



Town of Simsbury

933 HOPMEADOW STREET

P.O. BOX 495

SIMSBURY, CONNECTICUT 06070

Thomas F. Cooke – Director of Administrative Services

REQUEST FOR PROPOSALS **CELL PHONE TOUR SERVICES**

March , 2011

The Town of Simsbury (the “Town”) is seeking proposals for creation and maintenance of a cell phone audio tour of historic sites and sites of interest in its downtown. **Proposals must be received no later than 4:30 PM, Friday, March 18, 2011. Three (3) copies should be submitted to Thomas F. Cooke, Director of Administrative Services, Town of Simsbury, 933 Hopmeadow Street, P.O. Box 495, Simsbury, CT 06070.**

Project Overview

Simsbury, a quintessential New England community situated along the banks of the Farmington River, is fortunate to have a number of historic sites in the center of town, all within easy walking distance of one another. In order to enhance the experience of visitors to the Town, to encourage tourism and to increase patronage of the Town’s shops and restaurants, the Town intends to create a cell phone audio tour featuring these historic sites and other points of interest. Participants in the tour will be able to use their cell phones to learn about specific sites as they walk along Hopmeadow Street, moving easily from one site to the next on foot and with the guidance of the cell phone tour. The Town seeks to enter into a contract with a provider of audio cell phone tour services (the “Provider”) to create and maintain the audio cell phone tour.

Services to be Provided by the Provider

- A web-based administrative platform which, for a fixed fee:
 - Does not require any software installation by the Town; and
 - Provides ample content storage space for the Town.
- Audio of sufficient quality that it may be easily understood outdoors and next to a road.
- The option for the Town to upload files or to record over the telephone.
- A fixed fee for unlimited use by users of the audio cell phone tour.
- The option to add or delete “sites” to the cell phone tour when and as desired by the Town, at a fixed fee.
- Marketing consulting services to include marketing templates to assist the Town in promoting use of the cell tour.
- Technical support available twenty-four (24) hours per day, seven (7) days per week.

Telephone (860) 658-3230
Facsimile (860) 658-9467

tcooke@simsbury-ct.gov
www.simsbury-ct.gov

An Equal Opportunity Employer
8:30 – 7:00 Monday
8:30 – 4:30 Tuesday through Friday

- Reports on cell phone tour usage, available twenty-four (24) hours per day, seven (7) days per week, including but not limited to:
 - Number of uses; and
 - Specifics of each use (including what cell phone “sites” were visited).
- A local telephone number designated for the tour.
- A thirty (30) day cancellation provision without penalty.
- A system for cell phone tour users to provide feedback on the tour.

Optional Services from Provider

- The capacity to add video and other services accessible by smart phones

Materials to be Provided by the Town

- The Town will identify the sites to be included in the tour and will provide the necessary recordings for each site.

Responses to the RFP Should Include the Following:

- System capabilities, in outline form, addressing the above-described requirements.
- The specific costs for:
 - Project development;
 - Installation; and
 - Annual maintenance.
- Brief narrative for the scope of services and anticipated level of effort for the three project phases identified above. Include description of qualifications of staff for each task and all materials required by the town for each phase of the project.
- **One (1) specific sample of the services provided by the Provider which best exemplifies the quality of the Provider’s product.**

Next Steps in the Selection Process

Selected respondents will be asked to review their proposals with the Town committee responsible for selection of a Provider. The Town intends to complete this project quickly with the goal of having an operational system in place no later than April 1, 2011.

Any and all questions concerning this RFP should be directed to Thomas Cooke, Director of Administrative Services, at (860) 658-3264 or in writing via e-mail at tcooke@simsbury-ct.gov.