Package *for State Parks & Recreation*
Apple iPhone & Google Android App platforms • Mobile Website

The Mobile Market has grown leaps and bounds over the past 3 years. In 2010 it is expected that more people will access the web from their mobile device on-the-go than at home.

Program

Working in partnership with the State of Rhode Island Division of Parks and Recreation, the Division is seeking a Virtual Concessionaire to customize a Mobile Tour Program which will allow the RI State Parks to tap into this growing market to increase awareness and promote tourism in the newest ways. This program will be designed to create an additional revenue stream for the *Rhode Island Great Outdoors Pursuit Program* without the allocations of funds, service or maintenance fees by the RI State Parks. The Virtual Concessionaire will generate sponsorships to support the program so that it bears no cost or financial risk to the State of Rhode Island Division of Parks and Recreation.

Under the direction of the State of Rhode Island Division of Parks and Recreation, the Virtual Concessionaire will be engaged in the development of Mobile Apps (iPhone & Android Platform) and Mobile Websites (Mobile interactive Tours) and any approved platform that may be designed during the contract period to be sold to the consumer. The program will be promoted on the State of Rhode Island Division of Parks and Recreation website along with any relevant avenues of PR to increase visitor download.

With the Official Mobile Tour Package, RI State Parks will have the ability to reach new audiences while pleasing established ones by providing interpretive content and social interaction via mobile devices.

Requisition #1177956

Official Mobile Tour Package should Include:

Apple and Google APP Mobile Applications:

- iPhone, iPod, iPad and Google Android Device Application Platforms
- GPS Interactive park ground mapping
- Friend & Family Tracking locator
- Customized App icon
- Optional Bi-lingual capabilities
- Self-guided Visitor Tour
- Accessible tours with closed captioning and audio descriptions for the disabled
- Detailed Tour Information
- Interactive Mapping
- Points of Interest Info
- POI Video & Photo Streaming
- Schedule & Event Calendar in Real-Time
- Concessionaire popup reminders and incentives
- Guest Surveys
- Mobile Donation
- Social Links (Facebook, Twitter, Myspace)
- Virtual membership and loyalty program incentives
- Custom content management system to update tools

Mobile Website

- Universal format for easy download on most Mobile web browsers
- Online Merchandise Platform
- To be FREE

Program Benefits should include:

Multi Carrier Mobile Program (Apple, Google & Mobile Website Platform)

GPS Interactive park ground mapping

Friend & Family Tracking locator

Organize the flow of information

Promote and increase public awareness

Engage and enhance the visitor's experience

Stay connected with the user while on the go

Mobile Platform to allow you to update content, events, news and promotions in real-time

Transmit Mobile coupons and special offers

Generate and record core analytical data on visitor's interests and receive direct visitor surveys

Bi-lingual Mobile Platform

Accessible tours with closed captioning and audio descriptions for the disabled

Choose to keep or eliminate your present map and print distribution.

Requiring no allocation of funds or maintenance fees

Green alternative

Requisition #1177956

Under the direction of the State of Rhode Island Division of Parks and Recreation, the Virtual Concessionaire will engage in the development of Mobile Apps (Apple & Google Platform) and Mobile Websites (Mobile interactive Tours) to be sold to the consumer. The Virtual Concessionaire will produce two (2) apps, one (1) Apple and one (1) Google platform the first year, themed for Outdoor Activities (Camping, RV, Outdoor POI, Water Activities, Boating, Fishing & Water POI and The RI Great Outdoors Pursuit). Based on market conditions during the additional term years, if both parties mutually agree, the contractor will add additional themed apps for the RI State Parks.

Promotion

The program will be promoted on the State of Rhode Island Division of Parks and Recreation website along with any relevant avenues of PR to increase visitor download. RI State Parks will be required to display its customized App icons and promote the download of the applications on the home page, schedule, map page and coinciding themed WebPages on its website. The app icons will also be represented in all coinciding themed print material (newsletters, magazines, brochures and maps) as well.

Sponsor Platform

The contractor agrees that there will be no advertisements of morally objectionable, controversial or illegal activities in the Tour Guides or advertisements for tobacco, gaming, alcoholic beverages, or activities or products not approved in advance by RI State Parks for use in the sponsorships. Advertisers in the Tour Guides will be encouraged to submit advertisements that would educate visitors on the positive enjoyment of the Venue.

Implementation Process and Timeline for Program

The Virtual Concessionaire can gather information to create this program using the RI State Parks existing website and printed material to minimize staffing from RI State Parks.

Or

Provide a "Get Started Kit" which will be supplied to the State of Rhode Island Division of Parks and Recreation upon contract signing. This kit will help guide RI State Parks staff through the information and material gathering process.

"Get Started Kit" will include:

- Contractor Introduction and Staff Contact Information
- Artwork Requirements and Layout Formats
- Content and Information Requirements
- Example of Content and Information Requirements
- Timeline, Check list for Tasks and Items Required to Create and Implement Mobile Tour Package

Requisition #1177956

State of Rhode Island Division of Parks and Recreation is responsible for supplying the Contractor with content, schedules, pictures, videos and all pertinent facility information within 30-45 days of receiving "Get Started Kit."

Approval Process

- Mobile Application and Mobile Website- PDF Proofs to be supplied for review
- Publication Tour Guide- PDF Proofs to be supplied for review

Upon approval

Virtual Concessionaire will provide the Mobile Application and Mobile Website- 60-90 days for creation and launch

Agreement Terms

5 year agreement on Official Mobile Program

Mobile Technology Growth

- New development of facility application for other Smart Phone platforms.
- Continued research and development to enhance our Mobile Tour Package to engage the users and promote tourism.

Online Merchandising Program

- Eco-friendly products and customized merchandising online program.
- Brand licensing of products for sale.

New National and Co-promotional Partners for RI State Parks venue

GENERAL SPECIFICATIONS AND REQUIRMENTS

Financial components:

A revenue share partnership will be formed between the mobile App store (Apple/Google), State of Rhode Island Division of Parks and Recreation, and the contractor. The contractor will assume all cost of maintenance, application build process, and future upgrades for the program.

Apple and Google Mobile Apps – Proposed Price per app to patron \$ _____

Proposed Revenue Sharing: _____% Apple/Google

_____ % State of Rhode Island [50% of RI payment will be made by concessionaire to Kids First Inc. or other non-profit friends group of State Parks]

_____ % Virtual Concessionaire

Payments to be made by Virtual Concessionaire to the State of RI on **April 1 and September 1** each year of the contract.

Requisition #1177956

The Virtual Concessionaire shall provide a certified public accountant statement of all revenue collected by **December 31** each year of the contract. Failure to provide this document will automatically **terminate this contract**

Successful bidder will be required to comply with all rules and regulations concerning the operation of mobile applications and full compliance with applicable governmental rules and regulations.

Mobile Marketing experience is required and must be provided as part of this bid document.

Virtual Concessionaire if required will maintain adequate public liability specified by the Division of Purchasing throughout the contract term as described herein. Insurance policies shall be endorsed to include the State of Rhode Island as additional insured with endorsement and hold the State of Rhode Island harmless.

Virtual Concessionaire shall submit an organizational chart of the company, along with information on the key executives and a resume for the proposed general manager.

Virtual Concessionaire is to supply a list of references and a detailed description of the company background. Include general background and mobile marketing experience of the Bidder, including history of the company, number of employees, clients, and mobile app systems managed. Include a list of clients and client contact persons.

Virtual Concessionaire is to supply a marketing and advertising program proposal to enhance mobile system revenues for the RI State Parks.

The Virtual Concessionaire who submits and signs the bid document will be the only responsible contact the State of Rhode Island, DEM Division of Parks and Recreation will communicate with during the extent of this contract unless otherwise authorized in writing. It shall be the responsibility of the concessionaire to administer the terms and conditions of this contract with approved sub-concessionaires. All official communication with regard to the provisions or enforcement of this contract shall be between the concessionaire of record and the Director of DEM or his authorized representative.

1. This program must require no allocation of funds, service or maintenance fees by the State and its taxpayers.
2. The contractor will assist the RI State Parks to link the app icons to their relevant pages of website and promote the existence of the apps within relevant printed material. The success of the program and the guarantee of app downloads is based on the amount of exposure of the apps to the unique visitors that visit the state website and parks.
3. The contractor will be provided an exclusive right to develop, supply, and maintain any and all mobile technologies (themed app tour guides and mobile website) as defined in the agreement.

Requisition #1177956

4. Not all apps are created equal. The contractor must guarantee to supply and maintain the most up-to-date technologies and features on RI State Parks mobile products over the term of the agreement.
5. RI State Parks Web site is www.riparks.com
6. Contact: Steven T. Wright at 401-222-2632 for any additional information.

END