



## REQUEST FOR PROPOSALS

Canal Place Preservation and Development Authority  
Contractor  
for  
“Augmented Reality App”

Canal Place Preservation and Development Authority  
Western Maryland Railway Station  
13 Canal Street, Suite 301  
Cumberland, Maryland 21502  
Office: (301) 724-3655  
Fax: (301) 724-3659  
Email: kimberly.folk@maryland.gov

**WARNING:** A prospective offeror who has received this document from a source other than the Issuing Office should immediately contact the Issuing Office and provide that office with the prospective offeror’s name and mailing address so that amendments to this Request for Proposals or other communications can be sent to the prospective offeror. Failure to contact the Issuing Office may result in non-receipt of important information.

ISSUED DATE: \_\_\_\_\_

TO: \_\_\_\_\_ Prospective Offeror

## **Request For Proposals (RFP)**

### **SECTION I. GENERAL DESCRIPTION**

#### **A. Project Overview.**

The Canal Place Preservation and Development Authority (CPPDA) invites proposals from qualified vendors to provide services related to the development of an Augmented Reality Experience (“app”) for the Passages of the Western Potomac Heritage Area. The app will showcase up to 12 heritage sites throughout Allegany County and offer live video of the sites with overlaid photography depicting historical views and sights.

#### **B. Purpose.**

The selected contractor will develop the app, including all software engineering, computer coding, and design work involved. Development of the app will require the contractor to take all original photography and videography, as well as arrange for the use of historical photography, including securing any permission necessary to use copyrighted material. The contractor will lead the project and work with the CPPDA on all aspects of development of the app. This will include providing the CPPDA with guidance on the development of the app, any software needed, any licensing or copyright authorization needed, and any research, photography, videography, and implementation that the project entails. The contractor will develop a timeline and budget with the CPPDA and adhere to them once established. The preferred candidate would have experience in app development, design, implementation, marketing, and overall project management of app development projects. A background in local history, photography, videography is beneficial. Upon completion of the app and once all contractual obligations are completed, the app and all assets obtained for the app will be owned in perpetuity by CPPDA.

#### **C. Issuing Office.**

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Attention: Kimberly Folk, Marketing & Media Director CPPDA

#### **D. Pre-proposal Questions.**

For additional information, prospective offerors may contact Kimberly Folk, Marketing & Media Director CPPDA, at the contact information provided in paragraph C above.

**E. Addendum and Amendment to RFP.**

If it becomes necessary to revise or amend any part of this RFP, the CPPDA Executive Director will furnish a notice of revision to all prospective offerors who are registered with the CPPDA as having received this RFP. Those prospective offerors who have not received this RFP directly from the CPPDA should register as a recipient by contacting Deidra Ritchie, Executive Director, as listed above. RECEIPT OF AMENDMENTS MUST BE ACKNOWLEDGED IN WRITING BY PROSPECTIVE OFFERORS.

**F. Closing Date.**

In order to receive consideration, an offeror’s proposal must be received by the CPPDA Executive Director at the Issuing Office no later than 12:00 p.m. local time, on Tuesday, April 18th, 2025 (the “closing date”). The only acceptable method of submitting a proposal will be by electronic mail transmittal in PDF format. Proposals, modifications to proposals, or withdrawals of proposals arriving after the closing date will not be considered.

**G. Duration of Proposal.**

Following the closing date, an offeror may not revoke or modify the offeror’s proposal or price quote for a period of ninety (90) days thereafter, unless as may be mutually agreed to by the offeror and CPPDA during discussions on the proposal.

**H. Incurred Expenses.**

The CPPDA is not responsible for and will not pay for any expenses incurred by an offeror in preparing or submitting a proposal in response to this RFP.

**I. Discussions and Oral Presentation.**

The CPPDA anticipates that, following the closing date, it will engage in discussions with offerors who submit a proposal that the CPPDA determines is reasonably susceptible of being selected (a “qualified offeror”). As part of these discussions, a qualified offeror may be required to make oral presentations to or be interviewed by the CPPDA to further discuss or clarify the offeror’s proposal. Following discussions, the CPPDA may require qualified offerors to submit one or more best and final offers to remain in consideration for selection.

**J. Negotiations.**

The CPPDA may, at its sole and absolute discretion, negotiate directly with any one or more qualified offeror. That the CPPDA may enter into direct negotiations with a qualified offeror does not entitle any other qualified offeror to a right to engage in similar negotiations.

**K. Rejection of Proposals.**

The CPPDA may, at its sole and absolute discretion, reject any proposal that the CPPDA determines deviates from the requirements of this RFP. An offeror whose proposals is rejected will be notified in writing.

**L. Cancellation of the RFP.**

This RFP may be cancelled by the CPPDA for any reason either before or after the closing date, regardless of whether the CPPDA has engaged in any discussions or negotiations with one or more qualified offerors. Issuance of this RFP does not guarantee that an offeror will be selected or that a contract will be awarded.

**M. Public Information Act Notice.**

Offerors should identify those portions of their proposals that they deem to be confidential, proprietary information, or trade secrets, and provide any justification why such materials, upon request, should not be disclosed by CPPDA under the Public Information Act, Title 4, General Provisions Article of the Annotated Code of Maryland. Failure to do so will be deemed to mean that the offeror does not consider any part of its proposal to be confidential in any way.

**N. Conflicts of Interest.**

An offeror shall consider and resolve any potential conflicts of interest which presently exist or which may arise if the offeror were to be awarded the contract for this procurement.

**O. Arrearages.**

Any contractor submitting an RFP must be duly organized and validly existing under the laws of Maryland, duly registered or qualified to do business in the State, and be in good standing. By submitting a response to this solicitation, an offeror shall be deemed to represent that it is not in arrears in the payment of any obligation due and owing the State of Maryland, including the payment of taxes and employee benefits, and that it shall not become so in arrears during the term of the contract if selected for contract award.

**SECTION II. SUBMISSION REQUIREMENTS; EVALUATION AND SELECTION CRITERIA**

**A. Proposal Submission Requirements.**

The object of this competitive process is to select the vendor that will provide the highest quality of service at a realistic fee. To that end, the CPPDA seeks proposals from qualified vendors detailing the vendor’s qualifications, technical expertise, management and staffing capabilities, references, and relevant prior experience. Candidates interested in being considered for this role (“offerors”) must submit five copies each of the following:

1. Price Proposal—The offeror’s contract price, expressed as an hourly rate for services to be rendered under the contract, along with a not-to-exceed amount. The price should be recorded on the Price Proposal, Appendix B.
2. Statement of Qualifications—A summary of the offeror’s qualifications, in terms of experience, and relevant experience.

3. Technical Experience—A detailed description of the offeror’s technical qualifications based on its experience with similar projects.
4. List of Key Staff—A list of the principal staff members that the offeror will assign to or employ for the project. For each person or entity identified, the offeror should include a description of the individual’s or entity’s role in the project.
5. Expertise of Staff—For each member of the key staff identified above, provide a copy of the individual’s professional resume.
6. Previous Professional Experience—A detailed description of the offeror’s experience working on similar projects, to include descriptions of each staff member’s experience on such projects or similar projects.
7. References—A list of references for similar projects, with name and contact information.
8. Additional Requirements:
  - a. Verification of any required professional licenses and registrations.
  - b. Bid/Proposal Affidavit, Appendix C.
  - c. Contract Affidavit, Appendix D.

## **B. Evaluation and Selection.**

In its evaluation and selection, the CPPDA will use procedures for competitive sealed proposals established in COMAR 14.28.08.08. All proposals received by the closing date will be reviewed and evaluated by the CPPDA. Prior to selection, the CPPDA may enter into discussions with and conduct interviews of offerors.

An award of a contract by the CPPDA resulting from this RFP, if any, will be made to the responsible and qualified offeror whose proposal is most advantageous to the CPPDA, as determined by the CPPDA. Evaluation factors will include, in order of significance, the offeror’s: (1) demonstrated qualifications, experience, and success with similar projects; (2) completeness of the proposal and the extent to which it sufficiently addresses the purpose of this RFP; (3) price quote; (4) demonstrated ability of the offeror’s key staff; (5) demonstrated ability to complete the project in a timely manner.

## **SECTION III. CONTRACT INFORMATION AND CONTRACT TERMS**

### **A. Parties to the Contract.**

Any contract entered into as a result of this RFP will be by and between the successful offeror as contractor and the CPPDA.

## **B. Scope of Work and Contract Terms.**

It is anticipated that work to be performed and the services to be provided by the successful offeror will include the tasks and requirements described in Part I.B. of this RFP. In addition to other terms as may be required by the CPPDA and agreed to by the selected offeror, the contract will include the following provisions:

1. Incorporation of RFP/Proposal. This RFP and the successful offeror's proposal, as either may be revised by agreement between the CPPDA and the successful offeror, will be attached to, incorporated into, and substantively a part of the contract.
2. Contract Price. The contract will include an hourly rate for services performed by the successful offeror, which rate will be negotiated by and between the CPPDA and the successful offeror prior to finalization of the contract. The contract will provide for payments to be made on a quarterly basis, based on documentation submitted by the successful offeror.
3. Project Commencement. The contract will include a commencement date, which will be set by the CPPDA prior to finalization of the contract.
4. General Contract Provisions. The CPPDA's "General Contract Provisions," attached hereto as Appendix A, will be incorporated by reference into the contract and binding. If any other provision of the contract conflicts with any provision of the General Contract Provisions, the provision of the contract will control.

## **C. Assignment.**

The successful offeror will be prohibited from assigning, transferring, conveying, subletting or otherwise disposing of the contract or any rights created thereunder to any person, company or corporation without the prior written consent of CPPDA which may be withheld at CPPDA's sole discretion.

## **D. Indemnification.**

The successful offeror will agree to indemnify and hold harmless the CPPDA and the State of Maryland from all liability which may hereafter be incurred by reason of dissemination, publication, distribution, or circulation in any manner whatsoever of any information, data or records pertaining in any way to the contract by the successful offeror and its employees.

## **E. Accounting Records.**

The successful offeror will be required to maintain its books, records and other evidence pertaining to expenditures incurred, pursuant to the contract, in accordance with generally accepted accounting principles. These records shall be available to the CPPDA and any authorized representatives acting on behalf of the CPPDA and the State at all reasonable times during the contract period and for three (3) years thereafter. A payment schedule will be based on work completed and delivered.

**F. Non-discrimination.**

The offeror agrees to comply with all federal and State laws, and rules and regulations involving non-discrimination on the basis of race, color, religion, creed, age, sex, sexual orientation, gender identification, marital status, national origin, ancestry, genetic information or the refusal to submit to a genetic test or make available the results of a genetic test, and any otherwise unlawful use of characteristics or disability of a qualified individual with a disability.

**G. Governing Law.**

The contract will be governed by the laws of the State of Maryland.

**H. Work Products.**

All work products prepared under the terms of the contract will be the property of the CPPDA and shall be delivered to the CPPDA at the end of the contract in a useable form.

**I. Acceptance of Terms and Conditions.**

By submitting a proposal in response to this RFP, the offeror thereby accepts the terms and conditions set forth herein.

**SECTION IV. APPENDICES**

Appendix A – CPPDA General Contract Provisions

Appendix B – Price Proposal

Appendix C – Bid/Proposal Affidavit

Appendix D – Contract Affidavit