



# Greater Wilmington Convention and Visitors Bureau

## Request for Proposal: Website Development, CMS & CRM Platform

**Issued by:** Greater Wilmington Convention & Visitors Bureau

**Issue Date:** March 9, 2026

**Proposal Due Date:** April 1, 2026

### **Background**

The Greater Wilmington Convention & Visitors Bureau (GWCVB) is requesting proposals for the development of a new destination website, inclusive of a Content Management System (CMS) and integrated Customer Relationship Management (CRM) platform.

This project supports the Bureau's mission: to stimulate economic growth for New Castle County and elevate Greater Wilmington as a tourism destination by attracting visitors for leisure travel, meetings, sports events, group tours and conferences.

The selected partner will provide strategy, design, development, implementation, training and post-launch support for a modern, user-friendly website integrated with a CRM system purpose-built to support the operational needs of a destination management organization (DMO).

### **Project Overview & Objective**

The GWCVB is seeking a strategic partner to design and implement a fully integrated digital ecosystem that supports both our external marketing efforts and internal operations. This project includes the development of a modern, high-performing destination website, along with the implementation of a scalable CMS and a CRM platform tailored to the unique needs of a Destination Marketing Organization. The selected solution should enhance user experience, streamline workflows, centralize data, and support long-term growth across membership, sales, marketing, and media relations functions.

The selected vendor will provide:

1. Strategy, design, and development of a new destination website
2. Implementation of a scalable CMS
3. Implementation of a CRM platform designed for DMO operations
4. Integration between website and CRM systems



5. Data migration from existing systems
6. Training and post-launch support

#### Primary Objectives:

- Elevate our destination brand through a modern, high-performing website
- Improve user experience for visitors, meeting planners, group tour operators, media, and members
- Streamline internal workflows across membership, sales, and marketing
- Centralize data for reporting, performance tracking, and relationship management
- Improve lead generation, conversion tracking, and ROI measurement
- Provide scalable infrastructure for future campaigns and milestone events

## Scope of Work

### A. Website Development

The new website must:

- Reflect modern UX/UI best practices
- Be mobile-first and fully responsive
- Meet ADA accessibility standards (WCAG 2.1 AA or higher)
- Be SEO and GEO optimized with technical best practices
- Integrate with the CRM platform
- Include event listings, member listings, and dynamic content filtering
- Include a robust events calendar with options for front end and CRM input
- Provide landing page flexibility for campaigns and major initiatives
- Provide a minimum of one microsite template/look
- Include form builder functionality (RFP forms, newsletter signup, contest entries, etc.)
- Allow easy embedding of video, maps, and interactive content
- Support advanced analytics and conversion tracking

### B. Content Management System (CMS)

The CMS must:

- Be user-friendly for non-technical staff
- Allow multiple permission levels
- Support workflow approval processes
- Provide scheduling and publishing controls
- Include asset management (images, video, documents)
- Enable custom landing pages and campaign microsites
- Provide SEO tools (meta tags, schema markup, redirects)
- Offer analytics integration

Preference will be given to platforms with demonstrated experience serving DMOs.

## C. CRM System Requirements (DMO-Specific)

The CRM must support the operational needs of a destination marketing organization, including:

### *1. Membership Management*

- Member database with categorization and segmentation
- Dues tracking and invoicing
- Member portal access
- Cooperative marketing participation tracking
- Sponsorship tracking
- Renewal automation and reminders
- Member reporting dashboards

### *2. Meetings & Convention Sales*

- Lead intake and tracking
- RFP management
- Sales pipeline management
- Lost business reporting
- Conversion tracking
- Task assignments and follow-up reminders
- Integration with website RFP forms
- Economic impact estimation tools

### *3. Group Tour Sales*

- Tour operator database
- Lead management and follow-up
- Itinerary development tracking
- Familiarization (FAM) tour tracking
- Conversion reporting

### *4. Media Relations*

- Media contact database
- Press inquiry tracking
- Media coverage logging
- Influencer tracking
- Press release distribution tracking
- Earned media value reporting

### *5. Reporting & Analytics*

- Customizable dashboards



- Report builder
- Economic impact reporting
- Exportable reports (PDF, Excel, CSV)
- Integration with website analytics platforms

## 6. Integrations

- Website CMS
- Email marketing platform
- Digital ad platform
- Event management platform
- Accounting software (not required, but a plus)
- Tourism data platforms

## Data Migration

Vendor must outline process for:

- Migrating existing website content
- Migrating CRM data (membership, sales leads, contacts, etc.)
- Data cleansing and deduplication
- Preservation of SEO value (URL redirects, metadata)

## Training & Support

Proposal must include:

- Staff training (admin and general users)
- Documentation and user manuals
- Ongoing technical support structure
- Service level agreements (SLA)
- Hosting details and security protocols

## Vendor Qualifications

Respondents should include:

- Company overview and history
- Experience working with DMOs or tourism organizations
- Case studies (minimum 3)
- References (minimum 3)
- Team structure and project management approach
- Experience integrating CMS and CRM platforms
- ADA compliance expertise
- Cybersecurity practices



## Timeline

Proposed timeline should include:

- Discovery phase
- Design
- Development
- Data migration
- Testing
- Staff training
- Launch

Proposed timeline must support a launch date for website, CMS and CRM of May 2027.

## Budget

Respondents must provide:

- Itemized cost breakdown (website, CMS, CRM, integrations, migration)
- Ongoing licensing or subscription fees
- Maintenance and hosting costs
- Optional enhancements or add-ons
- Three-year total cost projection

## Proposal Submission Requirements

Proposals must include:

1. Executive summary
2. Detailed scope response
3. CMS & CRM platform description
4. Implementation timeline
5. Budget breakdown
6. Case studies
7. References
8. Any additional value-added services

Submission deadline: April 1, 2026

Submission format: PDF via email to Scott Ciancio / [sciancio@visitwilmingtonde.com](mailto:sciancio@visitwilmingtonde.com)

## Evaluation Criteria

Proposals will be evaluated based on:



- Understanding of DMO operational needs
- Platform functionality
- Ease of use
- Integration capabilities
- Experience with tourism organizations
- Design quality
- Cost and long-term value
- Implementation timeline
- References

## **Additional Considerations**

We are seeking a long-term strategic partner, not simply a website developer. Vendors should demonstrate an understanding of:

- Destination marketing strategies
- Economic impact measurement
- Visitor behavior and digital conversion strategies
- Membership-based organization management
- Tourism industry trends

## **Process Schedule**

Release RFP	Mon., March 9, 2026
Final Date for Receipt of Questions by 4:30 p.m. EST	Fri., March 27, 2026
Final Date for Official Responses to Questions	Wed., April 1, 2026
Proposals Due by 4:30 p.m. EST	Fri., April 10, 2026
Applicants Notified of Status/Next Steps	Fri., April 17, 2026
RFP Award Announced	Fri., April 24, 2026