

**Visit Hopkinsville
Request for Proposals
Website Design and Development**



Submittal Requirements

The deadline for the RFP responses is Wednesday, March 1, 2023 at 4:00 p.m. CST. Submit a PDF file of the response with the subject line “Visit Hopkinsville Website Design and Development RFP” to:

Brooke Jung
Executive Director
1730 E. 9th Street
Hopkinsville, KY 42240
bjung@visithopkinsville.com

Inquiries regarding this RFP must be submitted via email to:

Brooke Jung
Executive Director
bjung@visithopkinsville.com

Overview

The Hopkinsville-Christian County Convention & Visitors Bureau (Visit Hopkinsville) is seeking to updated its website to enhance visitors appeal and user experience to simplify the content management and provide improved information and visitor experience while meeting high standards for design quality and visual appeal. Visit Hopkinsville would like to decentralize content management by empowering staff to easily create and manage website content.

Visit Hopkinsville seeks the assistance of an experienced company that can accomplish all of the functionality identified in this RFP. Visit Hopkinsville also sees a company that has the capability of integrating additional features and functionality that may be identified in the future. The company should have a team of experts who understand tourism and convention organizations to help us achieve our vision, while being easily accessible and providing consistent tech support.

Current Situation

Visit Hopkinsville is seeking to enter into a professional services agreement with a qualified vendor to design and implement a new website based on the above strategy. Our current website is www.visithopkinsville.com.

Tech Support

- Hosting and security requirements
- 99.9% up-time (outside scheduled maintenance)
- Support and maintenance
- Dedicated account management
- Support services
- Availability of online training manuals and technical support

All-inclusive pricing is preferred/pricing should include

- Development cost
- Days/hours of training
- Content migration
- Product and functionality included
- Proposed hosting and security
- Ongoing cost for hosting, maintenance, support
- Cost for future redesign

Required and/or preferred website features include:

- Alerts and notifications
- Archive center
- Browser based administration
- Calendar (with aesthetically pleasing visuals)
- Content integration
- Directories for staff and attractions/businesses
- Document center
- Online booking integration
- FAQ
- Levels of rights/permissions
- Live Edit
- News/Announcements
- Photo center
- Printable pages
- Responsive web design
- Rotating photos/banners
- Sharing capability
- Site search
- Site stats
- Sitemap
- Social media interface
- Website visitor profile
- Ability to connect and update Visit Hopkinsville App
- Interactive map

- Mobile compatibility for mobile browsers

Optional Features:

- E-communication
- Chat feature
- Video center submittal requirements

RFP Executive Summary & Response- 2 page maximum

Overview of how your company will approach the project:

- Statement of guaranteed uptime
- Site launch timeline
- One source vendors are preferred. If utilizing subcontractors for any portion of the project, please provide additional key personnel and company information.

Company Profile

- Company overview & history
- Number of current employees
- Additional tech support and development assistance if any
- Tourism website experience

Key Personnel/Primary Contact

- Name, title, role
- Education
- Years of experience

CVB References

- Client name
- Website URL
- Client contact person and title
- Client contact information
- Project start and completion dates

Project Development Approach

- Typical timeline and schedule
- Training options
- Scope of work
- Description of potential features and functionality
- Project deliverables
- Project cost description

Submission Information

The deadline for the RFP responses is Friday, January 27, 2023 at 4:00 p.m. CST. Submit a PDF file of the response with the subject line "Visit Hopkinsville Website Design and Development RFP" to:

Brooke Jung
Executive Director
1730 E. 9th Street
Hopkinsville, KY 42240
bjung@visithopkinsville.com

Submittals that are not received on or before the specified deadline will not be accepted. Visit Hopkinsville reserves the right to request follow up information or clarification from vendors in consideration. Visit Hopkinsville reserves the right to reject any or all submittals to compare the relative merits of the respective responses and to choose a vendor which will serve the best interests of Visit Hopkinsville.

Each response to this RFP shall be done at the sole cost and expense of each proposing vendor and with the express understanding that no claims against Visit Hopkinsville for reimbursement will be accepted.

Evaluation Criteria Responses to the RFP will help Visit Hopkinsville identify the most qualified vendor. Visit Hopkinsville will evaluate the qualifications, references and overall fit with Visit Hopkinsville, as well as take into consideration the proposed scope and pricing submitted to determine the most qualified web vendor.

Selection Process

The selection process will be as follows:

1. Visit Hopkinsville will review and evaluate vendor submissions. The initial review will determine conformance to the submission requirements and whether responses meet the minimum criteria established.
2. Visit Hopkinsville will schedule interviews with the most qualified applicants
3. Visit Hopkinsville will check references of qualified applicants
4. Visit Hopkinsville will enter into negotiations leading to a professional services agreement with selected vendor.

Schedule

The approximate schedule is as follows:

- Issue RFP: January 9, 2023
- Vendor Submittals due Wednesday, March 1, 2023 at 4:00 p.m. CST
- Vendor Review period: March 6-17, 2023
- Vendor Approval, negotiations, execute agreement by Friday, March 24, 2023