



Request for Proposal (RFP)

The Cedar City-Brian Head Tourism Bureau (visitcedarcity.com), the destination marketing organization for Iron County, Utah, is accepting proposals for an agency to redesign the visitcedarcity.com website to be user-friendly, intuitive, vibrant and mobile friendly.

Tourism Background: Iron County is a travel destination located in south west Utah surrounded by Bryce and Zion National Parks and is home to Cedar Breaks National Monument, Tony Award winning Utah Shakespeare Festival, Southern Utah University and hundreds special events from bike races, street festivals to car shows. Outstanding recreation opportunities bring hundreds of thousands of visitors each year to ski and snowboard at Brian Head Resort and to go mountain biking, OHVing and hiking in the Dixie National Forest.

Mandatory requirements: The following requirements are considered mandatory for anyone applying for the majority or all of the Scope of Work.

1. Agency must be located in one of the following states: Utah, California, Arizona or Nevada.

Technical Response Requirements

Scope of Work: The chosen vendor will recommend and provide website redesign, development and content management software. Include a brief narrative outlining your assessment of the work to be performed for the Tourism Bureau, and your approach to accomplish the requested work and the resources necessary to fulfill the requirements. Clearly indicate any options or alternatives proposed. This section should demonstrate the agency is the most qualified agency for the job and understands the desired overall performance and expectations.

Below is a list of desired functionality. Though not necessarily all inclusive, it represents our goals and objectives:

1. Perform an audit to identify the strengths and weaknesses of the current website. Use this knowledge to construct a road map of what needs to be carried over or implemented for optimization.
2. Responsive design built using open sourced, customizable CMS (not vendor specific) to edit content. Simplify experience and content so site is intuitive and easy to navigate.
3. Ease of use for in house content managers.
4. Create functional design compatible across all platforms and devices.
5. Fast load speed

6. Consistent and compelling well-branded templates for primary and secondary pages.
7. Multimedia integrations-video, large images (Tourism Bureau has extensive photo library with hero images. Video library is being acquired)
8. Integration of a dynamic events calendar like Timely Hub. This version is not on current website-<https://time.ly/plans/hub#demo>)
9. Integration of our custom 360 widget on key destination pages. This is not on current website (see at <https://rovit.com/rove/?env=iron-county>)
10. Create a backend partner portal for business resources and media library. Username and password protected (can be one username, one password)
11. Blog posts-integration of third party content currently created through Roots Rated
12. Social media integration
13. Searchable content
14. SEO Optimization
15. Provide systems for analytics and conversion integrations
16. Transfer applicable content from the current site to the new site. Detailed lists of all local accommodations, campgrounds, restaurants, guides and outfitters need to be transferred. All phone numbers need to be live.
17. Forms – Brochure request form and Event Submission forms need to be transferred or created.
18. Page Print
19. Quality Assurance testing prior and after launch
20. Ongoing maintenance options can be included.

Accountability: Include a statement regarding your standard practices for client communication and accountability.

Agency facts, history and personnel:

- Provide information about how long you have been in business.
- Provide the size of the agency in number of employees and your terms for billing.
- Provide a 3-4 referrals-current and/former related clients with contact information.
- List all key personnel who will have direct and significant responsibilities for providing the services specified in this RFP. For each person, establish his or her experience relevant to his or her ability to manage the requested services.

Examples: Provide the current URL of three examples of tourism or outdoor recreation related projects you have recently completed that display your expertise in web design and tourism, as well as a short list of the service/services you completed for each. Show how your capabilities made a measurable impact on the success of the brand.

Timeline: Provide an approximate timeline for the proposed project by breaking the development into stages and the time necessary to complete each segment.

Cost Proposal: Please enumerate all anticipated costs, including travel on a Cost Proposal sheet. Provide all terms and conditions including for the services to be provided.

Final Statement: Individual or agency should restate the specific reason(s) you feel you are the best qualified, suited and capable candidate of being awarded the contract.

Proprietary Information: The agency shall mark any specific information contained in the proposal which is not to be disclosed to the public or used for the purposes other than the evaluation of the proposals.

RFP SCHEDULE

*RFP will be publically posted on October 30, 2018.

*Proposals are due by 5pm on November 30, 2018

*Proposals will be opened at the Iron County Visitor Center, 581 N. Main in Cedar City at 10 am on December 3, 2018 at 10 am.

*Individual conference calls with 3 finalists will be scheduled for the week of December 10th.

*Proposal awarded by 5 p.m. on December 14, 2018

*Website needs to be live no later than April 15, 2019

Proposal must be mailed and addressed as follows:

Cedar City –Brian Head Tourism Bureau

Atten: Maria Twitchell

581 N. Main Street

Cedar City, UT 84721

An email proposal can be accepted but must be accompanied with a mailed in document. For additional information please contact Maria Twitchell at mtwitchell@ironcounty.net

Discussions may be conducted with responsible contractors who submit a proposal determined by the Tourism Bureau administrator to be reasonably susceptible of being selected for award for the purpose of assuring a full understanding of and responsiveness to solicitation requirements. Contractors shall be accorded fair and equal treatment with respect to any opportunity for discussion and revision of proposals, and revisions may be permitted after submission and prior to the closing date and time that bids will be accepted. In conducting discussions, there shall be no disclosure of any information derived from a proposal submitted by competing contractors.

Reserved Rights: Award of contract shall be made to the submitter whose bid is determined to be the most responsible and advantageous to the Tourism Bureau, considering pricing and the evaluation factors set forth in the request for proposal. The request for proposal is not to be considered a commitment of any kind, for payment or costs incurred in the submission of a proposal or for any cost

incurred prior to the execution of a formal contract with the Tourism Bureau. The Tourism Bureau reserves the right to accept or reject any or all bids or proposals.

Website Ownership: At the completion of the project the entire website, including any custom design elements and all content is the exclusive property of the Cedar City-Brian Head Tourism Bureau.