



Request for Proposal Web Development and Hosting Services

UTAH STATE FAIRPARK

RFP# WEB260114

Solicitation Title: Web Development and Digital Services

Release Date: Wednesday, January 14, 2026

Deadline for questions: Monday, February 2, 2026 4:00PM

Proposal Submission By: Friday, February 6, 2026 4:00 PM

Oral Presentations (by invitation): Thursday, February 12, 2026

Selection Announcement: Tuesday, February 17, 2026

For Information contact: Nicki Claeys

801.538-8400

nicki@utahstatefair.com

Section 1 - Introduction & Scope of Expectations

1.01 Introduction

The Utah State Fair Corporation (USFC) invites qualified firms to submit proposals for the redevelopment of the primary public-facing website platform. This platform serves both year-round Fairpark operations and the annual Utah State Fair. The goal is to create a modern, fully accessible (WCAG 2.2 AA), mobile-first, and secure site that effectively supports events, sponsors, vendors, and the community.

1.02 Project Objectives

The redesigned website must achieve the following:

- A. Structural Preservation: Maintain the successful dual-pathway navigation currently found on utahstatefair.com, ensuring a seamless transition between year-round Fairpark rental/event operations and the seasonal Utah State Fair experience.
- B. Mobile-First Design: Ensure full responsiveness across all modern devices and screen sizes.
- C. Ticketing Integration: Integrate smoothly with third-party ticketing vendors (to be selected in a separate RFP).
- D. Mobile App Integration: Support data sharing with major Fair mobile app platforms (e.g., Grandstand, Aloomba).
- E. Accessibility Mandate: Meet or exceed WCAG 2.2 AA standards.
- F. CMS Usability: Provide an intuitive CMS for internal content management, including an emergency alert bar.

1.04 Term

- A. The contract resulting from this RFP will be for a three (3) year term. With two separate one (1) year options to renew. Potentially bringing the term of the contract to five (5) years. The contract

will begin on _____, 2026, and end on _____, 2028 (unless the options to renew are exercised)

1.05 Scope of Work

The selected vendor will be responsible for the following:

- A. Full website design and user experience development
- B. Content architecture and navigation planning
- C. CMS setup and configuration
- D. Website hosting environment setup and security configuration
- E. Integration with ticketing system selected via separate procurement
- F. Integration with major Fair mobile platform providers
- G. Development of reusable content components and templates
- H. Content migration support and redirect mapping
- I. Implementation of Google Tag Manager, GA4, and Meta/Google tracking pixels
- J. Creation of an Emergency Alert Bar that staff can enable instantly
- K. Events Calendar & Scheduling Requirements:

The website platform must include a centralized event management system capable of powering multiple public event views.

1. Calendar requirements:

- a. Single event record can populate multiple filtered calendars (Fair, Fairpark, Arena, etc.).
- b. Events may be categorized, tagged, and assigned to multiple venues.
- c. Multiple display formats: list, grid, daily schedule.
- d. "Add to Google/Apple Calendar" links for all events.
- e. Integration with ticketing system selected via separate RFP.
- f. Staff must be able to update events without vendor involvement.

L. Multi-Site / Multi-Section Website Architecture Requirements:

The website platform must support a multi-site (or multi-section) structure, enabling both the Utah State Fair (seasonal) and the Utah State Fairpark (year-round) to operate within one unified CMS while presenting distinct public-facing experiences.

1. Requirements include:

- a. Shared CMS, user roles, media library, components, and asset storage.
- b. Independent navigation structures for the Fair and Fairpark sections.
- c. Ability to apply distinct branding themes and visual identity styles for the Fair section.
- d. Support for a separately designed Fair homepage layout.
- e. Ability to highlight seasonal Fair branding during Fair season and return to a standard Fairpark experience afterward.
- f. Shared analytics framework across both site sections.
- g. No duplication of effort: updating content in one place must propagate anywhere it appears across the site.

1.06 Accessibility Requirements (WCAG 2.2 AA)

- A. Accessibility is a core requirement. The final website must meet WCAG 2.2 AA standards. The selected vendor must:

- 1. Conduct and document accessibility testing
- 2. Provide an independent third-party accessibility audit prior to launch

3. Remedy all identified accessibility issues at no additional cost before final acceptance

1.07 Security, Hosting, and Performance

- A. Must provide hosting environment with 99.9%+ uptime
- B. Must support TLS 1.2+ encryption and HTTPS enforcement
- C. Must provide Web Application Firewall (WAF) and DDoS protection
- D. Must implement OWASP Top 10 security hardening practices
- E. Must ensure fast load performance and compliance with Core Web Vitals

1.08 Ongoing Support & Service Level Agreements (SLAs)

- A. Response Time Requirements:
 - 1. Critical issues (site down or ticketing interface failure): 1 hour response
 - 2. High-priority functional issues: 4–12 hours
 - 3. Standard issues: 1–2 business days

1.09 Project Timeline

- A. The website must be fully launched and operational no later than April 30, 2026. Phased proposal submissions will not be accepted. The solution must be delivered as a complete launch-ready implementation.

1.10 Proposal Submission Requirements

- A. Proposals must include:
 - 1. Company background and experience
 - 2. Proposed project team and key personnel
 - 3. Technical approach and CMS platform justification
 - 4. Accessibility methodology
 - 5. Example portfolio demonstrating similar projects
 - 6. Project timeline and implementation schedule
 - 7. Detailed pricing and cost breakdown

Section 2 – General Instructions

2.01 Deadline for Proposals

Proposals shall be received by USFC no later than **4:00 p.m. Mountain Standard Time on Friday, February 6, 2026**. Proposals may be emailed to Nicki Claeys, nicki@utahstatefair.com or hand delivered during business hours, Monday – Friday, 8:00 a.m. to 4:00 p.m. or otherwise transmitted to the address below:

Utah State Fairpark
155 North 1000 West
Salt Lake City, Utah 84116
Attention: Nicki Claeys

2.02 Electronic Mail Address Required

The majority of communication regarding this procurement will be conducted by electronic means (email). The offeror must provide a valid email address to receive copies of submittal questions pursuant to the terms of this RFP.

2.03 Email Questions Regarding Interpretation of the RFP and Contract Documents

At any time during this procurement up to Monday, February 2, 2026 Offeror may request, in writing via email, clarification or interpretation of any aspect of the Opportunity. Such written requests shall be made to the above addressee. The proposer making the request shall be responsible for its proper delivery to USFC.

If it should appear to a prospective Offeror that the performance of the work under the Contract or any of the matters relating thereto, is not sufficiently described or explained in the documents, or that any ordinance, rule, regulation, or other standard or requirement, the Offeror shall submit a written (via Email) request for clarification to the USFC within the time period specified above. All responses prepared in reply to a request for clarification will be sent to all proposers and posted on the Fairpark website utahstatefair.com under "RFP". All bidders are responsible for keeping informed of any revisions to this RFP.

Nicki Claeys

Email: nicki@utahstatefair.com

2.04 Oral Presentations

Following Evaluation of Written Proposals, Offeror(s) may be requested to provide oral presentations to the USFC. Failure to comply with such request will disqualify Offeror from bid process. Selection is at the sole discretion of the USFC and a contract may be awarded based on the initial proposals received.

Section 3 – PROPOSAL INSTRUCTIONS AND GENERAL PROVISIONS

UTAH STATE FAIR CORPORATION

3.01 PROPOSAL PREPARATION:

- A. Failure to examine documents or carefully read all instructions and specifications will be at BIDDER'S risk.
- B. All prices and notations must be in ink or typewritten. No erasures permitted. Errors may be crossed out and corrections printed in ink or typewritten adjacent and must be initialed in ink by person signing quotation.
- C. Price each item separately. Unit price shall be shown, and a total price shall be entered for each item offered. The unit price will govern if there is an error in the extension.
- D. Prices quoted must be firm for complete delivery of services specified.
- E. Delivery of services as proposed is critical and must be adhered to.

3.02 SUBMITTING THE PROPOSAL:

- A. The proposal must be signed in ink. If mailed, sent in a properly addressed envelope to the UTAH STATE FAIRPARK, 155 North 1000 west, SLC, UT 84116. The "Solicitation Title" and "Due Date" must appear on the outside of the envelope.
- B. Proposals, modifications, or corrections received after the closing time on the "Due Date" will be considered late and treated accordingly. Your proposal will be considered only if it is submitted on the forms provided by the USFC. Emailed quotes are submitted at the sole option and risk of the vendor and must be responsive to all conditions and specifications included in the request.
- C. No charge for delivery, drayage, express, parcel post, packing, cartage, insurance, license fees, permits, costs of bonds, or for any other purpose will be paid by the USFC unless specifically included in the proposal and accepted by the USFC.

- D. All purchases are subject to the Purchasing and Procurement Policies as adopted by the USFC.
- E. By signing the proposal, the offeror certifies that all information provided is accurate; that he/she offers to furnish materials/services for purchase in strict accordance with the requirements of this proposal including all terms and conditions; that prices quoted may not be withdrawn for a period of 120 days from proposal due date.

3.03 BONDS: The USFC has the right to require a bid or proposal bond, payment bond and/or a faithful performance bond from the offeror in an amount not to exceed the amount of the contract.

3.04 PROPRIETARY INFORMATION: Suppliers are required to mark any specific information contained in their proposal which is not to be disclosed to the public or used for purposes other than the evaluation of the proposal. Each request for nondisclosure must be accompanied by a specific justification explaining why the information is to be protected. Pricing and service elements of any proposal will not be considered proprietary. All material becomes the property of the USFC and may be returned only at the USFC's option. Proposals submitted may be reviewed and evaluated by any person (s) at the discretion of the USFC.

3.05 SAMPLES: Samples, brochures, etc., when required, must be furnished free of expense to the USFC and if not destroyed by tests may, upon request made at the time the sample is furnished, be returned at the offeror's expense.

3.06 AWARD OF CONTRACT: (a) The contract will be awarded with reasonable promptness, by written notice, to the offeror whose proposal is determined to be the most advantageous to the USFC, taking into consideration price and evaluation factors set forth in the opportunity. The contract file shall contain the basis on which the award is made. (b) The USFC can reject any and all proposals.

And it can waive any informality, or technicality in any proposal received, if the USFC believes it would serve the best interest of the USFC. (c) Before, or after, the award of a contract, the USFC has the right to inspect the offeror's premises and all business records to determine the offeror's ability to meet contract requirements. (d) Proposals will not be available for public review. Proposals will be seen only by authorized staff and those selected to evaluate them.

3.07 ANTIDISCRIMINATION ACT: The offeror agrees to abide by the provisions of the Utah Antidiscrimination Act, Title 34 Chapter 35, U.C.A. 1953, as amended, and Title VI and Title V II of the Civil Rights Act of 1964 (42 USC 2000e), which prohibit discrimination against any employee or applicant for employment, or any applicant or recipient of services, on the basis of race, religion, color, or national origin; and further agree to abide by Executive Order No. 11246, as amended, which prohibits discrimination on the basis of sex; 45 CFR 90 which prohibits discrimination on the basis of age, and Section 504 of the Rehabilitation Act of 1973 or the Americans with Disabilities Act of 1990, which prohibits discrimination on the basis of disabilities. Also, offeror agrees to abide by Utah's Executive Order, dated June 30, 1989, which prohibits sexual harassment in the workplace.

The offeror further agrees to furnish information and reports to the USFC, upon request for the purpose of determining compliance with these statutes. This contract may be canceled if the offeror fails to comply with the provisions of these laws and regulations. OFFEROR MUST INCLUDE THIS PROVISION IN EVERY SUBCONTRACT OR PURCHASE ORDER RELATING TO PURCHASES BY THE USFC TO ENSURE THAT SUBCONTRACTORS AND VENDORS ARE BOUND BY THIS PROVISION.

3.08 Notice to responders: the terms and conditions of this RFP along with additional language required by law will be transferred into a formal agreement "CONTRACT" that must be executed by both parties. The awarding of this opportunity will not be recognized until the "CONTRACT has been fully executed.

Section 4 - Evaluation Negotiation and Award

4.01 Proposals will be evaluated based on the specific responses to all individual items, with consideration given to how they relate to the Offeror's qualifications, proven expertise and experience in the industry, overall marketing support, quality of management of staff, and customer service philosophy: as well as financial considerations, proposed equipment levels, and completeness of the response.

USFC reserves the right to consider all elements entering into determining the qualifications of the Offeror, and to accept or reject any or all bids and any part or parts of any bid. USFC reserves the right to accept or reject any quote as determined to best serve the needs of the USFC and reserves the right to award all or a portion of the RFP. After evaluation of the RFP responses, agencies may be selected to make oral presentations. Selection is at the sole discretion of the USFC and a contract may be awarded based on the initial quotes received.

4.02 Evaluation Criteria & Weighted Scoring

USFC will evaluate proposals using the following weighted scoring matrix. Vendors should address each criterion clearly.

Evaluation Category	Description	Weight (%)
Cost Proposal	Total cost of ownership and pricing transparency.	25%
Design & User Experience Quality	UX approach, navigation clarity, component reusability, and template usability.	20%
Technical Solution & CMS Approach	Platform stability, editor usability, integration readiness, scalability, and maintainability.	25%
Understanding of Project Goals	Demonstrates clear understanding of Fairpark operations, Fair seasonal needs, and required website functionality.	15%
Relevant Experience & References	Past work on public-facing or event-focused websites and multi-site builds.	15%

Section 5 – Attachment B

5.01 DEFINITIONS

"Request for Proposal" means all documents, attached, or incorporated by reference, used for soliciting proposals.

"Utah State USFC or USFC" is the soliciting party and is responsible for issuing the Request for Proposal and subsequent Agreement to the successful offeror.

"Offeror" is the person or any legal entity that chooses to submit a response to the Request for Proposal.

"Pronouns" All personal pronouns used, whether used in a masculine, feminine, or neuter gender, shall include all genders. The singular shall include the plural and the plural shall include the singular.

"Annual State Fair" means the Utah State Fair held at the Utah State USFC in Salt Lake City, Utah. It is generally held during the month of September, traditionally starting the Thursday after Labor Day and

ending the Sunday eleven days thereafter. The beginning date and the number of operating days for the Annual State Fair are subject to change.

"Interim Events" means any event held on the Utah State USFC other than the Annual State Fair.

"Can", "may", "should", "preferably", or "prefers" to identify a desirable or discretionary item or factor.

"Must, shall", "will", or "require" identify a mandatory item or factor.

5.02 CONTRACT ADMINISTRATOR

Currently, the Contract Administrator for this Agreement will be USFC's Executive Director. This individual is designated to administer the Agreement and may delegate this responsibility to an individual of his/her choosing on behalf of the USFC.

5.03 TERMINATION

The Agreement in its entirety may be terminated if:

A. The USFC

1. At the end of the initial three (3) year term if the USFC chooses to exercise its right not to extend the agreement; or
2. At the end of either of the (1) one year extensions the USFC chooses to exercise its right not to extend the agreement.

B. The Offeror is in "Default" as described below:

1. Failure to observe, perform, or comply with any of the terms, covenants, agreements, or conditions contained in the Agreement; or
2. Offeror ceases operation of a facility (other than due to an event of Force Majeure, condemnation, or casualty) and does not cure such failure, after receiving written notice, in the time appropriated by the USFC; or
3. Any petition is filed by or against the Offeror under any section or chapter of the Federal Bankruptcy Act or any other Federal or State bankruptcy or other similar law, and such petition is not dismissed within sixty (60) days after the date of such filing; or
4. The Offeror, its agents or employees, or its sub-contractor and its employees, engages in any illegal business while within the USFC property and/or its facilities, or while representing the USFC.

C. Either the Offeror or the USFC chooses to terminate without cause in writing, with at least sixty (60) days written notice.

5.04 INCOPORATION BY REFERENCE

This Request for Proposal, written clarifications to the Request for Proposal, responses to questions, and the concessionaire's response to the Request for Proposal along with their Best and Final Offer shall be incorporated by reference in the proposed Agreement.

5.05 TAXES, LICENSES, AND DEBTS

The Offeror shall promptly pay all taxes and other extractions assessed, pay all licenses and permit fees applicable, acquire and keep current all licenses, local, state, or federal, required as the result of the Offeror operations at the USFC, and pay all providers in a timely manner. In the event the Offeror fails

to obtain and maintain proper licenses, and/or fails to maintain good standing with its providers, the proposed agreement may be terminated.

5.06 STATUS OF CONTRACOR

The Offeror and its agents and employees are independent contractors performing services for the USFC and are not nor ever will be employees of the USFC. The offeror acknowledges that all sums received are personally reportable by it for income tax purposes as self-employment or business income and are reportable for self -employment tax.

5.07 ASSIGNMENT

The Offeror shall not assign or transfer any interest in the proposed agreement or assign any claims for money due or to become due under this proposed agreement.

5.08 SUBCONTRACTING

The Offeror shall not subcontract any portion of the services to be performed under the proposed agreement without the prior written approval of the USFC.

5.09 PRODUCT OF SERVICE (COPYRIGHT)

All materials and/or products developed and produced by the Offeror under the proposed Agreement shall become property of the USFC and shall be delivered to the USFC no later than the termination date of the proposed Agreement. Nothing produced, in whole or in part, by the Offeror under the proposed agreement shall be the subject of an application for copyright by or on behalf of the Offeror.

5.10 NOTIFICATION

- A. USFC intends to complete evaluations in a timely and efficient manner. Qualified Offerors may be selected to prepare formal presentations. USFC will notify all Offerors via email of the disposition of their response upon selection of the successful Vendor.
- B. Following evaluation of written proposals, Offerors may be requested to offer oral presentations to USFC. Failure to comply with such request will disqualify Offeror from bid process. Selection is at the sole discretion of the USFC and contract may be awarded based on the initial proposals received.