

SoIN Tourism

Clark-Floyd Counties Convention & Tourism Bureau

Request for Proposal (RFP): Website Services- CMS, CRM, and Partner Portal Solutions

May 1, 2026



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1. INTRODUCTION

1.1 Project Overview

The Clark-Floyd Counties Convention & Tourism Bureau, doing business as SoIN Tourism, is initiating a comprehensive modernization of its digital ecosystem, including a full website redesign, to deliver a more flexible, scalable, and high-performing architecture that better supports user needs, partner engagement, and data-driven decision-making.

The current system limits the organization's ability to deliver modern user experiences, effectively manage structured content, and fully leverage first-party data. Additionally, the reliance on a single platform for multiple functions creates constraints in innovation, integration, and long-term scalability.

SoIN Tourism seeks a qualified and experienced partner (or partners) to deliver:

- A redesigned, high-performance, user-centric website
- A centralized CRM system serving as the system of record
- A structured, flexible CMS
- A dedicated Partner Portal/Extranet

SoIN Tourism is open to both:

- Fully integrated (all-in-one) solutions
- Decoupled, best-in-class ecosystems

The selected vendor(s) will provide end-to-end services including strategy, architecture, user experience design, system implementation, integration, and ongoing support.

Vendors may propose individual components (CRM, CMS, Website, Portal), or a unified solution covering multiple components.

1.2 Organization Overview

SoIN Tourism is a destination marketing organization (DMO) responsible for promoting tourism, supporting local businesses, and driving economic impact within its region. The organization works collaboratively with a wide range of stakeholders including tourism partners, event organizers, meeting planners, and regional visitors.

SoIN Tourism provides marketing, sales, and visitor services that connect audiences to local experiences while delivering measurable economic impact to the community. Core audiences include leisure travelers, group tour operators, meeting and event planners, sports event organizers and local tourism-related businesses.

The organization prioritizes data-informed decision-making, partner engagement, and the continuous evolution of its digital ecosystem to meet modern user expectations.

1.3 Technical Environment

SoIN Tourism's CRM, CMS and extranet are currently managed through a single platform. While this structure provides operational efficiency, it introduces constraints related to flexibility, scalability, user experience, and data accessibility.

Current Architecture

CRM Layer: Serves as the system of record for accounts (partners, vendors, media outlets), contacts (partners, visitors, vendors, planners, tour operators, media members), and partially structured content such as business listings and events that populate the website. The CRM also governs permissions and access control for both internal (staff) and external (partner) users.

CMS Layer: Used for website content management, including pages, blogs, images, listings, and events.

Extranet: A partner-facing interface where external stakeholders log in to update listings and submit events. Permissions managed in CRM.

Website Layer: Public-facing site that renders content from the CMS, as well as listings and events from the CRM. The current experience has limited personalization, design capabilities, and advanced conversion tracking.

Partner Workflow: External partners submit forms via the website and/or CMS, which populate the CRM. Partners are then granted access to the Extranet, where they manage listings and events that are displayed on the website. The Extranet also provides partners with access to view listing and event performance.

Technical Constraints and Limitations

- CMS functions as both a content system and partner interface
- Limited modular design and front-end flexibility
- Constrained API and integration capabilities
- Limited structured content modeling
- Restricted ability to support personalization
- Creating customized reports requires advanced technical expertise

2. SOLUTION ARCHITECTURE APPROACH

SoIN Tourism is seeking proposals that support either a fully integrated (all-in-one) platform or a decoupled, best-in-class ecosystem. The organization is intentionally not

prescribing a single architectural approach and expects vendors to propose solutions aligned with their strengths.

Vendors must clearly identify which of the following solution models they are proposing and provide detailed justification for their approach.

2.1 All-in-One Solution Expectations

Vendors proposing a fully integrated platform must demonstrate how their solution delivers:

- A unified system for Website, CRM, CMS, and Partner Portal functionality
- Native integrations between all components without reliance on third-party middleware
- A consistent user experience across internal users, partners, and consumers
- Centralized data management with clear governance and export capabilities
- Flexibility to adapt to future needs without significant platform constraints

Vendors must clearly disclose any limitations in customization, integrations, or data accessibility that may result from an all-in-one architecture.

2.2 Decoupled Solution Expectations

Vendors proposing a decoupled ecosystem must demonstrate how their solution delivers:

- API-first architecture enabling seamless communication between systems
- Clear separation of responsibilities across:
 - CRM (system of record for contacts and relationships)
 - CMS (structured content management)
 - Website (front-end experience layer)
 - Partner Portal (external stakeholder interface)
- Defined data ownership and governance across all systems
- Scalable and modular components that can evolve independently

Vendors must clearly define integration strategies, including data flow, synchronization methods, and system dependencies.

2.3 Hybrid Solution Approaches

Vendors may propose a hybrid model combining elements of both approaches. These proposals must clearly define:

- Which components are native vs integrated
- Where third-party dependencies exist
- How data consistency and system performance are maintained

3. SCOPE OF WORK

3.1 Project Goals

1. Redesign the website to improve user experience, navigation, content discoverability, and conversion
2. Modernize system architecture and reduce platform limitations
3. Improve partner experience through a dedicated portal environment
4. Enhance data quality, ownership, and accessibility
5. Enable advanced segmentation, personalization, and marketing automation
6. Improve conversion tracking, reporting, attribution, and analytics capabilities
7. Ensure scalability, adaptability for future technologies, and AI-readiness

3.2 Project Management

The selected vendor(s) will oversee the project from initiation through launch, including coordination across systems, stakeholders, and deliverables.

Responsibilities include timeline management, communication, risk mitigation, and quality assurance.

3.3 User Experience (UX) Design

The UX design process must be comprehensive, data-informed, and user-centered, addressing both visitor-facing and partner-facing experiences.

The selected vendor should conduct discovery activities such as stakeholder interviews, analytics reviews, and usability assessments to identify pain points and opportunities. This process should result in clearly defined user personas and journey maps for key audiences including leisure travelers, group tour operators, meeting planners, and partners.

The UX approach must account for:

- Multi-system interactions (Website, CRM-driven personalization, Partner Portal)
- Clear and intuitive navigation structures
- Logical content hierarchies and filtering systems
- Frictionless conversion pathways

Deliverables should include wireframes, prototypes, and documented user flows for key interactions.

Example:

- Conduct stakeholder interviews and usability audits
- Develop user personas and journey maps

- Define information architecture and navigation structures
- Create wireframes and interactive prototypes
- Conduct usability testing and refine designs

3.4 Web Design

The web design must translate UX strategy into a modern, visually compelling, and highly functional interface that reflects SoIN Tourism’s brand and enhances usability.

Designs must:

- Be fully responsive across desktop, tablet, and mobile devices, with priority given to the mobile experience
- Support dynamic and personalized content delivery
- Align with accessibility standards
- Accommodate structured content such as listings, events, and itineraries

The vendor will provide design systems, style guides, and assets to ensure consistency across all digital properties.

Example:

- Develop high-fidelity mockups aligned with brand standards
- Design templates for key page types (homepage, listings, events, blogs, landing pages)
- Provide reusable design components
- Ensure consistency across all screen sizes and devices

3.5 Website Development

Website development must produce a high-performance, scalable, and SEO-optimized front-end experience.

The solution should:

- Support API-driven content delivery from the CMS
- Integrate with CRM for data capture and personalization
- Provide fast load times and optimized Core Web Vitals
- Support structured data and schema markup

Developers must ensure compatibility with modern browsers, accessibility standards, and analytics tracking requirements.

Example:

- Develop responsive front-end using modern frameworks

- Integrate CMS content via APIs
- Implement structured data for SEO
- Configure analytics and conversion tracking

3.6 CRM Implementation

The CRM must function as the central record hub for all contacts, accounts, and engagement data.

The system must support:

- Unified contact and account management
- Sales pipeline tracking (group tours, meetings, partnerships)
 - Includes event RFP management
- Marketing automation workflows
- Behavioral tracking and segmentation
- Integration with Website and CMS

The CRM must enable robust reporting, attribution modeling, and data export capabilities.

Example:

- Configure contact and account data models
- Implement lead tracking and pipeline management
- Set up automated marketing workflows
- Integrate website behavioral data
- Develop reporting dashboards

3.7 CMS Implementation

The CMS must serve as a structured content engine.

The system must:

- Support structured content types (listings, events, blogs, articles, deals)
- Enable modular page building
- Provide API-based content delivery
- Support workflows and permissions

The CMS should be headless or hybrid to support flexible front-end development.

Example:

- Define content models and relationships
- Configure editorial workflows

- Implement API-based content delivery
- Enable multi-channel publishing

3.8 Partner Portal/Extranet

The Partner Portal must provide a dedicated interface for external stakeholders, replacing CMS-based access.

The portal must:

- Provide secure authentication and role-based access
- Allow submission and management of listings, events, and special offers
- Include approval workflows
- Display performance metrics and engagement data
- Provide automated reporting

The portal must integrate with both CRM and CMS to ensure data consistency.

Example:

- Develop partner dashboards
- Implement submission workflows
- Integrate with CRM for account management
- Sync approved content with CMS

4. INTEGRATION & DATA ARCHITECTURE REQUIREMENTS

All proposals must include a detailed integration strategy. This section is critical to evaluation.

Vendors must describe:

Data Flow

- How data moves between CRM, CMS, Website, and Partner Portal (Extranet)
- Which system is the source of truth for:
 - Contacts
 - Accounts
 - Listings
 - Events

Synchronization

- Real-time vs batch processing
- Frequency of updates
- Conflict resolution approach

API & Middleware

- API capabilities and limitations
- Use of middleware (if applicable)
- Documentation and support

Data Ownership & Portability

- Confirmation that SoIN Tourism retains full ownership of all data
- Ability to export data in standard formats
- Limitations or restrictions

Failure Handling

- Error handling processes
- Data reconciliation procedures
- System monitoring and alerting

5. VENDOR RESPONSE REQUIREMENTS

All vendors must clearly provide the following:

5.1 Solution Model Declaration

Indicate which model is being proposed:

- All-in-One
- Decoupled
- Hybrid

5.2 Scope of Bid

Clearly indicate which components are included in your proposal:

- Website Design & Development
- Website Hosting & Management
- CRM
- CMS
- Partner Portal/Extranet
- Systems Integration

5.3 Vendor Role

If multiple vendors are involved, define your role:

- Prime Contractor
- Subcontractor
- Integration Partner

Vendors must clearly identify the primary contractor responsible for the project. The prime contractor will serve as the single point of contact and will be accountable for all deliverables, including those performed by subcontractors. Proposals must define key contacts, roles, and responsibilities, and describe how subcontractors will be managed, coordinated, and held accountable, particularly with respect to system integration and overall project delivery.

5.4 Integration Responsibilities

Provide a detailed explanation of:

- How your solution integrates with other systems
- Required third-party tools or platforms
- Dependencies and constraints
- Approach to managing integration risks

6. PROPOSAL REQUIREMENTS

6.1 Company Overview

Please provide a detailed overview of your organization, including relevant experience with similar projects, particularly within the tourism, hospitality, or membership-based sectors.

6.2 Team Composition and Qualifications

Provide details on key team members, including their roles and relevant experience across CRM, CMS, website development, and system integration.

6.3 Approach and Methodology

Describe your approach to delivering a multi-system implementation, including phases such as discovery, design, development, integration, testing, and launch.

6.4 Timeline

Provide a detailed project timeline with key milestones for each phase of the project.

6.5 Budget

Provide a detailed cost breakdown including implementation, licensing, integrations, and ongoing support. All pricing must be clearly itemized by component and cannot be bundled without transparency.

Vendors must provide:

- Website design and development
- Website hosting and ongoing management
- CRM implementation and licensing
- CMS implementation and licensing
- Partner Portal development
- Integration costs
- Ongoing support and maintenance

Optional services must be clearly separated.

6.6 References

Provide at least three references for similar projects.

7. EVALUATION CRITERIA

Using a weighted scoring model, proposals will be evaluated based on:

Criterion	Weight (%)
Integration Capability	20
Functionality	20
Cost	15
UX Quality	15
Data and Analytics Strength	15
AI Readiness	10
DMO Experience	5

8. PROPOSAL SUBMISSION INSTRUCTIONS

8.1 Timeline

The following table details the schedule of events in the proposal process.

RFP publication	May 1, 2026
Submit questions by	June 1, 2026

Answers posted by	June 15, 2026
RFP submission deadline	July 1, 2026
Review and presentations	Late July, 2026
Contract negotiation and award	August, 2026
Contracts finalized	Late August, 2026
Anticipated start date	October 1, 2026
Anticipated go live date	March, 2027
Submission and contact: Janelle Wilhelm, CRM and Website Specialist	janelle@gosoin.com
Any additional documents or materials should be submitted with the proposal.	

8.2 Questions

- Please submit all questions regarding this RFP by email to janelle@gosoin.com. Questions are due by COB on June 1, 2026.
- Questions will be answered as they are received; all answers will be available [here](https://www.gosoin.com/request-for-proposals) at https://www.gosoin.com/request-for-proposals.
- Please include “RFP - Website Design Question(s)” in the subject line.

8.3 Proposals

- Submit all responses to this RFP by email to janelle@gosoin.com no later than COB July 1, 2026 (5 PM EDT).
- All proposals should be sent as a single PDF with the subject line: “RFP - Website Response - [Firm Name].”
- Late, improperly formatted, or incomplete submissions will not be considered. If the file is too large to email, please send a Dropbox or Google Drive link and ensure the file is set to allow external viewing.

9. TERMS

SoIN Tourism reserves the right to reject any or all proposals. Submissions should not be considered confidential or proprietary, and submitting a bid does not guarantee a contract will be awarded to any bidder. SoIN Tourism is not responsible for any costs associated with the preparation of a response to this request for proposals. This Request for Proposal does not constitute a commitment to award a contract.