

**REQUEST FOR PRICE QUOTATION and BID
Ongoing Support for Kentico Websites**

Purpose:

This Request for Bids (RFB) is designed to solicit price quotations and bids from qualified organizations that specialize in ongoing support for Kentico websites. The organization should have experience with large websites built on the Kentico platform. The organization will be able to provide support with keeping the site up to date with the latest updates and hotfixes, troubleshooting issues, and aiding in the development/design of new features. Should future updates require major work on the website infrastructure the organization should be able to accomplish this work or have partners/subcontractors that are able to accomplish the work required to upgrade the system.

RBFF Contact Person:

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Closing Date and Time: August 15, 2023, 5:00 PM ET

Background:

About the Recreational Boating & Fishing Foundation (RBFF)

RBFF is a non-profit 501(c)(3) organization whose mission is to increase participation in recreational fishing and boating and thereby increase public awareness and appreciation of the need for protecting, conserving, and restoring this nation's aquatic natural resources.

To help recruit, retain, and reactivate participants, RBFF developed the award-winning Take Me Fishing™ and Vamos A Pescar™ campaigns creating awareness about boating, fishing, and conservation, and educating people about the benefits of participation. These campaigns help boaters and anglers of all ages and experience levels learn, plan and equip for a day on the water. The campaign websites, TakeMeFishing.org and TakeMeFishing.org/es, feature how-to videos, information on how to get a fishing license and boat registration, and an interactive state-by-state map that allows visitors to find local boating and fishing spots. For more information about RBFF and its Take Me Fishing™ brand campaigns, please visit www.takemefishing.org/corporate.

Our Mission & Funding

In recent years, a shared concern has emerged in the boating, fishing, and conservation communities. Participation in recreational boating and fishing is changing, and in some cases declining. Projections of demographic trends indicate that in the next 25 years, significant population growth will only be occurring among groups who have not traditionally been as involved with boating and fishing. Furthermore, current fishing and boating participant demographics reflect a population most likely to age out of the sport within the next few years. This signifies obvious economic impacts in both private and public sectors, with additional considerations in the areas of aquatic resource stewardship.

RBFF's challenge is to maintain and increase participation among those groups where fishing and boating have always played an important role while diversifying to include a wider representation including: youth, Hispanic/Latino, and outdoor enthusiasts not currently active in boating and fishing.

RBFF's funding is administered through the U.S. Fish and Wildlife Service (USFWS). The original source of the funds, the Sport Fish Restoration and Boating Trust Fund, is comprised of excise taxes paid by manufacturers of fishing tackle and a consumer tax on motorboat fuel.

Our Audiences

RBFF's mission can best - and arguably only - be accomplished through successful collaboration and partnership with stakeholders. In doing so, RBFF intends to build ownership of its efforts, and outcomes, among a broad array of key stakeholder groups.

Primary stakeholder groups include:

- Fishing and boating industry (manufacturers, distributors, wholesalers, and retailers)
- State and federal natural resource agency personnel (aquatic education, license sales and marketing, fisheries management, parks/access site management, communications and information management)
- Non-governmental advocacy or public interest groups such as:
 - Conservation organizations
 - Boating and fishing organizations
 - Safety organizations
 - Media and outdoor communications groups

Scope of Services:

This will be an ongoing partnership that will begin as assistance with upgrades, hotfixes, and larger website features and could eventually evolve into a partnership for future website redesigns. The organization should have experience with large websites built on the Kentico platform and be able to provide support with keeping the site up to date with the latest updates and hotfixes. Should upgrades require



reestablishing connections to existing third-party integrations the organization should be able to reestablish connections to systems such as Salesforce, Pardot, Google products, and other various tracking systems. Should future updates require major work on the website infrastructure the organization should be able to accomplish this work or have partners/subcontractors that are able to accomplish the work required to upgrade the system. Finally, the organization should be able to design and develop new features for the website that support the goals of education and easy access to information.

Skills Needed:

Contractor must demonstrate high levels of expertise in the following areas:

1. ASP.NET/C#/HTML/CSS/JS web development on the Kentico CMS platform, QA testing, and deployment into Microsoft Azure cloud environment.
2. Hotfix and upgrade completion for Kentico, related features and components, and customizations.
3. Experience integrating websites with other critical marketing systems, technologies, databases and tools (Salesforce CRM, Pardot EMS, Google Custom Search, Google Analytics, third-party widgets, etc.)
4. Experience working collaboratively with a multi-disciplinary team and partner/stakeholder organizations ensuring quality delivery in a timely manner.
5. In-house capability. Describe any in-house capabilities that would have a direct impact on quality. Indicate in your proposal if any portion of the project will be subcontracted and describe the subcontractor relationship.
6. Non-essential but beneficial: Non-profit and/or industry experience. Describe any experience in the non-profit sector and/or with the recreational boating or fishing industry (or similar industries such as outdoor sports, recreation, etc.)

Deadline for submission of bid:

All bids must be received by August 15, 2023, 5:00 PM ET

- **Please include detailed pricing plus any variations for different levels of service.**
- Provide a summary of experience and work samples or links to an electronic portfolio.
- Include at least three references.

Email bids to Charles Neville at cneville@rbff.org. Please direct all questions and clarifications before the deadline by email.