



REQUEST FOR PROPOSAL
RFP # 864192007
RANDOLPH COMMUNITY COLLEGE
WEB PAGE DESIGN, MANAGEMENT AND MAINTENANCE SERVICES
RFP DUE DATE: MAY 4, 2020 BY 4:00PM EST

CHRIS HUSSEY
CGHUSSEY@RANDOLPH.EDU
336-633-0234

Peter Bouker, Comptroller, Studio Center


Authorized Studio Center Signature

STATE OF NORTH CAROLINA Randolph Community College	REQUEST FOR PROPOSAL NO. 864192007	
	Offers will be publicly opened: May 4 th , 2020 at 4:00 PM	
	Issue Date: May 15 th 2020	
Refer <u>ALL</u> inquiries regarding this RFP to: Chris Hussey cghussey@randolph.edu 336-633-0234	Commodity Number: 915-96	
	Description: Web Page Design, Management and Maintenance Services	
	Using Agency: Randolph Community College	
See page 2 for mailing instructions.	Requisition No.: RQ22737897	

OFFER AND ACCEPTANCE: The State seeks offers for the Online Services and/or goods described in this solicitation. All offers and responses received shall be treated as offers to contract. The State's acceptance of any offer must be demonstrated by execution of the acceptance found below, and any subsequent Request for Best and Final Offer, if issued. Acceptance shall create a contract having an order of precedence as follows: Best and Final Offers, if any, Special terms and conditions specific to this RFP, Specifications of the RFP, the Department of Information Technology Terms and Conditions, and the agreed portion of the awarded Vendor's offer.

EXECUTION: In compliance with this Request for Proposal, and subject to all the conditions herein, the undersigned offers and agrees to furnish any or all Services or goods upon which prices are offered, at the price(s) offered herein, within the time specified herein. By executing this offer, I certify that this offer is submitted competitively and without collusion.

Failure to execute/sign offer prior to submittal shall render offer invalid. Late offers are not acceptable.

OFFEROR: Studio Center Corporation		
STREET ADDRESS: 161 Business Park Drive	P.O. BOX:	ZIP: 23462
CITY, STATE & ZIP: VA Beach, VA 23462	TELEPHONE NUMBER: 703-622-2111	TOLL FREE TEL. NO
PRINT NAME & TITLE OF PERSON SIGNING: Peter Bouker, Comptroller	FAX NUMBER:	
AUTHORIZED SIGNATURE 	DATE: 04/28/2020	E-MAIL: PeteB@StudioCenter.com

Offer valid for forty-five (45) days from date of offer opening unless otherwise stated here: ___ days.

ACCEPTANCE OF OFFER: If any or all parts of this offer are accepted, an authorized representative of Randolph Community College shall affix their signature hereto and this document and the documents identified above shall then constitute the written agreement between the parties. A copy of this acceptance will be forwarded to the awarded Vendor(s).

FOR RANDOLPH COMMUNITY COLLEGE USE ONLY Offer accepted and contract awarded this ___ day of _____, 20___, as indicated on attached certification, by _____ (Authorized representative of Randolph Community College).
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ABOUT / STUDIO CENTER.



ABOUT STUDIO CENTER

Studio Center Corporation

Date Originally Established: 1967

Owner: William “Woody” Prettyman

Year Established Under Current Owner: 2004

State Incorporated: Virginia

Full Time Employees: 60

STUDIO CENTER was one of the first production studios to specialize in the production of broadcast advertising. We have over 53-years of experience specializing in producing nationally acclaimed and award-winning content creation, distribution, and measurement. The Studio Center brand is renowned both for its high-end work and unmatched customer service. Studio Center has ten distinct in-house divisions including Creative & Branding Services, Account Services, Digital Services and Media Services. Each of our divisions has dedicated individuals who are experts in their field. The company’s work consists of, but is not limited to, radio and TV commercials, training videos, digital planning and implementation, sound design, voice overs, media planning and buys, 2D & 3D motion graphics, animation, websites, web videos, and foreign translations. We are a privately owned company that operates in five different locations, headquartered in Virginia Beach with hubs in Washington, DC, New York City, and Richmond, Virginia.

In the last 10 years, Studio Center has expanded to include traditional ad agency elements including Creative & Brand, Media Strategy & Buying, Paid Digital, Social Media Management, Print Design & Production, and Public Relation services. Our in-house account managers, coordinators, directors, writers, audio engineers, graphic designers, video producers, video editors and more have developed effective advertising for broadcast, online and mobile for over the past 30+ years. We’ve created campaigns for nonprofits, universities, restaurants, breweries, coffee roasters, banks, retail, state lotteries, and museums, just to name a few. We use the latest technology, tools and techniques to capture and tell our client’s stories. It is our quest to make films that are effective and have the highest quality look, sound and feel.

We hope by building this hybrid agency model within Studio Center will give our clients the ease of a “one-stop shop” for all their advertising and marketing needs. No more having to make multiple calls to different companies and connecting with different contacts. Your creative, strategy, and media is all under one roof. More importantly, by creating this agency model we give you 100% transparency in all the projects we work with you on. We’ll provide you an estimate up front and will only commence once you sign off. No worrying about retainer fees. Now you won’t find that with other agency models.

ABOUT STUDIO CENTER



All of your needs under ONE HOUSE.

One-Stop Shop. Makes it easier on YOU.

Our In-House Capabilities:

- Account Services
- Creative and Branding
- Audio Production and Sound Design
- Digital and SEO Strategy
- Web Design, Development and Hosting
- Social Media & Reputation Management
- Video Production
- Video and Graphic Post Production
- Print Design and Production
- Media Strategy and Buying
- Public Relations
- Photography
- Talent Casting
 - On-Camera
 - Voice Over
 - Union and Non-Union

ABOUT STUDIO CENTER



Studio Center Randoms.

- Established in 1967.
- Clients in 50 States / 23 Countries.
- Five offices – Virginia Beach, VA (main hub). Richmond, VA. Washington, DC. New York City.
- Number of employees – 60.
- Number of coffee makers – 43.
- Official snack – Chocolate Chip Cookies.
- Number of cookies made a month – 1,200.
- Number of dogs in our offices – 9.
 - Ozzy, is the head AussieDoodle-In-Charge.
- Relieve stress - rubber band fights. (Including the CEO.)



ABOUT STUDIO CENTER / MEET THE OWNER.

William “Woody” Prettyman. Woody is the Chief Executive Officer of Studio Center, a 53-year-old, nationally acclaimed and award-winning firm specializing in content creation, distribution and measurement. William purchased Studio Center in 2004 and has been instrumental in the growth and success of the company, which specializes in audio production, video production, web design and development, branding, voice and on-camera talent, social media and media buying. William was born in Arlington, VA, majored in business at Radford University and enjoyed a decade -long radio career at Saga Communications before moving to iHeart Media as Vice President of Sales for Virginia until 2002. During William’s tenure at Studio Center, the company has received over 2,000 awards, including a Grammy, an Oscar and countless Telly Awards, which honor and showcase the highest standards of excellence in television commercials, video, film, and work created for the web. Under William’s leadership, Studio Center has donated millions of dollars in cash and services to charitable organizations including St. Jude’s Children’s Hospital, The American Heart Association, Operation Smile, CASA and the American Diabetes Association. William resides in Virginia Beach with his wife, two children and three dogs. Studio Center operates in five different locations and is headquartered in Virginia Beach (two locations) with hubs in Washington, DC, New York City, and Richmond, Virginia.

ABOUT STUDIO CENTER / RANDOLPH CC TEAM

WE'RE QUALIFIED! Collectively our designers, developers and project manager have over 80 years of experience in their respective fields. Here are some of the key players that will be on the Studio Center / The Port of Virginia team.

Studio Center has designed, developed and hosted thousands of websites and online media over the past 10 years. We've created sites for schools, restaurants, breweries, coffee roasters, banks, retail, and museums, just to name a few. Everything we do in the digital world is mobile first and ADA compliant. Plus, we provide free maintenance and hosting on our Google Cloud Server.

Our designers and developers have experience with numerous Content Management Systems like WordPress, Concret5, Drupal, Joomla, Episerver and Magento. And can code in every language from CSS to HTML5 to MongoDB.

William Prettyman, Account Director

Experience: 32 Years

Studio Center: 16 Years

Education: Radford University

Lanley Lakes, Account Manager

Account Management: 16 Years

Studio Center: 3 Years

Education: Old Dominion University

Jaydee Jana, Creative Director

Experience: 20 Years

Studio Center: 2 Year

Education: School of Visual Arts, NY

Chris Wilson, Digital Project Manager

Experience: 30+ Years

Studio Center: 7 Years

Education: Christopher Newport University

Ken Whitaker, Creative Design Director

Experience: 35 years

Studio Center: 11 years

Education: Old Dominion University

Edwin Dacumos, Sr. Digital Designer

Experience: 24 years

Studio Center: 4 years

Education: Virginia Commonwealth University,
Art Institute of Virginia Beach

Rob McDowell, Sr. Web Developer

Experience: 13 Years

Studio Center: 8 Years

Education: ECPI University

Reed Price, Web Developer

Web Developer: 4 Years

Studio Center: 3 Years

Education: Virginia Commonwealth University

ABOUT STUDIO CENTER / HIGHER EDUCATION EXPERIENCE.

Studio Center has extensive experience working with Higher Education Institutions and Organizations across the United States and even with Radford University. Our experience ranges from community colleges to four-year colleges and universities. We have worked on large branding video campaigns to radio spots to help promote Distance Learning during COVID-19.

INSTITUTIONS WE CURRENTLY WORK WITH AND HAVE WORKED WITH IN THE PAST

RADFORD UNIVERSITY

Video Production

OLD DOMINION UNIVERSITY

Video Production; Social Media

NORTHERN VIRGINIA COMMUNITY COLLEGE

Video Production; Radio Production

REYNOLDS COMMUNITY COLLEGE

Creative Concept; Video Production

EASTERN VIRGINIA MEDICAL COLLEGE

Video Production

ECPI UNIVERSITY

Creative Concept; Video Production; Radio Production

MARY BALDWIN UNIVERSITY

Video Production

CENTURA COLLEGE

Website Content, Development & Maintenance;
Video Production

HUDSON VALLEY COMMUNITY COLLEGE

Video Production

COLORADO COMMUNITY COLLEGE SYSTEM

Video Production

UNIV. OF NORTH CAROLINA SCHOOL SYSTEM

Creative Concept; Video Production; Radio Production

NORFOLK STATE UNIVERSITY

Creative Concept; Video Production; Radio Production

UNIVERSITY OF PENNSYLVANIA

Creative Concept; Video Production

COLLEGE OF THE ALBEMARLE

Video Production

MID-EASTERN ATHLETIC CONFERENCE

Creative Concept; Video Production; Audio Production; Media Planning & Buying

DUKE UNIVERSITY / SCHOOL OF NURSING

Video Production

UNIVERSITY OF PHOENIX

Video Production

UNIVERSITY OF SOUTH DAKOTA

Radio Production

**TECHNICAL SPECIFICATIONS /
SCOPE OF WORK UNDERSTANDING.**

TECHNICAL SPECIFICATIONS / SCOPE OF WORK UNDERSTANDING.

The purpose of the RFP is to solicit offers from qualified vendor to consult, develop, design, configure and implement a new website, including hosting, for Randolph Community College.

The selected vendor will design and develop a comprehensive, informative, easy-to-navigate website targeting RCC's core audience, which includes but is not limited to:

- Students
- Potential students
- Parents
- Faculty and Staff
- External stakeholders (including donors, media representatives etc.)

The vendor will design the new website, install any software tools necessary to maintain the website and its security, train key staff, and recommend resources for ongoing training. Vendor will also provide continuing maintenance.

RCC Website Redesign Requirements and Goals

Studio Center understands that the listed goals below that RCC expects for its website redesign.

- ADA compliant to standard WCAG 2 A/AA with ongoing monitoring/maintenance
- Content Management System (CMS) demonstrated prior to purchase
- CMS training
 - 50% of implementation training must be on-site
 - Detailed explanation of training plan
- Provide hosting on dedicated server (no third-party) including redirect services for top 100 pages
- Complete redesign utilizing modular page templates
- Strategy and analysis phase including focus groups, audience surveys, heatmaps & review Google Analytics
- 1000 pages of content rollover from current site
- Budget not to exceed \$170,000
 - Includes 3 years of CMS licensing
- Higher Education website experience supported by 3-5 references with a minimum of five years of service to the institution
- Provide a dedicated Project Manager for website, with local and accessible capabilities for on-site meetings as needed
- Navigation that provides for consistent user interface and operation, while providing content contributors with the flexibility they need.
- Take advantage of adaptive/responsive technology to support the use of various display devices such as computer monitors, smart phones, iPads etc.
- Provide a structure for the management of content to be assigned to content managers and means of content approval prior to posting to the website that can be configured by the level of permission assigned to a content manager. The content approval system shall require approval before updates are live on the site.

TECHNICAL SPECIFICATIONS / SCOPE OF WORK UNDERSTANDING.

- The vendor’s solution shall provide backup tools for the entire site, including automatic and manual options.
- The website shall integrate with social media outlets.
- The website shall allow for RSS feeds, video, and extended searches and filtering.
- Website shall conform to current web and security standards providing for and installing SSL Certificates.
- The vendor must list, itemize, and describe any applicable offer costs.

Vendor Requirements

By checking YES, Studio Center understands and is capable of meeting the vendor requirements:

	Y	N
Vendor has successfully designed and developed at least three (3) responsive, ADA compliant sites similar in size and scope.	Y	
Vendor has minimum of three (3) years’ experience providing web strategy, design, and development service in higher education.		N
Vendor will offer a minimum of three (3), up to a maximum of ten (10) on campus meeting	Y	
Vendor will have a beta version of the site operational by _____.	Y	
The vendor will make requested changes, complete to the development of the website, and bill the college by _____.	Y	

**TECHNICAL SPECIFICATIONS /
STUDIO CENTER'S APPROACH & PROCESS.**

TECHNICAL SPECIFICATIONS / STUDIO CENTER'S PROCESS & APPROACH

Studio Center will:

Build a well-designed, intuitive website built using a modern content management system. The CMS Studio Center uses most often, Concrete5, has been adopted by the US Army for use on all of their sites.

The new contract between the U.S. Army and Concrete5 covers the next decade; they are pumping into the CMS millions of dollars to make the content management system even greater. They believe in open source, and they appreciate the ease of use of concrete5. They want concrete5 to grow and be healthy.

All of this is great news for Studio Center and all of our clients, as we were early adopters of the CMS and have a close to a decade of experience building websites using Concrete5.

Discovery

Questions. Questions. And more questions. The Studio Center research team will conduct the appropriate research in this information gathering phase. Including, but not limited to, site visits, focus groups, online surveys and impromptu meet and greets. This is a crucial step in the process as we will fully immerse ourselves into our client's world.

Planning

In the planning stage, we take all the information and requirements and create a site map. This site map will list all of the main and sub-topic areas of the site and help identify duplicate or unneeded content.

Design

This is where your site begins to come to life. The designers envelop themselves into your brand and begin to develop a look and feel for the new site. The design team will create dozens and dozens of mock ups until there are three that rise to the top. Those three are presented to the client until we agree on one solution. Once a look and feel is approved, we move onto the interior pages.

Development

The developmental stage is the point where the site itself is created by our developers. They will take all the individual graphic elements from the prototype and use them to create the actual functional site. This is typically done by first developing the homepage, followed by a "shell" for the interior pages.

The shell serves as a template for content pages of the site, as it contains the main navigational structure for the site. Elements such as the CMS, interactive contact forms, or e-commerce shopping carts are implemented and made functional during this phase.

Testing and Delivery

Time to test all the buttons, link, and proof spelling and grammar. Our team will attend to the final details and test the entire site line by line, page by page. Including the functionality of forms and other scripts, browser compatibility, and ADA compliance.

The site was designed and developed to be mobile first, but we triple check each page at this point as well. Once final details, like plugin installation and SEO, we send the site out for client approval. Once approved, we will use the File Transfer Protocol program to upload the files to the server to launch the new site.

Training and Support

This is the final phase to prepare the client. Our digital experts will guide you through a live training with your new site. You will walk away knowing how to make basic updates and changes, but we don't disappear. We are always a phone call or email away.

Measuring Performance

The short-term performance metric will be based mainly on the ease and efficiency of content migration into the new site. While maintaining the design and brand standards. Long-term metrics will be based on data and analytics gathered within a 12 month period.

COST OFFER.


STUDIO CENTER®

COST OFFER.

Design:

Studio Center's project designer will create two sitemaps – one for the current site and one for a proposed redesign. The site map will list all main topic areas of the site, as well as sub-topics, if applicable. During this phase, the designer will help the client decide what technologies should be implemented. Elements such as which CMS incorporate, will any contact forms be needed, etc.

The designer will work with the client to incorporate elements such as the company's logo or colors to help strengthen the identity of the company on the web site.

The designer will create one or more prototype designs (homepage mock ups) for the web site. This is typically a .jpg image of what the final design will look like. The designer will make any and all revisions requested by the client (which may take time if the client isn't readily available). Once the homepage mock up is approved by the client, the designer will create a prototype (mock up) of an interior page for approval.

Est. Design Hours: 48

Development:

The project developer will take all of the individual graphic elements from the prototype and use them to create the actual, functional site. This is typically done by first developing the home page, followed by a "shell" for the interior pages. The shell serves as a template for the content pages of the site, as it contains the main navigational structure for the web site. Elements such as the CMS (We suggest Concrete5) interactive contact forms, or ecommerce shopping carts are implemented and made functional during this phase, as well.

The developer will write valid HTML / CSS code that complies with current web standards, maximizing functionality, as well as accessibility for as large an audience as possible.

Est. Development Hours: 50

Content Transfer/Population:

Once the shell has been created, the designer will take the content and distribute it throughout the site, in the appropriate areas.

Est. Content Population Hours: 500 (based on 1,000 indexed pages)

COST OFFER.

Initial SEO:

To get site noticed and ranking on all major Search Engines like GOOGLE, BING, and YAHOO.

The basic package includes:

- Google Analytics Integration: So you see the important visitor stats on your site
- Keyword Research & Meta Tags (Title, H1, Description) Optimization.
- Robots.txt file integration: Makes it easier for “bots” to search/cache your site.
- XML Site Map Creation: So the search engines find all your pages correctly.
- Verification of your site with Google Webmaster Tools

Testing/Delivery/Training:

The site will be thoroughly tested (such as the complete functionality of forms or other scripts, as well as testing for last minute compatibility issues - viewing differences between different web browsers, ensuring that the web site is optimized to be viewed properly in the most recent browser versions/mobile devices – referred to as responsive design. The digital team will check to be sure that all of the code written for the web site validates. Valid code means that the site meets the current web development standards – this is helpful when checking for issues such as cross-browser compatibility as mentioned above.

Once the client has given final approval, we will use the FTP (File Transfer Protocol) program to upload the web site files to the server.

The client will receive up to 20 hours of training on the CMS at either the Studio Center location, at the client’s location or virtually via GotoMeeting (client’s choice).

Est. Training Hours: 20

Hosting:

Studio Center can host the client site on our Google Cloud-Based Server.

Ongoing Support and Site Maintenance:

Content management system updates, javascript updates, server maintenance and upgrades, secure certificate renewals, LAMP stack updates and upgrades.

COST OFFER.

Design	
Development	
Content Transfer / Population	
Initial SEO	
Testing / Delivery / Training	
Training	Included / No Cost to Client
Hosting	Included / No Cost to Client
On Going Support & Site Maintenance	Included / No Cost to Client
PROJECT COST	\$ 139,450.00

REFERENCES.

REFERENCES

Neptune Festival

neptunefestival.com

Whit Collins

(757) 498-0215

wbc@neptunefestival.com

Wasserhund Brewing Company

wasserhundbrewing.com

Christine Holley

(757) 498-0215

christine@wasserhundbrewing.com

FestEvents

festevents.org

Karen Scherberger

(757) 441-2345

scherbergerk@festevents.org

Gourmet Gang

gourmetgang.com

Mia Guinan

(757) 617-0033

mia@gourmetgang.com

FINANCIAL INFORMATION.

CONFLICT OF INTEREST STATEMENT.

CONFLICT OF INTEREST STATEMENT.

Studio Center has not received any assistance in preparing this RFP response from any current or former employee of the State of North Carolina whose duties are relate(d) to this RFP,

Studio Center nor any employees of Studio Center is related by blood or marriage to an Agency employee or resides with an Agency employee.

**STUDIO CENTER /
CASE STUDIES AND PROOF OF WORK.**

STUDIO CENTER / CASE STUDIES AND PROOF OF WORK.

Wasserhund Brewing Co.

wasserhundbrewing.com



The Ask

Redesign their website to incorporate more of the brand's personality.



The Approach

The Wasserhund brand is built around three things: Dogs. Beach. And Beer. What's not to love? Before we began working on their new site, we enveloped ourselves into their brand and recognized many inconsistencies even beyond their site. Needless to say, we offered to help.

The Work

First we created a brand guide. Then we redesigned their website, menus, posters, cans, bottles, packaging and beer tap handles. We even help name their new beers. Today, we still do all of the above and manage their social media and film a weekly "Ask the Brewer" web series.

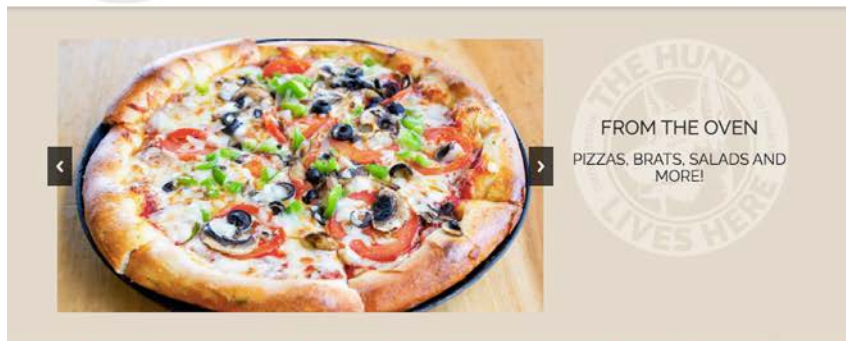
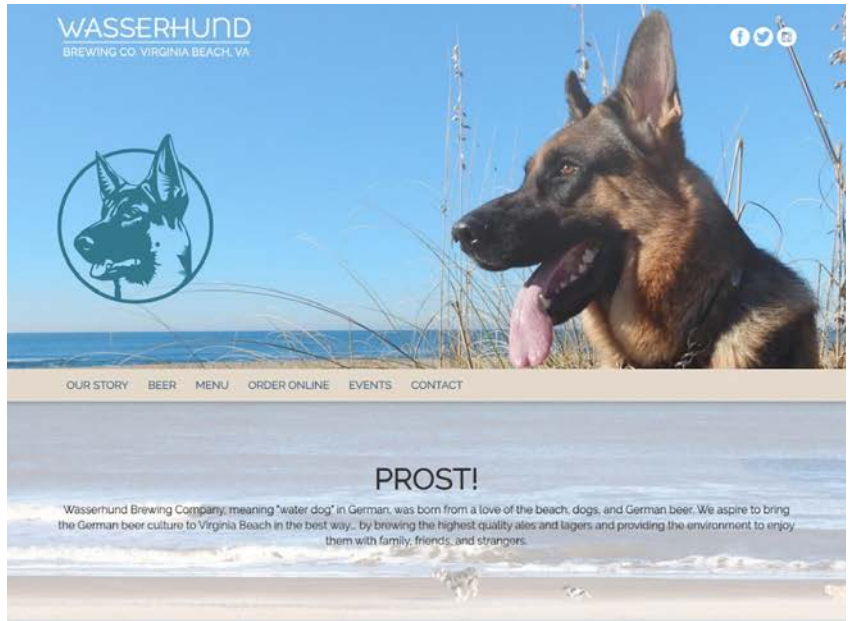


The Results

The Wasserhund brand is built around three things: Dogs. Beach. And Beer. What's not to love? Before we began working on their new site, we enveloped ourselves into their brand and recognized many inconsistencies even beyond their site. Needless to say, we offered to help.

STUDIO CENTER / CASE STUDIES AND PROOF OF WORK.

Wasserhund Brewing Co.
wasserhundbrewing.com



CAUSE OF THE WEEK

Wasserhund Brewing Company believes in COMMUNITY. In fact, it's so important to us, that we pledge to support the local charities and events that are important to YOU!

Every week we donate a portion of our revenue to a customer-chosen cause. Why? Because if it's important to our community, then it's important to us. PROST!



Hampton Roads Purple Brew Passport for ALZ project!

CHECK OUR FACEBOOK PAGE FOR THIS WEEK'S CHARITY

Every Tuesday we host a different local charity that does great things in our community. From 5pm-10pm Wasserhund donates 30% of taproom revenue to the evening's local charity.

For a reservation to support your charity send an email to: brewmeister@wasserhundbrewing.com

OPENING TO DATE CONTRIBUTIONS TO OUR CHARITIES OF THE WEEK: \$152,713.07

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Site designed and powered by Studio Center

PDF Files - Accessibility for Americans with Disabilities Instructions: In order to have the following PDF files accessible and read out loud, you will need to download the PDF file. Open the PDF file in Adobe Acrobat. Go to View and scroll down to **Read Out Loud** and activate. Then, hover your cursor over the text.

Wasserhund Brewing Company
1805 Laskin Road, Suite 102
Virginia Beach, Virginia 23454
757-351-1326
f @

STUDIO CENTER / CASE STUDIES AND PROOF OF WORK.

Baker's Crust Artisan Kitchen

bakerscrust.com



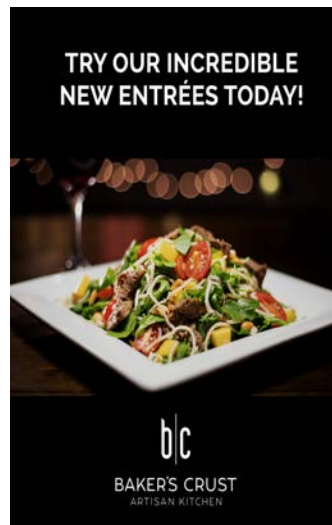
Baker's Crust opened its first location in 1993 and has evolved from a 36-seat sandwich/breakfast shop to a full service, family friendly restaurant, serving breakfast, lunch and dinner. Since then they've opened several more locations and now have eight bustling locations from Virginia Beach to Northern Virginia to Chesapeake, Virginia.

The Ask

Baker's Crust initially came to us for a website refresh. Little did we know it would grow into the relationship it is today.

The Work

We started with the website, which included new photography, writing and some thoughtful UX. Then we wrote a radio campaign and placed them during hungry drive time. Five years later, we're refreshing the Baker's Crust website, producing and placing digital marketing, writing and producing social media videos, and helping the launch of their ninth location.



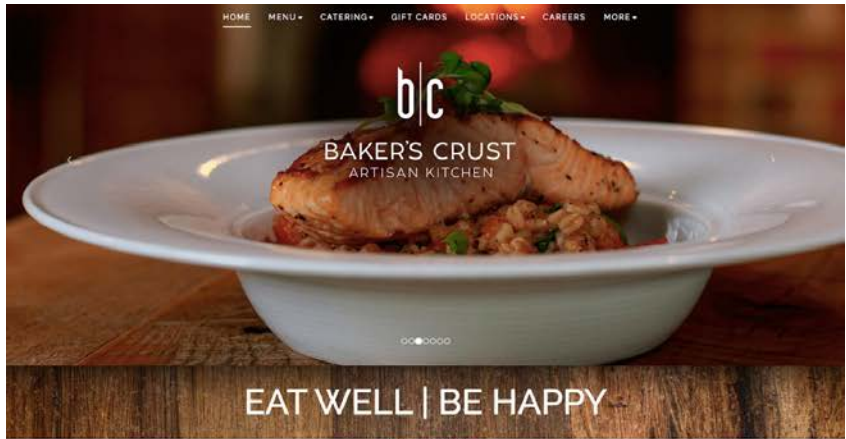
The Results

New locations are opening. Catering as boomed since we pushed it on digital. The radio and digital campaigns have boosted sales in all locations. The Website now has an engagement rate of 40.41%.



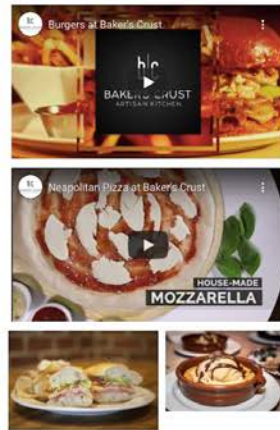
STUDIO CENTER / CASE STUDIES AND PROOF OF WORK.

**Baker's Crust
Artisan Kitchen**
bakerscrust.com



Order online with **DOORDASH**

COVID-19 Notice: All Baker's Crust Artisan Kitchen locations have temporarily paused all services until further notice. We look forward to serving you again when it is safe to open. You can continue to support us by purchasing a gift card. We have also partnered with The Neighborhood Harvest to bring the farmer's market to your door, and as a special offer, Baker's Crust customers can sign-up for FREE (\$30 value) with the code BC2020. Click here to learn more. Thank you for your support!



WELCOME TO BAKER'S CRUST ARTISAN KITCHEN

All Baker's Crust, we have been lovingly and carefully preparing food for our friends and neighbors for over 20 years. We have seven restaurant locations in Virginia servicing breakfast, lunch, and dinner daily. We believe that to truly eat well and be happy, you need to start with quality ingredients. That's why we begin each day by baking a wide variety of delicious crusty breads using a thirty year old natural starter. We also make our own mozzarella cheese, roast our own tomatoes, grow our own greens and toss our Farm to Plate salads with specialty oils and vinegars.



STUDIO CENTER / CASE STUDIES AND PROOF OF WORK.


Speight Marshall Francis (SMF) is a structural engineering firm, specializing in developing unique solutions to complicated structural problems for their clients. In early 2019, they came to us with a problem of their own. While their approach to engineering was cutting edge, when it came to their website and brand image, they were living in the past. After meeting with us and learning about our capabilities, they hired us to build a new website to reflect the type of forward-thinking company they are and bring their brand into modern times.

The Ask

Speight Marshall Francis came to us for a brand refresh and a complete website redesign. This was their original logo.


The Work

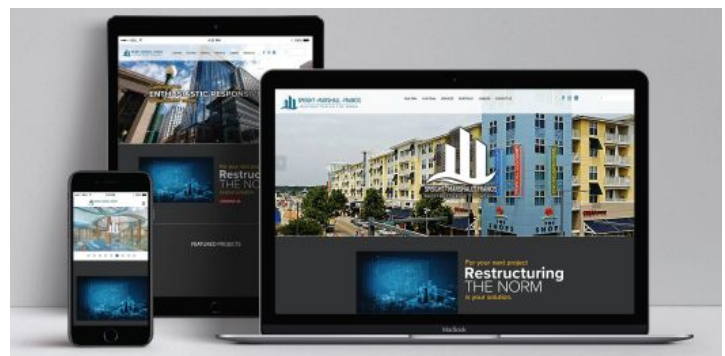
After much exploration, we landed on the line Restructuring the Norm and paired it with a logo that demonstrates the mix of solid structure and unique design they incorporate in their work. Then we created a set of brand guidelines to ensure a consistent brand message at every customer touchpoint. Finally, we tackled their website. We wanted to build them something that was user friendly and functional in terms of displaying information, but was just as much a visual showcase of the amazing work they do. And as you can see, we did just that.

The Approach

We asked questions. We listened. Then we got to work. We needed a strong tagline and logo that would help solidify the SMF brand in the minds of potential clientele and let them know what the brand stands for and the work it does.

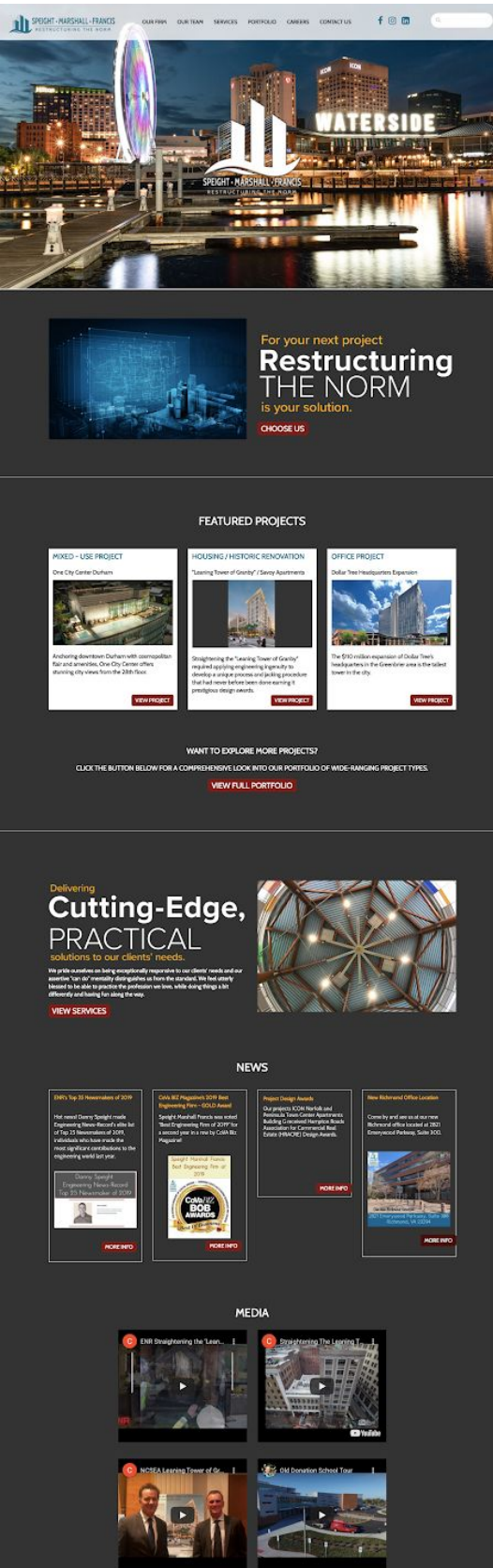
The Results

Speight Marshall Francis is enjoying a period of growth, thanks in part to our brand and logo redesign which helped bring their amazing brand into a new era, and introduced them to a new generation of tech-savvy clientele who may have otherwise passed them by.



STUDIO CENTER / CASE STUDIES AND PROOF OF WORK.

Speight Marshall Francis
smandf.com



The screenshot shows the homepage of the Speight Marshall Francis website. At the top is a navigation bar with links for 'OUR FIRM', 'OUR TEAM', 'SERVICES', 'PORTFOLIO', 'CAREERS', and 'CONTACT US', along with social media icons and a search bar. The main header features a large image of a city skyline at night with a prominent Ferris wheel, overlaid with the company logo and the text 'WATERSIDE' and 'SPEIGHT MARSHALL FRANCIS RESTRUCTURING THE NORM'.

Below the header is a dark section with the headline 'For your next project Restructuring THE NORM is your solution.' and a 'CHOOSE US' button.

The 'FEATURED PROJECTS' section contains three project cards:

- MIXED-USE PROJECT:** One City Center Durham. Anchoring downtown Durham with contemporary style and amenities, One City Center offers stunning city views from the 28th floor. [VIEW PROJECT](#)
- HOUSING / HISTORIC RENOVATION:** 'Leaning Tower of Gravity' Senior Apartments. Straightening the 'Leaning Tower of Gravity' required complex engineering, teaming to identify a unique process and building procedure that had never before been demonstrated in high-rise design events. [VIEW PROJECT](#)
- OFFICE PROJECT:** Dollar Tree Headquarters Expansion. The \$100 million expansion of Dollar Tree's headquarters in the Greenpark area is the tallest tower in the city. [VIEW PROJECT](#)

A call to action below the projects reads: 'WANT TO EXPLORE MORE PROJECTS? CLICK THE BUTTON BELOW FOR A COMPREHENSIVE LOOK INTO OUR PORTFOLIO OF WIDE-RANGING PROJECT TYPES. [VIEW FULL PORTFOLIO](#)'

The 'Cutting-Edge, PRACTICAL solutions to our clients' needs.' section features a large image of a dome structure and text stating: 'We pride ourselves on being exceptionally responsive to our clients' needs and our mission: "not all" specialty disciplines to form the structure, but also clearly needed to be able to practice the profession we love, while doing things a bit differently and finding the way. [VIEW SERVICES](#)'

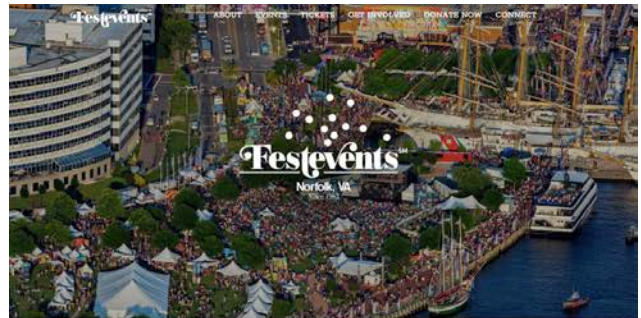
The 'NEWS' section includes four articles:

- ENR's Top 25 Innovators of 2018:** The award Speight Marshall Francis ranks as one of the top 25 innovators of 2018. [MORE INFO](#)
- ENR's Top 25 Innovators of 2018:** Speight Marshall Francis was named "Top Engineering Firm of 2018" for a second year in a row by ENR. [MORE INFO](#)
- Project Design Awards:** Our projects EON North and Phoenix, have earned numerous Building Connected Design Awards, including the Commercial Real Estate (CRA) Design Awards. [MORE INFO](#)
- New Richmond Office Location:** Opened and moved our new Richmond office located at 201 Employment Parkway, Suite 800. [MORE INFO](#)

The 'MEDIA' section features four video thumbnails:

- ENR Straightening the Leaning Tower of Gravity**
- ENR Straightening the Leaning Tower of Gravity**
- NCREA Leaning Tower of Gravity**
- DM Donation School Tour**

FestEvents / festevents.org



We will come together again!

During this crisis, the Festevents staff continues to work hard researching, planning, and developing new, safe community experiences to present, once this is all over. More details will be released on our T.O.I.O. (Thank Goodness It's Over) Series in the near future. Stay safe, Hampton Roads!

The Ask

A complete redesign of the FestEvents website. Move away from a flash based site. Add social media feeds and a ticket/e-commerce functionality. Give the client ability to update with ease.

The Approach

We delivered a complete redesign of client's website. Incorporated new images, social media threads within the website and added e-commerce functionality. The result of this project made the site more mobile friendly and easier for event goers to find events and purchase tickets. This site also increased revenue for the Neptune Festival.



COME HANG OUT WITH US



Norfolk Festevents, Ltd. is a private not-for-profit organization dedicated to producing premier concerts, festivals, ship visits, special events and city celebrations for residents and guests of Hampton Roads. Since 1992, Norfolk Festevents has garnered international acclaim for its outstanding quality programming. Venues include Town Point Park along the Elizabeth River along the Downtown Norfolk Waterfront and Ocean View Beach Park along the Chesapeake Bay in the Ocean View section of Norfolk, Virginia.

Welcome to the Waterfront in Downtown Norfolk, Virginia

Here you'll enjoy high-energy festivals and events, maritime and military cultural attractions, harbor cruises and sunset charters, unique dining and lodging establishments, green spaces and tree-shaded benches, historic walking and biking trails, and more. Every experience along this 3-mile promenade comes with salt air, sea breezes, and ever-changing scenes of our active harbor and aquatic life. Join Norfolk's residents, workers and visitors in discovering endless ways to wind up or wind down at Norfolk's Downtown Waterfront, conveniently located at the Intracoastal Waterway's Zero Mile Mark, along Norfolk's Waterside Drive. [Click here for all the details!](#)

CONNECT WITH #FESTEVENETS

Stay connected and current with us via Instagram, Twitter and Facebook. Catch all the latest events as they are happening and join in on the fun!

OUR SPONSORS

Check out our Sponsors, or as we like to call them, our MBE They help us make all the fun happen!



RELATED VENUES

- About Festevents
- Events
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- Venues
- Sponsors
- Virginia Is For Lovers
- Transportation
- Press Releases
- Contact Us

OCEAN VIEW BEACH PARK

Town Point Park
Park Info
Attractions
TownPoint PointPark
Sponsor a Brick, Bench or Tree

SEARCH THIS WEBSITE FOR:

Field:

NORFOLK ALERT

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Web site designed and powered by Studio Center.

Neptune Festival / neptunefestival.com

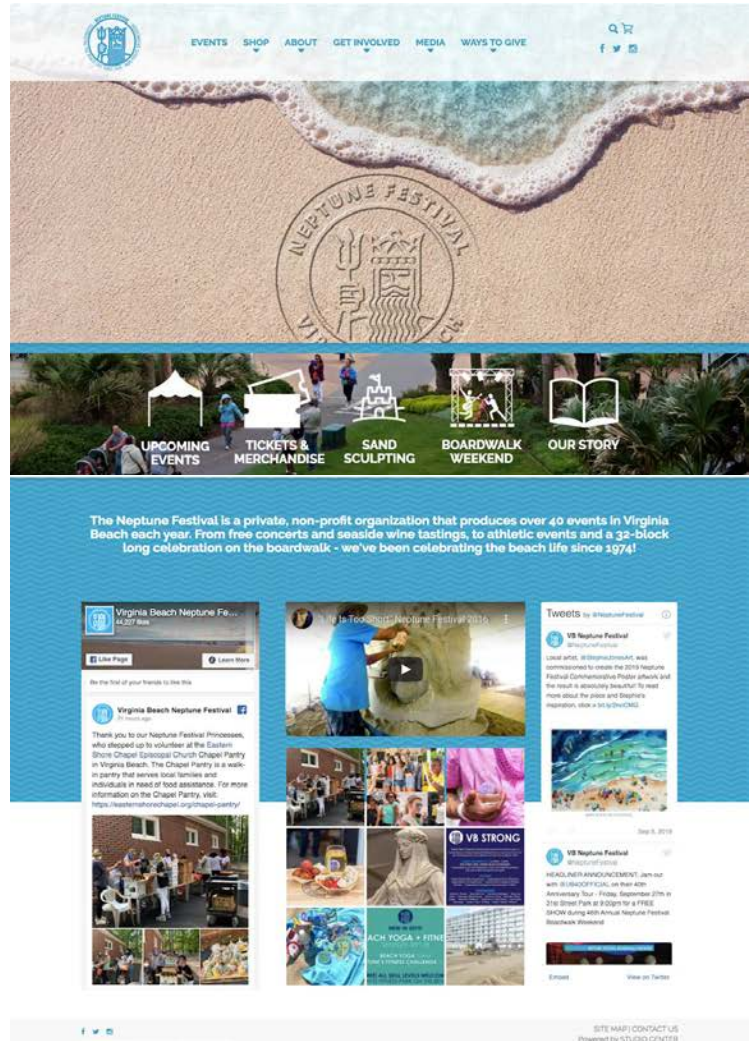


The Ask

Complete redesign of The Children’s Museum of Richmond’s website. Make it inviting. Make it easy for people to become members and donate. Add a robust events calendar that is easily updated on a weekly basis.

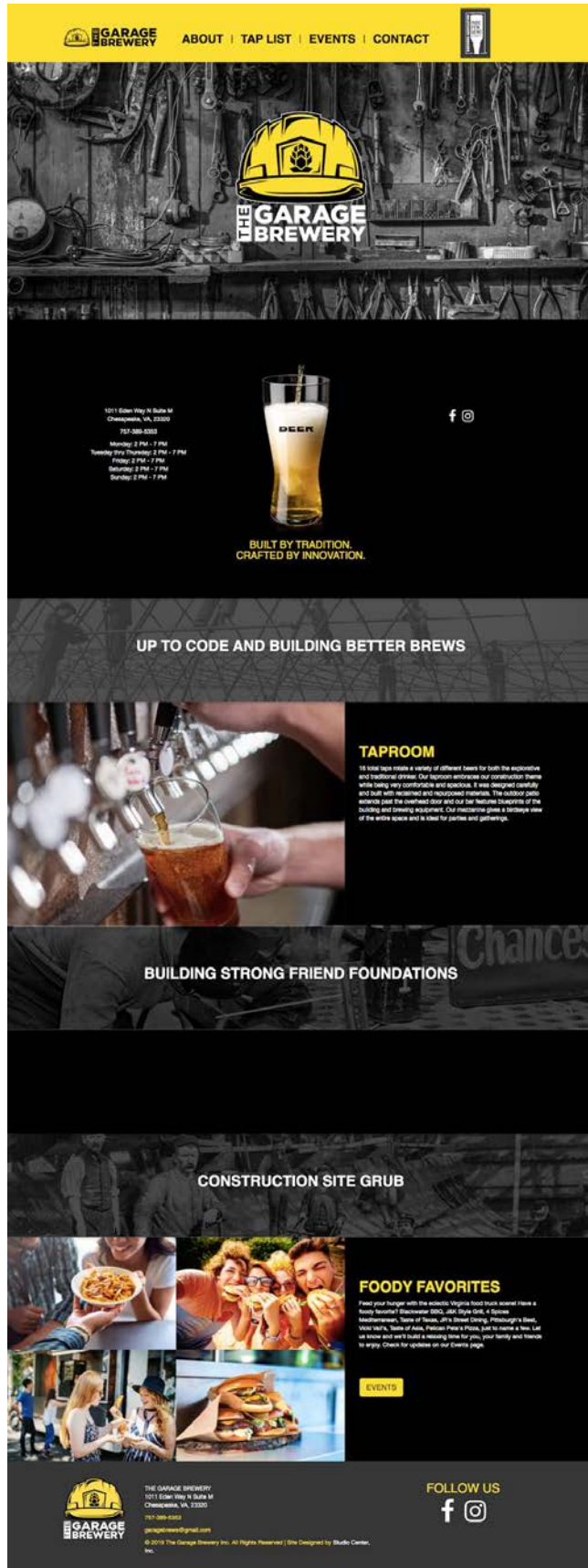
The Approach

We made it big, bold and inviting. In essence, fun, just like the actual museum. All the functionality was built with sophistication and intuitiveness, which improved the user experience exponentially. The result was a new fully functioning, mobile friendly website that made it easier for the client to make changes, as well as the end user to have a wonderful experience.



STUDIO CENTER / CASE STUDIES AND PROOF OF WORK.

Garage Brewery
garage-brewery.com



THE GARAGE BREWERY ABOUT | TAP LIST | EVENTS | CONTACT

1011 Eden Way N Suite M
Chesapeake, VA, 23320
757-366-8333
Monday: 2 PM - 7 PM
Tuesday thru Thursday: 2 PM - 7 PM
Friday: 2 PM - 7 PM
Saturday: 2 PM - 7 PM
Sunday: 2 PM - 7 PM

**BUILT BY TRADITION.
CRAFTED BY INNOVATION.**

UP TO CODE AND BUILDING BETTER BREWS

TAPROOM
10 local taps create a variety of different beers for both the experienced and traditional drinker. Our taproom embraces our construction theme while being very comfortable and spacious. It was designed carefully and built with reclaimed and recycled materials. The address plate outside past the overhead door and our bar features blueprints of the building and brewing equipment. Our mission is give a unique view of the entire space and to feed for parties and gatherings.

BUILDING STRONG FRIEND FOUNDATIONS

CONSTRUCTION SITE GRUB

FOODY FAVORITES
Feed your hunger with the delicious Virginia food truck inspired items a foody favorite? Blackwater BBQ, J&B Style Grill, 4 Spines Mediterranean, Slice of Texas, and Bread Craving. Mississippi Beer, Wolf Walk, Taste of Asia, Pardon Peas & Potatoes, just to name a few. Let us know and we'll build a menu just for you, your family and friends to enjoy. Check for updates on our events page.

EVENTS

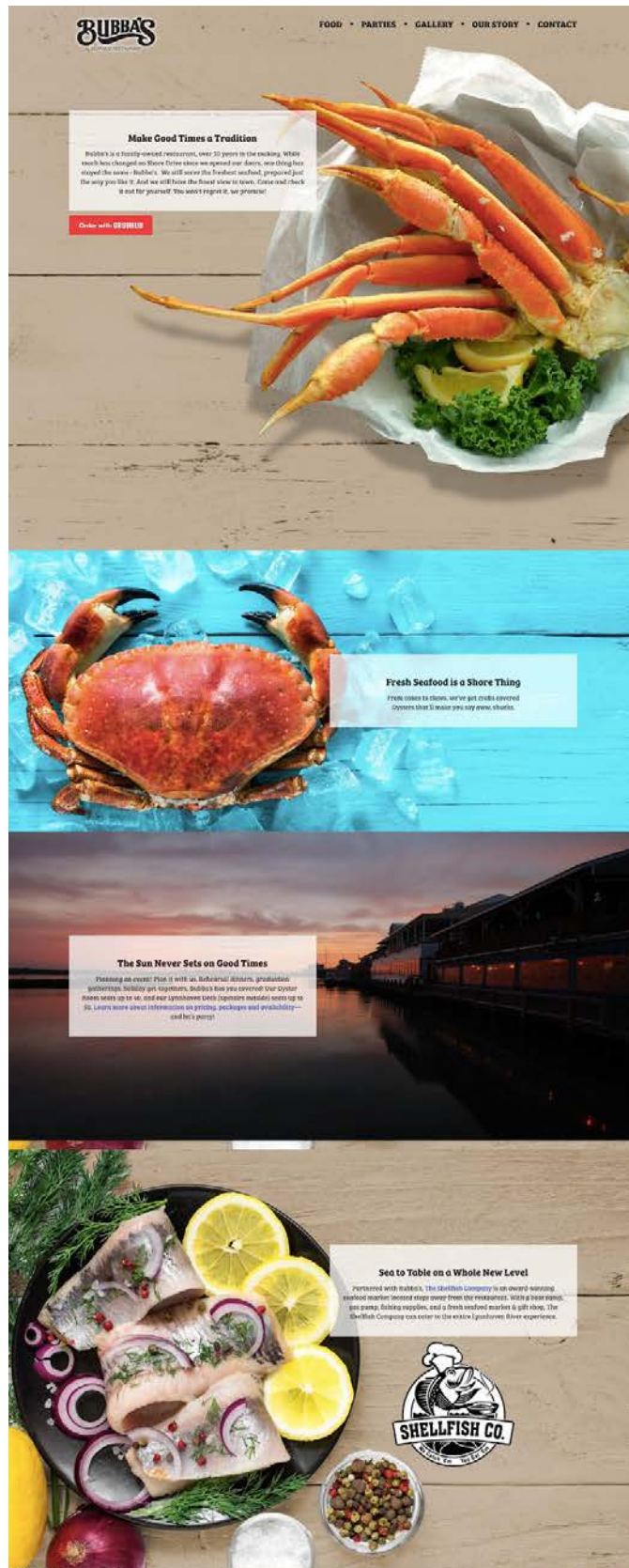
FOLLOW US

THE GARAGE BREWERY
1011 Eden Way N Suite M
Chesapeake, VA, 23320
757-366-8333
garagebrew@gmail.com
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Bubba's Seafood Restaurant

bubbasseafoodrestaurant.com



STUDIO CENTER / CASE STUDIES AND PROOF OF WORK.

Miller Injury Group
millerinjurygroup.com



MILLER
INJURY GROUP PLC

ABOUT PRACTICE AREAS MEET OUR LEGAL TEAM BLOGS CONTACT

DO I HAVE A CASE?

WHERE COMPASSION MEETS COMPENSATION

CONTACT US
T 757-900-9110
F 757-900-9928
E brad@millerinjurygroup.com
OFFICE HOURS:
M-F 9:00 AM - 5:00 PM
We will be glad to meet you anytime.
We will come to you! Just call!

OUR GOAL
We strive to establish strong client relationships through highly personalized representation. Each client is unique, so our staff is always accessible and working to ensure their specific needs are met.
We provide unparalleled service and work on your behalf to get you the best result possible.

OUR MISSION

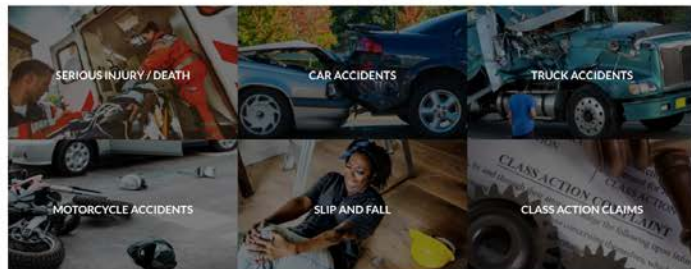
LEARN MORE

Brad and his office have been such a blessing to work with. I always feel informed and totally "in the loop" with what's going on behind the scenes. They really made life easy when it came to my case and exceeded my expectations when all was said and done.

Matthew Gay



PRACTICE AREAS



OFFICE

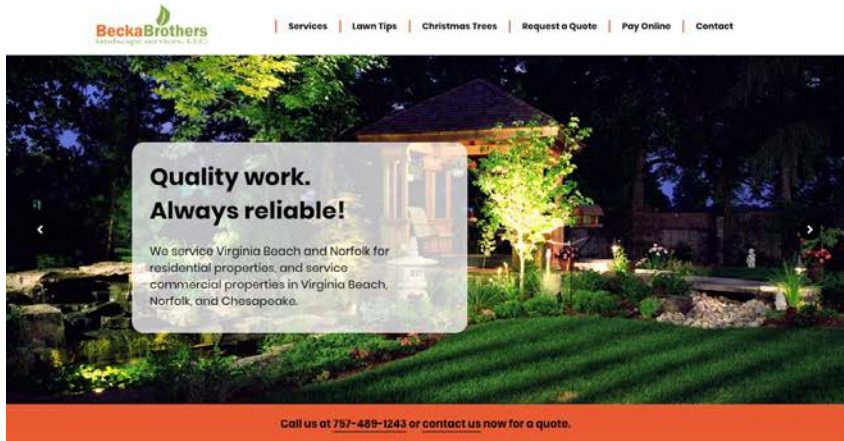
1404 Hilltop West Executive Center
Suite 208
Virginia Beach, VA 23451
T 757-900-9110
F 757-900-9928
Email Us!

MEET OUR LEGAL TEAM

Brydford Miller
Alex Miller
Pam Newlin
[Learn more about our Legal Team](#)

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**Becka Brothers
Landscape Service**
beckabrotherslawn.com



Who We Are

Founded in 2009, Becka Brothers is a family owned and operated company established by Mike and Chase Becka. The company was founded with a commitment to provide superior landscape services at affordable prices. Now owned and operated by Mike Becka and William Pittman, we continue that same philosophy today.

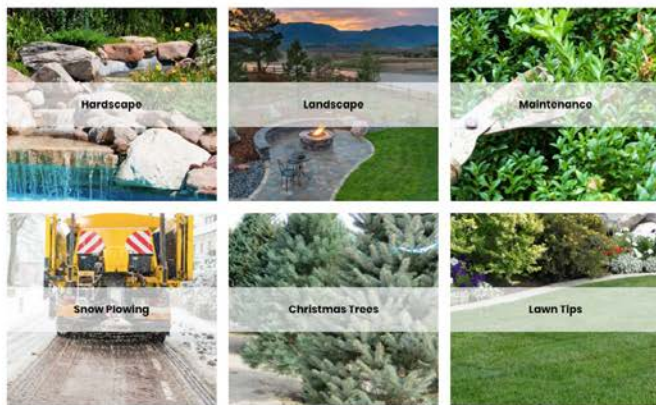
[REQUEST A QUOTE](#)



Pay Online

Becka Brothers accepts online payments for your convenience. Click below to set up a payment account.

[PAYMENT ACCOUNT](#)



About Becka Brothers

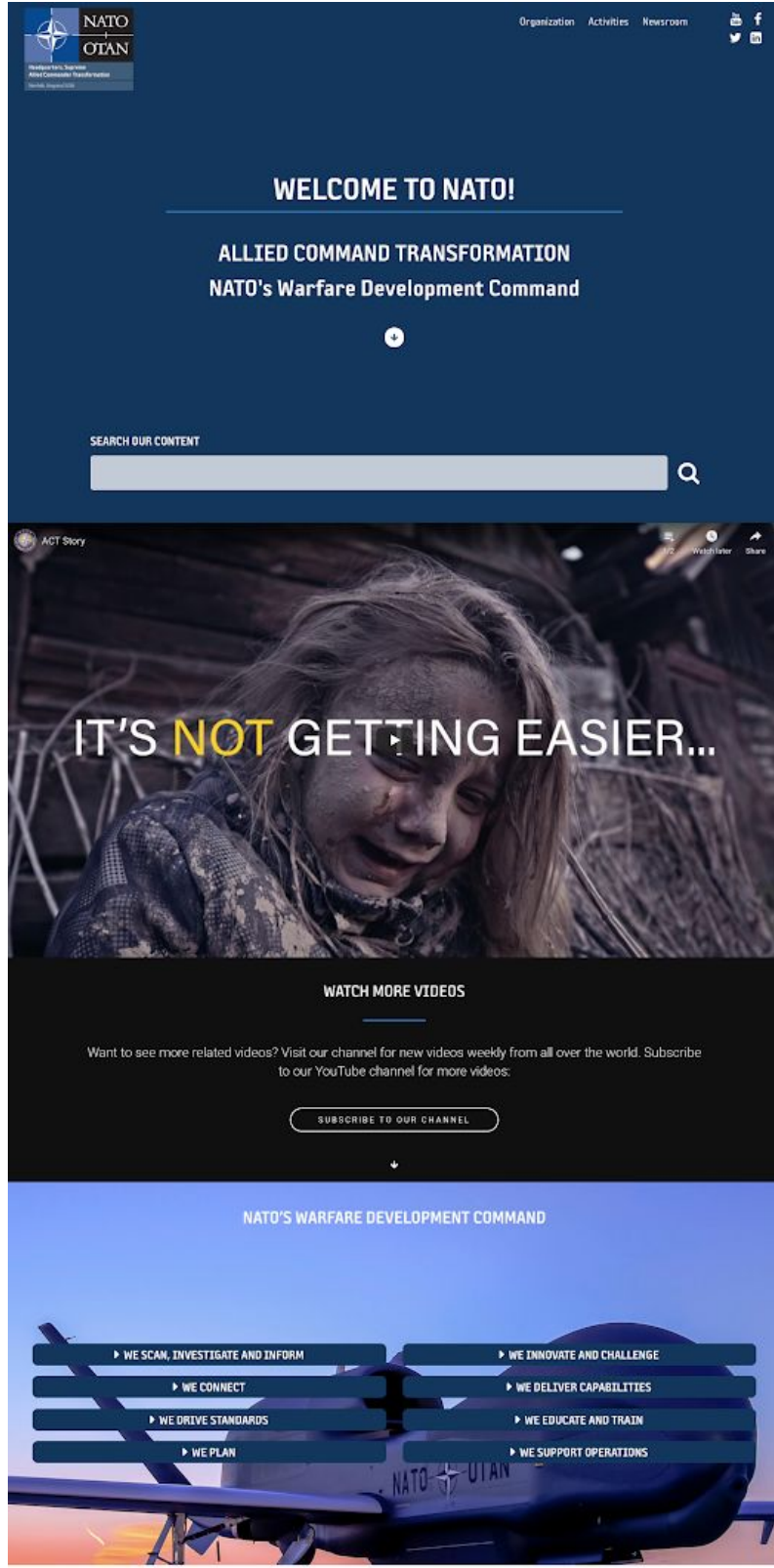
Becka Brothers is a family owned-and-operated company established by Mike and Chase Becka in 2009. We provide quality lawn care and maintenance for commercial and residential properties.

[FIND US ON FACEBOOK](#)

Complete Lawn Care

- Seasonal Clean-up
- Lawn Mowing
- Edging
- Bush/Shrub Trimming
- Flower Bed Maintenance
- Sodding
- Mulch Installation
- Core Aeration & Seeding


NATO
act.nato.int







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**Atlantic Shores
Christian School**
shoreschristian.org


Call 757-479-1125/Elementary Campus or 757-479-9598/Secondary Campus



ABOUT ADMISSIONS ACADEMICS ATHLETICS GUIDANCE PARENTS ALUMNI GIVING






NOW ENROLLING

All Enrollment is now done online! Click the link below to request more information, take a virtual tour, and find out how to apply online.

[REQUEST MORE INFORMATION](#)




RE-ENROLL NOW!

RE-ENROLLMENT NOW OPEN

Early re-enrollment ends April 30. Make sure you re-enroll before this date to enjoy your discounted rate. If you need help at any time, just call the school office and we will be glad to walk you through the process.


[RE-ENROLL TODAY](#)



ESSENTIAL PERSONNEL CHILD CARE

Atlantic Shores is partnering with the City of Chesapeake to provide child care for essential personnel. Please click the button below for more information.


[MORE INFORMATION](#)



COVID-19 UPDATE


Atlantic Shores will be **CLOSED for the 2019-2020 school year**. School Office Hours are Monday - Friday, 8:00 am - Noon.

[MORE INFORMATION](#)



CLICK HERE TO APPLY FOR FINANCIAL AID FOR 2020-2021.

[SMART AID](#)





FIND EVERYTHING YOU NEED ON OUR PARENT DOCUMENT PAGE


From here, you can find Summer Reading Assignments, Community Service Forms, School Supply Lists and more.

[PARENT DOCUMENTS](#)

CONNECT WITH US    







CONTACT US

ATLANTIC SHORES CHRISTIAN SCHOOL
1217 Centerville Turnpike N.
Chesapeake, VA 23320
ascsupport@shoreschristian.org

Elementary Office **Secondary Office**
Ph - 757-479-1125 Ph - 757-479-9598
Fax - 757-479-8762 Fax - 757-479-5311



SEARCH

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**Bay Beach
Veterinary Hospital**
baybeachvets.com



If you live in Virginia Beach or the surrounding area and need a trusted veterinarian to care for your pets – look no further. Bay Beach Veterinary Hospital is here to provide your pet with thorough, state-of-the-art veterinary medical services. We focus on preventative medicine, surgery, and dental care.

Our comfortable, clean hospital provides a separate cat waiting area, spacious exam rooms, and a friendly, experienced staff to make your veterinary experience a positive one.

We offer appointments by day, and emergency services after 5pm on weekdays and 24 hour on the weekends.

Call us for an appointment today! (757) 340-3913

For emergencies, during normal business hours, visit baybeachemergencyvets.com

Or use our new TeleVet service!




In an effort to make scheduling an appointment easier, we have partnered with PetDesk. Try it!



Or download the PetDesk App to your mobile device here!



ADDENDA.

ADDENDA.

Randolph Community College 629 Industrial Park Avenue Asheboro, NC 27205	ADDENDA 1
	RFP# 864192007
	Commodity: Website Design
	Using Agency Name: Randolph Community College
	Date: Wednesday, April 15, 2020

This addendum addresses the following:

Response to Vendor Questions:

Question: How will the evaluation of the website be scored if the website is not yet operational and research has not yet been completed?

- **Answer: Please provide information as to websites that you have created that are similar to the specifications required. Potential vendors will be evaluated by the website examples they provide.**

Question: Does the new site design and management include a redesign of the student portal?

- **Answer: No, it does not include a redesign of the student portal.**

Question: Are you open to open source CMS like WordPress, Drupal, etc.

- **Answer: We are open to open source CMS but RCC does not have a webmaster on staff so they will need to provide information on how they will manage the labor and additional security involved with an open source CMS.**

Question: Is it your idea that the CMS providers also build websites? Or is the expectation that the vendor will build you a bespoke CMS (which would be very expensive)? As well this requirement may be to the detriment of your site as fixed price use means your license would throttle usage after a certain amount of bandwidth used, this leads to very poor user experience.

- **Answer: It is not our expectation that a company do everything in house but it is the expectation that they support the recommendations they make including but not limited to cloud services, licensing etc.**

Question: The current standard is to use cloud services, which are 3rd parties, due to security and scalability. Is there a reason for this retro requirement?

- **Answer: It is not our expectation that a company do everything in house but it is the expectation that they support the recommendations they make including but not limited to cloud services, licensing etc.**

Question: On p. 3 of the RFP it states that questions are due on April 17 but on p. 5 the deadline for questions is April 22. Can you clarify which is correct?

- **Answer: Questions are due by April 22, 2020 and will be answered on or by 5 pm on April 27, 2020.**

Question: According to the RFP physical submission is required. However, due to the current pandemic, is submitting through the Interactive Purchasing System (IPS) or email an option to replace physical submission?

- **No, physical submission is required.**

ADDENDA.

By providing signature below, the vendor is indicating that they have reviewed the question(s) and answer(s) for IFB/RFQ No. 99-MP19075. ***This Addendum should be signed and returned with the IFB/RFQ package.***

Studio Center Corporation

Company

Peter Bouker, Comptroller

Printed Name



Signature

04/28/2020

Date

STUDIO CENTER / CONTACT INFORMATION.

STUDIO CENTER / [CONTACT INFORMATION.](#)

Lanley Lakes
Account Manager

Lanley@StudioCenter.com

757.622.2111 (o) / 703.789.7161 (m)

161 Business Park Drive • Virginia Beach, VA 23462

StudioCenter.com

Thank You.
