



University of North Alabama
Office of Procurement
UNA Box 5025
Florence, AL 35632
Phone: (256)765-4206
Fax: (256)765-4329

Bid No. 2013-01 For: Music Heritage Trail Development

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INVITATION FOR BIDS:

Sealed Proposals for furnishing materials, equipment or services as described herein will be received at the Purchasing Department, Bibb Graves Hall, Room 21, University of North Alabama, Florence, Alabama, until 2:00 p.m. local time on October 17, 2012.

Bidders shall submit ONE(1) original, and TWO (2) Copies of their complete bid which must include the bid document with the itemized proposal as outlined in the Scope of Work. Original shall be marked "Original". Original copy shall contain original signatures on any pages where it is requested. Additionally, Bidders shall submit their complete proposal on a compact disc (CD) as one file. Bidders who fail to submit the requested number of copies as prescribed will not be considered responsible bidders.

Time is of the essence to this bid and if delivery is not made within the time specified, the University reserves the right to cancel any order placed as a result of this bid. This bid may be withdrawn at any time prior to the scheduled time for the opening of bids, or any authorized postponement thereof.

DIRECTIONS FOR MAILING BIDS:

Envelopes containing bids must be sealed, marked and addressed as follows:

ADDRESSED TO:	(If via any postal service University of North Alabama Purchasing Department - Bid 2013-01 UNA M/S 5025 One Harrison Plaza Florence, AL 35632-0001	(If hand carry) University of North Alabama Purchasing Department - Bid 2013-01 Bibb Graves Hall, Room 21 One Harrison Plaza Florence, AL 35632-0001
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BID FOR: Music Heritage Trail
Bid No. 2013-01

CAUTION – The above mailing address line, UNA Box 5025, is the address for the University of North Alabama Central Mail Room and is not part of the physical address for the University of North Alabama Purchasing Department. Envelopes or packages addressed to this box number may not be received in the Purchasing Department by the specified bid due date and time. It is the bidder's responsibility to ensure that the bid is received in the Purchasing Department by the date and time specified; no assumptions should be made in regard to an extension due to unforeseen circumstances of any kind, no due date or time will change without advance written notice from the Procurement Office.

Bidders are strongly cautioned to mail or ship bids to allow ample time for receipt in the Purchasing Department, not the Central Mail Room nor Central Receiving. Overnight or next day delivery services may not be adequate. Since bids must be received in a sealed envelope, faxed or emailed bid copies cannot be accepted.

Bids received in the Purchasing Department after the specified date and time set forth above will not be considered and will be returned to the bidder

Bids will be opened in Bibb Graves Hall, Room 21 at 2:00 p.m. local time on October 17, 2012

Revised 1/30/08

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I have read and understand the contents of this page



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UNIVERSITY OF NORTH ALABAMA
VENDOR CERTIFICATION
PURSUANT TO ACT NO 2006-557 and ACT NO 2012-491

ALABAMA LAW (SECTION 41-4-116, CODE OF ALABAMA 1975) PROVIDES THAT EVERY BID SUBMITTED AND CONTRACT EXECUTED SHALL CONTAIN A CERTIFICATION THAT THE VENDOR, CONTRACTOR, AND ALL OF ITS AFFILIATES THAT MAKE SALES FOR DELIVER INTO ALABAMA OR LEASES FOR USE IN ALABAMA ARE REGISTERED, COLLECTING AND REMITTING ALABAMA STATE AND LOCAL SALES, USE, AND/OR LEASE TAX ON ALL TAXABLE SALES AND LEASES IN ALABAMA. BY SUBMITTING THIS BID, THE BIDDER IS HEREBY CERTIFYING THEIR COMPLIANCE WITH ACT NO 2006-557. THEY ARE NOT BARRED FROM BIDDING OR ENTERING INTO A CONTRACT PURSUANT TO 41-4-116, AND ACKNOWLEDGES THAT THE AWARDING AUTHORITY MAY DECLARE THE CONTRACT VOID IF THE CERTIFICATION IS FALSE.

ALABAMA LAW (SECTION 31-13-9 , CODE OF ALABAMA 1975: By signing a contract resulting from this proposal, the contracting parties affirm, for the duration of the agreement, that they will not violate federal immigration law or knowingly employ, hire for employment, or continue to employ an unauthorized alien within the state of Alabama. Furthermore, a contracting party found to be in violation of this provision shall be deemed in breach of the agreement and shall be responsible for all damages resulting therefrom. For full compliance the Awarding contractor must provide documentation establishing that the business entity or employer is enrolled in the E-Verify program. During the performance of the contract, the business entity or employer shall participate in the E-Verify program and shall verify every employee that is required to be verified according to the applicable federal rules and regulations.

Bidder hereby certifies full compliance with Act No. 2006-557 and Act No. 2012-491:

Date: _____

Company: _____

Authorizing Signature: _____

Printed Name: _____

Title: _____

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State of Alabama
Disclosure Statement
(Required by Act 2001-955)

ENTITY COMPLETING FORM

Agreement Number

ADDRESS

CITY, STATE, ZIP

TELEPHONE NUMBER

()

STATE AGENCY/DEPARTMENT THAT WILL RECEIVE GOODS, SERVICES, OR IS RESPONSIBLE FOR GRANT AWARD

ADDRESS

CITY, STATE, ZIP

TELEPHONE NUMBER

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This form is provided with:

☐ Contract ☐ Proposal ☐ Request for Proposal ☐ Invitation to Bid ☐ Grant Proposal

Have you or any of your partners, divisions, or any related business units previously performed work or provided goods to any State Agency/Department in the current or last fiscal year?

☐ Yes ☐ No

If yes, identify below the State Agency/Department that received the goods or services, the type(s) of good or services previously provided, and the amount received for the provision of such goods or services.

Have you or any of your partners, divisions, or any related business units previously applied and received any grants from any State Agency/Department in the current or last fiscal year?

☐ Yes ☐ No

If yes, identify the State Agency/Department that awarded the grant, the date such grant was awarded, and the amount of the grant.

1. List below the name(s) and address(es) of all public officials/public employees with whom you, members of your immediate family, or any of your employees have a family relationship and who may directly personally benefit financially from the proposed transaction. Identify the State Department/Agency for which the public officials/public employees work. (Attach additional sheets if necessary.)

2. List below the name(s) and address(es) of all family members of public officials/public employees with whom you, members of your immediate family, or any of your employees have a family relationship and who may directly personally benefit financially from the proposed transaction. Identify the public officials/public employees and State Department/Agency for which the public

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officials/public employees work. (Attach additional sheets if necessary.)

_____If you identified individuals in items one and/or two above, describe in detail below the direct financial benefit to be gained by the public officials, public employees, and/or their family members as the result of the contract, proposal, request for proposal, invitation to bid, or grant proposal. (Attach additional sheets if necessary.)

_____Describe in detail below any indirect financial benefits to be gained by any public official, public employee, and/or family members of the public official or public employee as the result of the contract, proposal, request for proposal, invitation to bid, or grant proposal. (Attach additional sheets if necessary.)

_____List below the name(s) and address(es) of all paid consultants and/or lobbyists utilized to obtain the contract, proposal, request for proposal, invitation to bid, or grant proposal:

By signing below, I certify under oath and penalty of perjury that all statements on or attached to this form are true and correct to the best of my knowledge. I further understand that a civil penalty of ten percent (10%) of the amount of the transaction, not to exceed \$10,000.00, is applied for knowingly providing incorrect or misleading information.

Signature

Date

Notary's Signature

Date

Date Notary Expires

Act 2001-995 requires the disclosure statement to be completed and filed with all proposals, bids, contracts, or grant proposals to the State of Alabama in excess of \$5,000.

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This form must be completed and returned before any contract(s) will be issued by the University of North Alabama

SPECIFICATIONS / REQUIREMENTS

The University of North Alabama is seeking a consultant to assist in the development of a music heritage trail.

Introduction and General Information

The travel corridor for America's premier music trail, *The Roots of American Music Trail*™, is the Natchez Trace Parkway, which passes through the heartland states of Alabama, Mississippi and Tennessee. A vast amount of interpretive material on the Parkway's historic, scenic, natural and environmental features has been developed over the years, however only scattered pieces of the corridors unrivaled music heritage has been collected, interpreted and published.

In 2005, efforts began to document the nationally significant contributions of the people of northern Alabama to various musical art forms. The result was the creation of the *Roots of American Music Trail*™. The objective of the proposed effort is to enhance the byway visitors experience by opening up to traveler's the richness of America's music heritage along the Alabama portion of the Parkway. To encourage more frequent travel and longer stays along the Parkway, this project will provide the traveler with a rich cache of interpreted material on the historically significant people, places and events.

Total Funding Award

The University of North Alabama anticipates the funding of 1 award, not to exceed \$89,000 and period of performance not to exceed 18 months from date of award. If for any reason funding is not made available, no bid award will occur.

Eligible Applicants

Eligible applicants include firms, organizations, societies and consultants who must be registered or can show proof of registration prior to contract award on the Alabama Department of Transportation's "AL Department of Transportation Pre-Qualified Planning Consultants". ALDOT Prequalification information and registration can be found at <http://www.dot.state.al.us/docs>. In addition, applicants must be registered with the AL Secretary of State.

Performance Bond

The contractor awarded the project will be required to purchase a performance bond for the total amount of the project. The bond must be in place for final contract signature. Failure to secure a bond will result in the dismissal of the contractor and award to the next most qualified bidder.

Evaluation of Bids

Bid will be evaluated by representatives of the University of North Alabama. The University has the discretion to evaluate the qualitative as well as financial aspects of each bid and make its selection based on what it considers to be in the best interest of the University as a whole, or to make no contract award at all from this bid. A presentation may be required and would be at the request of ALDOT or UNA. If required, the presentation should include procedures for accomplishing scope of work; personnel assignment; timeline and open discussions of cost structure.

Final Bid award will be subject to ALDOT approval.

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STATEMENT OF WORK

Task 1 – Website redesign and implementation

The goal of the redesigned website and content management system is to have a turn-key design. The design is to be **modernized, simplified, and easily navigable**. The intent is for all information to be incorporated in a manner that utilizes consistent design style and layout themes and to provide a resourceful, informative, attractive, interactive and user-friendly website.

The ownership, copyrights, maintenance, and editorial control of the website will remain with UNA/MSNHA.

The following objectives are to be met:

- A. The redesign shall include structure, content, content management system (CMS) and updated graphics.
- B. A design and content management system (CMS) specification document for use by the UNA/MSNHA Staff, partners and content designers of external pages and site to promote and emphasize consistent design and functionality.
- C. The new Website shall include a content management system and any necessary software that will allow staff to download new material and revise existing content, including text, PDF format documents, and graphics. Necessary staff training and site documentation shall be included in proposal.
- D. Technical Requirements:
 - 1. Use of *Word Press* publishing platform as CMS
 - a. Employ user-customizable templates for various content types
 - b. Templates should comply with *Word Press* infra-structure for ease of future version upgrades and content update
 - 2. Fixed size landing page and improved initial impression
 - 3. Improved navigability internally and externally to associated project websites
 - 4. Fresh modern, clean design aesthetics with a design layout template that is easy to maintain and update; easily refreshed; and conveys professionalism
- E. Cross-browser compatibility – UNA/MSNHA accepts that the nature of the web is such that web pages cannot be produced in such a way as to be uniformly rendered in all browsers. We accept that small variations in this experience are acceptable.
- F. Mobile optimization – the design, development and implementation of the website redesign must include the ability for the Roots of American Music Trail website to be rendered on mobile and tablet devices.
- G. Bi-lingual viewing (describe your capabilities of multilingual expansion)
- H. Americans with Disabilities Act (ADA) Compatibility and Accessibility (Sec.508 compliance)
- I. The site will be hosted on UNA's servers maintained by UNA Communication and Marketing staff.
- J. Develop a template for future partners to follow as the trail continues to develop and sites are added.

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Task 2 – Develop Music Sampler of Muscle Shoals Music

1. Acquire mechanical and publishing rights for a minimum of 12 songs with history in Muscle Shoals. All paperwork related to the rights acquired will be submitted with the completed CD.
2. A full color jacket will be designed to be inserted in a jewel case. Also included in the case will be a brochure containing a short history of the song and it's relation to Muscle Shoals. The brochure may also include historic photos of the music history.
3. 1,200 CDs will be produced, and packaged ready to sell at select locations.

Task 3 – Host Conference

1. Invite partners and potential partners of the Roots of American Music Trail to a conference which will be held in the Shoals area.
2. This conference will be used to formalize partnerships, design trail routes and sites following the parameters previously developed.
3. The venue chosen will accommodate 100 people with ability to provide meals and breaks. Audio-visual equipment will be available as well as projection screen.
4. Attendees will be provided with package containing all information necessary to join the partnership.
 - A. Information on purchase of signs, suggested outline to follow for cellphone tours, template to follow for inclusion in website.
 - B. Draft brochure will also be provided, depicting a suggested design when partnerships are formalized. Suggested artwork will also be supplied.
 - C. All materials will be copy-righted to Roots of American Music Trail.
 - D. Contract of partnership will be provided by MSNHA's attorney of record.
5. Short video presentation will be made as a part of the conference.
6. Print ready advertising copy will be provided to attendees of conference.

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Complete bids must include the following documents (in addition to the bid document):

Written but not to exceed 6 pages

1. Statement of registration of the firm and names and registration numbers of individuals involved in this project (when performing professional services). Copy of the certification in compliance with the Code of Alabama 34-11-9, as required by the Alabama State Board of Licensure for Professional Engineers and Land Surveyors.
2. Statement of professional standing, noting any pending controversies. If none exist, such a statement should be made.
3. Statement of experience in the fields that the proposed services are requested and evidence of experience in work similar nature to include specific examples identified. Note experiences with Department of Transportation projects.
4. Statement of role of involvement with identified projects.
5. All sub-contractors must be identified as to the area of responsibility in fulfilling the requirements of the project. Expertise of each sub-contractor must be outlined. Personnel cannot be changed without prior written approval by the director of the Muscle Shoals National Heritage Area.
6. Statement of availability, commitment and adequacy in both number and quality of remaining staff to perform all other functions needed in proposed services.
7. Statement of overhead; administrative costs, expressed as a percentage of direct labor for the last fiscal year.
8. Statement of labor additive; fringe benefits, expressed as a percentage of direct labor for the last fiscal year.
9. Cost estimate by task (as listed above) to include an estimated timeline of task completion. Budget expectation must strive to detail costs by labor, material and supplies as well as any other relevant costs. (There is no page limit on the cost estimate.)
10. Performance bond to commit completion at agreed price from bid proposal.
11. Evidence of E-verify enrollment.

For any questions regarding scope of work
Contact Judy Sizemore (256)765-5028; email jsizemore@una.edu

For questions regarding bid submission
Contact the Office of Procurement, Cindy Conlon (256)765-4293; email chconlon@una.edu

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