

**The Original Florida Tourism Task Force**  
2009 NW 67th Pl  
Gainesville, FL 32653-1603  
**Request for Proposals**  
**Visit Natural North Florida Website Re-design and Hosting Services**

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The Original Florida Tourism Task Force (Visit Natural North Florida) seeks a website design and marketing company to re-design and combine its existing websites, Visit Natural North Florida ([www.vnnf.org](http://www.vnnf.org)) and Fish Natural North Florida ([www.fnnf.org](http://www.fnnf.org)), as well as web hosting services for the new website. The contract shall be effective for the period beginning with the date of executed contract and continuing through completion of work, which shall be completed no later than November 30, 2015.

The Original Florida Tourism Task Force is a governmental entity consisting of member counties located in north central Florida. Current member counties consist of Alachua County, Bradford County, Dixie County, Gilchrist County, Jefferson County, Lafayette County, Levy County, Madison County, Taylor County, Union County and Wakulla County. In addition to these counties, for purposes of the Request for Proposals, Columbia County will be considered a member county. The Task Force seeks to promote natural, historic and cultural attractions of the 12-county area to increase the number of visitors and to extend their stay.

**Scope of Work**

The Task Force seeks a web design and marketing company with a proven track record within the travel and tourism industry of developing and managing effective sites while also improving site traffic and rankings. The selected company will detail the steps for the site design, content development, optimization, programming, maintenance, hosting, marketing and analysis. The selected company will also be capable of implementing the following:

1. The re-concept and re-design of its website to serve as an official travel information source for consumers.
2. Creativity in website design while providing an easy and logical navigation for users.
3. Implementation of responsive web design so as to be viewable on desktop and laptop computers as well as all smartphone and tablet platforms.
4. The development and implementation of a search engine optimization strategy.
5. The ability for Task Force staff to quickly and easily add and remove information pertaining to events, facilities, and features specific to individual counties.
6. The ability for Task Force staff to quickly and easily add the following additional counties to the website: Baker County, Hamilton County, Marion County, Putnam County and Suwannee County.
7. The ability for Task Force staff to quickly and easily hide from view and/or delete selected counties and their associated information from the website.
8. Sample travel itineraries as well as the ability for users to create their own customized itineraries (trip planner) using website content.
9. A calendar of events maintained by Task Force members, as well as the ability to share events via social media and email.
10. A listing of attractions and maintenance of attractions maintained by Task Force members. Such attractions should include the ability to add a location map.
11. The ability to display blogs using WordPress or similar blogging platform and use comments to blogs.
12. Both German-language and Spanish-language landing pages and/or the ability to translate the website pages into German and Spanish.

13. A low-resolution image gallery for download or viewing.
14. The ability to capture visitor information data for purposes of determining, by month, the number of users who access information by county and by resource/facility contained in the website as well as other information.
15. The ability to gather information from the site for re-marketing purposes using email as a primary relationship builder and for display and search re-targeting to re-engage potential destination visitors repeatedly throughout their travel research process.
16. The ability to store site visitor data for future campaigns such as opt-ins for brochure requests, contests, newsletters and site updates.
17. Maintenance and hosting with secure back-ups and 99.9% uptime.
18. Integrated social media components such as Facebook, Twitter, Flickr, YouTube, Pinterest, etc. Preference is to be imbedded into page.
19. An "About" page which describes the purpose of the Task Force, contains Task Force public meetings notices, Task Force contact information, Task Force agendas and meeting packages, as well as Task Force minutes.
20. The ability to have locations mapped with contextual information.
21. The ability to create individual Partner Pages for Visit Natural North Florida Partners, such as member counties and other future partners, to add their own information to their Partner Page.
22. The ability to download PDF versions of brochures and maps.
23. The ability to add current weather, tide gauges as well as Suwannee River flood watch gauges to the website.
24. The ability to provide website customer relationship management as well as other necessary training.
25. The ability to use to use an open source, non-proprietary content management system.

### **General**

The selected proposer will be expected to work closely with Website Development Committee of The Original Florida Tourism Task Force as well as Task Force staff through all phases of the project, including but not limited to website testing prior to launch and the launch process.

The proposer may use and import all content currently contained on the vnnf.org and fnnf.org websites into the new website, may provide all-new content, or may use a combination of existing and new content.

All content as well as the website itself will be exclusively owned by The Original Florida Tourism Task Force.

In addition to the items listed herein, the Task Force will give consideration to other concepts for revamping its website. Proposers are therefore encouraged to present other concepts and features not contained herein.

The budget for the project is a maximum of \$75,000.

### **Responses**

If you would like to respond to this Request for Proposals, please provide the following:

A description of how the above scope of work will be implemented.

An explanation of coordination and communication with the Original Florida Tourism Task Force throughout the project.

A detailed implementation timeline.

A complete proposal summary page covering each item, their costs and/or a total overall cost for the project.

A description of your company, the year it was founded, and information about your philosophy for successful web marketing.

A list of previous/current clients in the travel and tourism sector and a description of the work you have performed for them, to include success stories and statistics demonstrating the impact of your services. Please provide relevant urls.

An organization chart naming the key players in your organization, their professional backgrounds and areas of expertise.

Specifically state which staff would be assigned to manage The Original Florida Tourism Task Force account.

What specific expertise do you offer in each of the following areas:

Website design

Website graphic design

Website development

Content development

Electronic Customer Relationship Management

Website Marketing

With regard to website testing, please describe the website testing and approval process.

With regard to the website launch process, please describe the process used for website launch and any needed corrections.

With regard to website client training, describe the proposed creation and presentation of training materials for the Visit Natural North Florida client.

With regard to search engine optimization and search engine marketing, provide an outline for how you would approach both organic and paid strategies for The Original Florida Tourism Task Force site and how each will be measured and reported to the client. In the case of search engine optimization, please identify which license tools you will use to conduct a search demand audit. (The Original Florida Tourism Task Force shall be provided the entire keyword report resulting from this audit).

Contact information for three references familiar with your website development, internet marketing and search engine optimization/search engine marketing capabilities.

Submit a list of all subcontracted vendors and third-party software to be included in the proposed project, including a description of your work experience with them and the specific role each will have in the project.

An itemized budget and proposed set of deliverables.

Any terms and conditions that might affect the project.

Costs for on-going support for all modules including but not limited to monthly maintenance, project fees and administration fees. Please list any other anticipated fees.

## **Ranking and Selection Criteria**

Preliminary Ranking: All proposals received will be reviewed and ranked by the Website Development Committee of The Original Florida Tourism Task Force using the following criteria based upon a total of 100 points, as follows: (a) capacity to complete the work by December 31, 2015 (25 points); (b) past experience with the development and maintenance of tourism-oriented websites (25 points); (c) quality of proposal with regard to items 1 through 25 listed under Scope of Work as well as other proposed website features not contained herein (25 points); and (d) letters of reference (25 points). The total score from these criteria will be used to establish the rank order for the selection of the proposals by Website Development Committee members. The rankings, as established by the individual Website Development Committee members, will be combined to result in a Committee ranking of proposers based on the average rank order of proposals assigned by individual Committee members, not the total number of points assigned by individual Committee members.

Final Ranking: Unless oral presentations are requested by the Website Development Committee, the Preliminary Ranking shall be the Final Ranking. Should the Committee request oral presentations from the highest-ranking proposers, the finalists will be re-reviewed and re-ranked after the oral presentations by the Website Development Committee using the same criteria and method used for the Preliminary Ranking.

An attempt will be made to reach an agreement with the highest ranking proposer, the second highest, and so on until a satisfactory agreement is reached.

## **General Information**

The Original Florida Tourism Task Force is not liable for costs incurred by proposers prior to execution of a contract. All costs incurred as a result of this request for proposals, including travel and personnel costs, are the sole responsibility of the proposer.

**Responses are due by 5:00 p.m. Eastern Daylight Savings Time, May 29, 2015.**

Submit two copies of your proposal in writing to:

Scott R. Koons, Executive Director  
The Original Florida Tourism Task Force  
2009 NW 67th Place  
Gainesville, Florida 32653-1603

A minimum of three finalists will be selected from submitted proposals and may be requested to give oral presentations.

If you have any questions concerning the request for proposals, please contact Steven Dopp, Senior Planner, by e-mail at [dopp@ncfrpc.org](mailto:dopp@ncfrpc.org) or by telephone at 352.955.2200, extension 109.