Visit Nacogdoches

Request for Proposal

Website Design, Development & Hosting

RFP Circulation Date:

January 24, 2022 – February 14, 2022

Proposal Submission Deadline:

February 28, 2022

This RFP and any addenda are available on the Visit Nacogdoches website at http://www.visitnacogdoches.org/rfp2022. To download the RFP, click the link and save the document to your hard drive. To receive an email copy of this document, please send a request to ashley@visitnacogdoches.org

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1. SUMMARY

Visit Nacogdoches is seeking proposals from qualified firms to develop a beautiful, engaging, and user-friendly website that is easy to manage. The chosen firm should provide excellent customer support when needed, as well as best-in-class, secure hosting for the website. **Visit Nacogdoches** is also seeking an integrated ticketing strategy to increase revenue and provide a streamlined buying experience for our customers.

The purpose of **Visit Nacogdoches'** website is to provide simple and intuitive electronic access to information about our organization and to streamline communication and business operations for our organization. The website will incorporate a responsive user interface that works well regardless of device.

Other website features will include unlimited pages and online forms, an enticing and customizable event calendar, detailed business/attraction (or vendor) promotion, sponsor/partner promotion and social and email marketing integration throughout. The platform should include a comprehensive and ongoing training program and an easy-to-use content management system, including the ability to schedule in advance the most important elements of the website.

Ticketing features should include the ability to sell tickets online, in advance via hard tickets and on-site and quickly scan pre-sold tickets at our event(s). It should incorporate easy-to-use product management, customizable scanning options and keep our customers on the same design and URL throughout the buying process.

Our expectation is for unlimited, outstanding customer support via email, chat and phone, with a quick response time. At the end of the project, **Visit Nacogdoches** will own all content and graphics used in the creation of the website.

The existing website was originally designed and produced in **2013** and is maintained with **Simpleview** resources. The website is located at **www.visitnacogdoches.com**

2. PROPOSAL GUIDELINES AND SUBMISSION DEADLINE

The purpose of this RFP is to provide the candidates with the evaluation criteria against which they will be judged. This is an open and competitive process.

Final proposals submitted are to be received by **Visit Nacogdoches** no later than **5:00 pm** on **February 28, 2022.** The package shall be marked clearly as "Website RFP," including an original signed proposal and **5** additional copies. Proposals received after the time and date specified will be returned to the sender unopened. **Visit Nacogdoches** reserves the right to accept or reject any or all proposals submitted.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

Please refer to page 12 for specific proposal submission format.

3. CONTRACT TERMS

Visit Nacogdoches will negotiate contract terms upon selection. All contracts are subject to review by legal counsel and a project will be awarded upon signing of an agreement or contract.

A. **Visit Nacogdoches** reserves the right to reject any and all RFP responses, and to waive minor irregularities in any response.

B. **Visit Nacogdoches** reserves the right to request clarification of information submitted and to request additional information from any Vendor.

C. **Visit Nacogdoches** reserves the right to award any contract to the next most qualified contractor if the successful contractor does not execute a contract within thirty (30) days after the selection of the contractor.

D. Any response may be withdrawn up until the date and time set above for opening of the RFP responses. Any response not so timely withdrawn shall constitute an irrevocable offer, for a period of ninety (90) days to provide to **Visit Nacogdoches** the services described in the attached specifications, or until one or more of the responses have been approved by **Visit Nacogdoches**.

E. **Visit Nacogdoches** shall not be responsible for any costs incurred by the Vendor in preparing, submitting, or presenting its response to the RFQ.

4. BUDGET

Please provide cost proposals to accomplish the scope outlined below. The RFP must encompass all design, production, hosting and software acquisitions necessary for development and maintenance of the website.

 List pricing for:
1. The Base Bid, which includes the following:
   a. Designing and building the basic site, including migrating content for top-level pages and a site map.
   b. A content management system with levels of permission and approvals, including periodic feature additions and enhancements
   c. Initial site content migration from existing site (or top-level pages)
   d. Ongoing support costs
   e. Hosting the website and any other annual costs moving forward
   f. Complete ticketing solution including online, advance and on-site sales

Visit Nacogdoches is seeking costs for transfer and set up as well as for hosting and maintenance.

The selected vendor shall submit a complete itemized invoice on each delivery or service that is performed under the Contract. A payment shall be made to initiate the project, with the remaining portion to be rendered to the vendor for satisfactory compliance with the Contract within thirty (30) days after receipt of invoice.

5. TIMELINE

This RFP is dated **1/24/2022** Proposers may also request a copy be sent via email by contacting **Ashley Morgan, ashley@visitnacogdoches.org**. This proposal will also be uploaded to **Visit Nacogdoches**'s website at **www.visitnacogdoches.org/rfp2022**

The below timeline is approximate and may change at any time according to the needs of the **Visit Nacogdoches**.

- Proposals due: **February 28, 2022 (5:00 PM, CST)**
- Review of Proposals completed by: **March 4, 2022**
- Interviews, if deemed necessary: **March 7-11, 2022**
- Notification to proposal candidates: **March 14, 2022**

Proposals will be evaluated as quickly as possible. During this time, we may require interviews or presentations with our evaluation team. You will be notified if this is requested. The deliverable date for project completion will be determined when a contract is negotiated with the final candidate.

6. SCOPE AND GUIDELINES

The scope of this project is to replace the existing **Visit Nacogdoches** website. A firm that can handle all site planning, interface design production, and hosting is required. The site must include a solution that allows staff to quickly, easily and cost-effectively update content and modify site design after the initial launch.

Feature Requirements:
The website designed by the successful candidate must meet the following criteria:

General Site Features
- Attractive, contemporary design

- A responsive (device-independent), easy-to-navigate website layout that incorporates the latest digital trends and best practices

- Unlimited custom pages, with a template system to easily recreate page layouts for future use

- Unlimited, easy-to-create web forms

- Unlimited, customizable social media links on every page and social sharing and interactivity throughout

- Search box located on every webpage

- Complete site translation into other languages

- Comprehensive and ongoing website training program

- Content maintained through an easy-to-use backend "dashboard"

- Google Analytics integration

Homepage
- Hierarchical feature areas to help customers discern what is most important on the website, including the opportunity to purchase products easily

- Ability to preschedule homepage features to change automatically

- Spotlight unlimited featured partnerships or sponsorships

- Link to selected items for sale

- Optional countdown feature to draw attention to exciting events

- Optional link to main event categories directly from homepage

- Optional survey to entice people to interact

- Optional weather bug showing the current weather based on zip code

Event Calendar Interactivity and Details
- Interactive event schedule with unlimited categories and subcategories to help visitors find events quickly

- Ability to create detail pages for any event, with custom templates to reuse page layouts for future events

- Ability to offer unlimited items for sale (either integrated into platform or via external provider)

- Ability to easily create multi-day and recurring events, with option to display event only on first day or on all event days

- Ability to create events in advance to automatically appear on the site at a later date

- Ability to display event calendar in multiple views and select which view displays by default

- Ability for visitors to search for events by name or keyword

- Event schedule should include enticing interactivity

- Ability for visitors to create a custom itinerary for the events they want to save

- Ability to automatically email customers before and after events in their itinerary

- Printer-friendly calendar

- Event locations that can optionally include embedded Google map, with the ability to add multiple locations per event

- Unlimited PDFs

- Unlimited links to external websites (e.g., performer websites, partner websites, etc.)

- Ability to tag event keywords for additional filtering options

Business Listing Pages

- Interactive business listings with unlimited categories and subcategories to help visitors find businesses quickly

- Ability to create detail pages for any business, with custom templates to reuse page layouts for future businesses

- Ability for businesses to update their own listings

- Businesses displayed with thumbnail images and titles

- Ability for visitors to create a custom itinerary including the businesses they want to save

- Optional ability to highlight certain businesses by listing them at the top and with an icon for greater prominence

- Ability to display business listings in multiple views and select which view displays by default

- Ability for visitors to search for businesses by name or keyword

- Ability to list business listings by category or subcategory in alphabetical order

- Ability to tag business listing keywords for additional filtering options

Full-Service Ticketing

- The system must provide **Visit Nacogdoches** with online ticketing that is user friendly with simple to manage customer accounts to allow the user to conduct window sales and allocate tickets without any prior ticketing experience or extensive system training.

- Online Sales: Sell print-at-home tickets that can be scanned at the entrance or gate

- Gate Sales: Sell tickets and record transactions from a box office or similary selling location via cash and credit card

- Reserved Sales: Sell tickets and record transactions from a box office or similary selling location via cash and credit card with immediate printing capability

- Explain the options to add and change sponsorships or corporate partner advertising within the system.

- The system must provide a real-time sales data. Real time allocation and sales of tickets can be done by phone, tickets window, and online.

- System must support the capability to adjust ticket prices within events for "specials" i.e. coupons, promo codes, group ticket sales, etc.

- The system must have the ability to provide access management for print at home and mobile device support.

- The system must have the ability to allow one QR code to be scanned different numbers of times at different locations. An example would be to scan unlimited times at an entry gate, one time per day at a VIP tent and one time only at a merchandise table.

- The system must allow for scan in and out privileges on any type of ticket as desired by organization.

- The system must support the ability for the organization to cancel online orders which will also deactivate any codes sold with that order.

- The system must allow the organization to change the scanning rules for a ticket type or set of codes even after codes have been sold or distributed.

- The system must support the use of promotional codes/coupons. Promotions should support minimum purchase amounts, percentage and dollar amounts off, and support day and time limits.

Payments
- System must provide unlimited ticket pricing levels, with total per-ticket fee control. This includes the amount of the fee and ownership of all revenue generated by fees, in the hands of the organization.

Photos & Videos
- Unlimited photos and videos, each with optional captions

- Ability to enhance photos with an image cropping tool

- Ability for visitors to send photos to friends via email

- Ability for visitors to share photos with friends on Facebook, Twitter, Pinterest, etc.

- Ability for visitors to buy event tickets, merchandise and more from the event photo (if applicable)

- Optional functionality for visitors to upload their own photos, which will be approved by **Visit Nacogdoches** officials before they are placed on the website

- Customer photos uploaded to site will be used for future destination marketing by including a usage agreement on upload

- Concert Lineup photo grid, with ability to add buy buttons & social media to a photo grid

Maps & Directions
- Easily creatable and searchable interactive map by adding color-coded, hyperlinked "hotspots" for designated locations, including the ability to sell items from map

- Access to organization driving directions and map from all webpages (including printer-friendly version)

Press
- Articles/features about **Visit Nacogdoches**, including date, source, title, customizable content, photos, and link

- Ability to upload high-resolution photos to make it easy for press to report on **Visit Nacogdoches**

Partners/Sponsors
1. Designated partner/sponsor webpage to feature all partners in one location

2. Ability to designate one major partner/sponsor on homepage with the ability to change this whenever needed

3. Ability to add unlimited partner/sponsor logos as needed, on any webpage

4. Automated logo resizing so that all logos look attractive on website

Social Media Integration
- Integration with unlimited Social Media sites such as Facebook, Twitter, Pinterest, Instagram, YouTube, LinkedIn, etc.

- Ability for site visitors to share individual events and businesses on social media

- Ability for site visitors to share individual events and businesses via email

- Custom Facebook cover photo and Twitter background design to coordinate with website

Email Marketing Integration
- Integration with MailChimp or most popular email marketing tools

- Custom email template that matches website design

- Email sign-ups from website automatically go into email marketing tool

Search Engine Optimization
- Website should be search engine optimized

- Customizable, descriptive URLs for main pages (e.g., www.myurl.com/bigpage)

- Customizable page title, description and keywords

- Provide social sharing options for specific events and businesses, increasing in-links to website

- Ability to tag images for SEO enhancement

Site Maintenance
- Password-protected, browser-based "dashboard" for easy site content management

- Mobile dashboard to update most frequently changing website content

- Unlimited user logins to dashboard, including custom access levels

- All navigation can be edited including renaming, moving pages between sections, etc.

Support
- Efficient and helpful onboarding process

- Unlimited phone support before, during and after website launches

- Unlimited email and live chat support

Ongoing Future Enhancements
- Website to be updated with new features and/or technology updates on an ongoing basis

- There should be no additional fees outside the determined monthly budget for standard enhancements

Site Specifications
Visit Nacogdoches encourages creativity in the proposals submitted. However, there are certain requirements for the website project. Your proposal must account for all of these requirements:

- At least level AA ADA Compliance

- Compatible with common web browsers

- Must not require plug-ins as a default

- Website needs to be compatible with different operating systems and software versions.

- Future flexibility - a flexible design template that can accommodate the addition of new functionality, or even a complete design refresh, at a later date

Training & Maintenance

- Training of website administrators and staff assigned to maintain and create their department web pages

- Provide unlimited support and fast responses to troubleshooting questions

- Web consultant shall update their software and hardware and release new components as new technology becomes available; provide demonstrated proof of keeping current with technology changes (software updates) and adapting to future clients' needs and provide surveys to take client feedback

Testing:
Testing of site on all applicable platforms to ensure website works as promised

Tracking:
Inclusion of a tool to track page visits, length of stay, top pages, exit pages, etc. Internal reporting only; tracking data or hit counters should not be displayed on the site.

7. EXPECTATIONS

Visit Nacogdoches reserves the right to decide, on a case-by-case basis, whether to reject a proposal as non-responsive. As a precondition to acceptance, **Visit Nacogdoches** may request the respondent to withdraw or modify those portions of the proposal deemed non-responsive that do not affect quality, quantity, price, or delivery of service.

Respondents are cautioned that any oral statements made that materially change any portion of this solicitation are not valid unless subsequently ratified by a formal written amendment to this RFP.

Applicable laws shall apply. The contract awarded shall be governed in all respect by the laws of the State of Texas and any litigation with respect thereto shall be brought in the courts of the State of **Texas.** The company awarded the contract shall comply with applicable federal, state, and local laws and regulations.

Nonconforming terms and conditions. Any proposal that includes terms and conditions that do not conform to the terms and conditions in this RFP are subject to rejection as non-responsive. **Visit Nacogdoches** reserves the right to permit the respondent to withdraw non-conforming terms and conditions from its proposal prior to awarding the contract.

Ownership and Intellectual Property: All screens, graphics, domain names, content and the 'look and feel' of the site developed will be the property of the **Visit Nacogdoches**, together with all layered design files.

In developing the website, the contractor will not infringe or violate the copyright and other intellectual property rights of third parties.

The contractor is responsible for securing various rights, licenses, clearances and other permissions related to works, graphics or other copyrighted materials to be used or otherwise incorporated in the website. All applicable copyright notices will be displayed on the website.

8. COMPANY PROFILE, QUALIFICATIONS AND PROJECT MANAGEMENT PROCESS

A. Provide a company profile, including number of years in business and demonstrated financial stability.

B. List at least five comparable websites your firm has produced that best reflect your work and relevancy to this project, including those of other destination marketing organizations that have been designed by the firm. Only websites that are live will qualify during evaluation. Include the website address, company/agency contact, emailing address and telephone number. You may also include Before & After screenshots if desired.

C. Briefly describe your firm's organizational capabilities to produce our website (e.g. staff, software, office location, etc.). We are especially interested in the staff who will be assigned to the project.

D. Briefly describe your firm's project management process.

E. The proposal should include training for employees, a training plan, online tutorials and/or documentation and a training timeline. Please include the anticipated number of hours the training will require.

F. Provide a description of any annual support contracts offered with the associated cost and respondent's hourly rate for support.

G. Please describe your security measures that will be in place to prevent a hacking event and warranties that your company provides if security is compromised.

H. Include a time frame for completion. Time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is necessary.

I. Describe your web hosting capabilities and pricing.

9. EVALUATION CRITERIA

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

1. Experience developing and maintaining successful destination marketing websites (based on proposal and reference checking).
2. Quality of prior work and visual presentation– prior work demonstrates artistic and user-friendly interfaces that engage users.
3. The firm's proposed project budget, management and timeline.
4. Suitability – the proposed solution meets the needs and qualifications set forth in the RFP.

Please note: Respondents may be asked to provide a demonstration of their recommended software. You will be contacted if the website evaluation team decides to schedule interviews.

10. FORMAT FOR PROPOSAL SUBMISSIONS

5 copies of your proposal must be received no later than **5:00 PM, CST**, **February 28, 2022**. Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented in a flat rate or fee for service format.

Deliver proposals in a sealed envelope by mail to the attention of:

<div align="center">

Visit Nacogdoches
Attn: Sherry Morgan
200 E. Main
Nacogdoches, TX 75961

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Proposals also may be submitted by email to: Ashley Morgan, ashley@visitnacogdoches.org

Questions regarding this solicitation shall be submitted by email to Sherry Morgan, Executive Director – Visit Nacogdoches, sherry@visitnacogdoches.org

Timely submission of the proposal is the responsibility of the respondent. Any extension, if granted, shall apply to all recipients of this Request for Proposal. The proposal shall be prepared and submitted at the respondent's sole expense.

Please use the following as a guideline to format your proposal:

Title Page: **Visit Nacogdoches**, Website Development Proposal, your company name, address, website address, telephone number, email address and primary contact person.

Cover Letter: Signed by the person or persons authorized to sign on behalf of the company

Proposal: Discuss your proposed solution, including the features, benefits and uniqueness of your ability to accommodate the services presented in Section 6

Qualifications: Provide the information requested in Section 8

Budget and Fees: List budgets as requested above.

Please provide five (5) copies of your Website RFP Proposal