



NOTICE

TO RECEIVE SEALED BID #1213-19

The Gulf County Tourist Development Council (GCTDC) will receive proposals from any company or corporation interested in providing the following:

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

**Responses are due by Friday, September 27, 2013 no later than 4:00 PM ET
Responses will be opened Monday, September 30, 2013 at 9:00 AM ET**

Responses to this RFQ must include one (1) original and five (5) copies and be delivered to:

Gulf County Clerk of Court
Attn: Kari Summers
1000 Cecil G. Costin, Sr. Blvd, Room 148
Port St. Joe, FL 32456.

Please indicate on the envelope **YOUR COMPANY NAME**, that this is a **SEALED RFQ** 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 of successful consumer websites in preferably in travel industry. 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

The Gulf County Tourist Development Council is a division of Gulf County management developed exclusively to promote tourism and maintain the natural ecosystem of the beaches. Established in 1998, the GCTDC is funded by a \$.04 bed tax absorbed by visitors. Three (3) of the four (4) cents are geared to administration and marketing efforts, and one (1) cent is geared to beach nourishment.

The mission of the GCTDC is to promote all of Gulf County to visitors outside of a 60-mile radius, prompt them to travel here for more than one night and become fully engaged and ultimately become long-term, loyal visitors. All of our 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 and social media to potential visitors to Gulf County and its destinations including Cape San Blas, Port St. Joe, Indian Pass, St. Joe Beach and Wewahitchka.

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.

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 design, build, and hosting 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.

In support of an integrated and strategic digital and social media plan designed to increase visitation to Gulf County, the GCTDC is seeking qualifications from Contractors to develop a state-of-the-art responsive 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

The completed responsive website will be 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)
- Responsive Website (front end)
- Partner Website (to be used by Gulf County Partners)
- E-mail component (for a series of monthly eNewsletters)



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 create a look and feel for its friendly experience that engenders trust in its brand and provides a user experience that engages and encourages the users to become long-time, loyal visitors to Gulf County Florida.



The information that is made available on this website may change frequently to provide the most up-to-date and relevant information so a user-friendly CMS is critical. The website will also incorporate a variety of electronic formats including, but not limited to images, static and dynamic content, PDF and Word documents, audio and video files.

An integrated database cataloging partner and consumer information is of extreme importance and needs to work for several different purposes, including 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 your company’s 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. Evaluate the cost effectiveness and provide offsite data storage.

Website Management and Maintenance - the Contractor will be responsible for routine maintenance of the website and an integrated database. The Contractor will work with the GCTDC team and agency to update 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 Requirements

Contractor will be required to produce a comprehensive plan detailing how the website and database will be redesigned and developed and the cost of each phase of the plan. Design elements could include the look and feel of the website, navigation architecture, graphics, content display, editorial content and all visual aspects of the site and digital components. The Gulf County TDC content plan and overall branding message must be integrated into the website.

Aspects included in the redesign may include, but are 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. 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 developing and implementing 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 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. If possible, one example should be in the tourism industry.
- Describes your understanding and knowledge of backend content management systems and partner databases.
- Shows successful key elements geared toward both male and female consumers.

In addition to the above, your proposal 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 of his or her 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.

Budget and Timeline

The total cost for development of a new www.visitgulf.com website may not exceed \$125,000. Items included in this budgeted figure are as follows:

1. Site design, programming and development of all components listed above
2. Routine site maintenance through September 30, 2014
3. Hosting through September 2014
4. Communications with GCTDC through September 30, 2014
5. Travel to Gulf County Florida through September 30, 2014

Along with an estimated cost breakdown, submittals should include an estimated timeline for site development and proposed site launch date of February 15, 2014.

