



## Request for Proposals

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**RFP No:** Ti-2022-20  
**RFP Title:** Website Design & Development - CVB  
**Proposals Due:** Friday, April 29, 2022 by 5:00 p.m. local time  
At the Purchasing Office in the City Hall Annex  
211 N. River, back entrance OR  
Electronically at [twood@seguintexas.gov](mailto:twood@seguintexas.gov)

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The City of Seguin is soliciting proposals for designing the Seguin Convention and Visitors Bureau website known as VisitSeguin.com in accordance with the specifications contained herein. Proposals will be received by the City of Seguin until the date and time indicated above. Proposal prices shall remain valid for a minimum of 120 days.

**Proposals may be sent electronically to City of Seguin Purchasing Manager, Twila Wood, at [twood@seguintexas.gov](mailto:twood@seguintexas.gov), hand-delivered to the location listed above, or mailed to City of Seguin, ATTN: Twila Wood, PO Box 591, Seguin, TX 78156.** If mailed, proposals must be submitted with the RFP number and the respondent's name and address clearly indicated on the front of the envelope. Respondents are responsible for mailing documents allowing sufficient time for delivery by the deadline. Proposals which are received after the specified time and date will not be considered.

Respondents are encouraged to read the entire document prior to submitting a response. Any clarification or interpretation of the specifications, if made, will be made only by written addendum issued by the City of Seguin Purchasing Department. Once issued, an addendum becomes a part of the RFP specification documents. The City will not be responsible for any verbal explanation or interpretation of the specifications made or given by any staff member.

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Submit questions regarding this RFP to:

**Twila Wood, CPPB**  
**Purchasing Manager**  
**(830) 401-2451**  
**[twood@seguintexas.gov](mailto:twood@seguintexas.gov)**

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**REQUEST FOR PROPOSALS**

**SEGUIN CONVENTION &  
VISITORS BUREAU**

**WEBSITE DESIGN &  
DEVELOPMENT**

RFP #Ti-2022-20

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## 1. Introduction

The City of Seguin is seeking the services of a qualified website design firm to redesign the Seguin Convention and Visitors Bureau (CVB) website, VisitSeguin.com.

The mission is to provide a user-friendly website that drives awareness to Seguin as a destination and helps consumers choose Seguin over neighboring competitors. Visit Seguin supports local small businesses, hotels, restaurants, and attractions by bringing visitors to the community. Visit Seguin actively strives to inspire, inform and influence independent, group and sports travel to Seguin through a variety of strategies and communication channels.

## 2. Background

Seguin, the county seat of Guadalupe County, is located in South Central Texas on Interstate Highway 10, thirty-five miles east of San Antonio and 50 miles south of Austin. The City is home to approximately 25,000 residents. A council/manager form of government administers the City, with eight elected Council members, an elected mayor, and an appointed City Manager.

Visit Seguin is a department within the City of Seguin and serves as the official destination marketing organization for Seguin, Texas. The department also serves as the Main Street office and manages Historic Preservation and the Commission on the Arts. It is a small but mighty team of individuals committed to supporting and growing the economic health and resilience of the community through focused tourism marketing and development activities.

## 3. Summary

This Request for Proposal is for a complete redesign and rebuild of the existing website, VisitSeguin.com that will be highly functional, inspiring, and informative. The primary driver behind the redesign is to launch an immersive website that tells the story of this community and provide creative ways to utilize storytelling on the website, through engaging blog posts that integrate photos, videos, and user-generated content.

Visit Seguin is requesting proposals for the projects listed below. Specific information regarding each of the project objectives is outlined in this Request for Proposal (RFP).

- A. Website Design:** An immersive design created through a proven creative process; Visit Seguin and its staff will have final approval over design
- B. Website Development:** Development of a fully responsive destination website engineered by the selected vendors development team

- C. Content Management System:** Implementation of an open-source Content Management System (CMS) that is both user-friendly and provides Visit Seguin staff with a best-in-class content publishing experience
- D. Website Support & Hosting:** Premium hosting for optimal performance and speed; a support and maintenance package to assist Visit Seguin with updating and maintain the website as needed

The agreements for services will be with the City of Seguin. The agreements will be for work to be performed beginning immediately upon being awarded the bid and the negotiated agreements being signed by both the City of Seguin and the selected vendor.

#### **4. Budget**

The Seguin CVB currently has budgeted up to \$30,000 for this project. Proposals over the desired budget will be considered. The City reserves the right to negotiate with any and all vendors submitting a proposal. Additional funding may be considered.

#### **5. Proposed Schedule**

RFP Issued	Wednesday, April 6, 2022
Written questions due by 5 PM, local time	Friday, April 15, 2022
Addenda issued no later than 5 PM, local time	Friday, April 22, 2022
<b>Proposals due no later than 5 PM, local time</b>	<b>Friday, April 29, 2022</b>
Interviews with top scoring firms	TBD
Bid Award	TBD

#### **6. Proposal Submission**

Proposals may be sent electronically to City of Seguin Purchasing Manager, Twila Wood, at [twood@seguintexas.gov](mailto:twood@seguintexas.gov), hand-delivered to the City Hall Annex Building, 211 N. River, Seguin, or mailed to City of Seguin, ATTN: Twila Wood, PO Box 591, Seguin, TX 78156 **no later than 5:00 p.m. local time on Friday, April 29, 2022.** If mailed, proposals must be submitted with the RFP number and the respondent's name and address clearly indicated on the front of the envelope. Respondents are responsible for mailing documents allowing sufficient time for delivery by the deadline. **Proposals which are received after the specified time and date will not be considered.**

**If not submitted electronically, ONE (1) ORIGINAL AND TWO (2) COPIES OF THE COMPLETE RESPONSE MUST BE SUBMITTED ALONG WITH A USB FLASH DRIVE CONTAINING THE FULL PROPOSAL.**

## **7. Submission Evaluation**

An evaluation committee composed of professional staff and stakeholders from Visit Seguin will select the most highly qualified firm for the services described in this RFP on the basis of the provider's demonstrated competence and qualifications taking into account the provider's ability to work with staff, the committee and other entities during the process. Proposals will be reviewed for compliance with the mandatory requirements as stipulated within the RFP. Proposals deemed non-responsive will be eliminated from further competition. Remaining proposals will then be ranked according to their relative merits as measured against the evaluation criteria set forth below.

<b>Evaluation Criteria</b>	<b>Points</b>
Company Background & Experience, Staff Experience	25
Content Management System Capability & Technical Approach	25
References and Previous Work	25
Total Cost of Ownership + Recurring Costs	20
Compliance with Request for Proposal requirements	5
<b>Total Points</b>	<b>100</b>

After an initial evaluation and scoring of proposals, an interview and presentation from the top scoring firms may be conducted. Discussions may be conducted individually with firms who submit responsive proposals and who are determined reasonably qualified for award of the contract. The City of Seguin reserves the right to reject any and all submittals and does not guarantee a contract will be awarded. All costs associated with the preparation of the proposal, site visits, presentations, and any other costs are the responsibility of the submitting firms. Responding to this RFP constitutes understanding and agreement to methods of evaluation and selection.

## **8. Proposal Format**

- A. Cover Page:** With the company name and agency point of contact responsible for negotiating agreements (is selected) with Visit Seguin
- B. Table of Contents:** Organizing all tabs listed below and pertinent information in each tab section; this should include accurate page numbers

**C. Company Background:** Should include at a minimum the following:

- a. Legal business name of vendor and dba
- b. Physical address and additional office locations
- c. Years in business
- d. Number of employees
- e. Agency point of contact and their contact information
- f. A summary of services offered within this scope and outside
- g. Brief narrative introducing the company
- h. Brief narrative about their experience in tourism
- i. List all staff that will be working on this project
- j. Bios of primary staff that will work with Visit Seguin

**D. Work Samples:** Please provide 5 recent work samples of preferably travel/tourism brands that your company was directly involved with the design and development of the site. Please include references for those pieces of work provided.

**E. Timeline/Processes & Methodology:** Please provide a sample timeline that outlines key milestones; please also describe the proposed important steps and methodology that will be taken in understanding who Seguin is as a brand, and what will go into the design and development of the next Visit Seguin website launch.

**F. Project Details, Technology, and Support:** Please outline the Content Management System (CMS) you are recommending for the next Visit Seguin site, please include screenshots. Describe your approach to Analytics. Describe your recommended hosting environment. Describe your approach to ADA compliance standards. Describe your approach philosophy for ongoing support.

**G. Features & Functionality:** In narrative format please outline and detail how your team will address the scope of services for this project.

**H. Cost Summary:** Please create two cost summaries; (1) for the design and development of a new responsive website, and (2) recurring services for hosting and support

## 9. Scope of Services

**Website Design:** The Visit Seguin website should be a marketing and communication engine that:

- A. Positions Seguin visually in the exceedingly competitive online bid for travel consumers
- B. Influences target markets and audiences to select Seguin as for their next vacation, day trip, getaway, or meeting
- C. Promotes Seguin by providing immersive content and page structures that keep audiences engaged
- D. Delivers measurable results in terms of site metrics as well as converted visits to the destination
- E. Is creative, innovative and fresh. Seeks ways to involve emerging technologies and flexible enough to evolve to be compatible with new technological innovations
- F. Showcases unique attributes of Seguin and is easy to navigate through a content-rich environment
- G. Is interactive and engages the user on a personal level

**Website Development:** The City is seeking to build a responsive site that performs at the highest level. The selected vendor should maintain an in-house development team that has experience building high performing destination websites. Because the City is seeking a long-term partner for this project, the experience of the development staff will be key in the evaluation.

**Hosting:** What will the website be hosted through and how will that affect the speed and functionality of the site?

**Content Management System (CMS):** Visit Seguin currently uses Revise to power VisitSeguin.com. While the current CMS is adequate, the City is seeking the recommendation of proposing vendors for the best open-source content publishing platform that accomplishes everything listed below. The City will not consider proprietary or SaaS CMS options. The City desires the flexibility to control the path and maintain ownership of the online presence. Visit Seguin will own the designs, content, coding, hosting, and the CMS being implemented.

- A. Open-source Content Management System; something that is both intuitive and user-friendly
- B. Admin functionality to control rights and roles of Visit Seguin staff, copywriters, and other website staff



- C. Ability to manage and maintain the majority of the new site design, content, and page structures
- D. WYSIWYG content editing capabilities
- E. Content publishing that allows versioning, save/preview, set expiration dates, and a modular approach to creating/editing page content
- F. Ability to customize vanity URLs for all pages
- G. Directory capabilities to house the local listing, venue, and event data
- H. Ability to create forms on the fly for contacting Visit Seguin, surveys, and giveaways
- I. The CMS should allow for easy page creation after the site goes live
- J. Analytics and tracking codes should be easy to add within the header of any page
  
- K. The CMS should allow for easy management of all search engine optimization efforts; including the ability to add/edit meta information, customize Open Graph information, control no-follows and canonical URLs, and easy access to schema markup
- L. Image and video asset library; includes the ability to edit ALT tag and other information important for SEO
- M. Document Center to upload and publicly post Board Meeting Agendas and Minutes.
- N. Ability to create a microsite for Pecan Fest utilizing the URL [seguingtonuts.com](http://seguingtonuts.com).
- O. Live editing capabilities
- P. Initial staff training and user manuals should be included in the overall cost

**CRM Integration:** Vendor will be responsible for integrating listing and event directories, deals/coupons, venue directories, forms, and analytics to be shared with the CRM platform, iDSS. The current site is on the iDSS Cyclone platform with full access to their open APIs for data sharing with the new website.

**Content Migration:** All content and data should be migrated over to the new Content Management System; and is the responsibility of the selected vendor. Please explain your content strategy, information architecture, sitemap, navigation strategy, and how content can be displayed and refreshed on the site after the site goes live.

**Analytics:** Google Analytics will need to be set up on the new site. In the past the CVB site has shared analytics with the full City website, so no historical data can be saved.

**Redirects & Indexing:** Appropriate redirects from the current website URLs to the newly reorganized sitemap URLs must be handled by the vendor to ensure a minimal loss in website traffic. Vendor must also submit sitemap to Google for indexing to minimize loss of website traffic.

**ADA Compliance:** Visit Seguin wishes to have an ADA compliant or acceptable website; please describe your processes for achieving ADA compliance in accordance with Section 508 and WCAG guidelines.

**Hero Slideshows:** That can include both photography and video, calls-to-action, and that can be placed on any page of the website at will.

**Advanced Search:** Site should include an advanced search option that allows visitors to discover all content and data living on the website. This search should be visually laid out and include filtering options. Please describe your advanced search capabilities.

**Local Listings & Venue Directory:** Please describe your capabilities for local listings (i.e. local restaurants, accommodations, things to do, etc.) and a venue directory on the new website.

**Local Events Calendar:** The website should feature a robust local events calendar with filtering options and data being managed through the CMS; because events are a heavily viewed component of the website they should be called out very clearly throughout the website.

**Blog:** The website should also feature a robust blogging feature that allows the CVB team to create, edit, and schedule blog content to be delivered to visitors through the website. All content will be managed through the CMS.

**Related Content:** The CMS should have a function that allows all content within CMS to be tagged or categorized, thus allowing staff to create dynamic and related content, increasing the user experience. This includes, but is not limited to events, blogs, articles, and other native content.

**Social Sharing** – The site should allow for individual pieces of content (such as events, blog articles and listings) to be shared straight from the website to social platforms, including, but not limited to, Facebook, Twitter, Instagram and YouTube.

**Forms:** Vendor will be responsible for setting up forms for proper data collection for things like visitor guide requests, newsletter sign-ups, and contacting staff.

**Mapping & Responsive Geo Triggers:** The website should include responsive geo triggers and interactive maps per listing and utilize Google Maps. The site design should allow for expanding the mapping function. These maps can then direct traffic to the widget for trip planning.

**Visit Widget Integration:** Visit Seguin uses Visit Widget for the mobile app and trip planning functions. The site should integrate seamlessly with this program.

**Niche Pages:** Visit Seguin would like to build out pages specifically for Meetings, Sports, and Film.

**Microsites:** Visit Seguin owns the URL seguingonuts.com for the annual Pecan Fest. The site should allow staff to create and manage a microsite for this event.

## **10. Public Information Notification**

The City considers all materials, information, communications and correspondence in any form from the respondents to this RFQ to be non-proprietary and non-confidential and, therefore, subject to public disclosure under the Texas Public Information Act (Texas Government Code 552.00-1 et seq.) after a contract is awarded. Respondents are informed that the City will abide by all statutes, court rulings and opinions of the Texas Attorney General concerning disclosure of RFQ information. Should any part or section be considered by the Respondents to be “proprietary” or “confidential” in nature, each page or section should be designated as “proprietary” or “confidential”. Respondents should be prepared to fully justify these exclusions to the State Attorney General’s Office should it be required.

## **11. Offer and Certifications**

Submission of a Proposal constitutes an offer which shall remain open and irrevocable for a period of 90 days from the due date for submitting the Proposal.

Submission of a Proposal indicates the acceptance by the firm of the conditions contained in this RFQ unless clearly and specifically noted in the Proposal submitted and confirmed in the contract between City and the firm selected. The City reserves the right without prejudice to reject any or all submissions.

By submitting a Proposal the proponent certifies that proponent is not debarred or excluded from bidding by any Federal agency; has not been convicted within a three year period or had a civil judgment against them for commission of fraud in obtaining or performing a public contract, has not within a three year period been terminated on a public contract for cause or default.

By submitting a Proposal, each proponent certifies that it is a duly qualified, capable, and bondable business entity, that it is not in or contemplating bankruptcy or receivership and that it is not currently delinquent with respect to payment of taxes assessed by any political subdivision.

#### **12. Right to Reject Proposals and Negotiate Contract Terms**

The City of Seguin reserves the right to reject any and all Proposals. The City of Seguin reserves the right to negotiate the terms of the contract, including the reimbursement rates, with the selected Proposer prior to entering into a contract. If contract negotiations cannot be concluded successfully with the highest scoring respondent, City of Seguin may negotiate a contract with the next highest scoring respondent and so on until an agreement is reached.

#### **13. Restrictions on Lobbying Activity**

Respondents are prohibited from directly or indirectly communicating with City Council members regarding the firm's qualifications or any other matter related to the eventual award of a contract for the services requested under this solicitation. Respondents are prohibited from contacting City staff members regarding their qualifications or the award of a contract, unless in response to an inquiry from a staff member. Any violation will result in immediate disqualification of the respondent from the selection process.

Upon issuance of this solicitation, all communications and requests for clarification or objections shall be directed in writing to the Purchasing Manager for response, determination and dissemination to all firms. Any communication by firms or their representatives toward other city officers or employees regarding this solicitation or the award of a contract are prohibited and will constitute grounds for disqualification of a proponent.

#### **14. Clarification of the Specifications and Requirements**

If additional information is necessary to assist the respondent in interpreting these specifications, written questions will be accepted by **Twila Wood, Purchasing Manager** at **email: [twood@seguintexas.gov](mailto:twood@seguintexas.gov)**. Written questions must be received no later than April 15, 2022 at 5:00 p.m. local time. Any necessary addenda will be issued no later than April 29, 2022 at 5:00 p.m. local time. Addenda will be posted on the City's website [www.seguintexas.gov/bid\\_opportunities](http://www.seguintexas.gov/bid_opportunities). Respondents are responsible for checking for any issued addenda.