



Request for Proposal (RFP)

For
NEW DESTINATION WEBSITE

RFP Issue Date: **August 25, 2020**
Bid Proposal Due Date: **September 15, 2020**

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About Destination Bryan

Destination Bryan is a new 501(c)(6) organization established to consolidate efforts to promote all of the tourism destinations in Bryan, Texas in a cohesive manner. The organization is tasked with telling Bryan's story as a community that is proud of its heritage, celebrates its diversity, and offers unique experiences to its visitors. It will also be responsible for coordinating with local entities to attract large-scale events and groups that collectively fill Bryan's hotels, use facilities, and power economic growth.

Destination Bryan is tasked with promoting travel primarily in the regional and domestic marketplaces utilizing multiple marketing and communications strategies, including but not limited to public relations, advertising, social media, groups tours, and sales outreach. All of these efforts direct our target audiences — prospective visitors, previous visitors, local residents, travel agents, bloggers, meeting planners and industry partners to visit www.destinationbryan.com.

Purpose

The purpose and intent of this RFP is to establish a contract with a qualified firm to develop and design a new destination website for Destination Bryan, replacing the temporary site created at www.destinationbryan.com.

Services required are website redesign, website production, and ongoing website hosting and support. Additionally, we seek a firm that is able to develop a strategic approach to organizing content that inspires, informs and drives action. Additional services may include, but are not limited to, strategic planning, content marketing strategy and mobile-first user experience development.

This request is an offer by Destination Bryan to purchase, in accordance with the terms and conditions of this RFP, the services proposed by the successful Offeror(s), by contract, as needed.

Objectives

To meet our goals as a new organization, Destination Bryan requires the development and design of a unique website that can support integrated marketing campaigns and meet the needs of our audiences while creating a positive user experience making it easy for site visitors to find and share information. Key objectives are to encourage engagement between visitors and the site, drive signups for e-newsletters, drive downloads for free visitor guides, and drive referral traffic to our local industry partners.

Potential agencies must consider factors such as standing out in the current marketplace and competing with other destinations. We need a website that is adaptable in a quickly changing industry and provides innovative tools that allow us to compete in an increasingly

mobile world. We desire a website that can be easily viewed on all browsers, smartphones, and tablet devices. The website should feature a responsive design, optimized for all mobile devices, an intuitive user experience, playable videos, sharing capabilities, and integration with social media sites like YouTube, Facebook, and Instagram, as well as travel sites like TripAdvisor and Yelp. The site will require integration with our CRM (Simpleview CRM) for partner and event listings. The manner in which these listings are displayed should allow for the inclusion of as much detail as possible and convenient access for site visitors.

The successful organization must embrace a collaborative approach to strategic website development and design, and demonstrate a proven history of effective travel and tourism-related website development. The organization will be expected to collaborate with Destination Bryan staff and its agency branding and marketing partners.

Requirements & Considerations

The offering agency shall provide a proposal in accordance with the outlined terms and conditions, to provide website design, development, and ongoing maintenance services to Destination Bryan. These services may include, but are not limited to:

- Guiding Destination Bryan through the process and strategic planning of creating a new destination website.
- Development of a project plan, including timeline, for the entire scope of work with input from Destination Bryan staff.
- Development of a strategic plan for creating and organizing web content that tells the story of Bryan as a destination that is proud of its heritage, celebrates its diversity, and offers unique experiences to visitors.
- Design and development of a new website (www.destinationbryan.com) that creates a useful and intuitive experience featuring (but not limited to) the following elements and functionalities:
 - **Intuitive & Attractive Design**
 - Clean and contemporary design
 - Intuitive navigation that helps the user reach the intended content in as few clicks as possible
 - Mobile-responsive design
 - Balance of simple design and relevant information
 - Support high-resolution media (including auto-play of videos on desktop browsers)
 - Consistent with Destination Bryan brand guidelines
 - Site visitor experience-focused user interface
 - Fast-loading pages (4 seconds or less on the avg. computer)
 - **Content Management Strategy**

- Access to a CMS is desired, however it is preferred that the solution be optimized for the tourism industry and utilized by other destination marketing organizations in order to minimize the need for custom development related to our objectives.
- Integration with our CRM (Simpleview CRM) is a requirement.
- A blog platform with the ability for Destination Bryan staff to create, post, and share content, as well as the ability for staff to review and post content from guest writers
- A platform that allows media partners to access press releases and request license for photo and video assets
- **Social Media Strategy**
 - Useful, engaging, easy-to-access, and shareable content throughout the site
 - Tools and “widgets” that encourage site visitors to engage with Destination Bryan across our social media platforms
 - Integration of social media feeds (e.g., Instagram, YouTube) on appropriate pages throughout the site
- **Tourism Features and Functionality**
 - Sample/recommended itineraries, including functionality that makes it easy for users to plan a trip
 - Integration of third-party travel and tourism sites including, but not limited to, TripAdvisor and Yelp.
 - Interactive destination maps that encourage users to discover new experiences
 - Events calendar, integrated with Simpleview CRM, with options for user to sort by date, category, as well as pre-sorted calendar options such as “This Weekend” or “Summer Events”
- **Visitor Engagement Strategy**
 - E-newsletter signup
 - Mailing list signup
 - Hub for downloadable materials including, but not limited to, visitor guides, maps, etc.
- **Other Key Requirements & Considerations**
 - Media rich website, with use of high-res photos and videos throughout
 - Ability to display changing photographs and video content on the homepage, and other landing pages where appropriate
 - Must support auto-play videos on desktop browsers
 - Must have functionality to support image carousels

- Ability to schedule content
 - Integrates with multimedia marketing campaigns
 - Consider SEO as part of website design, development and maintenance
 - Utilizes best-in-class search functionality
 - Must be accessible to all potential users (i.e., ADA-compliant)
 - Ability to provide multi-language support, especially Spanish, if needed
 - Capability to integrate booking functionality
 - Website must be safe, secure, and meet all privacy and security requirements
 - CMS must allow for easy changes to site navigation, images, and other content
- **Development and Implementation**
 - Develop the website based on approved design by Destination Bryan staff
 - Develop any and all templates needed for Destination Bryan staff to easily update web content
 - Collaborate with Destination Bryan's internal staff and agency partners to ensure alignment with planned branding and marketing efforts
 - Complete all other work necessary to develop and fully test the website
 - Ensure website is fully operational by scheduled launch date (to be determined based on timeline proposals)
 - **Training:** Provide training to a minimum of three Destination Bryan staff members
 - **Support:** The selected vendor will be expected to provide ongoing support and customer service to Destination Bryan. Please provide a proposal for website support, updates, and maintenance.
 - **Hosting Recommendations:** www.destinationbryan.com is currently owned by Destination Bryan and hosted with GoDaddy. The selected agency will be expected to provide suggestions on the best website hosting opportunity for our needs, either third party or with your agency.
 - **Other:** Any additional items not listed herein, to provide a fully operational website.

Budget

While budget is an important consideration as we create this new organization, it will not be the deciding factor in awarding this project.

Tentative Timeline

The proposal submission and evaluation process will follow the schedule outlined below with tentative deadlines.

- August 25, 2020 Distribution of proposals
- September 1, 2020 Questions Submitted via Email
- September 7, 2020 Response to Questions Provided to All RFP Recipients
- September 15, 2020 Written proposals due by 5:00 PM
- September 16-24, 2020 Review of proposals
- September 25, 2020 RFP to be awarded

Selection Process

Destination Bryan staff will review, evaluate, and rank the responses. The organization may elect to conduct interviews or request presentations before making a final decision. Evaluation factors include the firm's experience and qualifications, evidence of success with previous branding projects, overall presentation and creativity of the proposal, the website design & development process, and references.

Proposal Submission

Please address the following within the proposal:

- Agency introduction and background
- Brief point of view on any current challenges, opportunities, and perceptions
- Process and methodology for website design, development, and implementation
- Proposed timeline of milestones, deliverables, and project completion
- Agency's detailed fee structure and schedule
- Up to five examples or case studies of previous work (minimum of three in a relevant category)
- List of three references with points of contact and contact information for each

Please provide an electronic copy of the proposal submission by 5:00 PM (CST) on September 15, 2020 to:

John Friebele, Executive Director
Destination Bryan
john@destinationbryan.com

**Questions should be directed to John Friebele, Executive Director, at
john@destinationbryan.com**