



**Request for Qualifications
for Digital Communications**

RFQ No. 14-15-04

Alyce M. Robertson, Executive Director

**Submissions are due no later than
August 10, 2015**

**At
12:00 Noon
(No exceptions)**

**Miami Downtown Development Authority
200 South Biscayne Blvd.
Suite 2929
Miami, Florida 33131**

SUBMITTALS WILL BE OPENED PROMPTLY AT THE TIME AND PLACE SPECIFIED. SUBMITTALS RECEIVED AFTER THE FIRST SUBMISSION HAS BEEN OPENED WILL NOT BE OPENED AND WILL NOT BE CONSIDERED. THE RESPONSIBILITY FOR SUBMITTING A PROPOSAL TO DDA ON OR BEFORE THE STATED TIME AND DATE IS SOLELY AND STRICTLY THE RESPONSIBILITY OF THE RESPONDENT. DDA IS NOT RESPONSIBLE FOR DELAYS CAUSED BY ANY MAIL, PACKAGE OR COURIER SERVICE, INCLUDING THE U.S. MAIL, OR CAUSED BY ANY OTHER OCCURRENCE. LATE OR MISDELIVERED PROPOSALS SHALL NOT BE CONSIDERED.

**Miami Downtown
Development Authority**

**REQUEST FOR QUALIFICATIONS
FOR DIGITAL COMMUNICATIONS**

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REQUEST FOR QUALIFICATIONS

REGISTRATION FORM

This form will be used to communicate information with respect to questions and addenda as needed. **Please fill out and email to Maravilla@miamidda.com or fax to 305-371-2423, Attn.: Karry Maravilla.** If we do not receive a form, there is a risk that you will not receive important information.

Name of Applicant: _____

Address: _____

Contact: _____

Telephone: _____

Fax: _____

E-Mail: _____

Section 1.0 OVERVIEW

1.1 Mission

The Miami Downtown Development Authority's mission is to grow, strengthen and promote the economic health and vitality of Downtown Miami.

As an autonomous agency of the City, the Miami DDA advocates, facilitates, plans and executes business development, planning and capital improvements, and marketing and communication strategies.

We commit to fulfill our mission collaboratively, ethically, and professionally, consistent with the Authority's public purpose.

1.2 Miami Downtown Development Authority

Downtown Miami has emerged as one of the country's fastest growing urban centers, a product of the vertical development that has taken shape and increasing demand for urban living that we have never before seen in our City.

The Miami Downtown Development Authority ("Miami DDA") is an independent agency of the City of Miami, focused on improving the quality of life for stakeholders, residents, and visitors in Downtown Miami through business development, infrastructure and capital improvements, and the provision of services. Through its programs and initiatives – as well as its partnerships with other government entities and organizations – the Miami DDA is strengthening Downtown Miami's position as an international center for commerce, culture, and tourism.

Powered by the support of stakeholders (businesses, residents) and an active 15-member board of directors, the Miami DDA is the engine for Downtown Miami's ongoing transformation into one of the world's great urban centers. The Miami DDA is supporting Downtown Miami's growth – and preparing for future growth – through business development, advocacy for infrastructure and capital improvements, as well as resident, stakeholder, and visitor services.

As part of its services the Miami DDA has taken the lead promoting Downtown Miami to businesses, investors and visitors. The Miami DDA is principally funded by surtax on the dollar value on private properties within its district, which currently generates approximately \$5 million to the Miami DDA annually. The Miami DDA also receives grants and inter-local government contracts, which provides additional funding for Miami DDA projects.

Miami DDA applies its internal resources and consultants, to lead or enable the execution of coordinated marketing, research, service delivery and other programs throughout Downtown Miami. In this role, Miami DDA performs services in the following areas:

Urban Planning:

- Capital Improvement Projects
- Land Use and Transportation Planning

Business Development

- Business Assistance (expansion & relocation) and Recruitment
- Commercial & Residential Real Estate information

Marketing

- Destination Promotion
- Public relations

Quality of Life

- Clean and Safe Programs
- Streetscape Enhancement and Beautification Projects

Market Research & Demographics

As part of these program areas the Miami DDA also currently focuses specifically on the following industries/projects:

- | | |
|-----------------------|-----------------------------|
| • Arts & Culture | • Bay Walk |
| • Education | • Biscayne Green |
| • Finance | • Wayfinding/Signage |
| • Real Estate | • Flagler Street Renovation |
| • Technology | • Pedestrian Priority Zone |
| • Tourism/Hospitality | • Complete Streets |

We strongly encourage all RFQ responders to review the following collateral materials for additional information:

- 2025 Downtown Miami Masterplan
- DDA Annual Report
- Downtown Miami: Business First

DDA has a large library of printed materials including all of the collateral pieces mentioned above. These are available and may be picked up at the Miami DDA free of charge.

Materials can also be downloaded from the Miami DDA website www.miamidda.com.

1.2 RFQ Objective

- a. The Miami DDA is soliciting qualification packages to identify a pool of web-design and development firms for a variety of potential services and projects on an as needed basis.
- b. Out of this pool of providers, Miami DDA intends to immediately select one proposer to develop a new website.

Section 2.0 GOAL & BACKGROUND

2.1 Goal

The primary goal of the RFQ is to identify qualified companies that can translate information currently produced by the Miami DDA into a web-presence that effectively communicates complex and often disparate information to a variety of audiences.

Though creation of a new website is the primary goal, Miami DDA is looking for suggestions and ideas on how to best disseminate information to the public. We encourage proposers to look at best practices to accomplish this– be it through one all-inclusive website, inclusion of microsites, apps and/or any other new technologies.

2.2 Background

Current Website

DDA is looking to receive ideas and information on new technologies, functionality and ways to display information. Thus, when reviewing the current website, one should only take note of the variety of information displayed.

Microsites

DDA has at times utilized apps, microsites and dedicated domains to manage specific types of information. Examples would be

www.dwntwnarts.com - arts initiative

www.dwntwn.com - a searchable database for easy access to restaurant information

www.artdaysmiami.com - arts initiative (no longer used)

At times we use existing platforms such as eventmobi.com to manage event information.

E-Newsletters/Outreach

The Miami DDA creates multiple well-read newsletters on a regular basis via constant contact:

- Bi-weekly – lifestyle
- Monthly – business
- Quarterly – tourism
- As necessary – alerts (traffic, construction)
- Surveys
- Event invitations

Social Media

The Miami DDA utilizes various forms of social media, including

Facebook - Miami Downtown Development Authority; Dwntwn Art Days

Twitter - @DowntownMIA; @dwntwnarts
Instagram - @downtownMIA
YouTube – Miami Downtown Development Authority
LinkedIn – Miami Downtown Development Authority

2.3 Audience

The Miami DDA caters to a varied audience. On a day-to-day basis the departments interact and provide information to residents, businesses (prospective and existing), community groups, developers, architects and investors alike. The Miami DDA is the go-to source for all things Downtown Miami. Much of the current information flow takes place through personal interaction like phone calls, meetings and presentations; to relieve some of this very time-consuming load, we would like to identify ways to better reach and communicate through our website. Below some information on the audiences DDA caters to:

Residents

Residents have the broadest demand for information - from lifestyle (dining, events), clean and safe services, to capital improvement and infrastructure projects past, present and future. Many times DDA functions as a conduit to direct residents to the appropriate city and county services and information.

Businesses

Miami DDA works with local businesses (expansion and retention) but also with national/international companies looking to establish a new presence in Miami. Information requirements range from permitting assistance, guidance through local government, market research, available real estate, cost of doing business and/or living as well as introduction to other businesses in the area.

Investors

Investors typically look for a market overview, trends and insights, market research, development pipeline and demographic information.

Visitors

DDA mostly promotes to the visitor markets in conjunction with the Greater Miami Visitor and Convention Bureau (GMCVB); visitors are a relatively small component of overall information requirement and we typically direct traffic to the Downtown Miami portal of the GMCVB's main site.

2.4 Information Outlets

As the information clearinghouse for Downtown Miami, DDA's website must connect to (and feature information of) many of our partner agencies: City of Miami, Miami-Dade County, State of Florida, Beacon Council, Enterprise Florida and the Greater Miami Convention and Visitors Bureau. In addition DDA's site should link to community sites and businesses such as hotels, arts and culture organizations, etc.

Proposer should look at the possibility of potentially importing or featuring live information from some of these partners on the future DDA web portal.

2.5 Scope of Work

The Miami DDA is seeking the services of qualified firms to provide, AS NEEDED, a full range of web-design services including but not limited to:

- a) Information architecture and management, including content taxonomy
- b) Implementation of a content-management-system
- c) Graphic design
- d) Front-end and user interface design
- e) Development
 - a. Front/Back end programming
 - b. API development
 - c. Platform integration
- f) Content tagging and migration
- g) Website hosting and maintenance
- h) Security Protocols

Once a project has been identified the selected firm(s) may be required, at the request of DDA, to submit a specific project proposal.

2.6 Specific Project

As part of this RFQ, the Miami DDA is looking to receive concept proposals for a new website.

General Considerations

User-friendly content management system – to allow for efficient updating, backup and security; we expect each department of the DDA to be able to manage their own content.

Consistent, clean and easy to use navigation

A responsive website that is mobile friendly and viewable on a variety of devices and platforms

User experience and information architecture are two of the most important aspects of this new website; especially considering the complexity of information and the variety of audiences. Tiered navigation could be considered, the examples below are for illustration only, not to be taken verbatim:

- a) Board-Committees
 - Business Development
 - Quality of Life / Enhanced Services
 - Urban Planning
 - Marketing & Communications
- b) Topics
 - Projects (Biscayne Green, Bay Walk, ...)
 - Industries (Finance, Tech, Education, ..)
 - Research (GIS-based information, reports)
 - Press (media and video clips, photo library)
- c) Need/function
 - Doing Business
 - Downtown Living
 - Explore Downtown
 - Getting Around

Expanded “About DDA” section:

- Calendar with user friendly interface to manage and display sunshine meetings
- Staff Roster (expand to include image, bio, contact details)
- Mission/Vision
- Board Members (expand to include image and bio)
- Meeting Agendas and minutes

Features we like:

- Main Slider that provides the latest information and highlights
- Top-visited pages widget
- Easy search function and ability to tag content e.g <http://www.nycedc.com/project/coney-island>
- List management and e-newsletter capabilities: We currently use constant contact and would like to explore if this functionality can be better incorporated in the website(i.e. increase email database, enable users to update preferences, display newsletters on website, have a function where users can submit content/events to be included in newsletters etc.)
- Mapping functions ie. <http://www.bostonredevelopmentauthority.org/> ; Miami DDA currently utilizes ESRI’s ArcGIS online functions and is exploring other means of interactive mapping functions.

- Potential integration of social media on home page (or suitable sub-page)
- We'd like to incorporate more video on the site to better show projects/area.

Other considerations:

- DDA has existing logos and brand guidelines that will be provided.
- Content – content on our current website is up-to date and we'd like to re-use as much as possible. Additional content/copy is available through the many publications DDA produces.
- SEO - based on target audiences and current content, recommend updates to site structure, copy and tagging to ensure search engine visibility for key topic areas
- Site Analytics
- DDA will have a dedicated coordinator to facilitate the development process and ensure that timelines are met and questions answered within reasonable time frames.
- Though we have in-house copywriters we'd expect assistance from the proposer
- DDA will require hosting and maintenance.
- All registered proposers will receive a report with the current site analytics.

Section 3.0 QUALIFICATIONS SUBMITTAL / REQUIREMENTS

The Miami DDA requests (1) one original and (6) six copies of a Statement of Qualifications (See Section 5.3 "Submittal Format" for details).

Please include the following information with your response. We request that you address each point individually and clearly and in order (3.1, 3.2, 3.3.... etc.) s provided below.

3.1 Letter of Interest and Executive Summary

Include a brief introduction/summary explaining your firm's qualification and experience as they pertain to the scope of this particular RFQ. Also, include the names and titles of the persons who will be authorized to make representations on behalf of the Proposer.

3.2 Proposer Profile/Qualification of Staff

Provide the following information regarding your firm and staff. If you intend to subcontract some of the proposed work to another firm, similar information should be provided for each subcontractor/subconsultant.

Items to be provided:

- A brief history of your firm, including the year it was established.
- A complete organizational chart, including office locations
- The names and curriculum vitae of your firm's principals. Indicate the amount of involvement the principal(s) will have on this account.
- An overview of the firm's specializations and area of concentration.
- Major client's list.

3.3 Proposer's Experience

Please provide a brief overview of the firm's past performance and experience, to include:

- a) Short Description of at least three (3) projects comparable with services that will be required. The description should be no more than one page per project and include
 - Description of project
 - Duration of project
 - Deliverables/Results
 - Contact person and phone number of the client for reference
 - Link to the website

3.4 Concept Outline

Proposers must provide a concept for a new website. The outline should contain design ideas and an outline of information architecture. Please note, that the concept is part of the scoring of this RFQ.

Top ranked finalists will be invited to present their company and concept in person. At the time of oral presentation, the proposer will need to provide a cost estimate for the suggested concept. The proposal should also contain fees for hosting and consider maintenance of the site.

3.5 Fee Structure

Providing a fee structure is not part of this RFQ. However, if the proposer is one of the finalists, then at the time of oral presentation, the proposer will need to provide an estimate for the suggested website concept.

Section 4.0 RFQ GENERAL CONDITIONS

4.1 Acceptance/Rejection

The Miami DDA reserves the right to accept or reject any or all Responses or to select the Proposer(s) that, in the opinion of the Miami DDA, will be in the best interest of and/or the most advantageous to the Miami DDA. The Miami DDA also reserves the right to reject the Response of any Proposer(s) who has previously failed to properly perform under the terms and conditions of a contract, to deliver on time contracts of a similar nature, and who is not in a position to perform the requirements defined in this RFQ. The Miami DDA reserves the right to waive any irregularities and technicalities and may, at its discretion, withdraw and/or re-advertise the RFQ.

4.2 Miami DDA Not Liable for Delays

It is further expressly agreed that in no event shall the Miami DDA be liable for, or responsible to, the a Proposer, any sub-contractor, or to any other person for, or on account of, any stoppages or delay in the work herein provided for by injunction or other legal or equitable proceedings or on account of any delay for any cause over which the Miami DDA has no control. This provision, and no damage for delay clause, shall be included in any agreement resulting from this RFQ.

4.3 Contract Award and Miami DDA's Rights

The selected Proposer(s) evaluated and ranked in accordance with the requirements of this RFQ, applicable City of Miami regulations and State Statute shall be awarded an opportunity to negotiate a contract ("Contract") with the Miami DDA. The Contract will be awarded and furnished by the Miami DDA, will contain certain terms as are in the Miami DDA's best interests, and may be executed for groups of projects or on a project by project basis. The Contract will include several provisions, included but not limited to, indemnification, insurance requirements, audit rights, open records compliance, and no discrimination. *All contracts to be executed are continuing contracts as that term is defined by the Consultant's Competitive Negotiation Act, §287.055, Florida Statutes, if applicable.* The Miami DDA reserves the right to make specific task assignments for individual project(s) by subsequent Work Order(s) issued pursuant to the awarded Contract(s).

4.4 Cost Incurred By Proposers

All expenses involved with the preparation and submission of Responses to the Miami DDA, or any work performed in connection therewith shall be borne by the Proposer(s).

4.5 Legal Requirements

This RFQ is subject to all applicable federal, state, county and local laws, ordinances, rules and regulations that in any manner affect any and all of the services covered herein. Lack of knowledge by the Proposer shall in no way be cause for relief from responsibility.

4.6 Non-Appropriation of Funds

In the event no funds or insufficient funds are appropriated or funding is otherwise unavailable in any fiscal period for payments due under the Contract, then the Miami DDA, upon written notice to the Consultant or his/her assignee of such occurrence, shall have the unqualified immediate right to terminate the Contract without any penalty or expense to the Miami DDA. No guarantee, warranty, or representation is made that any particular or any project(s) will be awarded to any firm(s).

4.7 Minimum Qualification Requirements

Each firm interested in responding to this RFQ must provide the information on the firm's qualifications and experience, qualifications of the Project team, Project Manager's experience, and previous similar projects. **Submittals that do not respond completely to all requirements as stated in Section 3.0 of this document may be considered non-responsive and eliminated from the process.**

4.8 Public Entity Crimes

A person or affiliate who has been placed on the convicted Proposer list following a conviction for a public entity crime may not submit a proposal on a contract to provide any goods or services to a public entity, may not submit a response on a contract with a public entity for the construction or repair of a public building or public work's project, may not submit a response on a lease of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017 of Florida Statutes for Category Two for a period of 36 months from the date of being placed on the convicted Bidder / Proposer list.

4.9 Resolution of Protests

Any Proposer who perceives itself aggrieved in connection to this RFQ or award of the Contract may protest to the Executive Director: (i) within three days of issuance of the RFQ (if a protest of the RFQ solicitation); or (ii) within two days of the recommendation of the award by the Executive Director is received or known by the Proposer. A protest is limited to deviations from established selection/negotiation procedures set forth in the City of Miami Procurement Ordinance. A protest may not be based upon or challenge the relative weight of the evaluation criteria, the formula for assigning points or from a simple disagreement with the opinion(s) of the Evaluation Committee or the Executive Director. A protest may not be based upon a failure to recommend a particular Proposer for funding.

The written protest must be timely delivered to the Executive Director within the time frame set forth herein. Late or mis-delivered protests cannot be considered. The written protest shall state with particularity the specific facts and law upon which the protest of the solicitation or award is based, and shall include all pertinent documents and evidence.

All protest shall be accompanied by a filing fee in the form of a money order or cashier's check payable to the Miami DDA in an amount equal to one (1%) of the amount of the work or project or \$5,000.00, whichever is less. If the protest is upheld, the filing fee (less any actual costs incurred by the Miami DDA) shall be refunded, less interest, to the Proposer. If the protest is denied, the filing fee shall not be refunded but shall be retained by the Miami DDA. Protest shall comply with 18-104 of the City Code. The filing of a protest shall be a condition precedent to any other action challenging an award.

4.10 Review of Responses for Responsiveness

Each Proposal will be reviewed to determine if it is responsive to the submission requirements outlined in the RFQ. A "responsive" Proposal is one which follows the requirements of the RFQ, includes all documentation, is submitted in the format outlined in the RFQ, is of timely submission, and has appropriate signatures as required on each document. Failure to comply with these requirements may deem a Proposal non-responsive. A responsive Proposer is one

that has the capability in all respects to fully perform the requirements set forth in the Proposal, and that has the integrity and reliability, which will assume good faith performance.

4.11 Collusion

The Proposer, by submitting a Proposal, certifies that its Proposal is made without previous understanding, agreement or connection either with any person, firm, or corporation submitting a Proposal for the same services, or with the Miami DDA. The Proposer certifies that its Proposal is fair, without control, collusion, fraud, or other illegal action. The Proposer further certifies that it is in compliance with the conflict of interest and code of ethics laws. The Miami DDA will investigate all situations where collusion may have occurred and the Miami DDA reserves the right to reject any and all Responses where collusion may have occurred.

4.12 Intellectual Property

The selected firm will be required to certify that all materials, including but not limited to reports, raw data, and graphics it develops under this procurement become the property, in perpetuity, of the Miami DDA.

4.13 Term

The DDA anticipates that the pool of qualified providers will be valid for a minimum of three (3) years, with one possible two-year extension at the discretion of the Executive Director. Final terms will be subject to approval of the Board of Directors.

Section 5.0 INSTRUCTIONS TO PROPOSERS

5.1 Obtaining the RFQ

Copies of this RFQ package can be obtained as of June 26, 2015 by visiting, phoning, or writing the Miami Downtown Development Authority, 200 South Biscayne Blvd., Suite 2929, Miami, Florida 33131; telephone 305-579-6675. The RFQ is also available on Miami DDA's website: www.miamidda.com

Proposers who obtain copies of this Solicitation from sources other than the Miami DDA risk the potential of not receiving addenda, since their names will not be included on the list of firms participating in the process for this particular Solicitation. Such Proposers are solely responsible for those risks.

5.2 Communications

Miami DDA staff will communicate with potential Proposers regarding this RFQ only with regard to matters of process and procedure already contained in this RFQ document. Except for potential scheduled presentations, contact with the Miami DDA regarding this RFQ or any aspect of a proposal by a respondent or any representative of a respondent shall be limited to written communications until such time that the consultants have been approved by the Board.

All questions or requests for additional information *must be asked and answered in writing* by e-mail (preferable) at maravilla@miamidda.com or fax. To ensure that your request or question has been received, you may contact Karry Maravilla at 305-579- 6675 only to verify that the DDA is in receipt of your request. The request must contain the RFQ title, proposer's name, contact person name, address, phone number, and fax number or email address. The DDA will respond in a timely manner. Any responses to such questions or requests shall be furnished to all registered potential proposers in the form of an addendum to this RFQ. The deadline for receipt of questions is July 17, 2015. Questions should be directed to:

Karry Maravilla
Miami Downtown Development Authority
200 South Biscayne Boulevard, Suite 2929
Miami, Florida 33131
Tel.: (305) 579-6675
Fax: (305) 371-2423
Email: maravilla@miamidda.com

Submitted questions will be answered in the voluntary pre-bid conference call on July 22nd, 2015, and made available on our website at that time.

Conference Call number and access code will be provided to all registered potential proposers by Karry Maravilla.

5.3 Submittal Format

All submittals must be on 8 1/2" X 11" paper, neatly typed on one side only, with normal margins, and spacing. Hand written responses will not be accepted.

The original document package must not be bound and the document package copies should be individually bound. 1 unbound one-sided original and 6 bound copies (a total of 7) of the complete submittal must be received by the deadline specified in this RFQ Timetable.

5.4 Registration Form

Please fill out and return the registration sheet contained herein via fax to 305-371-2423 Attn. Karry Maravilla. You may also send the information on the registration sheet via e-mail to maravilla@miamidda.com. The receipt of the registration sheet allows Miami DDA staff to log in proposers accurately and communicate addenda, and any other relevant information.

5.5 Delivery and Deadline

All submittals must be delivered to the Miami DDA by 12:00pm on August 10, 2015. Late and misdelivered submittals shall not be considered.

Hand carried submittals may be delivered **ONLY** between the hours of 9:00 a.m. and 5:00 p.m., Mondays through Fridays, excluding holidays.

Proposers are responsible for informing any commercial delivery service, if used, of all delivery requirements and for ensuring that the required address information appears on the outer wrapper or envelope used by such service.

The original and all copies must be submitted in a sealed envelope or container stating on the outside the Respondent's name, address, telephone number, RFQ title, and submittal due date to:

Alyce M. Robertson
Executive Director
Miami Downtown Development Authority
200 South Biscayne Boulevard, Suite 2929
Miami, FL 33131

5.6 RFQ Timetable* subject to change

RFQ Available to Public	June 26, 2015
Deadline for Receipt of Questions	July 17, 2015
Pre-Bid Conference Call - optional	July 22, 2015
Submittal Deadline	August 10, 2015 at noon
Evaluation of Proposals	August 11 -17, 2015
Oral Presentations	August 26, 2015
Firm Selection	September 18, 2015

*Proposers should be prepared to attend oral presentations on August 26, 2015 should they be selected as finalists for further consideration. Attendance in person is preferred. However, if proposer is from out-of state video conferencing may be considered.

Section 6.0 EVALUATION / SELECTION PROCESS

6.1 Introduction

Following the opening of the qualification packages, the submissions will be inspected by Miami DDA staff for responsiveness prior to evaluation. A proposal may be deemed non-responsive if it is not submitted in the required format or is not complete. Only those proposals deemed responsive will receive further consideration.

All responsive qualification packages will be evaluated by an Evaluation Committee, consisting of three or more members, appointed by the Executive Director of Miami DDA. The committee may be comprised of appropriate Miami DDA Board members, staff and/or members of the community.

The Miami DDA reserves the right to accept or reject any or all submittals. It also reserves the right to investigate the financial capability, reputation, integrity, skill, and quality of performance under similar operations of each respondent.

6.2 Proposal Evaluation

The Evaluation Committee will first evaluate and rank responsive proposals on the criteria listed below. The maximum score per proposal is 100 points. Each Evaluation Committee member shall award up to 100 points per proposal. The final score will be an average (mean) of the scores awarded by all Evaluation Committee members. A Proposer may receive the maximum points or a portion of this score depending on the merit of its proposal as judged by the Evaluation Committee.

The factors outlined below shall be applied to all eligible proposals. All references will be subject to appropriate evaluation.

CRITERIA	POINTS
Quality of Submittal	10
Firm Profile/Qualification of Staff	20
Proposer's Experience	40
Specific project/concept	30
TOTAL POINTS	100

Based on the Evaluation Committee's scoring firms will be ranked and the top ranking firms will be invited to present in person on August 26, 2015.

At oral presentations, top ranked firms will be requested to present on the specific project – see [2.6. Specific Project](#) for scope details; and also to provide a cost estimate for production of such project see [3.4 Concept Outline](#) for more detail.

CRITERIA	POINTS
Approach	20
Design	40
Functionality	30
Cost	10
TOTAL POINTS	100

Section 7.0 PROPOSAL PROCESS

7.1 General Information

At the time a project is identified, the Miami DDA may request a proposal from any or all of the pre-qualified firms. The decision on which firms receive a proposal request will be made by the Executive Director and is based on the qualifications and experience required to complete the proposed Scope of Work.

7.2 Consultant Selection Process

- a) Project is identified
- b) Scope of Work is prepared by staff
- c) Pre-Qualified Consultants are reviewed by staff for qualifications consistent with the proposed Scope of Work.
- d) Proposal requests are sent out to select Pre-Qualified Consultants.
- e) Proposal responses received from Consultants are reviewed and ranked by staff
- f) Preferred Consultant selected by Executive Director, Committee, and/or Board (per below)
 - a. Consultant Selection Thresholds
 - i. up to \$25k – decision by Executive Director
 - ii. over \$25k and up to \$50k – decision by Committee
 - iii. More than \$50k – decision by DDA Board
- g) Consultant Contacted
- h) Contract Negotiated and Awarded

7.3 Contract Award

The DDA may, at its sole and absolute discretion, reject any and all or parts of any or all responses; accept parts of any and all responses; further negotiate project scope and fees; postpone or cancel at any time this work order proposal request process; or waive any minor / technical omissions, irregularities or technicalities therein or in the responses received as a result of this process.

Note: This section does not apply to the award of the Specific Project identified in section 2.6. which is planned for Board of Directors approval at the time the RFQ is awarded.

Section 8.0 RFQ RESPONSE FORMS AND CHECK LIST

This checklist is provided to help you conform to all form/document requirements stipulated in this RFQ and attached herein.

COMPLETED:	CHECKLIST
☐ Yes	8.1 RFQ Registration Form This form <i>must be completed, signed, and faxed to 305-371-2423 or emailed to Maravilla@miamidda.com</i> , Attn.: Karry Maravilla. (see page 3)
☐ Yes	8.2 RFQ Cover Sheet This form <i>must be completed, signed, and returned</i> with Response.
☐ Yes	8.3 Certificate of Authority , to be completed, <i>signed</i> and returned with Response. <i>Complete applicable form only.</i> 8.3.1. Certificate of Authority (If Corporation) 8.3.2. Certificate of Authority (If Partnership) 8.3.3. Certificate of Authority (If Joint Venture) 8.3.4. Certificate of Authority (If Individual)
☐ Yes	8.4 Insurance Requirements Acknowledgment of receipt of information on the insurance requirements for this RFQ. (<i>must be signed</i>)
☐ Yes	8.5 Debarment and Suspension Certificate (<i>must be signed</i>).
☐ Yes	8.6 Conflict of Interest, <i>if applicable</i>.
☐ Yes	8.7 Complete Response <i>with all required documentation</i>: Includes all requirements as listed in <i>Section 3.0 Response Submittal / Requirements</i> and takes into consideration the evaluation criteria outlined in <i>Section 6.0 Evaluation / Selection Process</i> .

8.2 COVER SHEET

Please make this the first sheet of your application.

Firm Name: _____

Contact Person: _____

Address: _____

Telephone: _____

Fax: _____

E-Mail: _____

Website: _____

I certify that any and all information contained in this RFQ is true; and I further certify that this RFQ is made without prior understanding, agreement, or connections with any corporation, firm or person submitting a RFQ for the same materials, supplies, equipment, or services and is in all respects fair and without collusion or fraud. I agree to abide by all terms and conditions of the RFQ, and certify that I am authorized to sign for the Proposer firm. Please print the following and sign your name:

Signature

Print Name/Title

Date

FORM 8.3.1

**CERTIFICATE OF AUTHORITY
(IF CORPORATION)**

STATE OF)
) SS:
COUNTY OF)

I HEREBY CERTIFY that a meeting of the Board of Directors of the

_____,

a corporation existing under the laws of the State of _____, held a meeting
_____, 20____, at which the following resolution was duly passed and adopted:

"RESOLVED, that, as President of the Corporation, be and is hereby authorized to execute the Response dated, _____, 20____, to the Miami DDA and this corporation and that their execution thereof, attested by the Secretary of the Corporation, and with the Corporate Seal affixed, shall be the official act and deed of this Corporation."

I further certify that said resolution is now in full force and effect.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the corporation this _____, day of _____, 20____.

Secretary: _____

(SEAL)

FAILURE TO COMPLETE, SIGN, AND RETURN THIS FORM MAY DISQUALIFY YOUR RESPONSE

FORM 8.3.2

**CERTIFICATE OF AUTHORITY
(IF PARTNERSHIP)**

STATE OF)
) SS:
COUNTY OF)

I HEREBY CERTIFY that a meeting of the Partners of the

organized and existing under the laws of the State of _____ , held
on _____ , 20 _____ , the following resolution was duly passed and adopted:

"RESOLVED, that, _____, as _____ of the Partnership,
be and is hereby authorized to execute the Response dated, _____ 20 _____ , to
the Miami DDA and this partnership and that his/her execution thereof, attested by the
_____ shall be the official act and deed of this
Partnership."

I further certify that said resolution is now in full force and effect.

IN WITNESS WHEREOF, I have hereunto set my hand this _____ day of _____,
20____

Secretary: _____

(SEAL)

FAILURE TO COMPLETE, SIGN AND RETURN THIS FORM MAY DISQUALIFY YOUR RESPONSE

FORM 8.3.3

**CERTIFICATE OF AUTHORITY
(IF JOINT VENTURE)**

STATE OF _____)
) SS:
COUNTY OF _____)

I HEREBY CERTIFY that a meeting of the Principals of the _____
_____ organized and existing under the laws of the State of _____, held a meeting on _____, 20____, at which the following resolution was duly passed and adopted:

"RESOLVED, that, _____ as _____ of the Joint Venture be and is hereby authorized to execute the Response dated, _____ 20____, to the Miami DDA official act and deed of this Joint Venture."

I further certify that said resolution is now in full force and effect.

IN WITNESS WHEREOF, I have hereunto set my hand this _____ day of _____, 20____

Secretary: _____

(SEAL)

FAILURE TO COMPLETE, SIGN, AND RETURN THIS FORM MAY DISQUALIFY YOUR RESPONSE.

FORM 8.3.4

**CERTIFICATE OF AUTHORITY
(IF INDIVIDUAL)**

STATE OF _____)
) SS:
COUNTY OF _____)

I _____ HEREBY CERTIFY that as an individual, I

(Name of Individual)

_____ and as a d/b/a (doing business
as) _____

(if applicable)

_____ exist under the laws of the State of Florida.

"RESOLVED, that, as an individual and/or d/b/a (if applicable), be and is hereby authorized to execute the Response dated, _____, 20____, to the Miami DDA as an individual and/or d/b/a (if applicable) and that my execution thereof, attested by a Notary Public of the State, shall be the official act and deed of this attestation."

I further certify that said resolution is now in full force and effect.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of Notary Public this _____, day of _____, 20____.

NOTARY PUBLIC: _____

Commission No.: _____

I personally know the individual/do not know the individual (Please Circle)

Driver's License # _____

(SEAL)

FAILURE TO COMPLETE, SIGN, AND RETURN THIS FORM MAY DISQUALIFY YOUR RESPONSE.

8.4 INDEMNIFICATION AND INSURANCE

INDEMNIFICATION

Successful Proposer(s) shall indemnify, defend and hold harmless the Miami DDA and its officials, employees and agents (collectively referred to as “Indemnities”) and each of them from and against all loss, cost, penalties, fines, damages, claims, expenses (including attorney’s fees) or liabilities (collectively referred to as “Liabilities”) by reason of any injury to or death of any person or damage to or destruction or loss of any property arising out of, resulting from, or in connection with (i) the performance or non-performance of the services contemplated by the Contract which is or is alleged to be directly or indirectly caused, in whole or in part, by any act, omission, default or negligence (whether active or passive) of Successful Proposer(s) or its employees, agents, or subcontractors (collectively referred to as “Proposer”), regardless of whether it is, or is alleged to be, caused in whole or part (whether joint, concurrent, or contributing) by any act, omission, default or negligence (whether active or passive) of the Indemnities, or any of them or (ii) the failure of the Successful Proposer(s) to comply with any of the provisions in the Contract or the failure of the Successful Proposer(s) to conform to statutes, ordinances or other regulations or requirements of any governmental authority, federal or state, in connection with the performance of the Contract. Successful Proposer(s) expressly agrees to indemnify and hold harmless the Indemnities, or any of them, from and against all liabilities which may be asserted by an employee or former employee of Proposer, or any of its subcontractors, as provided above, for which the Successful Proposer(s)’s liability to such employee or former employee would otherwise be limited to payments under state Workers’ Compensation or similar laws.

Successful Proposer(s) further agrees to indemnify, defend and hold harmless the Indemnities from and against (i) any and all Liabilities imposed on account of the violation of any law, ordinance, order, rule, regulation, condition, or requirement, in any way related, directly or indirectly, to Successful Proposer(s)’s performance under the Contract, compliance with which is left by the Contract to the Proposer, and (ii) any and all claims, and/or suits for labor and materials furnished by the Successful Proposer(s) or utilized in the performance of the Contract or otherwise.

Where not specifically prohibited by law, Successful Proposer(s) further specifically agrees to indemnify, defend and hold harmless the Indemnities from all claims and suits for any liability, including, but not limited to, injury, death, or damage to any person or property whatsoever, caused by, arising from, incident to, connected with or growing out of the performance or non-performance of the Contract which is, or is alleged to be, caused in part (whether joint, concurrent or contributing) or in whole by any act, omission, default, or negligence (whether active or passive) of the Indemnities. The foregoing indemnity shall also include liability imposed by any doctrine of strict liability.

The Successful Proposer(s) shall furnish to Miami DDA, Certificate(s) of Insurance prior to contract execution which indicate that insurance coverage has been obtained which meets the requirements as outlined below:

I. COMMERCIAL GENERAL LIABILITY

- A. Limits of Liability
Bodily Injury and Property
Combined Single Limit
Each Occurrence \$1,000,000
General Aggregate Limit \$2,000,000
Personal and Adv. Injury \$1,000,000
Products/Completed Operations \$1,000,000
- B. Endorsements Required
Miami DDA included as an Additional Insured
Employees included as insured
Contractual Liability
Waiver of Subrogation
Premises/ Operations
Care, Custody and Control Exclusion Removed

II. AUTOMOBILE BUSINESS

- A. Limits of Liability
Bodily Injury and Property Damage Liability
Combined Single Limit
Any Auto
Including Hired, Borrowed or Non-Owned Autos
Any One Accident \$ 1,000,000
- B. Endorsements Required
Miami DDA included as an Additional Insured
Employees included as insured
Waiver of Subrogation

III. WORKER'S COMPENSATION

Limits of Liability
Statutory-State of Florida

IV. PROFESSIONAL LIABILITY/ERRORS AND OMISSIONS COVERAGE

Combined Single Limit
Each Occurrence \$2,000,000
General Aggregate Limit \$2,000,000
Deductible- not to exceed 10%

The Miami DDA is required to be named as additional insured. **BINDERS ARE UNACCEPTABLE.**

The insurance coverage required shall include those classifications, as listed in standard liability insurance manuals, which most nearly reflect the operations of the Successful Proposer(s).

All insurance policies required above shall be issued by companies authorized to do business under the laws of the State of Florida, with the following qualifications:

The Company must be rated no less than "A" as to management, and no less than "Class X" as to financial strength, by the latest edition of Best's Key Rating Insurance Guide or acceptance of insurance company which holds a valid Florida Certificate of Authority issued by the State of Florida, Department of Insurance, and are members of the Florida Guarantee Fund.

Certificates will indicate no modification or change in insurance shall be made without thirty (30) days written advance notice to the certificate holder.

NOTE: Miami DDA RFQ NUMBER AND/OR TITLE OF RFQ MUST APPEAR ON EACH CERTIFICATE.

Compliance with the foregoing requirements shall not relieve the Successful Proposer(s) of his liability and obligation under this section or under any other section of this Agreement.

The Successful Proposer(s) shall be responsible for assuring that the insurance certificates required in conjunction with this Section remain in force for the duration of the contractual period; including any and all option terms that may be granted to the Successful Proposer(s).

--If insurance certificates are scheduled to expire during the contractual period, the Successful Proposer(s) shall be responsible for submitting new or renewed insurance certificates to the Miami DDA at a minimum of ten (10) calendar days in advance of such expiration.

--In the event that expired certificates are not replaced with new or renewed certificates which cover the contractual period, the Miami DDA shall:

- A) Suspend the Contract until such time as the new or renewed certificates are received by the Miami DDA in the manner prescribed in the RFQ.
- B) The Miami DDA may, at its sole discretion, terminate the Contract for cause and seek re-procurement damages from the Successful Proposer(s) in conjunction with the violation of the terms and conditions of the Contract.

The undersigned Proposer acknowledges that they have read the above information and agrees to comply with all the above Miami DDA requirements.

Proposer: _____ Signature: _____
(Company name)

Date: _____ Print Name: _____

FAILURE TO COMPLETE, SIGN, AND RETURN THIS FORM MAY DISQUALIFY YOUR RESPONSE.

8.5 DEBARMENT AND SUSPENSION

(a) Authority and requirement to debar and suspend:

After reasonable notice to an actual or prospective contractual party, and after reasonable opportunity to such party to be heard, the City Manager, after consultation with the Chief Procurement Officer and the City Attorney, shall have the authority to debar a contractual party for the causes listed below from consideration for award of city contracts. The debarment shall be for a period of not fewer than three (3) years. The City Manager shall also have the authority to suspend a contractor from consideration for award of city contracts if there is probable cause for debarment. Pending the debarment determination, the authority to debar and suspend contractors shall be exercised in accordance with regulations which shall be issued by the Chief Procurement Officer after approval by the City Manager, the City Attorney, and the City Commission.

(b) Causes for debarment or suspension include the following:

1. Conviction for commission of a criminal offense incident to obtaining or attempting to obtain a public or private contract or subcontract, or incident to the performance of such contract or subcontract;
2. Conviction under state or federal statutes of embezzlement, theft, forgery, bribery, falsification or destruction of records, receiving stolen property, or any other offense indicating a lack of business integrity or business honesty;
3. Conviction under state or federal antitrust statutes arising out of the submission of bids or Responses;
4. Violation of contract provisions, which is regarded by the Chief Procurement Officer to be indicative of non-responsibility. Such violation may include failure without good cause to perform in accordance with the terms and conditions of a contract or to perform within the time limits provided in a contract, provided that failure to perform caused by acts beyond the control of a party shall not be considered a basis for debarment or suspension;
5. Debarment or suspension of the contractual party by any federal, state or other governmental entity;
6. False certification pursuant to paragraph (c) below; or
7. Any other cause judged by the City Manager to be so serious and compelling as to affect the responsibility of the contractual party performing city contracts.

(c) Certification:

All contracts for goods and services, sales, and leases by the City shall contain a certification that neither the contractual party nor any of its principal owners or personnel have been convicted of any of the violations set forth above or debarred or suspended as set forth in paragraph (b) (5).

The undersigned hereby certifies that neither the contractual party nor any of its principal owners or personnel have been convicted of any of the violations set forth above, or debarred or suspended as set forth in paragraph (b) (5).

Company name: _____

Signature: _____

Date: _____

FAILURE TO COMPLETE, SIGN, AND RETURN THIS FORM MAY DISQUALIFY YOUR RESPONSE

8.6 NO CONFLICT OF INTEREST, NON-COLLUSION CERTIFICATION

Submitted this _____ day of _____, 2015.

The undersigned, as Bidder/Proposer, declares that the only persons interested in this Bid/Response are named herein; that no other person has any interest in this Bid/Response or in the Contract to which this Bid/Response pertains; that this Bid/Response is made without connection or arrangement with any other person; and that this Bid/Response is in every respect fair and made in good faith, without collusion or fraud.

The Bidder/Proposer agrees if this Bid/Response is accepted, to execute an appropriate Miami DDA document for the purpose of establishing a formal contractual relationship between the Bidder/Proposer and the Miami DDA, for the performance of all requirements to which the Bid/Response pertains.

The Bidder/Proposer states that this Bid/Response is based upon the documents identified by the following number: Bid/RFQ No. _____.

The full names and residences of persons and firms interested in the foregoing bid/Response, as principals, are as follows:

Name	Street Address	City	State	Zip

The Bidder/Proposer further certifies that this Bid/Proposal complies with Section 4(c) of the Charter of the City of Miami, Florida, that, to the best of its knowledge and belief, no Commissioner, Mayor, or other officer or employee of the City of Miami, Florida or the Miami DDA, has an interest directly or indirectly in the profits or emoluments of the Contract, job, work or service to which the Bid/Proposal pertains.

Signature

Printed Name

Title

Company Name

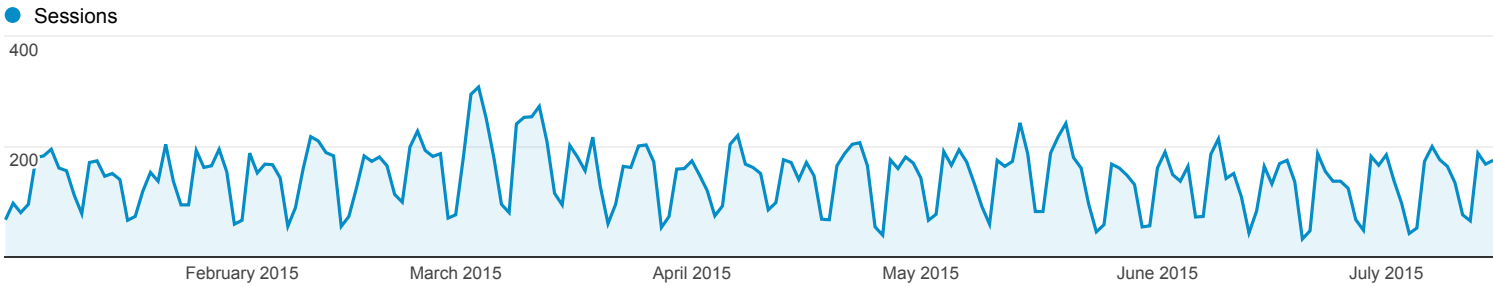
Browser & OS

Jan 1, 2015 - Jul 15, 2015

All Sessions
100.00%

Explorer

Summary



Browser	Acquisition			Behavior			Conversions			
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value	
	28,305 % of Total: 100.00% (28,305)	66.56% Avg for View: 66.55% (0.02%)	18,839 % of Total: 100.02% (18,836)	61.66% Avg for View: 61.66% (0.00%)	2.00 Avg for View: 2.00 (0.00%)	00:02:22 Avg for View: 00:02:22 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)	
1. Chrome	12,795 (45.20%)	68.32%	8,741 (46.40%)	63.10%	1.97	00:02:02	0.00%	0 (0.00%)	\$0.00 (0.00%)	
2. Safari	7,113 (25.13%)	61.73%	4,391 (23.31%)	63.29%	1.86	00:02:58	0.00%	0 (0.00%)	\$0.00 (0.00%)	
3. Internet Explorer	5,078 (17.94%)	70.95%	3,603 (19.13%)	56.62%	2.22	00:02:02	0.00%	0 (0.00%)	\$0.00 (0.00%)	
4. Firefox	2,669 (9.43%)	60.58%	1,617 (8.58%)	57.74%	2.23	00:03:15	0.00%	0 (0.00%)	\$0.00 (0.00%)	
5. Android Browser	221 (0.78%)	74.21%	164 (0.87%)	71.49%	1.84	00:01:50	0.00%	0 (0.00%)	\$0.00 (0.00%)	
6. (not set)	148 (0.52%)	79.05%	117 (0.62%)	56.76%	0.69	00:00:49	0.00%	0 (0.00%)	\$0.00 (0.00%)	
7. Safari (in-app)	103 (0.36%)	94.17%	97 (0.51%)	78.64%	1.45	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)	
8. Opera	63 (0.22%)	23.81%	15 (0.08%)	77.78%	1.49	00:00:54	0.00%	0 (0.00%)	\$0.00 (0.00%)	
9. BlackBerry	27 (0.10%)	92.59%	25 (0.13%)	88.89%	1.15	00:00:44	0.00%	0 (0.00%)	\$0.00 (0.00%)	
10. Amazon Silk	22 (0.08%)	72.73%	16 (0.08%)	72.73%	1.68	00:00:39	0.00%	0 (0.00%)	\$0.00 (0.00%)	

Rows 1 - 10 of 19

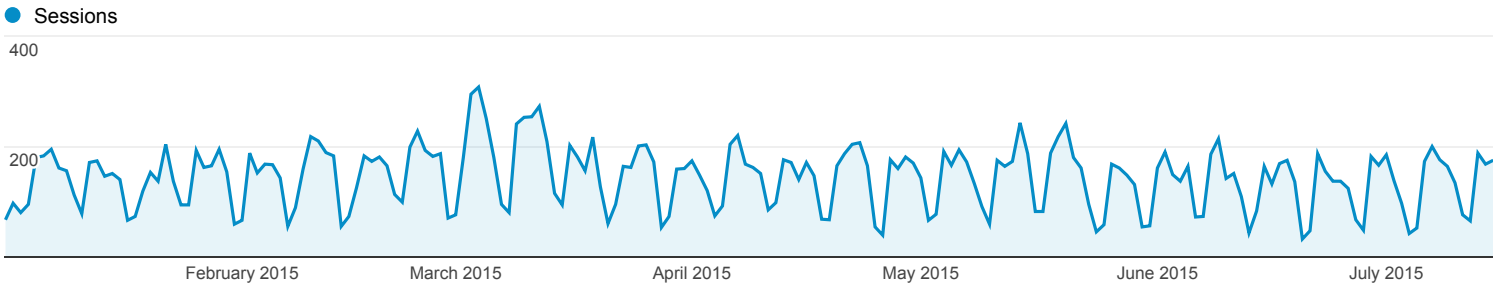
Channels

Jan 1, 2015 - Jul 15, 2015

All Sessions
100.00%

Explorer

Summary



Default Channel Grouping	Acquisition			Behavior			Conversions			
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value	
	28,305 % of Total: 100.00% (28,305)	66.56% Avg for View: 66.55% (0.02%)	18,839 % of Total: 100.02% (18,836)	61.66% Avg for View: 61.66% (0.00%)	2.00 Avg for View: 2.00 (0.00%)	00:02:22 Avg for View: 00:02:22 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)	
1. Organic Search	15,897 (56.16%)	66.60%	10,587 (56.20%)	60.21%	2.08	00:02:00	0.00%	0 (0.00%)	\$0.00 (0.00%)	
2. Direct	5,960 (21.06%)	60.49%	3,605 (19.14%)	60.89%	1.99	00:03:36	0.00%	0 (0.00%)	\$0.00 (0.00%)	
3. Referral	5,563 (19.65%)	73.67%	4,098 (21.75%)	65.29%	1.77	00:02:01	0.00%	0 (0.00%)	\$0.00 (0.00%)	
4. Email	663 (2.34%)	54.90%	364 (1.93%)	72.85%	2.06	00:03:04	0.00%	0 (0.00%)	\$0.00 (0.00%)	
5. Social	219 (0.77%)	83.56%	183 (0.97%)	61.19%	2.11	00:01:29	0.00%	0 (0.00%)	\$0.00 (0.00%)	
6. (Other)	3 (0.01%)	66.67%	2 (0.01%)	66.67%	1.67	00:00:05	0.00%	0 (0.00%)	\$0.00 (0.00%)	

Rows 1 - 6 of 6

Channels

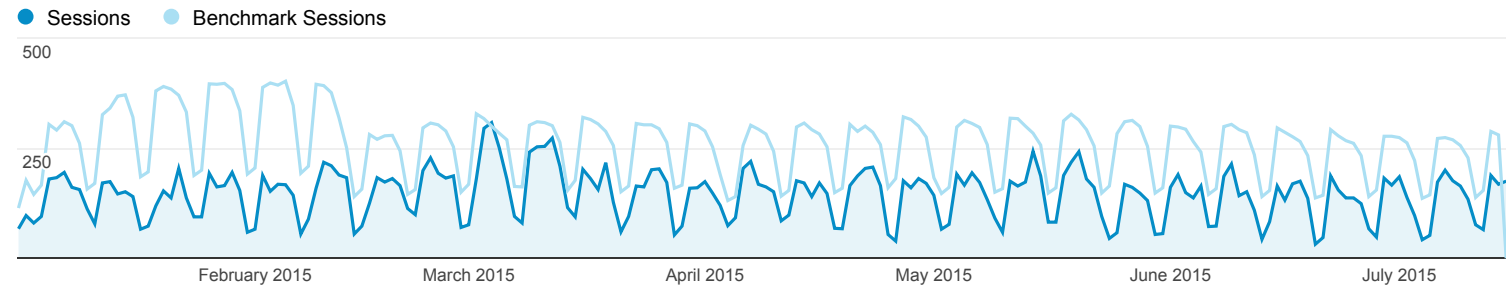
Jan 1, 2015 - Jul 15, 2015

Industry Vertical
Government
Law & Government

Country / Region
All

Size by daily sessions
100-499

There are 7,241 web properties contributing to this benchmark



Default Channel Grouping	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Pages / Session	Avg. Session Duration	Bounce Rate
	43.53% ↓ 28,305 vs 50,123	5.34% ↑ 66.55% vs 63.17%	40.51% ↓ 18,836 vs 31,664	24.56% ↓ 2.00 vs 2.65	1.53% ↓ 00:02:22 vs 00:02:24	6.21% ↓ 61.66% vs 58.05%
1. Referral	-17.16% 5,563 vs 6,715	22.59% 73.67% vs 60.09%	1.56% 4,098 vs 4,035	-39.08% 1.77 vs 2.91	-22.67% 00:02:01 vs 00:02:36	17.73% 65.29% vs 55.46%
2. Organic Search	-42.30% 15,897 vs 27,553	2.29% 66.60% vs 65.10%	-40.98% 10,587 vs 17,938	-22.92% 2.08 vs 2.70	-15.04% 00:02:00 vs 00:02:22	6.29% 60.21% vs 56.65%
3. Direct	-51.28% 5,960 vs 12,234	2.96% 60.49% vs 58.75%	-49.84% 3,605 vs 7,187	-26.15% 1.99 vs 2.69	31.99% 00:03:36 vs 00:02:43	4.84% 60.89% vs 58.08%
4. Email	-81.41% 663 vs 3,567	11.08% 54.90% vs 49.43%	-79.35% 364 vs 1,763	-7.98% 2.06 vs 2.23	44.85% 00:03:04 vs 00:02:07	33.53% 72.85% vs 54.56%
5. Social	-95.81% 219 vs 5,221	23.42% 83.56% vs 67.71%	-94.82% 183 vs 3,535	18.29% 2.11 vs 1.78	8.29% 00:01:29 vs 00:01:22	-16.39% 61.19% vs 73.19%
6. (Other)	-99.93% 3 vs 4,073	0.98% 66.67% vs 66.02%	-99.93% 2 vs 2,689	-7.70% 1.67 vs 1.81	-94.66% 00:00:05 vs 00:01:27	-7.10% 66.67% vs 71.77%
7. Display	-100.00% 0 vs 9,998	-100.00% 0.00% vs 75.08%	-100.00% 0 vs 7,506	-100.00% 0.00 vs 1.40	-100.00% 00:00:00 vs 00:00:35	-100.00% 0.00% vs 82.09%
8. Paid Search	-100.00% 0 vs 16,029	-100.00% 0.00% vs 77.20%	-100.00% 0 vs 12,374	-100.00% 0.00 vs 2.07	-100.00% 00:00:00 vs 00:01:30	-100.00% 0.00% vs 63.63%

Rows 1 - 8 of 8

Channels

Jan 1, 2015 - Jul 15, 2015

Industry Vertical

Country / Region

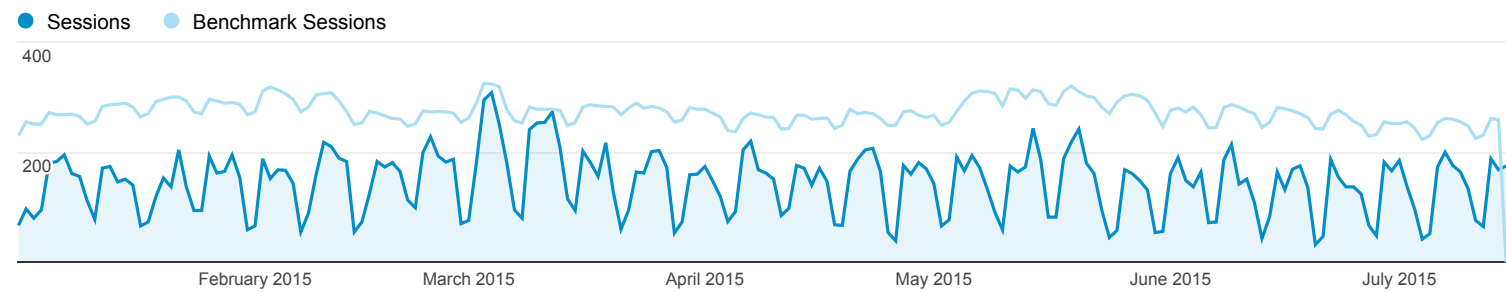
Size by daily sessions

There are 86,566 web properties contributing to this benchmark

Arts & Entertainment ▾

All ▾

100-499 ▾



Default Channel Grouping	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Pages / Session	Avg. Session Duration	Bounce Rate
	46.87% ▼ 28,305 vs 53,272	3.73% ▼ 66.55% vs 69.13%	48.85% ▼ 18,836 vs 36,825	25.73% ▼ 2.00 vs 2.69	11.99% ▲ 00:02:22 vs 00:02:07	3.14% ▼ 61.66% vs 59.78%
1. Referral	-34.67% 5,563 vs 8,515	14.78% 73.67% vs 64.18%	-25.01% 4,098 vs 5,465	-30.28% 1.77 vs 2.54	5.24% 00:02:01 vs 00:01:55	3.99% 65.29% vs 62.78%
2. Organic Search	-37.11% 15,897 vs 25,276	-7.19% 66.60% vs 71.76%	-41.63% 10,587 vs 18,137	-27.31% 2.08 vs 2.86	-8.43% 00:02:00 vs 00:02:11	5.98% 60.21% vs 56.82%
3. Direct	-56.10% 5,960 vs 13,577	-9.65% 60.49% vs 66.94%	-60.34% 3,605 vs 9,089	-25.84% 1.99 vs 2.68	54.47% 00:03:36 vs 00:02:20	1.09% 60.89% vs 60.23%
4. Email	-77.33% 663 vs 2,925	31.41% 54.90% vs 41.78%	-70.21% 364 vs 1,222	-38.40% 2.06 vs 3.34	-14.57% 00:03:04 vs 00:03:36	38.37% 72.85% vs 52.65%
5. Social	-97.21% 219 vs 7,843	20.05% 83.56% vs 69.60%	-96.65% 183 vs 5,459	-2.62% 2.11 vs 2.16	-6.57% 00:01:29 vs 00:01:36	-8.40% 61.19% vs 66.80%
6. (Other)	-99.95% 3 vs 6,138	-21.38% 66.67% vs 84.80%	-99.96% 2 vs 5,205	-38.25% 1.67 vs 2.70	-95.47% 00:00:05 vs 00:01:43	9.00% 66.67% vs 61.16%
7. Display	-100.00% 0 vs 9,415	-100.00% 0.00% vs 68.98%	-100.00% 0 vs 6,494	-100.00% 0.00 vs 1.77	-100.00% 00:00:00 vs 00:00:52	-100.00% 0.00% vs 77.15%
8. Other Advertising	-100.00% 0 vs 102,811	-100.00% 0.00% vs 49.38%	-100.00% 0 vs 50,771	-100.00% 0.00 vs 5.05	-100.00% 00:00:00 vs 00:00:53	-100.00% 0.00% vs 74.24%
9. Paid Search	-100.00% 0 vs 10,763	-100.00% 0.00% vs 75.88%	-100.00% 0 vs 8,167	-100.00% 0.00 vs 3.35	-100.00% 00:00:00 vs 00:01:50	-100.00% 0.00% vs 57.73%

Rows 1 - 9 of 9

Devices

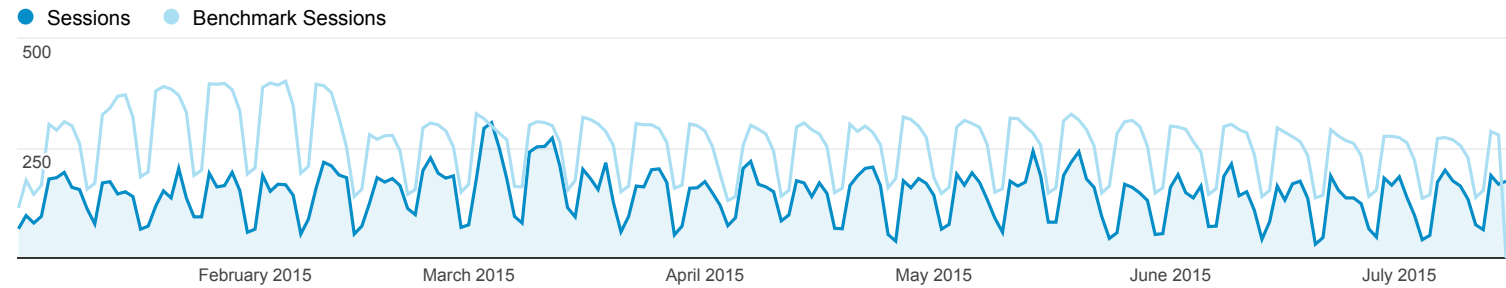
Jan 1, 2015 - Jul 15, 2015

Industry Vertical
Government
Law & Government

Country / Region
All

Size by daily sessions
100-499

There are 7,241 web properties contributing to this benchmark



Device Category	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Pages / Session	Avg. Session Duration	Bounce Rate
	43.53% ↓ 28,305 vs 50,123	5.34% ↑ 66.55% vs 63.17%	40.51% ↓ 18,836 vs 31,664	24.56% ↓ 2.00 vs 2.65	1.53% ↓ 00:02:22 vs 00:02:24	6.21% ↓ 61.66% vs 58.05%
1. desktop	-39.24% 22,147 vs 36,448	6.36% 65.66% vs 61.73%	-35.37% 14,541 vs 22,500	-26.91% 2.09 vs 2.85	-1.51% 00:02:38 vs 00:02:40	6.40% 58.89% vs 55.35%
2. tablet	-45.60% 1,663 vs 3,057	3.44% 65.54% vs 63.36%	-43.73% 1,090 vs 1,937	-23.89% 1.89 vs 2.48	-5.18% 00:02:00 vs 00:02:07	6.83% 64.16% vs 60.06%
3. mobile	-59.51% 4,495 vs 11,101	4.59% 71.37% vs 68.24%	-57.65% 3,208 vs 7,575	-19.85% 1.62 vs 2.02	-24.67% 00:01:11 vs 00:01:35	11.82% 74.35% vs 66.49%

Rows 1 - 3 of 3

Engagement

Jan 1, 2015 - Jul 15, 2015



Distribution

Session Duration

Sessions

28,305

% of Total: 100.00% (28,305)

Pageviews

56,611

% of Total: 100.00% (56,611)

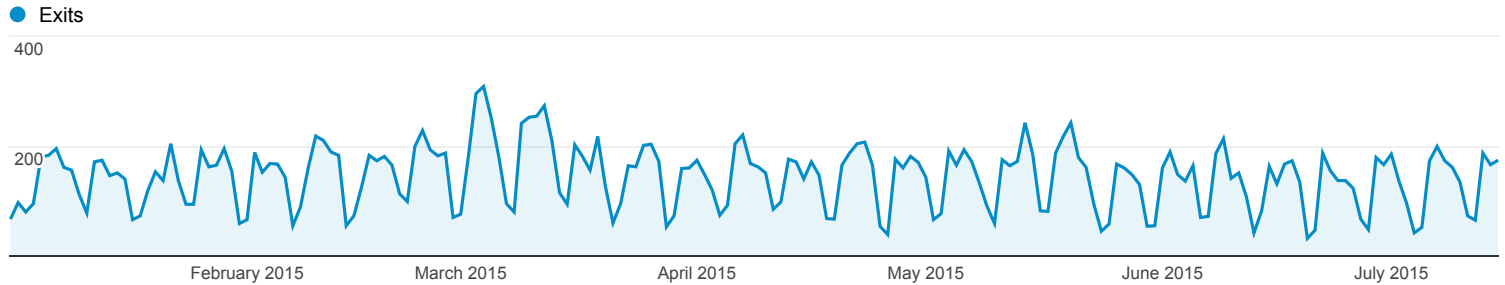
Session Duration	Sessions	Pageviews
0-10 seconds	19,088	20,769
11-30 seconds	1,811	4,363
31-60 seconds	1,372	3,988
61-180 seconds	2,113	7,757
181-600 seconds	1,926	8,586
601-1800 seconds	1,551	7,449
1801+ seconds	444	3,699

Exit Pages

Jan 1, 2015 - Jul 15, 2015

All Sessions
100.00%

Explorer



Page	Exits	Pageviews	% Exit
	28,249 % of Total: 100.00% (28,249)	56,611 % of Total: 100.00% (56,611)	49.90% Avg for View: 49.90% (0.00%)
1. /	11,954 (42.32%)	22,641 (39.99%)	52.80%
2. /business_research_current.asp	2,384 (8.44%)	3,723 (6.58%)	64.03%
3. /about_contact_us.asp	1,614 (5.71%)	2,769 (4.89%)	58.29%
4. /master_plan.asp	1,572 (5.56%)	2,247 (3.97%)	69.96%
5. /getting_around.asp	951 (3.37%)	1,920 (3.39%)	49.53%
6. /places_arts-culture.asp	824 (2.92%)	1,246 (2.20%)	66.13%
7. /business_maps.asp	735 (2.60%)	1,312 (2.32%)	56.02%
8. /business_available_realestate.asp	678 (2.40%)	1,246 (2.20%)	54.41%
9. /main_places.asp	650 (2.30%)	1,346 (2.38%)	48.29%
10. /home.asp	618 (2.19%)	1,335 (2.36%)	46.29%

Rows 1 - 10 of 1184

Frequency & Recency

Jan 1, 2015 - Jul 15, 2015



Distribution

Count of Sessions

Sessions

28,305

% of Total: 100.00% (28,305)

Pageviews

56,611

% of Total: 100.00% (56,611)

Count of Sessions	Sessions	Pageviews
1	18,839	35,230
2	3,141	6,736
3	1,315	2,736
4	728	1,591
5	508	1,095
6	354	901
7	266	585
8	213	480
9-14	744	1,829
15-25	641	1,460
26-50	547	1,291
51-100	306	775
101-200	178	430
201+	525	1,472

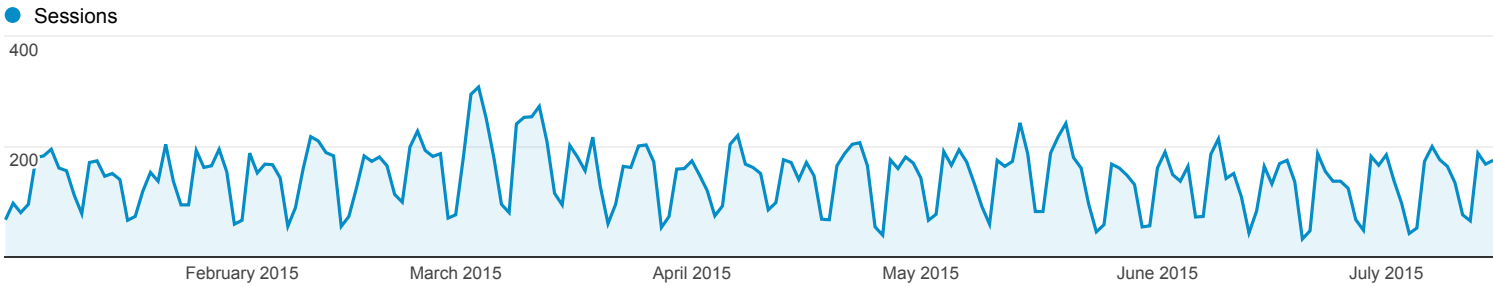
Landing Pages

Jan 1, 2015 - Jul 15, 2015

All Sessions
100.00%

Explorer

Summary



Landing Page	Acquisition			Behavior			Conversions			
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value	
	28,305 % of Total: 100.00% (28,305)	66.56% Avg for View: 66.55% (0.02%)	18,839 % of Total: 100.02% (18,836)	61.66% Avg for View: 61.66% (0.00%)	2.00 Avg for View: 2.00 (0.00%)	00:02:22 Avg for View: 00:02:22 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)	
1. /	17,715 (62.59%)	65.58%	11,618 (61.67%)	54.69%	2.21	00:02:50	0.00%	0 (0.00%)	\$0.00 (0.00%)	
2. /business_research_current.asp	1,612 (5.70%)	63.71%	1,027 (5.45%)	77.48%	1.53	00:01:16	0.00%	0 (0.00%)	\$0.00 (0.00%)	
3. /master_plan.asp	1,428 (5.05%)	82.28%	1,175 (6.24%)	80.39%	1.45	00:01:23	0.00%	0 (0.00%)	\$0.00 (0.00%)	
4. /about_contact_us.asp	1,023 (3.61%)	62.76%	642 (3.41%)	71.55%	1.69	00:01:42	0.00%	0 (0.00%)	\$0.00 (0.00%)	
5. /places_arts-culture.asp	630 (2.23%)	74.13%	467 (2.48%)	81.59%	1.38	00:01:17	0.00%	0 (0.00%)	\$0.00 (0.00%)	
6. /main_places.asp	623 (2.20%)	86.36%	538 (2.86%)	69.18%	1.57	00:00:59	0.00%	0 (0.00%)	\$0.00 (0.00%)	
7. /getting_around.asp	592 (2.09%)	78.72%	466 (2.47%)	82.60%	1.39	00:01:15	0.00%	0 (0.00%)	\$0.00 (0.00%)	
8. /business_maps.asp	538 (1.90%)	72.86%	392 (2.08%)	75.28%	1.57	00:01:37	0.00%	0 (0.00%)	\$0.00 (0.00%)	
9. /business_incentives.asp	329 (1.16%)	77.81%	256 (1.36%)	77.20%	1.48	00:01:40	0.00%	0 (0.00%)	\$0.00 (0.00%)	
10. /main_about.asp	311 (1.10%)	57.88%	180 (0.96%)	47.27%	2.58	00:02:34	0.00%	0 (0.00%)	\$0.00 (0.00%)	

Rows 1 - 10 of 282

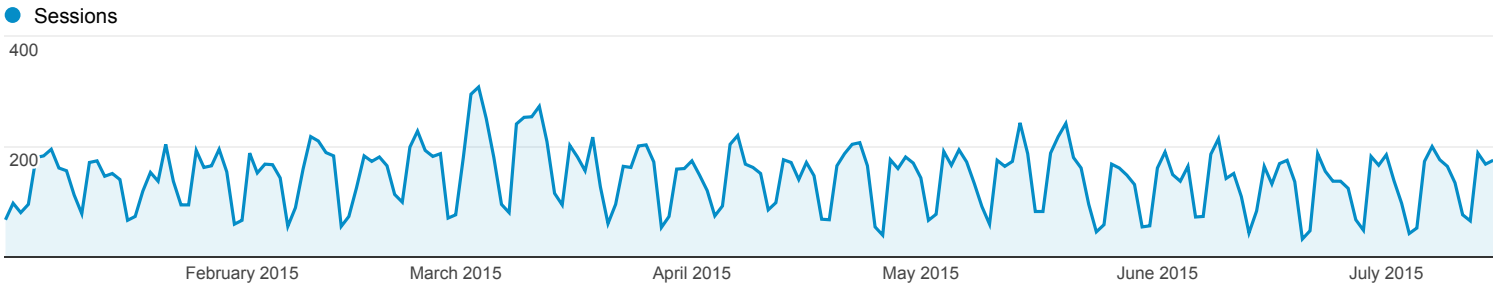
Language

Jan 1, 2015 - Jul 15, 2015

All Sessions
100.00%

Explorer

Summary



Language	Acquisition			Behavior			Conversions			
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value	
	28,305 % of Total: 100.00% (28,305)	66.56% Avg for View: 66.55% (0.02%)	18,839 % of Total: 100.02% (18,836)	61.66% Avg for View: 61.66% (0.00%)	2.00 Avg for View: 2.00 (0.00%)	00:02:22 Avg for View: 00:02:22 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)	
1. en-us	25,395 (89.72%)	64.58%	16,401 (87.06%)	60.05%	2.05	00:02:30	0.00%	0 (0.00%)	\$0.00 (0.00%)	
2. pt-br	447 (1.58%)	87.70%	392 (2.08%)	75.39%	1.55	00:01:01	0.00%	0 (0.00%)	\$0.00 (0.00%)	
3. (not set)	368 (1.30%)	91.58%	337 (1.79%)	78.80%	1.21	00:00:48	0.00%	0 (0.00%)	\$0.00 (0.00%)	
4. es	299 (1.06%)	80.27%	240 (1.27%)	67.56%	1.77	00:01:35	0.00%	0 (0.00%)	\$0.00 (0.00%)	
5. es-es	282 (1.00%)	79.08%	223 (1.18%)	73.76%	1.64	00:01:30	0.00%	0 (0.00%)	\$0.00 (0.00%)	
6. en-gb	213 (0.75%)	67.61%	144 (0.76%)	80.28%	1.38	00:00:46	0.00%	0 (0.00%)	\$0.00 (0.00%)	
7. fr	149 (0.53%)	86.58%	129 (0.68%)	81.88%	1.46	00:00:55	0.00%	0 (0.00%)	\$0.00 (0.00%)	
8. de-de	126 (0.45%)	78.57%	99 (0.53%)	75.40%	1.44	00:01:20	0.00%	0 (0.00%)	\$0.00 (0.00%)	
9. de	124 (0.44%)	87.90%	109 (0.58%)	70.97%	1.77	00:01:27	0.00%	0 (0.00%)	\$0.00 (0.00%)	
10. it-it	97 (0.34%)	74.23%	72 (0.38%)	81.44%	1.40	00:01:28	0.00%	0 (0.00%)	\$0.00 (0.00%)	

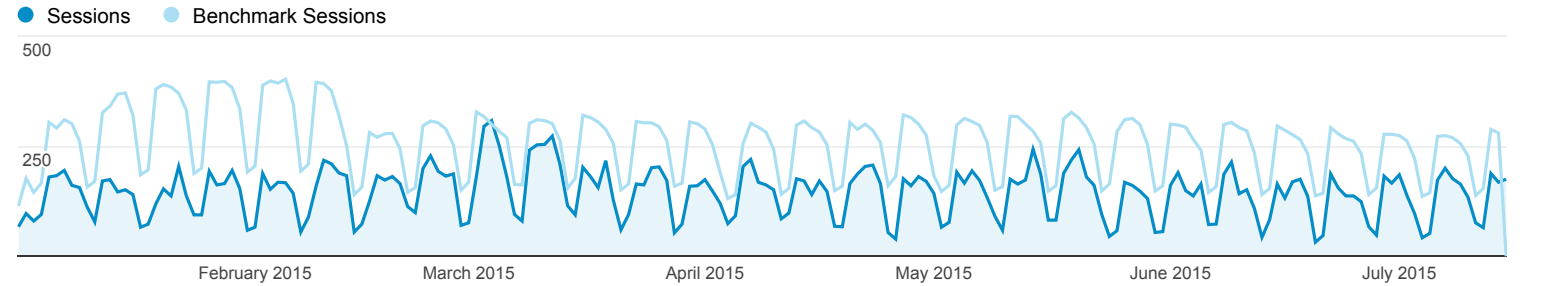
Rows 1 - 10 of 99

Industry Vertical
Government
Law & Government

Country / Region
All

Size by daily sessions
100-499

There are 7,241 web properties contributing to this benchmark



Country	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Pages / Session	Avg. Session Duration	Bounce Rate
	43.53% 28,305 vs 50,123	5.34% 66.55% vs 63.17%	40.51% 18,836 vs 31,664	24.56% 2.00 vs 2.65	1.53% 00:02:22 vs 00:02:24	6.21% 61.66% vs 58.05%
1. United States	214.13% 25,121 vs 7,997	-9.33% 64.19% vs 70.80%	184.81% 16,126 vs 5,662	-12.25% 2.06 vs 2.35	26.39% 00:02:31 vs 00:02:00	-1.22% 59.95% vs 60.69%
2. Germany	-87.85% 207 vs 1,704	21.20% 85.99% vs 70.95%	-85.28% 178 vs 1,209	-47.85% 1.37 vs 2.63	-40.21% 00:01:18 vs 00:02:10	40.88% 83.09% vs 58.98%
3. Canada	-92.04% 269 vs 3,378	27.47% 82.53% vs 64.74%	-89.85% 222 vs 2,187	-39.05% 1.62 vs 2.66	-46.50% 00:01:16 vs 00:02:21	18.38% 69.14% vs 58.41%
4. (not set)	-92.73% 58 vs 798	13.51% 100.00% vs 88.10%	-91.75% 58 vs 703	-30.23% 1.10 vs 1.58	-17.85% 00:00:47 vs 00:00:58	-20.54% 60.34% vs 75.94%
5. United Kingdom	-93.16% 241 vs 3,521	10.65% 73.44% vs 66.37%	-92.43% 177 vs 2,337	-49.06% 1.44 vs 2.82	-60.19% 00:00:56 vs 00:02:21	38.54% 77.59% vs 56.01%
6. India	-93.60% 182 vs 2,842	21.75% 91.21% vs 74.91%	-92.20% 166 vs 2,129	-44.38% 1.43 vs 2.58	-64.00% 00:00:54 vs 00:02:29	36.04% 78.02% vs 57.35%
7. Switzerland	-94.67% 47 vs 881	29.16% 82.98% vs 64.25%	-93.11% 39 vs 566	-50.54% 1.51 vs 3.05	-51.58% 00:01:13 vs 00:02:31	24.96% 70.21% vs 56.19%
8. Cayman Islands	-95.58% 10 vs 226	9.71% 100.00% vs 91.15%	-95.15% 10 vs 206	14.72% 3.00 vs 2.62	4.14% 00:02:19 vs 00:02:14	-55.47% 40.00% vs 89.82%
9. Brazil	-95.70% 448 vs 10,413	67.59% 88.84% vs 53.01%	-92.79% 398 vs 5,520	-46.10% 1.44 vs 2.68	-66.47% 00:00:53 vs 00:02:38	38.92% 78.79% vs 56.72%
10. Austria	-95.88% 42 vs 1,019	11.86% 69.05% vs 61.73%	-95.39% 29 vs 629	-31.17% 2.02 vs 2.94	-24.36% 00:01:47 vs 00:02:22	-3.12% 54.76% vs 56.53%

Rows 1 - 10 of 240

Location

Jan 1, 2015 - Jul 15, 2015

Industry Vertical

Country / Region

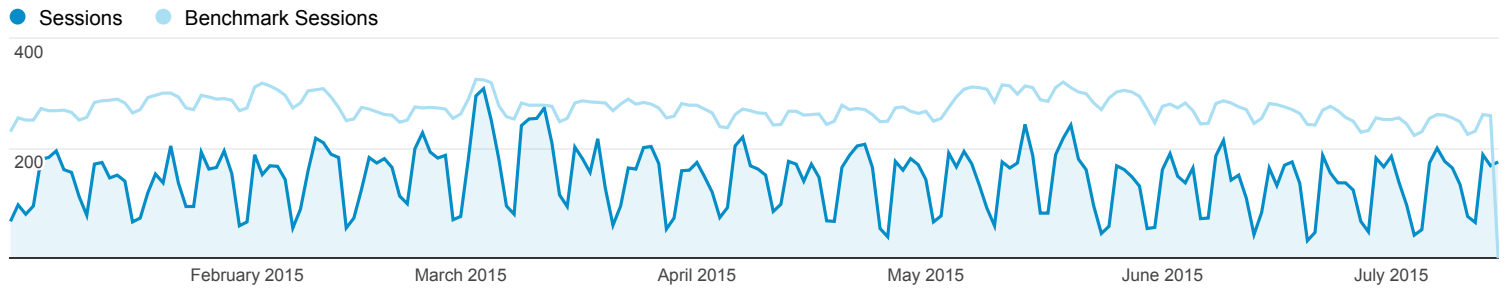
Size by daily sessions

There are 86,566 web properties contributing to this benchmark

Arts & Entertainment ▾

All ▾

100-499 ▾



Country	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Pages / Session	Avg. Session Duration	Bounce Rate
	46.87% ▾ 28,305 vs 53,272	3.73% ▾ 66.55% vs 69.13%	48.85% ▾ 18,836 vs 36,825	25.73% ▾ 2.00 vs 2.69	11.99% ▴ 00:02:22 vs 00:02:07	3.14% ▾ 61.66% vs 59.78%
1. United States	109.99% 25,121 vs 11,963	-11.44% 64.19% vs 72.48%	85.98% 16,126 vs 8,671	-20.33% 2.06 vs 2.59	33.77% 00:02:31 vs 00:01:53	0.38% 59.95% vs 59.72%
2. Canada	-89.81% 269 vs 2,640	21.31% 82.53% vs 68.03%	-87.64% 222 vs 1,796	-42.46% 1.62 vs 2.82	-41.37% 00:01:16 vs 00:02:09	23.84% 69.14% vs 55.83%
3. Brazil	-90.09% 448 vs 4,522	23.88% 88.84% vs 71.72%	-87.73% 398 vs 3,243	-43.01% 1.44 vs 2.53	-61.36% 00:00:53 vs 00:02:17	29.80% 78.79% vs 60.70%
4. Germany	-93.32% 207 vs 3,099	23.14% 85.99% vs 69.83%	-91.77% 178 vs 2,164	-54.79% 1.37 vs 3.03	-37.41% 00:01:18 vs 00:02:05	51.03% 83.09% vs 55.02%
5. United Kingdom	-94.04% 241 vs 4,046	6.58% 73.44% vs 68.91%	-93.65% 177 vs 2,788	-51.49% 1.44 vs 2.96	-56.16% 00:00:56 vs 00:02:08	42.38% 77.59% vs 54.50%
6. Venezuela	-94.17% 79 vs 1,356	-4.46% 73.42% vs 76.84%	-94.43% 58 vs 1,042	-44.17% 1.33 vs 2.38	-59.31% 00:00:55 vs 00:02:16	24.91% 78.48% vs 62.83%
7. Puerto Rico	-94.26% 35 vs 610	24.77% 91.43% vs 73.28%	-92.84% 32 vs 447	-32.03% 1.51 vs 2.23	-53.81% 00:00:51 vs 00:01:51	5.50% 71.43% vs 67.70%
8. (not set)	-94.30% 58 vs 1,017	11.76% 100.00% vs 89.48%	-93.63% 58 vs 910	-38.10% 1.10 vs 1.78	-21.99% 00:00:47 vs 00:01:01	-18.93% 60.34% vs 74.43%
9. Argentina	-94.57% 122 vs 2,248	18.19% 86.07% vs 72.82%	-93.59% 105 vs 1,637	-42.81% 1.46 vs 2.55	-59.15% 00:00:55 vs 00:02:16	25.20% 75.41% vs 60.23%
10. Colombia	-95.61% 88 vs 2,004	10.07% 84.09% vs 76.40%	-95.17% 74 vs 1,531	1.75% 2.35 vs 2.31	34.69% 00:02:44 vs 00:02:02	3.10% 64.77% vs 62.82%

Rows 1 - 10 of 244

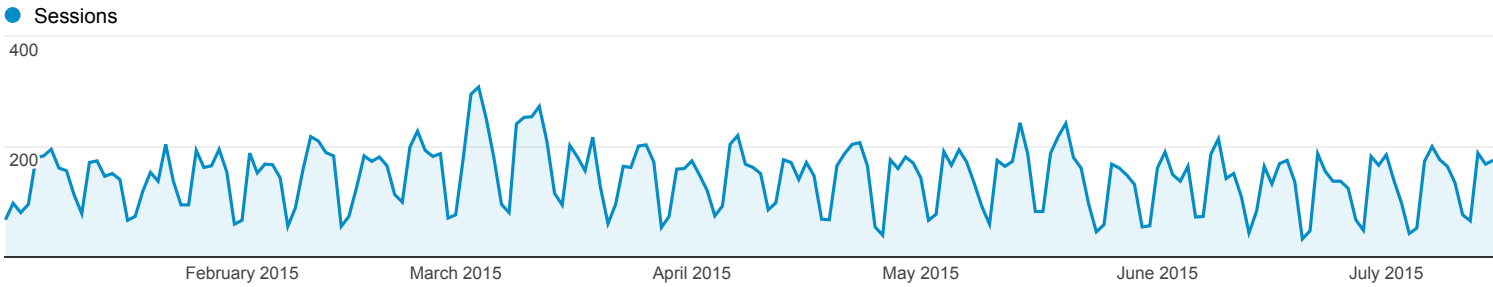
New vs Returning

Jan 1, 2015 - Jul 15, 2015

All Sessions
100.00%

Explorer

Summary



User Type	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	28,305 % of Total: 100.00% (28,305)	66.56% Avg for View: 66.55% (0.02%)	18,839 % of Total: 100.02% (18,836)	61.66% Avg for View: 61.66% (0.00%)	2.00 Avg for View: 2.00 (0.00%)	00:02:22 Avg for View: 00:02:22 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. New Visitor	18,839 (66.56%)	100.00%	18,839(100.00%)	65.33%	1.87	00:01:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Returning Visitor	9,466 (33.44%)	0.00%	0 (0.00%)	54.34%	2.26	00:03:52	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 2 of 2

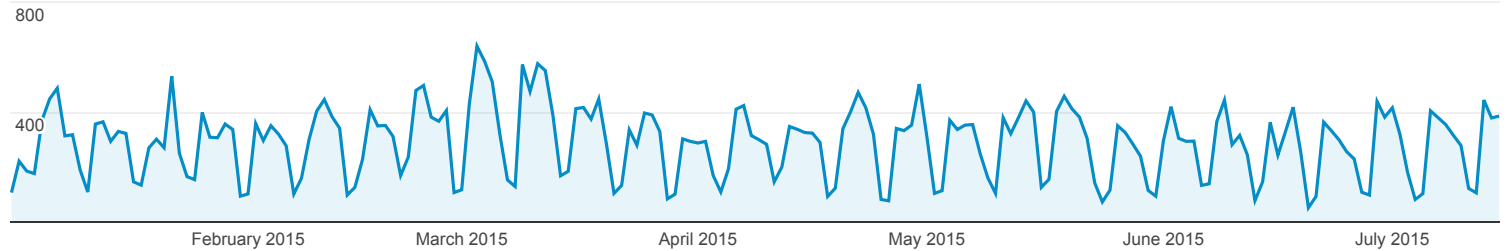
Overview

Jan 1, 2015 - Jul 15, 2015

All Sessions
100.00%

Overview

● Pageviews



Page	Pageviews	% Pageviews
1. /	22,641	39.99%
2. /business_research_current.asp	3,723	6.58%
3. /about_contact_us.asp	2,769	4.89%
4. /master_plan.asp	2,247	3.97%
5. /getting_around.asp	1,920	3.39%
6. /main_about.asp	1,663	2.94%
7. /main_places.asp	1,346	2.38%
8. /home.asp	1,335	2.36%
9. /business_maps.asp	1,312	2.32%
10. /business_available_realestate.asp	1,246	2.20%

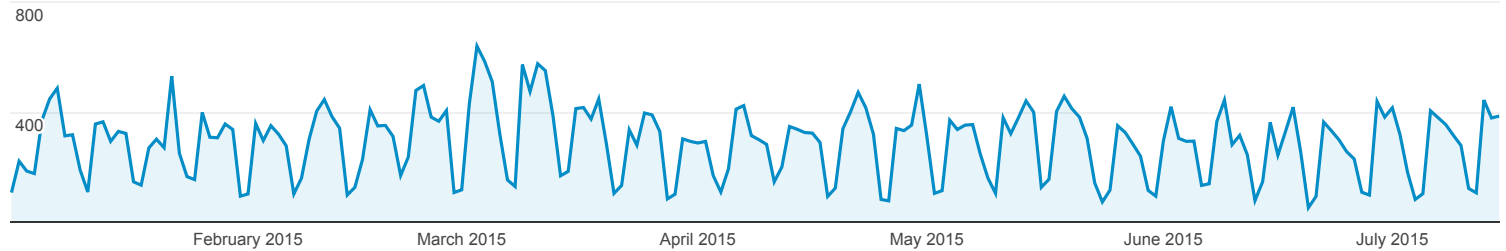
Pages

Jan 1, 2015 - Jul 15, 2015

All Sessions
100.00%

Explorer

● Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	56,611 % of Total: 100.00% (56,611)	46,513 % of Total: 100.00% (46,513)	00:02:22 Avg for View: 00:02:22 (0.00%)	28,249 % of Total: 100.00% (28,249)	61.66% Avg for View: 61.66% (0.00%)	49.90% Avg for View: 49.90% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	22,641 (39.99%)	18,104 (38.92%)	00:02:51	17,715 (62.71%)	54.52%	52.80%	\$0.00 (0.00%)
2. /business_research_current.asp	3,723 (6.58%)	3,197 (6.87%)	00:03:30	1,612 (5.71%)	77.48%	64.03%	\$0.00 (0.00%)
3. /about_contact_us.asp	2,769 (4.89%)	2,413 (5.19%)	00:02:41	1,023 (3.62%)	71.55%	58.29%	\$0.00 (0.00%)
4. /master_plan.asp	2,247 (3.97%)	2,026 (4.36%)	00:03:26	1,428 (5.06%)	80.34%	69.96%	\$0.00 (0.00%)
5. /getting_around.asp	1,920 (3.39%)	1,635 (3.52%)	00:01:55	592 (2.10%)	82.60%	49.53%	\$0.00 (0.00%)
6. /main_about.asp	1,663 (2.94%)	1,328 (2.86%)	00:01:14	311 (1.10%)	47.27%	33.61%	\$0.00 (0.00%)
7. /main_places.asp	1,346 (2.38%)	1,056 (2.27%)	00:01:08	623 (2.21%)	69.18%	48.29%	\$0.00 (0.00%)
8. /home.asp	1,335 (2.36%)	1,091 (2.35%)	00:02:25	293 (1.04%)	61.43%	46.29%	\$0.00 (0.00%)
9. /business_maps.asp	1,312 (2.32%)	1,077 (2.32%)	00:02:59	538 (1.90%)	75.28%	56.02%	\$0.00 (0.00%)
10. /business_available_realstate.asp	1,246 (2.20%)	1,101 (2.37%)	00:02:59	218 (0.77%)	80.28%	54.41%	\$0.00 (0.00%)

Rows 1 - 10 of 1184

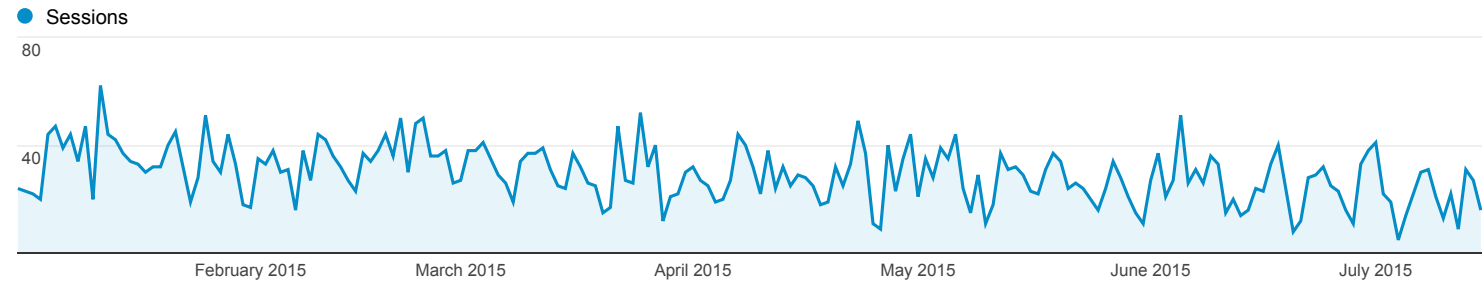
Referral Traffic

Jan 1, 2015 - Jul 15, 2015

All Sessions
20.42%

Explorer

Summary



Source	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	5,781 % of Total: 20.42% (28,305)	74.04% Avg for View: 66.55% (11.25%)	4,280 % of Total: 22.72% (18,836)	65.13% Avg for View: 61.66% (5.63%)	1.79 Avg for View: 2.00 (-10.74%)	00:02:00 Avg for View: 00:02:22 (-15.52%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. miamidade.gov	1,181 (20.43%)	90.18%	1,065 (24.88%)	69.86%	1.59	00:01:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. dwntwn.com	441 (7.63%)	83.22%	367 (8.57%)	70.75%	1.59	00:01:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. miamigov.com	378 (6.54%)	85.71%	324 (7.57%)	46.30%	2.38	00:02:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. miamidda.com	344 (5.95%)	6.10%	21 (0.49%)	53.20%	2.03	00:03:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. downtownmiami.com	322 (5.57%)	82.61%	266 (6.21%)	62.42%	1.92	00:01:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. dwntwnarts.com	249 (4.31%)	65.86%	164 (3.83%)	79.52%	1.41	00:01:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. emergeamericas.org	173 (2.99%)	6.94%	12 (0.28%)	61.27%	2.01	00:07:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. biscaynegreenmiami.com	164 (2.84%)	0.61%	1 (0.02%)	36.59%	3.34	00:07:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. dwntwnartdays.com	128 (2.21%)	98.44%	126 (2.94%)	96.88%	1.09	00:00:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. planetizen.com	117 (2.02%)	76.92%	90 (2.10%)	64.10%	1.85	00:01:08	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 259

Users Flow

Jan 1, 2015 - Jul 15, 2015



All Sessions

100.00%

Country

United States
24.9K

Brazil
447

Canada
268

United Kingdom
240

Germany
206

...
1.97K

Starting pages
28.1K sessions, 19.3K drop-offs

/
17.9K

/business_r...urrent.asp
1.6K

/master_plan.asp
1.42K

/about_contact_us.asp
1.02K

/places_art...ulture.asp
716

(>100 more pages)
5.43K

1st Interaction
8.77K sessions, 4.13K drop-offs

/business_r...urrent.asp
943

/about_contact_us.asp
808

/main_about.asp
645

/getting_around.asp
507

/business_a...estate.asp
470

(>100 more pages)
5.4K

2nd Interaction
4.65K sessions, 2.08K drop-offs

/

/business_r...urrent.asp
321

/about_contact_us.asp
315

/home.asp
252

/getting_around.asp
221

(>100 more pages)
2.58K

3rd Interaction
2.56K sessions, 939 drop-offs

/business_r...urrent.asp
203

/

/about_contact_us.asp
185

/getting_around.asp
170

/business_a...estate.asp
122

(>100 more pages)
1.68K

Users Flow

Jan 1, 2015 - Jul 15, 2015



All Sessions

100.00%

Country

United States

24.9K

Brazil

447

Canada

268

United Kingdom

240

Germany

206

...

1.97K

Starting pages
28.1K sessions, 19.3K drop-offs

/

17.9K

/business_r...urrent.asp

1.6K

/master_plan.asp

1.42K

/about_contact_us.asp

1.02K

/places_art...ulture.asp

716

(>100 more pages)

5.43K

1st Interaction
8.77K sessions, 4.13K drop-offs

/business_r...urrent.asp

943

/about_contact_us.asp

808

/main_about.asp

645

/getting_around.asp

507

/business_a...estate.asp

470

(>100 more pages)

5.4K

2nd Interaction
4.65K sessions, 2.08K drop-offs

/

952

/business_r...urrent.asp

321

/about_contact_us.asp

315

/home.asp

252

/getting_around.asp

221

(>100 more pages)

2.58K

3rd Interaction
2.56K sessions, 939 drop-offs

/business_r...urrent.asp

203

/

201

/about_contact_us.asp

185

/getting_around.asp

170

/business_a...estate.asp

122

(>100 more pages)

1.68K

RFQ 14-15-04 Digital Communications Questions & Answers

1. For the new website, what is the starting point for design? That is, do you have a current style guide or organizational identity documentation with colors, fonts, and other visual elements that we begin with? Or are we truly starting from scratch?

We will provide a brand guide, fonts, colors, etc. as it pertains to the use of the Miami DDA logo and Downtown Miami logo. DDA's in-house graphic designer will be providing guidance on design related items throughout the project.

To better understand our current look and feel it would be beneficial to review current DDA-produced print materials.

2. Most web projects need a lot of high quality, current photography. Do you have an existing photo library with all rights for web use? Will you be procuring new photography as part of this project? Or some of both?

Miami DDA has an extensive photo library for use and some video footage if necessary. We do not anticipate need for additional imagery; that said we are open to discuss this further with the chosen company.

3. Many downtown organizations curate and publish a list of events happening in the district. How important is the events calendar part of this project?

There are many good websites that provide event information in Miami and Downtown specific. We would like the ability to highlight specific events but a complex event calendar is secondary at this point. The site platform should be flexible enough to be expanded to accommodate this functionality if needed.

4. Many downtown organizations use wayfinding and cartography that is style matched to the district's visual aesthetic and communicates the geographical points of emphasis that are important to your mission. Do you have existing maps that we are matching to? Or are we developing new maps as part of this project?

We will be looking for a conform look and feel for all maps on the website – but we would not necessarily expect them to match the maps on our print materials.

5. Will "local" vendors have a competitive advantage, such as those vendors geographically located inside the DDA boundary or Miami more generally?

In this RFQ no extra points are given for local businesses. That said, we expect the bidding company to be easily and readily be available to the DDA during normal business hours (8:30am-5:30pm EST).

6. Will "industry" vendors--those with an expertise in destination district marketing and proven record with peer DDA organizations--have a competitive advantage?

Please refer to Section 6.2. as to how proposals will be evaluated.

7. Are you open to HTML Email Marketing platforms other than Constant Contact, if the benefits of another platform can be shown?

Yes, we are open to hear all suggestions.

8. What is your relationship to the website DowntownMiami.com? Do you operate that internally or is that an external "City.com" style commercial website? Do you consider them more of a partner or more of a competitor?

DowntownMiami.com is a privately owned business/website and is not affiliated with the Miami DDA. That said, Miami DDA advertises on the site and does not consider it a competitor.

9. Who sits on the Evaluation Committee?

The Evaluation Committee members have not been appointed yet.

10. How can the progress of the proposals be followed?

No proposals have been received/ reviewed yet. Please see section 5.6 for schedule of important dates.

11. Is this an institutional website for Miami DDA or is this a website aimed at promoting Downtown Miami – What is the percentage of each? (Miami DDA //Downtown Miami promotion)

This website is for the Miami Downtown Development Authority. The Mission of the Miami DDA is to grow, strengthen and promote the economic health and vitality of Downtown Miami. The website will cover all information that is required to fulfill this mission.

12. Has the Miami DDA taken into account a collaborative approach with DowntownMiami.com which would save tax payer dollars by building on an already established foundation which can simply and economically enhanced in any direction?

Responders to this RFQ are welcome to propose any solutions within the confines of the scope.

13. Is there any value given to the ability to present the DowntownMiami destination on the internet with the “DowntownMiami” domain name as is the case with Downtownmiami.com?

Domain Evaluation is not part of this RFQ process. The domain considered for this RFQ is Miamidda.com

14. General—Do you operate with a silence period after qualifications and proposals are submitted? If so, when does this timeframe end?

Miami DDA follows the procurement guidelines of the City of Miami. The cone of silence is lifted when the Executive Director issues a recommendation to the Board.

15. General—Do you envision a mobile app option integrating news, calendar events, etc. being incorporated alongside the site.

We are interested in hearing all ideas and options as it pertains to providing information to the public.

16. General—What priority level is security in regards to the CMS?

We expect strong security protocols to protect against breaches.

17. General—If selected as a finalist, how many days should the proposed pricing be valid for?
At least 60 days.

18. General—If selected, are you open to receiving additional information within the proposal with suggestions that may be outside of your current scope outlined in the RFP?
Yes.

19. Scope of Work and Deliverables—Would you be open to using an integrated comparable tool to Constant Contact if it demonstrated improved ease of use and was visually more appealing?

Yes.

20. Scope of Work and Deliverables—Are you requiring a fully responsive design? (i.e.: each page, form, calendar, etc... on the new site optimized for mobile viewing?)

Yes.

21. Scope of Work and Deliverables—Roughly, how many total editors/departments will be actively updating the site?

DDA has 5 different departments who should be able to manage/update their respective sections.

22. Scope of Work and Deliverables—Do you require onsite training or virtual training from the chosen vendor?

Either one would work. Implementing a new website is a major task, so we expect involvement from the selected firm in the process.

23. Scope of Work and Deliverables—Are you requiring the vendor to provide ongoing tech support/customer service?

Yes. Ongoing support will be required, i.e. helpdesk.

24. Scope of Work and Deliverables—Would you be open to an industry consultant working alongside your dedicated coordinator for scope of work and timeline success?

We'd be open to any solution or collaboration that would ensure timeliness of the project.

25. Scope of Work and Deliverables—If selected, will a sandbox be requested to test ease of WYSIWYG editor?

We expect the new site to be testable in all aspects prior to final launch.

26. Scope of Work and Deliverables—Is a predictive search (ex. Google functionality) required?

The new site should have a strong search functionality.

27. Scope of Work and Deliverables—How many departmental calendars do you envision using from a successful project?

One dedicated calendar that will have information on all of DDA's Board related meetings.

28. Scope of Work and Deliverables—Do you foresee using permission levels to have “hidden” pages/calendars only viewable from an employee perspective

Assuming this question refers to a similar functionality as an Intranet – this functionality was not part of the RFQ. That said, it may be a conversation at a later point.