

REQUEST FOR PROPOSAL

WEBSITE DESIGN, SUPPORT AND MAINTENANCE

PLEASE SUBMIT PROPOSALS TO:

Experience Olympia & Beyond Attn: Annette Pitts annette@experienceolympia.com (509) 881-8587 PDF PROPOSALS DUE: JULY 30, 5 P.M.



EXPERIENCEOLYMPIA.COM

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I. SUMMARY

Experience Olympia & Beyond is the official destination marketing organization for Thurston County.

We are a small but mighty team of individuals 100% committed to supporting and growing the economic health and resilience of our region through focused tourism marketing and development activities. We actively strive to inspire, inform and influence independent, group and sports travel to our area through a variety of strategies and communication channels.





We are actively seeking the professional services of an agency that can reimagine our website **ExperienceOlympia.com** and reconfigure it into a vibrant, immersive, communications powerhouse with the power to transform prospective visitors' dreams into vacation memories that last a lifetime.

The new **ExperienceOlympia.com** should not only serve as our organization's flagship communications channel, but it should be The Gold Standard of websites for our industry and play a starring role in the Experience Olympia & Beyond Destination Development Plan.



II. AGENCY & PROPOSAL EXPECTATIONS

Agencies submitting proposals must include detailed plans for completing each phase of the project including but not limited to:

- Site Migration Plan
- Website design
- Customer Relationship Management System (CRM)
- Open-Source Content Management System (CMS)
- Digital Asset Management System (DAM)
- Google Analytics Integration
- Search Engine Optimization
- Secure Web Hosting
- Training and post-launch customer service

The agency we select must provide a non-siloed/interconnected, information-rich CRM system that efficiently enables our team to leverage customer data to effectively inform all strategic marketing decisions. The agency must deliver a robust non-proprietary CMS and DAM that empowers our team to easily leverage visual assets and communication channels to build and support dialogue with our online audience. The completed website, CRM, CMS and DAM should be easy to navigate, intuitive and user-friendly. The new experienceolympia.com should visually celebrate Thurston County through exceptional professional photography and videography while thoughtfully employing our current brand standards. The agency we select for this project will employ a team whose work ethic and ethos exemplifies a balance of artistry, cutting-edge technology and iron-clad project management.



Each proposal must contain the following components:

- 1. Notice of Intent to Bid
 - Applicant Agency Name
 - Federal tax ID number
 - Contact Person
 - Physical Address

2. Agency Information

- Primary team members that would be working on our account and their roles and backgrounds
- Number of employees in your company
- Date of company formation
- Notice of intent to hire subcontractors in order to complete our project's scope of work--please list all companies and/or individuals that would participate in the project, their location, unique skills and work to be performed

- Mailing Address
- Website
- Email
- Phone
- Date
- Signature
- List of all tourism-related clients for whom you have acted in Washington State and Oregon during the past 12 months and certify that there is no conflict of interest between any existing contract, client relationship and the ability of your company to represent the needs of Experience Olympia & Beyond
- Roster of your team members, their experience, individual roles and personal bios
- Detailed account of what makes your agency unique. Why should we choose your agency over the competition?

II. AGENCY & PROPOSAL EXPECTATIONS (CONTINUED)

3. Project Milestones

Time management and organization is of the utmost importance to our team. Please outline the steps that your agency will undertake with dates (Please see line item IV below: Project Timeline) to ensure our project is completed on-time.

4. Budget Estimate & Billing Structure

Please outline your estimated budget for the project, based on the expectations provided, including (but not limited to):

Planning & Development	CMS
Site Migration	DAM
Production/Construction	Monthly maintenance fees
Creative Fees (licenses)	(line itemized if appropriate)
CRM	Other line itemized fees/ potential add-ons

Please include your billing structure (how you like to get paid) as well as any billing conventions you employ: retainer, hourly rates, etc.

5. Portfolio & References

Please include contact information of no fewer than three (3) references.

Please include live and current links to a minimum of (3) samples of website development projects that you've completed in the past 24 months representing destination management organizations and sites of similar size and scope.



III. PROJECT TIMELINE

RFP(s) Issued	July 12, 2021
Vendor Questions Emailed to EO&B	July 19, 2021
Questions Answered Via Email	July 23, 2021
Proposals Due	July 30, 2021, 5 p.m.
Winner Announced	August 3, 2021
Contact Signed	August 6, 2021
Initial Planning Meeting	August 10, 2021
Website Launch	February 14, 2022

Current website vendor is Simpleview, who is invited to submit a proposal for this RFP.

Proposal must be delivered via email in PDF to attention of Annette Pitts, annette@experienceolympia.com.

This RFP does not commit Experience Olympia & Beyond to award a contract. Experience Olympia & Beyond reserves the right to reject any or all proposals received in response to this RFP and to negotiate with any of the vendors or other firms in any manner deemed to be in the best interest of Experience Olympia & Beyond.

Costs for developing proposals are the responsibility of the Vendor and shall not be reimbursed by Experience Olympia & Beyond.

IV. WEBSITE ESSENTIAL REQUIREMENTS

- Mobile-first and mobile-responsive design
- WCAG 2.1 addressed at the design and content levels. Site must be equipped with an Accessibility Statement and explore assistive tools that allow people with varying capabilities to more readily access our content and website
- Freedom of staff to make content and design changes in-house without additional fees, including video, images, additional pages, menu links, forms, etc. This is non-negotiable.
- Clean and intuitive navigation
- Dynamic, visually-compelling photo and video content optimized for fast load times
- Seamless functionality both on the consumer and CMS sides
- Self-service + staff screening approach: member listings, events, articles/blogs and deals. (User posts. Staff reviews and releases. Login access required for member listings, article/blogs)
- Customizable trip mapping and itinerary-building tool (users should be able to create an account, build, save, download and share their individual itinerary)
- Capacity to monetize the site through creative, content-focused means (not ROS banner ads)
- Search engine optimization
- User engagement and lead generation strategy
- Performance metrics/tracking and ROI analysis tools
- Multilingual translation tool(s)
- Integration capabilities
- Powerful internal site search and filtering capability
- Social media sharing optimization and capacity for supporting robust user-generated content—galleries and maps
- Multi-level membership integration with self-service member log-in capability
- Board member and staff password-protected extranet
- Downloadable and "Flipbookable" maps and guides
- Layout designed to maximize time on site and reduce bounce rate
- Creativity, creativity, creativity!



V. SITES WE LOVE

While we all know that personal preferences are subjective, we think it just can't hurt to show you examples of some folks who we think are managing their online presence the right way. Here are a handful of sites you might take a look at and a few notes that will tell you what we think makes these sites fantastic. We want folks who visit our site to feel an emotional connection to our destination. We want our online audience to engage with the site, use it to plan a visit to our region AND understand how and why they should expand the depth of their trip throughout the county (Olympia & Beyond!)

visitgreenland.com

Fantastic use of dynamic video and photography, but still maintains fast load time. Great use of illustration, outstanding graphic treatment on mapping components. Nice balance of content—org + user-generated.

visitfinland.com

Clean design, and content that is equally organized, informative and fun. We also like how they represent regional assets and work to push guests throughout their destination.

wvtourism.com

Primary use of video and emotive imagery. Messaging and content is on-point for the time and still personalized.

traveloregon.com

You get a clear sense of personality from the design. They also play on prospective travelers' emotions and try to leverage that to guide responsible travel their way. They also do a great job leveraging mapping to help orient prospective guests.

us-keepexploring.canada.travel

This may not be the prettiest site but it has a ton of really good information. We also really like their mapping of the country's various regions.

VI. EVALUATION CRITERIA

All proposals submitted will be evaluated using the following criteria:

Adherence to RFP requirements	25%
Culture of Customer Service	25%
Budget	20%
Body of Tourism-Related Work/Portfolio	10%
Creativity	10%
References	10%



VII. SELECTION PROCESS

Experience Olympia & Beyond Executive Team will evaluate all proposals received and will conduct either Zoom-based or in-person interviews. Candidates selected for interviews will be notified by phone and email.

VIII. QUESTIONS

Vendors may send any questions that they have about the project in its entirety to: Annette Pitts, CEO of Experience Olympia & Beyond via email at annette@experiencecolympia.com.

All questions should be submitted by July 19, 2021. Answers will be provided via email no later than July 23, 2021.





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