



Website Design & CMS Request for Proposal (RFP) – Visit Vancouver WA

DESCRIPTION, PURPOSE AND OBJECTIVES OF WEBSITE

Visit Vancouver WA (VWV) plans to redesign and invigorate its existing website, which is nearly nine years old, to maximize the presentation of the Southwest Washington area, telling its authentic story and sharing the destination's message to entice new and returning visitors to explore. The primary goal is to enhance VWV's credibility as a source for visitors through a fully responsive, robust, and easy-to-navigate website, which in turn increases newsletter sign-ups, travel magazine views/requests, and partner clicks.

This RFP aims to seek qualified agencies to redesign, maintain, and support VWV's website. Qualified agencies must have a working knowledge of the tourism industry and its needs.

This RFP in no way commits VWV to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered. Although VWV intends to contract with the person/company that best meets the qualifications to complete the scope of work, Visit Vancouver WA may terminate the negotiations if they are unsuccessful in reaching an agreement on all matters, including the scope of work and cost.

SCOPE OF SERVICES

VWV offers an abundance of resources to visitors (and residents) through its website. The product must show the wide range of lodging offerings; the diversity of restaurants, breweries, wineries, and retail shops; the depth of cultural and historical experiences; meetings and sports events support by our organization; and the breadth of outdoor activities in and around Clark County. The website should capture the essence of Southwest Washington and VWV's brand. This website and CMS will need to integrate with a SimpleView CRM as indicated on specific bulleted items below.

Website components to keep:

- Blog homepage and categorized posts with search function
- Ability to add custom landing pages for advertising campaigns
- Easy-to-use general website search feature
- Social media icons that lead to our pages
- Mobile responsive and designed to work across browsers and devices

- Alert banner at top-of-page when needed for crisis communication
- Pop-up capabilities for newsletter sign-ups (integrated with CRM)
- Video embed capabilities
- ADA compliant (currently use AudioEye as vendor)
- GDPR compliant (currently use Termly as vendor)
- Listings for businesses, parks and trails, events, and attractions (integrated with CRM)
- Eye-catching and creative homepage that showcases where Vancouver is geographically
- Integrated ad placements (currently use Destination Travel Network as vendor)
- Media library
- Forms (integrated with CRM)
- Use of the existing Google Analytics 4, integrated with custom event tracking and key event configurations

Website components to improve:

- More effective website and blog search functionality using close-match results with variance (and possibly auto-complete) to provide more accurate search results
- SEO-friendly CMS editing capabilities including title tags, meta descriptions, URL aliases, heading structures, alt text, canonical tags, noindex/nofollow tags, etc.
- Ability to add, remove, and change 301/302 redirects
- Integration of SEO critical JSON-LD structured data
- An editable 404 page for error handling
- Consolidated and strategically planned out pages/content
- More compelling video and movement components
- Updated design templates to create compelling pages/posts
- Unique and creative homepage design using elements from our brand
- Customizable sitemap.xml and robots.txt files
- Built in a framework that provides for the expansion of advanced SEO and AI files over time

CMS / Support & Maintenance

- Site migration plan
- While VVW would like to be able to make and update content, technical support is needed occasionally.
- Recommended updates, staff training, and ongoing customer service post-launch

*VWV has a separate IT and SEO team who will provide strategic input throughout the rebuild. Selected agency must be able to collaborate effectively with these teams, including providing access to the development environment prior to launch for pre-launch optimizations and quality assurance testing.

ABOUT VISIT VANCOUVER WA

Visit Vancouver Washington is the official destination marketing organization (DMO) for Vancouver and the surrounding Clark County, Washington. The nonprofit competitively markets the region as a place to visit for leisure, a venue for sports events, and a destination for meetings, conventions, and group travel. The organization's primary mission is to increase visitor spending in the area to support and encourage economic growth and vitality to Vancouver, Washington's valued local community.

Current website: <https://www.visitvancouverwa.com/>

TIMELINE

June 30, 2025 – RFP available online to agencies

July 28, 2025 at 1 p.m. PT – All proposals due.

August 1, 2025 – Agency selected. Contract signed by August 8 and work begins for duration decided in contract.

BUDGET & BILLING

Depending on cost for the initial planning, redesign, and launch of the new website, VWV will likely need to pay over two or three years. Please also outline ongoing costs for support and maintenance, and annual CMS fees.

EVALUATION CRITERIA

Ensure your response includes:

- Creativity – process for figuring out unique elements of the destination to include in the design
- Planning – identify needs and provide solutions to bring website into modern era
- Relevant Experience – show knowledge of tourism industry and its needs
- Budget – include payment options, schedule, and details (VWV operates on a calendar year budget – Jan. to Dec.)
- CRM Integration – explain how integrating with a SimpleView CRM will be seamless

DELIVERY REQUIREMENTS

Please submit your response to Erica Lindemann, Director of Marketing, at elindemann@visitvancouverwa.com. Only responses submitted by July 28, 2025 at 1 p.m. PT will be considered.