



## REQUEST FOR PROPOSAL OF RUTHERFORD COUNTY TDA WEBSITE REDESIGN PROJECT

### **General:**

The Rutherford County Tourism Development Authority (RCTDA) is seeking proposals from qualified vendors for a website redesign project. One company will be selected to provide the services requested in this proposal. Bids will be accepted by RCTDA until Friday, April 15, 2016 at 5:00 pm.

### **Scope of Services:**

This project includes the complete redesign of the current RCTDA website: [www.rutherfordtourism.com](http://www.rutherfordtourism.com). The ideal, proposed website should:

- Feature a responsive design that is mobile friendly for all devices and optimized for viewing on all browsers
- Pricing that includes all aspects of the redesign including; meetings with TDA staff, construction of website, software, estimated revisions needed, training of TDA staff, and other components to be included in the website
- Include navigation as featured on current website with drop-down menu categories/sections
- Reflect the overall branding of RCTDA and follow the marketing program/campaigns
- Integrate streaming video, photos, graphic maps and other media presentations
- Contain a user-friendly content management system (CMS) where RCTDA staff can easily make updates to listings, content and graphics
- Implement Google Analytics including tracking of marketing campaigns and events
- Have the ability for tourism partners to submit specials and events (two separate sections) through an online submission form; form entries should be formatted to where RCTDA can approve or reject submission; should be able to showcase photos and event/special details
- Allow for input of database tourism listings and do custom search query for 500+ entries with individual page for each listing to include photos, map with nearby points of interest as available in the RCTDA database; visitor should be able to search for a property, see a map pinpointing the location of that property and pinpoint dining and attractions in a set radius from that lodging property
- Include social media and SEO integration
- Feature e-Newsletter sign up with thank you landing page or error page



- Include landing page for online travel guide and request for to order hard copy of travel guide with thank you landing page or error page

**Additional Info:**

- The RCTDA staff will provide content for the new website including text and images.
- RCTDA will maintain ownership of the website, its components, and its data/content.

**Please include pricing options for the following parameters:**

- 50 defined pages versus unlimited pages
- 10 hours of maintenance per month
- Monthly analytics data of summary, downstream and overview
- Payment options either front load or multi-year contract
- Ability to showcase whether a lodging property has vacancy/no vacancy where lodging owners can update online in real time

All submission should include a budget price detailing cost and process for creating a redesign of the website, in addition to monthly hosting and 10 hours of monthly maintenance. Please include details on:

- Ease of navigation and finding information for website visitors throughout the website
- Responsive design implementation
- Plan for software to be used to build the website
- Training plan and hours needed to train RCTDA staff to use and update the website
- Detailed plan for ongoing maintenance/support or any other costs that will extend past the initial redesign
- An estimated timeline for project completion

**Additional Proposal Content:**

Each proposal should include a description of the company, experience producing sites for tourism organizations and capacity to produce an attractive, responsive and competitive website using current web design technology. References should be provided from at least three former clients. Reference do not have to be in the tourism field, although it is preferred. Please include links to at least three (3) websites similar to this project scope.





**Terms and Timeline:**

The RCTDA Website Redesign Committee will review each proposal and select three (3) companies to make an in-person presentation. The presentation date is TBD. Afterward, the committee will make their recommendations to the RCTDA Board. A decision will be made no later than April 26 with the company selected to begin work the first week of May.

**Submittal:**

Please send ten (10) copies of the completed proposal and any additional attachments by Friday, April 15, at 5:00 pm to:

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