

Request for Proposals

Website Redesign

for Visit Estes Park

April 10, 2026



Dear Prospective Partner,

I would like to thank you for your willingness to review this information and submit a thoughtful proposal for Visit Estes Park as we are seeking a trusted partner or partners to reimagine VisitEstesPark.com.

The Visit Estes Park team is committed to accountability, transparency, and stewarding our resources in ways that genuinely serve our mountain community. We hold deep pride in Estes Park's character and believe in the power of authentic partnerships to amplify it. We invite prospective bidders to bring bold, imaginative ideas that honor what makes this destination extraordinary. We act with integrity, deliver on our commitments, and measure our success by the vitality of Estes Park's travel, tourism, hospitality, and outdoor recreation economy, and the well-being of the community that calls this place home.

To help us deliver this success, we are looking for a partner or partners skilled in developing and implementing travel websites. The ideal agency partner or partners will fit well with our organization, must collaborate well with other partners, understand our business, embrace our mission, share our values and act as strategic, trusted guides for the Visit Estes Park team.

The Visit Estes Park team values innovative, creative, and outside-the-box approaches to proposed efforts. We are willing and ready to invest in new ideas and a reimagining of our consumer website at VisitEstesPark.com. Your recommended approach will be fundamental to your proposal.

All proposals must be submitted to Visit Estes Park (electronically only) by 5:00pm MST, May 1, 2026. A full timeline is included in this RFP document.

On behalf of the Visit Estes Park team, we look forward to receiving your proposal(s) to help us promote the Estes Valley and our community partners effectively. Thank you in advance for considering this opportunity and for your time.

Safe travels always,

A handwritten signature in cursive script that reads "Sarah Leonard". The signature is written in black ink on a light-colored background.

Sarah Leonard
Visit Estes Park
Chief Executive Officer

MISSION & BRIEF PROJECT BACKGROUND

Visit Estes Park (VEP) is the official destination marketing and management organization for Estes Park, Colorado - the base camp to Rocky Mountain National Park and one of Colorado's most beloved mountain communities. VEP strives to inspire and manage travel to Estes Park in a way that sustains the local economy year-round, enriches the visitor experience, and preserves the natural and cultural character of our community.

Formed in 2009, Visit Estes Park is the operating name of the Estes Park Local Marketing District. VEP nurtures visitor reverence of this mountain town for business success, environmental sustainability and community harmony. Our vision is to be a year-round, family-friendly tourism and event destination that supports our vibrant mountain town with a balance of financial success, positive and memorable experiences for guests and a meaningful quality of life for our community. Visit Estes Park works to incrementally increase visitation and its economic benefits while enhancing community well-being. Our approach is strategic, research-driven, and responsive to evolving travel trends.

VEP's current website, VisitEstesPark.com, serves as the primary digital platform for destination storytelling, trip planning, meetings promotion, group travel resources, partner advertising opportunities, and event discovery. A new website will play a critical role in helping visitors explore the destination, plan their experiences, and connect with the region's hospitality community while also supporting the organization's broader marketing, communications, and economic development objectives.

VEP's current website is not delivering an online experience that fully reflects the Estes Park experience. We seek an updated online presence that reflects the needs of VEP visitors, local business partners, and uses best-in-class web technology.

GOALS

A reimagined VisitEstesPark.com will serve as the primary digital platform for inspiring travel to Estes Park, for helping visitors plan their experience, and for stewardship of the Estes Valley.

Success looks like:

A destination storytelling platform - Bringing to life the natural wonders, wildlife, outdoor adventure, local culture, and community character that make Estes Park unlike other Colorado mountain destinations. The site should paint a picture of what it feels like to be here while focusing on responsible visitation messaging, reflecting VEP's commitment to stewarding what makes this place special.

An intuitive trip-planning resource - Helping visitors confidently plan a trip that fits their travel style, whether they're first-timers navigating Rocky Mountain National Park or returning guests looking to discover something new. The site should surface the right information at the right moment, tailored to the diverse audiences VEP serves.

A year-round event and experience hub - Driving visitation during shoulder and off-peak seasons by making it easy to discover what's happening in Estes Park at any time of year. The platform should support robust event listings, intuitive filtering, and prominent promotion of signature events that help extend the tourism season and support the local economy beyond peak season.

A groups, meetings, weddings, and special events resource - Equipping meeting planners, travel trade partners, wedding planners, and group organizers with the destination information and inquiry tools they need to choose Estes Park for their next retreat, event, or special event. The site should reflect Estes Park's growing reputation as a premier mountain setting for group travel and make it easy for the VEP Sales & Services team to generate and follow up on leads.

A visibility platform for the local tourism community - Strengthening VEP's role as a trusted advocate for Estes Valley businesses by giving local lodging, restaurants, attractions, and event organizers meaningful exposure through partner listings and destination content that connects visitors to the community businesses that define the Estes Park experience.

A revenue-generating advertising channel for local partners - Functioning as a fully equipped digital advertising platform giving local businesses a direct, high-visibility channel to reach active travel planners. The site must be built with the underlying infrastructure to support ad inventory management, placement across multiple zones and page types, campaign scheduling and rotation, and partner-facing reporting that demonstrates performance and return. This capability should be designed to scale - supporting VEP's ability to grow a sustainable local advertising program that generates revenue, deepens partner investment in the destination, and ensures businesses of all sizes can participate meaningfully in driving visitation.

AUDIENCES

Visit Estes Park's marketing strategy centers on core audience segments that guide content development, media targeting, and website experience design.

Leisure Travelers

The primary audience for VEP are leisure travelers considering Estes Park for a personal and/or family trip. This includes Estes Park loyalists and audiences drawn to multi-night mountain stays, as well as drive market visitors seeking a mountain escape from the Front Range. Within this broader group, VEP targets several distinct traveler personas:

- Memory Makers - multigenerational families, including grandparents
- Front Range Weekenders - drive-market audiences seeking a quick mountain getaway
- Wild at Heart Explorers - travelers who prioritize outdoor adventure
- Winter Wonder Seekers - travelers from warm-weather markets drawn to cold-weather activities and seasonal experiences
- Culture Curious - regional visitors motivated by events, arts, and local character

Across all personas, the core demographic skews ages 25–54 with an emphasis on 45+, household incomes of \$100K+, and strong interest in hiking, national parks, wildlife, road trips, craft beverages, and sustainable travel.

The website must speak to all of these mindsets while helping each find the experiences most relevant to them.

Meeting Planners and Group Organizers

A key secondary audience includes professional meeting planners, corporate retreat organizers, reunion coordinators, wedding and special event planners evaluating Estes Park as a group destination. VEP's Sales & Services team actively cultivates this market to drive bookings during need periods - particularly mid-week and shoulder seasons - and the website plays a critical supporting role in that effort. This audience needs quick access to venue options, group-focused itineraries, capacity information, and a clear path to connect with the VEP sales team. The site should position Estes Park as a compelling, accessible mountain setting.

Travel Trade Partners

International and domestic travel trade professionals - including receptive operators, travel advisors, and tour operators - represent a third audience that relies on VisitEstesPark.com for destination information, partner contacts, and resources to build and sell Estes Park itineraries. The website should make it easy for this audience to understand what Estes Park offers their clients, access planning tools, and connect with VEP and local partners.

Other key audiences to consider in developing the site:

- Media and content creators seeking media resources, story ideas and destination assets
- Local travel and tourism, hospitality, food and beverage, and retail business partners who rely on the site to promote their businesses and connect with prospective travelers
- Estes Valley Residents seeking information about local events, festivals, and ways to connect in their community

Travelers of all types choose Estes Park and the surrounding area because they have an affinity for:

- Rocky Mountain National Park
- Outdoor Recreation
- Wellness and Relaxation
- Wildlife (especially Elk!)
- Arts & Cultural Experiences
- Special (often quirky) events

RESOURCES

Documents

Brand Guidelines are in development by the VEP team

[VisitEstesPark.com](https://www.visitestespark.com)

[2026 Approved Operating Plan](#)

[2026 Budget](#)

[Fall/Winter 2025-2026 Marketing Strategy](#)

[Destination Stewardship Plan](#)

[Strategic Plan](#)

[The Economic Impact of Travel in the Estes Park Local Marketing District - 2025](#)

Social Media

Facebook: [@estespark](#)

Instagram: [@visitestespark](#)

LinkedIn: [@visitestespark](#)

TikTok: [@visitestespark](#)

CHALLENGES & OPPORTUNITIES

Website Structure and User Experience

The current site architecture has become difficult to navigate, with content pathways that no longer reflect how today's traveler plans a trip. The redesign must simplify site organization, create clearer journeys for each audience type, and surface the right content at the right moment, whether someone is dreaming, planning, or ready to book. Prospective bidders should factor a thorough content audit and migration strategy into their approach.

Evolving Search Landscape and AI Discoverability

How travelers find destinations is changing rapidly. Traditional search engine optimization remains essential, and the rise of AI-powered discovery tools - including large language models, AI overviews, and conversational travel planning platforms - means the website must

be built to perform across environments simultaneously. Content must be structured for machine readability through schema markup, semantic architecture, and clean data, while remaining compelling and useful for human readers. VEP's goal is a site that ranks in search, surfaces in AI-generated answers, and converts when a real traveler lands on the page. Prospective bidders should demonstrate a clear and current point of view on how they approach this challenge.

Brand Guidelines in Development

Visit Estes Park's brand guidelines are currently under development. The selected partner must be willing to work collaboratively with VEP and any other partner(s) to ensure the website design system reflects and supports the evolving brand identity, including visual language, tone, and storytelling framework.

Persona-Based Experiences

VEP serves a diverse set of traveler personas with distinct motivations. The current site takes a largely uniform approach to content presentation. A redesigned site should explore persona-driven architecture - including curated landing pages, tailored itineraries, and targeted entry points - helping each visitor quickly find what's most relevant to them.

Groups, Meetings, and Special Events

VEP is actively working to grow group bookings, particularly mid-week and during shoulder seasons, and the website must better support that sales effort. The groups, meetings, and weddings section of the site is in need of a full revamp including compelling destination content, updated planning resources, and clear pathways for planners and organizers to connect with the VEP team.

Partner Advertising and Site Monetization

Local partner advertising is a meaningful and established revenue stream for Visit Estes Park, and the local business community has a strong, vested relationship with VEP through this program. The redesigned website must not only preserve the advertising experience that partners have come to rely on but also expand it. The new platform should be built with the infrastructure to support ad inventory while also introducing new and innovative ways to monetize [VisitEstesPark.com](https://www.visitestespark.com). Prospective bidders should come prepared with a forward-thinking point of view on how VisitEstesPark.com can grow as a digital advertising platform that delivers measurable value to local partners, generates sustainable revenue for VEP, and enhances rather than disrupts the visitor experience.

SCOPE OF WORK

Potential bidders should address in their proposals how they would approach and execute the following components. You may submit a proposal for the entire scope or for separate components of the scope.

A. Website Redesign

The redesigned website must meet or exceed the following requirements:

1. Conduct a thorough discovery, strategy, and planning process including a full content audit and migration plan.
2. Understand VEP's primary audiences, traveler personas, and accessibility needs.
3. Create a modern, user friendly design aligned with VEP's evolving brand guidelines and destination storytelling framework.
4. Deliver a fully responsive experience that loads quickly and performs across all devices, screen sizes, and browsers.
5. Implement an intuitive information architecture with clear user journeys for stated goals, in a robust search functionality (i.e. Faceted search)
6. Implement an easy-to-use, well-supported CMS that allows VEP staff to create, edit, and archive content within a flexible, modular, component-based CMS. The selected partner will provide training and documentation to VEP staff.
7. Integrate securely with third-party tools and platforms including CRM, email service provider, analytics, and event platforms.
8. Work strategically with the VEP team to identify key events and implement conversion tracking in GA4.
9. Support data and content migration from the existing CMS and CRM with a defined quality assurance process.
10. Meet WCAG 2.1 Level AA accessibility standards, with third-party validation prior to launch.
11. Implement SEO best practices across technical structure, content architecture, and schema markup, with readiness for AI-powered discovery platforms and large language models.
12. Enable partner advertising infrastructure including ad placement zones, an ad management system or integration with a third-party ad server, and the ability to serve, schedule, rotate, and report on partner campaigns.
13. Provide ongoing hosting, security monitoring, and post-launch support.
14. Copywriting and content development are not a requirement of this RFP.

B. Website Monetization

Local partner advertising is a growing priority for Visit Estes Park, and we are open to creative and innovative approaches to how this program is structured and sold. This may include embedding a sales representative from the proposing agency as an in-market rep for Estes Park, working in conjunction with an in-house VEP sales team, or other models that demonstrate a clear path to growing our partner's value in the program and VEP incremental revenue. Prospective bidders are encouraged to propose the approach they believe will be

most effective.

The advertising sales proposal must meet or exceed the following requirements:

1. Manage the full sales cycle for local partner ad inventory, from prospecting and outreach through close and onboarding.
2. Pitch advertising packages and placement options tailored to local businesses of varying sizes and budgets.
3. Negotiate rates and terms and execute advertiser agreements.
4. Serve as the primary point of contact for all advertiser relationships throughout the campaign lifecycle.
5. Coordinate with the VEP team to ensure campaigns are set up, trafficked, and delivered accurately.
6. Provide regular performance updates and reporting to both VEP and advertising partners.
7. Compensation structure and performance expectations to be defined in a separate monetization agreement.

BUDGET

Our target maximum budget for the redesign scope of work is \$85,000. This does not include annual ongoing maintenance, hosting, management, enhancements, or support, which will be scoped and budgeted separately.

CONTRACT TERM

The target term of the contract(s) begins July 1, 2026. We anticipate annual renewals (amendments) of contracts for up to three years.

PROPOSAL SUBMISSION REQUIREMENTS

Your agency may submit a proposal for the entire scope or for separate components of the scope of work.

All proposals **must** follow the format outlined below, and requested information must be supplied in PDF format via email to Amanda Scherlin, amanda@visitestepark.com **by 5:00pm MST on May 1, 2026**. The proposal **must not exceed 25 pages** in length.

Incomplete proposals, proposals over the page limit and proposals arriving after the deadline will automatically be disqualified from consideration.

Please submit a written proposal that describes and includes:

- a) Cover letter, including your agency's qualifications and experience, project staff and team members' roles and responsibilities, and who will assist on this project.
- b) A description of your strategic approach to the website redesign and advertising components.

- c) Include an estimated budget with breakdown of costs per component. Break out costs by the major milestones and hard cost and service fees with as much detail as possible.
- d) Include a timeline that identifies major component work and milestone dates for achieving the work.
- e) Provide at least two and no more than three case studies that demonstrate success for a relevant website redesign and/or monetization effort. Case studies can be included as a URL link (and not in the total page count of your proposal submission).
- f) Please include up to three client references for similar services.

CONFIDENTIALITY AND NON-DISCLOSURE

All designs, drawings, specifications, notes, databases, artwork, and all other work products, including but not limited to feature copy, photography, footage, developed in the performance of this RFP are confidential and remain the property of Visit Estes Park, and may not be copyrighted by potential bidders. Potential bidders agree not to assert any rights and not to establish any claim under trademark, patent, or copyright laws. Potential bidders hereby agree, for a period of three (3) years after proposals are submitted or any subsequent contract signed with VEP, to furnish and provide access to all retained materials at the request of VEP.

CONTRACTOR'S COMPENSATION

Compensation to the Contractor shall be based on the following items listed below.

- *Direct Expenses* - Reimbursement by Visit Estes Park of direct expenses, as identified in the Contractor's proposal, and actually incurred by the Contractor in performance of the contract. There shall be no markup or increase to direct expenses and any discounts received by the Contractor shall be passed on to the issuing agency.
- *Travel Expenses* - Travel expenses are considered direct expenses for purposes of the proposed contract and shall be reimbursed at cost with no markup or increase. Travel to Visit Estes Park meetings and events shall not be included in reimbursements, unless pre-approved by Visit Estes Park.
- *Service Fees* - Payment by Visit Estes Park for time spent by the Contractor in performance of the Contract. This includes but is not limited to all service fees identified in the contractor's proposal. Visit Estes Park works on a service fee basis. Proposals should be tailored on a cost reimbursable basis.
- *Other Fees and/or Rates* - Payment by Visit Estes Park for other services based on specific fees and/or rates identified in the contractor's proposal.
- *Indirect Expenses* - Indirect expenses, indirect rates, and/or a markup of direct expenses are not allowable or reimbursable under a proposed contract for the successful bidder(s). Indirect expenses vary, depending on the nature of the proposed contract. Some typical examples of indirect expenses are payroll and travel for administrative personnel, office space, equipment, local telephone, and insurance.

CONFLICT OF INTEREST

During the term of a Contract or Contracts, the successful bidder(s) shall not enter into a contractual agreement for any other entity or organization if such service would create a substantial conflict between the interests of Visit Estes Park or the interests of the said other entity. If a successful bidder(s) employee, joint venture, subcontractor, or any individual working on the proposed contract may have a real or perceived conflict of interest that may affect the objectivity, analysis, and/or performance of the contract, the successful bidder(s) will advise, in writing, to Visit Estes Park immediately of any possible said conflicts of interest.

Conflicts may include existing contractual relationships with other tourism destinations and/or including but not limited to, competing tourism destinations or tourism business destinations and organizations. A conflict of interest also may exist when an interested party participates in a matter that has a direct and predictable effect on the interested party's personal or financial interests. A financial interest may include employment, stock ownership, a creditor or debtor relationship, or prospective employment with the organization selected or to be selected for a subaward. A conflict also may exist where there is an appearance that an interested party's objectivity in performing his or her responsibilities under the project is impaired. For example, an appearance of impairment of objectivity may result from an organizational conflict where, because of other activities or relationships with other persons or entities, an interested party is unable to render impartial assistance, services or advice to the recipient, a participant in the project. Additionally, a conflict of interest may result from non-financial gain to an interested party, such as benefit to reputation or prestige in a professional field.

An interested party includes, but is not necessarily limited to, any officer, employee, or member of the board of directors or other governing board of a non-Federal entity, including any other parties that advise, approve, recommend, or otherwise participate in the business decisions of the recipient, such as agents, advisors, consultants, attorneys, accountants, or shareholders. This also includes immediate family and other persons directly connected to the interested party by law or through a business arrangement.

If Visit Estes Park determines a conflict exists, Visit Estes Park may choose to modify the scope of services, or to terminate any contract(s). A significant conflict of interest shall be considered good cause for termination of any contract(s).

EVALUATION CRITERIA

Proposals will be reviewed by a Visit Estes Park appointed selection committee. Committee members may represent board directors, key Visit Estes Park leadership, and community partners. Proposals will be evaluated based on the following criteria:

Experience and Expertise - The appointed review committee will evaluate the potential bidders' relevant experience and expertise in web development, destination marketing, and brand execution in digital products.

Creativity and Innovation - The appointed review committee will evaluate ideas based on creativity, innovation, diversity, and efficiency. Forward thinking, out-of-the-box strategies will receive special consideration in a potential bidder's approach.

Alignment with Objectives - The appointed review committee will review potential bidder's understanding of the project requirements, components, proposed project timeline, and approach to the work. The review committee will take into consideration collaborative partnerships with other entities and the extent to which the proposal aligns with our destination's goals and objectives.

Budget and Cost Effectiveness - The appointed review committee will evaluate the competitiveness and cost-effectiveness of proposed budgets included in potential bidders' proposals.

Case Studies and References - The appointed review committee will review case studies for similarities and achievements along with references.

REQUEST FOR PROPOSAL(S) TIMELINE

Visit Estes Park is committed to partnering with potential bidders to answer any questions about the Request for Proposal. **Your 25-page maximum written proposal must be received by May 1, 2026 (electronic only).**

April 10, 2026:	RFP RELEASED AND ADVERTISED / Date of issue
April 16, 2026:	DEADLINE from prospective bidders to submit questions
April 23, 2026:	Responses to questions posted to website: <i>VisitEstesPark.com/RFP</i>
May 1, 2026 at 5:00 PM (MST)	DEADLINE TO SUBMIT PROPOSALS (electronic only)
May 4 - May 15, 2026:	Proposals reviewed by committee
May 18 - 29, 2026:	Oral presentations (tentative / as appropriate)
June 5, 2026:	Notifications by Visit Estes Park to bidders
June 8-30, 2026:	Contract negotiations and award
July 1, 2026:	Contract(s) begin

CONTACT INFORMATION

For inquiries and clarifications regarding this RFP, please contact Amanda Scherlin at amanda@visitestespark.com.