



NOTICE TO RECEIVE SEALED BID #1819-48

The Gulf County Board of County Commissioners will receive proposals from any person, company or corporation interested in providing the following:

**Services to Manage, and Maintain the
Gulf County Florida TDC website www.visitgulf.com.**

**Responses are due by Friday, September 13, 2019 no later than 4:30 PM ET
Responses will be opened Monday, September 16, 2019 at 10:00 AM ET**

Responses to this RFQ must include one original and three copies and be delivered to:

Gulf County Clerk of Court
Attn: Leanna Roberts
1000 Cecil G. Costin, Sr. Blvd, Room 149
Port St. Joe, FL 32456.

Please indicate on the outside of your envelope **YOUR COMPANY NAME**, that this is a **SEALED BID** and include the **BID NUMBER**.

This RFQ is available for response from all interested firms who can demonstrate the necessary experience, and the capability to handle a program of the size, scope and complexity of the integrated website and communication services of the Gulf County TDC.

Finalist will be chosen based on overall qualifications and experience with development and maintenance of successful travel-related websites. Upon acceptance of the finalist by the BOCC, the GCTDC Executive Director will work with the selected contractor to develop a project schedule, scope of work and project budget.



Background

Established in 1998, The Gulf County Tourist Development Council is a division of Gulf County Board of County Commissioners developed exclusively to promote tourism and maintain the county's natural ecosystem.

The mission of the GCTDC is to promote Gulf County to visitors outside of a 60-mile radius, prompt them to travel here for more than one night and become long-term, loyal visitors. Strategic marketing initiatives focus on four (4) key factors:

- Increase Visitation to Gulf County
- Increase Visitor Spending in Gulf County
- Deliver Qualified Leads to Partners
- Acquire Long Time, Loyal Visitors

The Gulf County TDC markets, advertises and promotes through public relations, marketing, paid advertising and social media to potential visitors to Gulf County.

In support of an integrated and strategic digital and social media plan, the GCTDC is seeking qualifications from Contractors to enhance and grow a state-of-the-art website that:

- Detects a viewer's device (desktop, phone or tablet) and formats itself appropriately
- Updates content more efficiently by pulling from one CMS
- Allows a singular level of evaluation and ROI pulled from one integrated analysis system
- Connect visitors to partners

Project

Statements of Qualifications are now being accepted from organizations with proven website design and development in the tourism industry to illustrate their qualifications for web hosting, maintenance and design of www.visitgulf.com. Qualified firms should also have experience with developing fully functional and user-friendly backend databases, multi-point content management systems and other promotional elements.

The current responsive website is a multi-level site anchored by a state-of-the-art database. In more detail the web family will be comprised of the following:

- Content Management System (backend. Currently Word Press)
- Responsive Website (front end)
- Partner Website (to be used by Gulf County Partners)
- Media Site
- Winter Fun Site
- Event Site

The Contractor will assume responsibility for the performance of all required services. Subcontractors are allowed but must be revealed in the response to the RFQ. All materials, ideas, designs, and layouts developed for the Gulf County TDC under this contract are the property of the GCTDC and may not be used for any other purpose without prior written consent. Items will remain the sole property of the GCTDC regardless of termination of services for any reason.



Providing information directly to potential visitors to Gulf County Florida is one of the most important objectives of the website. The audiences of these components include visitors, travel and news media and the general public.

The GCTDC team desires to maintain a website in support of the brand, offering a site-friendly experience that engenders trust in its brand and an exciting user experience.

The information that is made available on this website changes frequently to provide the most up-to-date and relevant information. The website also incorporates a variety of electronic formats including, but not limited to images, static and dynamic content, PDF and Word documents, audio and video files.

The current website offers an integrated database cataloging partner and consumer information and is used for email blasts, newsletters, media inquiries and industry updates. Social media is an important component of the GCTDC's communications plan so seamless content integration with the GCTDC's social network is paramount.

Statement of Qualifications

Firms may submit a Statement of Qualifications that demonstrates their ability to provide the services that will be required from the Contractor. Services include, but are not limited to the following:

Technical Requirements

Hosting - The Contractor will be responsible for hosting the website which includes all hardware, software and telecommunications associated with maintaining a website. A physical environment necessary to keep the server(s) up and running twenty-four hours a day, seven days a week. This includes a full un-interrupted power supply, daily back up of the site and full-time monitoring of the network connection. Interstate offsite back up with the ability to maintain consistent, uninterrupted service in the event of an emergency or natural disaster.

Website Management and Maintenance - The Contractor will be responsible for routine maintenance of the website and an integrated database. The GCTDC Web Manager and staff will provide and update editorial and art content when back end allows. The Contractor will work with the GCTDC team and agency to update other art, information and editorial content and ensure consistent integration of all digital elements when appropriate. The Contractor will maintain hardware and software, fix any functionality issues within a 24 hour notification, respond to user technical support questions, proactively research and integrate new functionality, and use best practices for organic and search engine optimization.

Design and Development Expertise

GCTDC will require minimal design and development support including, but not limited to: Campaign support (landing page, subscribe box, contest integration) and other paid media initiatives. Occasional eBlast support.

Contractor should provide clear examples of expertise in design skills in travel-related sites including, but not limited to:

- Travel planning information



- Searchable listings of tourism products (accommodations, activities, attractions, events)
- Travel tools such as itinerary builders
- Interactive maps
- Editorial content development
- Events calendar anchored by a CMS and searchable by date, activity and location
- Media room
- Industry partner page with partner login
- Partner analytics dashboard with automated analytics
- Database integration for various purposes
- Email program for industry newsletter, consumer newsletter, etc.
- Ability to create forms
- Ability to run online contests
- Other functions not listed

Other Services

Account management of website program and other digital marketing services as agreed upon by the Gulf County TDC and the Contractor. Contractor may be required to attend TDC meetings, or meetings as directed by GCTDC team. Monthly site reporting and other presentations will be required as necessary.

Response Format

In response to this RFQ, qualified firms are invited to submit proposals that:

- Details an overall approach and strategy to growing a responsive website utilizing today's technology with clear explanation as to how the strategies will benefit the future growth of Gulf County tourism.
- Includes no less than 2 case studies/examples of successful travel-related website developments completed by your firm which you feel parallels the GCTDC's needs. Case histories should detail the recent designing, developing, hosting management and maintenance of a professional website and other digital components such as mobile site, smart phone and tablet applications, database integration for website and outgoing communications and social media.
- Describes your understanding and knowledge of backend content management systems and partner databases.
- Shows successful key elements geared toward both male and female consumers as well as new vs. returning visitors.

In addition to the above, proposals should include:

- Biography/professional experience of your firm and the qualifications of the team to be assigned to Gulf County, Florida.
 - Provide an organizational chart of the organization, including contact points between the organization and the Gulf County TDC.
 - Disclose the name(s) of the person(s) in the organization management who will work on the account and how much time will be spent on the account.
- Assurance that your firm is familiar with Gulf County, Florida, its direct competitors, the Gulf County TDC and its tourism partners.
- List of consumer clients or agencies that have retained your firm to develop, implement and maintain websites of similar scope. Please identify those in the travel industry.



- Name the two most recent past clients. Have any of these terminations been due to agency non-performance? If so, explain.
- Provide a list of at least three current accounts that the Gulf County TDC may contact as a reference.

Each proposal must include a formal letter on official business letterhead of the organization proposing to become the Contractor. The letter is to transmit the Statements of Qualifications and shall identify all material and enclosures being forwarded. Letter should include:

Organization Ownership and Management:

1. Provide the name, address and telephone number of the legal entity with whom the contract will be written and all trade names used.
2. Provide the name, address and telephone numbers of the organization's principal officers and other owners.
3. Disclose the organization's total number of employees, both full and part time. Include employee information to be employed on the project.
4. Provide a short history of the organization and your history working in the travel industry.
5. Provide hours of operation and staffing availability.

Timeline

The initial contract period shall be for the span of one (1) year with option to renew. Items included in this proposal are as follows:

1. Hosting
2. Routine site maintenance/SEO
3. Minimal site design, programming and development listed above
4. Communications with GCTDC
5. Travel to Gulf County Florida

