

VISIT  
**THE WOODLANDS**  
— T E X A S —

March 4, 2019

The Woodlands Convention and Visitors Bureau (TWCVB), dba Visit The Woodlands, is seeking proposals for website development and redesign in addition to a web content management system.

Attached you will find a Request for Proposal (RFP) outlining the needs and requirements for participation in this bid process.

Evaluation of the submitted proposals will be based on the following criteria:

- Website Design and Development Capabilities, Client Services, Support & Training
- Functionality, Creativity and Applicability of Proposal
- Staff Qualifications & Prior Experience with Tourism Destinations or Tourism Agencies
- Service Fees / Costs
- Technical Compliance with Website & CMS RFP Requirements

Proposals should be submitted to:

Ashley White, Marketing Director  
The Woodlands Convention & Visitors Bureau  
2801 Technology Forest Blvd.  
The Woodlands, Texas 77381  
[ashley.white@visitthewoodlands.com](mailto:ashley.white@visitthewoodlands.com)

**Proposals must be received no later than 4:00 p.m. (CST) on Friday, April 5, 2019 in the offices of The Woodlands Convention and Visitors Bureau listed above.**

Should you have any questions, please feel free to contact me by email at [ashley.white@visitthewoodlands.com](mailto:ashley.white@visitthewoodlands.com).

Thank you,

Ashley White  
Marketing Director, The Woodlands Convention & Visitors Bureau

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**THE WOODLANDS CONVENTION AND VISITORS BUREAU  
WEBSITE DEVELOPMENT & REDESIGN, WEB CONTENT MANAGEMENT SYSTEM  
REQUEST FOR PROPOSAL**

**I. BACKGROUND**

The Woodlands Convention & Visitors Bureau (TWCVB, dba Visit The Woodlands) is the destination marketing organization responsible for promoting The Woodlands to drive demand for both hotel and retail tax collections. Our mission is to establish The Woodlands, Texas as a beautiful, lively and welcoming destination recognized regionally, nationally and internationally for first-class business, convention and leisure travel. Visit The Woodlands is a 501 (c) (6) organization, funded by The Woodlands Township Hotel Occupancy Tax.

In 2018, TWCVB worked with its Agency of Record, Adcetera Design Studio, Inc., to create a brand story and identity for The Woodlands, which is the driving force behind all marketing efforts. This includes advertising placements and marketing collateral, which have been refreshed to reflect this new creative direction. As TWCVB's primary marketing tool, the next phase in rolling out the new brand identity for The Woodlands is updating the website creative. In addition, TWCVB's website ([www.VisitTheWoodlands.com](http://www.VisitTheWoodlands.com)) received 193,656 unique visitors in 2018. Of these, nearly 73% left immediately (known as a bounce rate) due to a dis-organized sitemap and confusing web design. As a comparison, an average industry standard bounce rate is 50%, or below. With these things in mind, TWCVB is seeking a dynamic, content-rich website that is well-organized and user friendly while also inspiring visitors and meeting planners to experience all that The Woodlands has to offer.

**II. OVERVIEW**

TWCVB is soliciting proposals for the projects listed below. Specific information regarding each of the project objectives is outlined in this Request for Proposal (RFP).

1. **Website Development:** Development of a responsive TWCVB website, which includes a reorganization of the sitemap
2. **Website Design:** Newly designed website that accurately reflects TWCVB's newly established brand identity
3. **Content Management System:** Implementation of a robust Software as a Service (SaaS) Content Management System (CMS) for the maintenance of the website
4. **Search Engine Optimization (Optional):** As an optional portion of this RFP, TWCVB will accept proposals for Search Engine Optimization (SEO) services.
5. **Website Support (Optional):** As an optional portion of this RFP, TWCVB will accept proposals for website support services.

**Note: Bids should be submitted in the following way:**

- **"Bid 1":** Should include items 1-3 above, with costs that reflect the bidding company developing the website design in-house, according to TWCVB Brand Guidelines. Items 4 & 5 optional.
- **"Bid 2":** Should include items 1 and 3 above, with costs that reflect the bidding company working with TWCVB's Agency of Record, Adcetera Design Studio, Inc. to implement Adcetera's

design into the website development process / CMS. Items 4 & 5 optional. Additional questions to fulfill this “Bid 2” requirement can be found in Attachment “F”.

The contract for services will be with The Woodlands Convention & Visitors Bureau. The contract will be for work to be performed beginning immediately upon being awarded the bid and the negotiated contract being signed by both TWCVB and the awarded vendor. The newly redesigned website and CMS (and optional services) should be set to go live on or before December 20, 2019.

### III. ANTICIPATED TIMELINE

March 4, 2019	Distribute RFP
March 18, 2019	Deadline to submit questions regarding RFP by 4:00 p.m. (CST)
April 5, 2019	Proposals and required forms (Attachments “A”, “B”, “C”, “E”, “F”, and “G”) must be received at TWCVB office by 4:00 p.m. (CST)
Week of April 8, 2019	Notification of short-listed companies
April 17, 2019	Presentation of company recommendation to TWCVB Board of Directors
December 20, 2019	Website and CMS should be live

**Note:** If a presentation to TWCVB Board of Directors is required by the recommended company, this will be held on April 17, 2019. Please make sure the account team who would potentially service this account is present. Presentations will last 30 minutes, including Q&A.

### IV. PROPOSAL INSTRUCTIONS

Proposals must be received no later than 4:00 p.m. (CST) on Friday, April 5, 2019. An original proposal on a Flash Drive and two (2) hard copies must be delivered prior to the deadline above:

**Ashley White, Marketing Director  
The Woodlands Convention and Visitors Bureau  
2801 Technology Forest Blvd.  
The Woodlands, Texas 77381**

Proposals should be delivered or mailed to TWCVB office; **proposals submitted via fax or email will not be considered.** It is the responsibility of the participating candidates to ensure that the proposal is received by TWCVB by the date and time specified in the RFP. **Late proposals will not be considered.** All costs incurred in the preparation of a proposal responding to this RFP will be the responsibility of the candidate and will not be reimbursed by TWCVB.

**At a minimum, proposals must include the following:**

- Attachment “A” “Submittal Criteria”, completed in its entirety.
- Attachment “B” “Specifications, Requirements and Respondent’s Acknowledgement”, completed, initialed and signed as required.
- Attachment “C” including the Ethics Disclosure form, the Litigation Disclosure form, and the appropriate statement for your entity’s legal status, completed and signed as required.
- Attachment “E” Website Services Checklist completed as required.
- Attachment “F” Adcetera Design Questions completed as required.
- Attachment “G” “Evaluation Criteria, Summary of Ratings”, completed and signed as required.
- Samples of previous work relevant to the tourism industry. Proposals should include and demonstrate examples of proposed CMS (screen shots and narrative).
- Any other information that would help us better understand your expertise in website services.

**Note:** Proposal to be submitted shall be one demonstrating capabilities based on prior work. Vendors are not expected to present a plan specific to TWCVB at this time.

By submitting a proposal, the submitting company acknowledges that it has read, fully understands, and shall strictly adhere to all bid specifications and requirements contained in this RFP and any exhibits and ancillary documents thereto (the “RFP Packet”).

**V. EVALUATION OF PROPOSALS**

The evaluation of proposals will be performed by a selection team composed of professional staff from the TWCVB. Proposals will be reviewed for compliance with the mandatory requirements as stipulated within the RFP. Proposals deemed non-responsive will be eliminated from further competition. Remaining proposals will then be ranked according to their relative merits as measured against the evaluation criteria set forth below.

1. **Evaluation Criteria** The table below establishes the evaluation criteria to the RFP. The selection team shall, on a relative and compliance basis, rank all offers received using the scoring below.

<b>Website Evaluation Category</b>	<b>Points</b>
Website CMS Functionality & Development Capabilities, Client Services, Support & Training	25
Creativity and Applicability of Proposal	25
Staff Qualifications & Prior Experience with Tourism Destinations or Tourism Agencies; References	20
Service Fees/Costs-Initial Year 1 costs, plus years 2-5	25
Technical Compliance with Website & CMS RFP Requirements	5
<b>Total Points</b>	<b>100</b>

2. **Best Offers** – Award may be made without further negotiation based upon competitive proposals received; therefore your best initial offer should be submitted in response to this

request for proposals. The bid prices shall include all labor, travel, materials, freight, insurance, etc., to cover the finished work called for.

3. **Additional Information** – TWCVB reserves the right to request any additional information needed for clarification from any bidder for evaluation purposes.
4. **Presentations** – TWCVB may, at its discretion, request presentations by any or all participating candidates, at candidate’s own cost.
5. **Contract Award** – The selection team from TWCVB will score the proposals and they will be ranked according to scores. After review and recommendations by the selection team staff, a contract will be negotiated with the awarded vendor. This Agreement shall not become effective or binding until approved by TWCVB Board of Directors.

This RFP does not obligate TWCVB or the selected vendor until a contract is signed and approved by both parties. If approved, it is effective from the date the contract is signed. TWCVB shall not be responsible for work done, even in good faith, prior to the final approval of the proposed contract.

## **VI. RIGHT TO REJECT**

TWCVB expressly reserves the right to: (1) reject any and all proposals, in whole or in part, received in response to this RFP; (2) accept any proposal(s) that it determines shall best meet the TWCVB’s goals, objectives, and standards, regardless of whether or not said bid/proposal is the lowest priced option; (3) waive any non-material defect, informality, or irregularity in any proposal or proposal procedure; and/or (4) negotiate separately the terms and conditions of all or any part of the proposals as determined to be in TWCVB’s best interest and at its sole discretion. A contract for the accepted proposal will be based upon the factors described in this RFP, and will contain additional legal terms and conditions.

## **VII. NOTIFICATION OF AWARD**

Upon conclusion of final negotiations with the successful candidate, all candidates submitting proposals in response to this RFP will be informed of the name of the successful candidate.

## **VIII. GENERAL INFORMATION REGARDING THE ACCOUNT**

1. The budget for this marketing effort in previous years, including website design & development, ongoing maintenance & support and search engine optimization services is provided below:

2015 Website Services – \$44,892  
2016 Website Services – \$100,000  
2017 Website Services – \$100,000  
2018 Website Services – \$100,000  
2019 Website Services – \$100,000

The estimated budget is expected to be approximately \$100,000 annually for website services, but this estimate is subject to change based on actual annual budget appropriation. The 2019 estimated budget includes, but is not limited to, website design & development, ongoing maintenance & support and search engine optimization services. Additional costs will be approved on a case-by-case basis by the President, and should not be relied on in the candidate's submitted proposal.

2. TWCVB staff prefers conducting all phases of the contract with one account team. This team should be identified in your proposal and should be the team "presenting" for the contract, when (or if) a presentation is made.
3. TWCVB staff prefers that the company selected should have in-house capabilities for all requirements of this RFP.

#### **IX. HARDWARE INFORMATION/SERVER HOSTING REQUIREMENTS**

Proposal should include a detailed listing of all necessary hardware requirements needed by end users to adequately utilize all systems of the new website. In addition, the proposal should detail the server hosting requirements, environment, start-up costs, annual fees and all other elements required with the hosting of the site and its systems. Proposal should also include security and reliability statistics.

#### **X. QUESTIONS**

Inquiries concerning this RFP should be directed to Ashley White, Marketing Director, no later than Monday, March 18, 2019 at 4:00 p.m. (CST). After this time, TWCVB reserves the right to deny response to submitted inquiries. **Inquiries should be submitted by email only to [ashley.white@visitthewoodlands.com](mailto:ashley.white@visitthewoodlands.com).**

## XI. PROJECT OBJECTIVES

1. **Website Development:** The TWCVB desires to have a website which will more effectively promote and position The Woodlands as both a major leisure destination and convention/meeting location. The website should also position TWCVB as a resource for all targeted markets and provide ample information to TWCVB's various constituencies (visitors, meeting planners, travel trade, local partners & stakeholders, and travel media). The goal of the website is to be an exceptional sales and resource tool that is very functional and engaging.

In addition, the vendor must handle all content collection, page creation and data migration from TWCVB's current site to the new website.

2. **Website Design:** Should the awarded company be utilized for design services, the website should be designed in a manner consistent with TWCVB's branding and be competitive with other award-winning destination websites.

If the awarded company isn't awarded the design portion of this contract, they must be willing and able to work with TWCVB's Agency of Record, Adcetera Design Studio, Inc., to implement Adcetera's design into the newly developed website. The main objective is to create an inspiring, persuasive and informative website that reflects TWCVB's newly established brand identity.

The TWCVB website should be a marketing and communications tool that:

- Positions The Woodlands aggressively in the exceedingly competitive online bid for travel consumers
- Influences target markets to select The Woodlands as a convention/meeting destination
- Promotes The Woodlands by providing the latest news and developments
- Delivers measurable results in terms of site metrics as well as converted visits to the destination
- Is creative, innovative and fresh. Seeks ways to involve emerging technologies and flexible enough to evolve to be compatible with new technological innovations
- Showcases unique attributes of The Woodlands and is easy to navigate through a content-rich environment
- Is interactive and engages the user on a personal level

3. **Content Management System (CMS):** TWCVB currently uses Word Press to operate and maintain the website. Below is a high-level overview of TWCVB's objectives with the new CMS.

- **Site Map & Search Engine Optimization (SEO)** – The site should be designed and built with search engine optimization in mind and meet industry best practices.
- **Simpleview CRM Integration** – The CMS should integrate with Simpleview CRM as it relates to partner listings, calendar of events, special offers / coupons, media assets and forms.
- **Enhanced User Experience** – The site should be designed and include functionality that allows for an enhanced and personalized user experience, driving travelers to The Woodlands.
- **Page Creation, Tracking & Coding** – The CMS should allow for users to create pages, templates and tracking mechanisms with little or no knowledge of HTML.

- **Admin Functionality** – The CMS should allow for admin functionality in a variety of ways. A complete list of these requirements is outlined below in the “Specific Functions and Features – Website CMS & Design” portion of the RFP Packet.
- **General Website Functionality & Expectations** – The CMS should be available in multiple languages and include advanced search capabilities.
- **Third Party Suppliers** – The website should be designed to work and adapt with third-party suppliers who mirror the site through their own hosts and provide additional functions for the website. Following are required elements of the CMS that can be fulfilled via third party integrations.
- **Website Design** – The website should feature a highly-engaging design that allows for an enhanced user experience and engagement through CMS tools.

4. **Search Engine Optimization (Optional):** Optional proposals for Search Engine Optimization (SEO) support services should, at a minimum, include the following:

- **Annual SEO Plan** – Vendor should supply TWCVB with an annual SEO plan that details recommended actions to improve [www.VisitTheWoodlands.com](http://www.VisitTheWoodlands.com) search engine rankings, website traffic and conversions. This should be a dynamic plan that allows for changes throughout the year.
- **Competitive Analysis** – Vendor should review competitor websites for targeted keyword phrases and analyze a number of factors including domain age, PageRank, on-page optimization for both TWCVB’s website and competitor websites.
- **Monthly Reporting** – Vendor should supply TWCVB with a monthly report that includes key performance indicators (KPI) that detail website traffic, engagement statistics, search engine rankings, traffic sources and other relevant data.
- **Keyword Research & Analysis** – Vendor should develop a comprehensive list of keywords specific to TWCVB and monitor this on a monthly basis, providing a ranking report each month of top keywords.
- **Audit & Correct Issues** – Vendor should audit and correct issues that could potentially impact website traffic and ranking. This includes but is not limited to header tags, duplicate content, html sitemap, etc.
- **Continued Optimization & Monitoring** – Vendor should supply ongoing maintenance of meta data within the CMS, which should include keywords, page titles and meta tags.
- **Redirects & Friendly URLs** – Vendor should provide recommendations for “friendly” URLs that make pages more accessible to search engines and website visitors alike. Vendor should also have the ability to set up redirects for any alternate domains owned by TWCVB.
- **Campaign Tracking** – Vendor should have the ability to set up campaign URLs for TWCVB marketing campaigns for the purposes of tracking and reporting. This includes review of current landing pages to ensure they are properly optimized for the best performance.
- **On Page Optimization** – Vendor should analyze top landing pages, content pages and campaign landing pages on TWCVB website and make recommendations for updating content, new content, html tags, meta tag updates and more.

5. **Website Support (Optional):** Optional proposals for Website Support services should, at a minimum, include the following:

- **Accessibility Diagnostics** – Vendor should provide a thorough audit of accessibility issues and the recommended steps to correct these issues to ensure TWCVB is WCAG 2.0 compliant.
- **Link & Spell Check** – Vendor should provide a report to fix broken links and misspellings on the website. This should be provided on a quarterly basis.
- **Readability** – Vendor should measure individual page readability and provide the recommended steps to make the website easy to comprehend if issues are found.
- **Maintenance & Software Updates** – Vendor should provide ongoing maintenance of the website related to software updates, bugs, or other general fixes to ensure TWCVB’s website is running smoothly and at an optimal speed.

## XII. SPECIFIC FUNCTIONS AND FEATURES – WEBSITE CMS & DESIGN

The new website at a basic level will contain all current information and features. It should be understood that all references to the Content Management System (CMS) features that are described should require little or no knowledge of HTML.

- A. **Site Map & Search Engine Optimization (SEO)** – The site should be designed and built with search engine optimization in mind and meet industry best practices.
1. **Detailed Site Map** – A detailed site map of the new website must be provided.
  2. **Redirects & Indexing** – Appropriate redirects from the current website URLs to the newly reorganized sitemap URLs must be handled by the vendor to ensure a minimal loss in website traffic. Vendor must also submit sitemap to Google for indexing to minimize loss of website traffic.
  3. **Search Engine Optimization** – The site must enable both standard and customized SEO on all pages of the site. This should include keywords, page titles, meta tags and meta description. The CMS should include a way of inputting SEO for new pages added to the site.
  4. **Statistics and User Tracking Systems** – The proposal must include a plan for gathering user data and statistics. The tracking database should exclude TWCVB’s host address and the web provider’s host address. The tracking system should also include some way to track users’ clickthrough to other web links. Google Analytics is currently in place and the code needs to be used on the new site and no loss of past data should incur. In addition, TWCVB currently uses ADARA to measure advertising and website impact. The tracking pixel needs to be placed on the new site with no loss of past data.
  5. **Schema & Open Graph Tagging** – The site should have Schema and Open Graph tagging capabilities.
- B. **Simpleview CRM Integration** – Following are elements of Simpleview CRM, which are required to integrate seamlessly with the new website development and design.

1. **Partner Listings** – TWCVB partner listings (e.g. hotels, attractions, restaurants, etc) should display within relevant sections of the website via listings overview pages as well as listings detail pages.
  2. **Calendar of Events** – The calendar will be associated with TWCVB partner listings and should be displayed on the website via its own dedicated calendar of events page(s), as well as integrated within the partner listings themselves. This can be displayed via an events tab on the listing detail page of a partner listing.
  3. **Special Offers/Coupons** – A special offers section should live on the website that is directly tied to partner listings (such as hotel packages). This should also integrate within the partner listings themselves. This can be displayed via a special offers tab on the listing detail page of a partner listing.
  4. **Media Assets** – Media assets, associated with partner listings, should be pulled from Simpleview CRM and displayed on the website via listings overview pages as well as listing detail pages.
  5. **Forms** – TWCVB has several online forms for our various clients (Visitor Guide & Meeting Planner Guide Requests, e-newsletter signups, FAM Trip Requests, etc). This collected data must continue to be captured uninterrupted.
- C. **Enhanced User Experience** – Following are required functional capabilities within the CMS to allow for an enhanced user experience, which will ultimately drive conversions.
1. **Microsite Builder** – The site should be equipped to build microsites for various partners and incoming convention planners, one day events or week-long festivals. The microsites should be searchable, and incorporate information from all website elements including the partner listings, calendar of events, mapping, packages and media assets.
  2. **Trip Planner/Itinerary Builder** – The site should include a shopping-cart style custom trip planner/itinerary builder database with the ability for users to customize their travel plans and return several times to the site to modify the plans. The trip planner/itinerary builder ideally would tie into a custom map function and use an optional survey and database capture system to view the options selected.
  3. **Mapping & Responsive Geo Triggers** – The website should include responsive geo triggers and interactive maps per listing and utilize Google Maps. The site design should allow for expanding the mapping function. These interactive maps should allow visitors to select hotels, restaurants, merchants, attractions and/or events.
  4. **Media Asset Management** – The website should include a media asset library tool that allows TWCVB to place a gallery of photos and videos on specific pages of the website for visitors to view. This gallery will show TWCVB approved images as well as provide the visitor the ability to request and download media assets. This should be easy to modify and upload new images.
  5. **Social Sharing** – The site should allow for individual pieces of content (such as events, blog articles and listings) to be shared straight from the website to social platforms, including, but not limited to, Facebook, Twitter, Instagram and YouTube.
  6. **Dynamic & Related Content** – The CMS should have a function that allows all content within CMS to be tagged, thus allowing TWCVB to create dynamic and related content, increasing the user experience. This includes, but is not limited to events, blog articles, news releases, native content and photos.

7. **RSS Feeds** – The site should allow for website visitors to subscribe to areas of the website (such as blog posts, calendar of events, news releases and other “feeds”) via an RSS feed functionality.
  8. **Digital TWCVB Guides** – The site should include the option for making catalog-like digital visitors guide page views of TWCVB’s current printed Visitors Guide, Meeting Planners Guide and other marketing collateral, with options to download.
- D. **Page Creation, Tracking & Coding** – The CMS should allow for users to create pages, templates and tracking mechanisms with little or no knowledge of HTML.
1. **Homepage Modification** – TWCVB requires having access to modify and make changes to the home page.
  2. **Page Template Options & Testing** – The vendor should provide several template options (including a banner / header image template) that allows the website to have a diverse, content-rich design. This includes the ability to incorporate A/B testing.
  3. **Landing Pages** – Within the site there will be several landing pages for specific domain names, such as but not limited to, [www.VisitTheWoodlands.com](http://www.VisitTheWoodlands.com), [www.SoWoodlands.com](http://www.SoWoodlands.com). These landing pages should be able to take on a unique identity yet still function off the main database.
  4. **Tracking Pages** – The CMS should allow for the creation of a tracking page so TWCVB can monitor user conversions such as downloading a visitor guide, signing up for the e-newsletter, or responding to a printed or digital advertisement.
  5. **Vanity URLs** – TWCVB should maintain the ability to create and activate vanity URLs at a moment's notice and this feature should be available to most administrators.
  6. **Content Style Sheets (CSS)** – CSS technology is utilized for the design of all pages. TWCVB should have the option to modify, override, and add new CSS styles to the template for special promotions. The CSS should be modifiable and keep the user interface in mind in regard to font size and page layout.
  7. **Preview** – The CMS should have a preview function that shows how the website appears across all devices, including mobile and tablet.
- E. **Admin Functionality** – The CMS should allow for admin functionality in a variety of ways including the following:
1. **Admin Users** – The CMS should have an easy user interface that will function for multiple users with the option of administrator access and security protected levels of access within the CMS.
  2. **Password Protection** – Password protection is needed for certain areas of the site. The new site should include a custom automated username/password generator that TWCVB manually activates. The user name and password should be linked specifically to each applicant with their email as their username and a generic generated or user-defined password. TWCVB should have the option to disable the password at any given time. The password protection capability should be available to expand to other areas of the site as needed. For example, we would like the ability to create a “Members Only” or “Board Members” section of the site that would only be accessible with a valid username and password.
  3. **Accept/Deny** – The CMS should have an accept/deny function that would prevent mistakes from going live when updating the site.

F. **General Website Functionality & Expectations** – Following are general website functionality and expectations as they related to the CMS.

1. **Multiple Languages** – The Woodlands is near George Bush International Airport (IAH) and serves a diverse travel population. The proposed website should be available in Spanish with the option to add additional languages in the future. This can be handled via an integration with Google Translate.
2. **Google AMP** – The CMS should integrate with Google AMP to allow for a consistently fast and high-performing website across devices and distribution platforms.
3. **Advanced Search** – The site should have built-in advanced search capabilities that search through the entire database and all contents and provide anchors on the pages to target the search. The search function should also contain a database-capture system to enable monitoring of the words and phrases users are searching to better modify the site. The system should have an option to omit pages from the search function to keep specific pages hidden as desired. The search section will ignore common words.

The site should have separate restricted search functions that search exclusively in the following sample areas:

- Calendar of Events (classified by type of event, date & target audience)
- Press Releases (classified by date and content)
- Accommodations (classified by meeting space, services, rooms, amenities, etc.)
- Photos (multi-categories classified by image type and contents)
- Hotel Packages (by date, hotel, activity).

The sub-search classification system will also expand to adapt to future classification systems and additional keywords as needed.

G. **Third Party Suppliers** – The website should be designed to work and adapt with third-party suppliers who mirror the site through their own hosts and provide additional functions for the website. Following are required elements of the CMS that can be fulfilled via third party integrations.

1. **Hotel Booking Engine** – The CMS should include a hotel booking engine. Working with the contracted vendor, the booking engine provider(s) will be selected prior to launch of the new design.
2. **User Generated Content Platform** – The CMS should include a generated content (UGC) platform that is incorporated into the website.
3. **Email Marketing Software** – The CMS should include an email marketing solution. The solution should easily manage direct response e-mail marketing programs applying e-newsletters, special e-promotions, e-mail blasts and other direct-to-consumer marketing applications appropriate for TWCVB’s online marketing strategy.
4. **Other** – TWCVB will consider integration with other third party suppliers, as they relate to TWCVB’s target audiences. Recommendations should be included in vendor’s proposal.

H. **Website Design** – The website should feature a highly-engaging design that allows for an enhanced user experience and engagement. Following are design elements & functionality that should be incorporated into the new website.

1. **Responsive Design** - The entire site should be dynamically responsive in design and be able to function on desktop PCs, tablets and mobile web browsers and platforms including but not limited to iOS, Android and Blackberry.
2. **Scrolling / Slideshow Elements** – The site design should incorporate rotating or scrolling elements that allow for a highly-engaging website where upcoming events, blog articles and other content can be featured. The site should also include a way to highlight featured events within Calendar of Event overview pages.
3. **Photos & Video Content** – All photos and videos on the site should have an enlarging function (lightbox) that allows users to click on a photo to see it in a larger format. All photos and videos supplied from TWCVB’s photo archives will need to be properly credited when used on the site and copyright information will need to be embedded in larger photos to prevent theft. The vendor will work with the TWCVB to identify the imagery necessary to develop the site to its fullest potential.

#### I. **Other**

1. **Training** – Ample training will be provided by the vendor to ensure a minimum of two TWCVB employees are skillfully adept at updating pages and functioning in the CMS.
2. **FTP Access** – TWCVB requires back-end File Transfer Protocol (FTP) access separate from the CMS as an emergency procedure.
3. **WCAG 2.0 Compliant** – The vendor must complete accessibility and usability testing and be totally WCAG 2.0 compliant. The site must also be compatible with Internet Explorer v7 and above, Chrome, Safari, Firefox, Silk and Opera. Load time should be a consideration within the design to accommodate various connection speeds, including dial-up.

**XIII. ATTACHMENTS**

**ATTACHMENT "A"**  
**THE WOODLANDS CONVENTION AND VISITORS BUREAU**  
**WEBSITE DEVELOPMENT & REDESIGN, WEB CONTENT MANAGEMENT SYSTEM**  
**REQUEST FOR PROPOSAL**

**SUBMITTAL CRITERIA**

You may fill out this form, or you may create a replica, provided that you follow the sequence/format provided below. If you need more space for your answers, you may enclose attachments, provided that you clearly indicate that you have done such.

1. Company Name: \_\_\_\_\_  
Contact person: \_\_\_\_\_  
Address: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Email: \_\_\_\_\_  
Website: \_\_\_\_\_

2. What is the form of your organization?  
Sole Proprietor \_\_\_\_\_  
Corporation \_\_\_\_\_  
Partnership \_\_\_\_\_  
Joint Venture \_\_\_\_\_

If submitting as a Joint Venture, state the amount and areas of work applicant intends to share between the respective parties/entities. (See forms in Attachment "C"). If submitting as a Joint Venture, you must answer the criteria questions for all participating companies. Some criteria will be the same for all; please mark them as such.

3. Where is your company headquartered? \_\_\_\_\_

4. When was your company established? \_\_\_\_\_

5. Is your company departmentalized? \_\_\_\_\_

If yes, please list the departments, heads of each, and number of persons in each.

Department	Manager (Name/Location)	Number of Permanent Staff
_____	_____	_____
_____	_____	_____



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11. Explanation of coordination with TWCVB staff throughout the project. \_\_\_\_\_

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12. Provide a detailed timeline and completion date of project. \_\_\_\_\_

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13. Please provide any additional information or comments in support of your qualifications.

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14. Please provide five (5) references who you have worked with previously. \_\_\_\_\_

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The above information is true and correct to the best of my knowledge.

\_\_\_\_\_  
Signature of Principal

\_\_\_\_\_  
Date

**ATTACHMENT "B"**  
**THE WOODLANDS CONVENTION AND VISITORS BUREAU**  
**WEBSITE DEVELOPMENT & REDESIGN, WEB CONTENT MANAGEMENT SYSTEM**  
**REQUEST FOR PROPOSAL**

**GENERAL SPECIFICATIONS, REQUIREMENTS AND RESPONDENT'S ACKNOWLEDGEMENT**

Respondent shall initial each space under the "Acknowledgement" column below to indicate that he or she has read and fully comprehends each specification and requirement, and will meet, conduct and perform each specification and requirement of this Acknowledgment and the Bid Packet Documents exactly as provided therein or will notate and provide a clear description of any deviation from any such specification or requirement. If Respondent is unable or unwilling to meet such specification or requirement. Respondent acknowledges that the actual terms, conditions and provisions of the Website Contract, if awarded, may differ from the specifications and requirements outlined below. Respondent shall execute and date the final page of this Acknowledgment once reviewed and initialed as required.

Item	DESCRIPTION OF SPECIFICATIONS & REQUIREMENTS	Acknowledgement
<b>COMMUNICATION</b>		
1	Though Vendor shall have one main TWCVB contact, communication regarding the Website Services may be with multiple TWCVB staff members or TWCVB affiliates, agents or assigns. Vendor, at Vendor's sole cost and expense, shall be capable of timely receiving and reviewing communication by fax, web, email, or via phone call/message and shall be capable of timely replying to any such communication.	
<b>PAYMENT</b>		
2	Payments to Vendor shall be made by TWCVB within thirty (30) calendar days after receipt and review of uncontested invoice based on the TWCVB accounts payable calendar, which shall be provided to Vendor.	
3	No taxes shall be included in the bid price since TWCVB is exempt from all sales tax. TWCVB may provide Vendor with applicable proof of sales tax exemption.	
4	All invoices for the Website Services shall indicate the type of services provided in sufficient detail and in a form required by TWCVB.	
<b>INSURANCE REQUIREMENTS</b>		
5	Vendor shall provide the TWCVB acceptable proof of valid insurance which meets or exceeds the minimum insurance requirements as provided in the TWCVB Minimum Vendor Insurance Requirements attached hereto as Attachment "D".	
<b>SUB-CONTRACTORS</b>		

6	Vendor shall not employ any subcontractor to fulfill any of Vendor’s Website Services obligations, in whole or in part, without the prior express written approval of the TWCVB and shall fully indemnify and defend TWCVB for any acts or omissions of any such subcontractor.	
<b>NON-EXCLUSIVE ARRANGEMENT</b>		
7	The Vendor agrees and understands that the Website Services Contract shall not be construed as an exclusive arrangement and further agrees that TWCVB may, at any time, secure similar or identical services from additional vendors at its sole option.	
<b>CVB RESPONSIBILITY</b>		
8	TWCVB shall provide direction for all projects it initiates.	
<b>ADDITIONAL SERVICES</b>		
9	TWCVB may require additional goods and services related to, but not specifically listed in the Website Services Contract or this Packet. To the extent that any such additional services are beyond the scope of the Website Services Contract or this Packet, Vendor shall timely provide to TWCVB an estimate of the cost of such additional goods and services based on the same or similar formula or method Vendor used in establishing the prices in the Bid Packet. If acceptable to TWCVB, TWCVB shall authorize Vendor to provide such additional goods and services, and Vendor shall timely provide such additional goods and services. Notwithstanding the forgoing, TWCVB reserves the right to procure any such additional services from other vendors, contractors, or to utilize TWCVB employees, agents, affiliates or assigns to provide the additional good and services at any time and at its sole discretion.	
<b>BID EVALUATION</b>		
10	Evaluations of the bid shall be based on a variety of criteria as determined solely by TWCVB and may include, in whole or in part: the total cost of Website Services; Respondent Submissions; Respondent’s experience; Quality and timeliness of Packet submitted; Respondent’s ability to successfully perform the Website Services; Respondent’s experiences with similar contracts and/or scope of services; Quality of previous Respondent goods and services; and Respondent’s reliability amongst other criteria.	
<b>RESPONDENT BID PACKET DOCUMENTS &amp; SUBMISSIONS</b>		
11	Respondent shall complete all required Attachments (“A”, “B”, “C”, “E”, “F”, “G”), shall seal and submit bid and said form to TWCVB prior to the RFP Packet Due Date.	
12	Respondent shall complete this Acknowledgement Form initialing each block under “Respondent’s Acknowledgement”, and signing in signature section provided and submit this form to TWCVB prior to the RFP Packet Due Date.	

I have read and completely understand this TWCVB GENERAL SPECIFICATIONS, REQUIREMENTS AND RESPONDENT ACKNOWLEDGMENT FORM and the entirety of the Packet and hereby affirm that I am able to and shall meet, conduct and perform each specification and requirement contained therein.

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DATE

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SIGNATURE

---

PRINT/TYPE NAME

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TITLE

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COMPANY

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EMAIL

**ATTACHMENT "C"**  
**THE WOODLANDS CONVENTION AND VISITORS BUREAU**  
**WEBSITE DEVELOPMENT & REDESIGN, WEB CONTENT MANAGEMENT SYSTEM**  
**REQUEST FOR PROPOSAL**

1. ETHICS REQUIRED DISCLOSURES FORM
2. LITIGATION DISCLOSURE FORM
3. CORPORATION OR LLC STATEMENT
4. JOINT VENTURE STATEMENT
5. PARTNERSHIP STATEMENT

## ETHICS DISCLOSURE FORM

### THE WOODLANDS CONVENTION AND VISITORS BUREAU WEBSITE DEVELOPMENT & REDESIGN, WEB CONTENT MANAGEMENT SYSTEM REQUEST FOR PROPOSAL

#### Disclosure of Parties, Owners, and Closely Related Persons

Please disclose in connection with this RFP.

- (1) The identity of any individual who would be a party to the contract, if awarded;

- (2) The identity of any business entity that would be a party to the contract, if awarded:

and the name of:

- (A) any individual or business entity that would be a subcontractor on the contract, if awarded;

- (B) any individual or business entity that is known to be a partner, or a parent or subsidiary business entity, of any individual or business entity who would be a party to the contract, if awarded;

- (3) The identity of any lobbyist or public relations firm employed by any individual or business entity who would be a party to the contract, if such employment relates to the contract currently being sought.

**Political Contributions**

Please disclose in connection with this RFP all political contributions totaling one hundred dollars (\$100) or more within the past twenty-four (24) months made directly or indirectly to any member of The Woodlands Township, or to any political action committee that contributes to the Township elections, by any individual or business entity whose identity must be disclosed under (1), (2) or (3) above. Indirect contributions by an individual include, but are not limited to, contributions made by the individual's spouse, whether statutory or common-law.

To Whom Made \_\_\_\_\_

Amount \_\_\_\_\_

Date of Contribution \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

## LITIGATION DISCLOSURE FORM

### THE WOODLANDS CONVENTION AND VISITORS BUREAU WEBSITE DEVELOPMENT & REDESIGN, WEB CONTENT MANAGEMENT SYSTEM REQUEST FOR PROPOSAL

**Failure to fully and truthfully disclose the information required by this Litigation Disclosure form may result in the disqualification of your proposal from consideration or termination of the contract, once awarded.**

1. Have you, or any member of your company to be assigned to this contract, ever been indicted or convicted of a felony or misdemeanor greater than a Class C in the last five (5) years?

**Circle One**                      **YES**                                      **NO**

2. Have you or any member of your company been terminated (for cause or otherwise) from any work being performed for TWCVB or any other Federal, State or Local Government, or Private Entity?

**Circle One**                      **YES**                                      **NO**

3. Have you or any member of your company been involved in any claim or litigation with TWCVB or any other Federal, State or Local Government, or Private Entity during the last five (5) years?

**Circle One**                      **YES**                                      **NO**

**If you answered "YES" to any of the above questions, please indicate the name(s) of the person(s), the nature, and the status and/or outcome of the indictment, conviction, termination, claim or litigation, as applicable. Any such information should be provided on a separate page, attached to this form and submitted with your proposal.**

**CORPORATION OR LLC STATEMENT**

**THE WOODLANDS CONVENTION AND VISITORS BUREAU  
WEBSITE DEVELOPMENT & REDESIGN, WEB CONTENT MANAGEMENT SYSTEM  
REQUEST FOR PROPOSAL**

If a CORPORATION or LIMITED LIABILITY COMPANY, answer the following:

- A. When incorporated? \_\_\_\_\_
- B. Where incorporated? \_\_\_\_\_
- C. Is the corporation or LLC authorized to do business in Texas? \_\_\_Yes \_\_\_No

If Texas is state of incorporation, as of what date? \_\_\_\_\_

If Texas is not state of incorporation:

- a. Address of the registered office in Texas: \_\_\_\_\_  
\_\_\_\_\_
  - b. Name of the registered agent in Texas at such office: \_\_\_\_\_  
\_\_\_\_\_
  - c. Attach Certificate of Authority (pursuant to Article 8.05 of the Texas Business Corporation Act) to transact business in Texas.
- D. The Corporation or LLC is held: \_\_\_Publicly \_\_\_Privately
- D. Furnish the name, title and address of each officer, manager, director, and the principal shareholders or members owning 10% or more of the corporation's issued stock or LLC's membership interests.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**JOINT VENTURE STATEMENT**

**THE WOODLANDS CONVENTION AND VISITORS BUREAU  
WEBSITE DEVELOPMENT & REDESIGN, WEB CONTENT MANAGEMENT SYSTEM  
REQUEST FOR PROPOSAL**

**If a JOINT VENTURE, answer the following:**

- A. Date of Organization? \_\_\_\_\_
  
- B. Please provide a copy of the recorded Joint Venture Agreement. This needs to include the ownership split, the business liability split, and the professional liability split.
  
- C. Have the partners within the Joint Venture conducted business in Texas? \_\_\_Yes \_\_\_No  
If yes, when? \_\_\_\_\_
  
- D. Name and address of each shareholder in Joint Venture.

<u>NAME</u>	<u>ADDRESS</u>
_____	_____
_____	_____
_____	_____

- E. Name and percentage of ownership of each partner in the Joint Venture.

<u>NAME</u>	<u>OWNERSHIP PERCENTAGE (%)</u>
_____	_____
_____	_____
_____	_____

- F. Provide an operations plan for the Joint Venture structure.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**PARTNERSHIP STATEMENT**

**THE WOODLANDS CONVENTION AND VISITORS BUREAU  
WEBSITE DEVELOPMENT & REDESIGN, WEB CONTENT MANAGEMENT SYSTEM  
REQUEST FOR PROPOSAL**

If a PARTNERSHIP, answer the following:

A. Date of organization? \_\_\_\_\_

B. (Check one)      General Partnership (  )    Limited Partnership (  )

C. Please provide a copy of the recorded partnership agreement.

D. Has the partnership done business in Texas? \_\_\_Yes \_\_\_No

If yes, when? \_\_\_\_\_

E. Name, address, and partnership share of each general partner.

<u>NAME</u>	<u>ADDRESS</u>	<u>SHARE</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

**ATTACHMENT "D"**

**THE WOODLANDS CONVENTION AND VISITORS BUREAU  
WEBSITE DEVELOPMENT & REDESIGN, WEB CONTENT MANAGEMENT SYSTEM  
REQUEST FOR PROPOSAL**

**TWCVB MINIMUM VENDOR INSURANCE REQUIREMENTS**

Vendor agrees to maintain at all times, during the dates set forth in the Website Services Contract, the following coverage at no less than the limits indicated:

<b><u>Worker's Compensation Insurance</u></b>	Statutory
Employers Liability	\$100,000
 <b><u>Automobile Liability (Including Owned and Non-Owned autos)</u></b>	
Bodily Injury	\$250,000 each person \$500,000 each occurrence
Property Damage	\$100,000 each occurrence
 <b><u>Commercial General Liability</u></b>	
Combined Single Limits for Bodily Injury and Property Damage:	
Each occurrence for premises/operations:	
Broad form CGL liability coverage	\$1,000,000
Products/ Operations aggregate	\$1,000,000
Advertising Injury	\$1,000,000
General Aggregate	\$2,000,000
 <b><u>Umbrella Liability</u></b>	 \$1,000,000 each occurrence \$1,000,000 annual aggregate \$ 25,000 self-insured retention

Vendor's coverage must be written on an Occurrence (not claims made) basis with companies acceptable to TWCVB, must stipulate that no take-out endorsements are included on the General Liability policy, and each policy providing coverage hereunder shall contain provisions that no cancellation or material reduction in coverage in the policy shall become effective except upon thirty (30) days prior written notice thereof to TWCVB, who shall be named as additional insured with respect to liability imposed upon it resulting from the performance of Work under this Agreement.

There shall be no right of subrogation against TWCVB and this waiver of subrogation shall be endorsed upon the policies. Prior to the commencement of performance of the Website Services, Vendor shall furnish certificates which shall identify TWCVB as an additional insured to TWCVB in duplicate, evidencing compliance with all requirements herein.

**The limits of such insurance shall in no way be construed as limiting Vendor's obligation to completely defend, indemnify and hold harmless TWCVB.**

**ATTACHMENT “E”  
THE WOODLANDS CONVENTION AND VISITORS BUREAU  
WEBSITE DEVELOPMENT & REDESIGN, WEB CONTENT MANAGEMENT SYSTEM  
REQUEST FOR PROPOSAL**

**WEBSITE SERVICES CHECKLIST**

Vendor shall refer to “SPECIFIC FUNCTIONS AND FEATURES – WEBSITE CMS & DESIGN”, “SEARCH ENGINE OPTIMIZATION (OPTIONAL)”, and “WEBSITE SUPPORT (OPTIONAL)” sections in the RFP Packet for clarification on each of the following checklist items.

**Respondent shall fill in each space under the “Response” column below to indicate the following:**

- INC – Included with Proposal / Available Currently
- FR – Future Release
- 3P – Third Party
- NA – Not Available

<b>SPECIFIC FUNCTIONS AND FEATURES – WEBSITE CMS &amp; DESIGN</b>		
<b>A</b>	<b>Site Map &amp; Search Engine Optimization</b>	<b>Response</b>
	Detailed Site Map Included with Proposal	
	URL Redirects & Sitemap Indexing Handled by Vendor	
	Search Engine Optimization / Meta Data Management	
	Statistics & User Tracking Systems Available	
	Schema & Open Graph Tagging Capability	
<b>B</b>	<b>Simpleview CRM Integration</b>	<b>Response</b>
	Partner Listings – CMS allows for integration	
	Calendar of Events – CMS allows for integration	
	Special / Offers Coupons – CMS allows for integration	
	Media Assets – CMS allows for integration	
	Forms – CMS allows for integration	
<b>C</b>	<b>Enhanced User Experience</b>	<b>Response</b>
	Microsite Builder	
	Trip Planner / Itinerary Builder	

	Mapping & Responsive Geo Triggers	
	Media Asset Management	
	Social Sharing	
	Dynamic & Related Content	
	RSS Feeds	
	Digital TWCVB Guides	
<b>D</b>	<b>Page Creation, Tracking &amp; Coding</b>	<b>Response</b>
	Homepage Modification	
	Page Template Options & A/B Testing	
	Landing Page Creation	
	Tracking Page Creation	
	Vanity URL Creation	
	Content Style Sheets (CSS) Technology	
	Preview Function Capability	
<b>E</b>	<b>Admin Functionality</b>	<b>Response</b>
	Administrator Access & Security Protected Levels of within CMS	
	Password Protection (i.e. "Board Members" section)	
	Accept / Deny Function Capability	
<b>F</b>	<b>General Website Functionality &amp; Expectations</b>	<b>Response</b>
	Multiple Languages	
	Google AMP Integration	
	Advanced Search Functionality	
<b>G</b>	<b>Third Party Suppliers</b>	<b>Response</b>
	Hotel Booking Engine Compatible	
	User Generated Content (UGC) Platform Compatible	
	Email Marketing Software Compatible	
	Other Third Party Supplier Integrations Available	

H	Website Design	Response
	Responsive Design Functionality	
	Scrolling / Slideshow Elements Available	
	Photos & Video Content Lightbox Functionality	
I	Other	Response
	Training Available	
	FTP Access Available	
	WCAG 2.0 Compliant	
<b>SEARCH ENGINE OPTIMIZATION (OPTIONAL)</b>		
	Annual SEO Plan	
	Competitive Analysis	
	Monthly Reporting	
	Keyword Research & Analysis	
	Audit & Correct Issues	
	Continued Optimization & Monitoring	
	Redirects & Friendly URLs	
	Campaign Tracking	
	On Page Optimization	
<b>WEBSITE SUPPORT (OPTIONAL)</b>		
	Accessibility Diagnostics	
	Link & Spell Check	
	Readability	
	Maintenance & Software Updates	

**ATTACHMENT "F"**

**THE WOODLANDS CONVENTION AND VISITORS BUREAU  
WEBSITE DEVELOPMENT & REDESIGN, WEB CONTENT MANAGEMENT SYSTEM  
REQUEST FOR PROPOSAL**

**ADCETERA DESIGN QUESTIONS**

**The following questions must be answered to fulfill "Bid 2" requirement.**

**Design Prep:**

1. Can the CMS support Google Web fonts?

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2. What format should the design mockups be created in (Adobe XD, Photoshop CC)?

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3. Are there any design restrictions or limitations of the CMS? If so, please describe.

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4. Will website personalization be used in the content and design?

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**Design Release:**

1. Are red-line files required for the designs?

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2. If so, is a specific application required for this, such as Zeplin?

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3. Is a web style guide needed for implementation of the design?

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**ATTACHMENT "G"**

**THE WOODLANDS CONVENTION AND VISITORS BUREAU  
WEBSITE DEVELOPMENT & REDESIGN, WEB CONTENT MANAGEMENT SYSTEM  
REQUEST FOR PROPOSAL**

**EVALUATION CRITERIA, SUMMARY OF RATINGS**

<b>Website Evaluation Category</b>	<b>Points</b>
Website CMS Functionality & Development Capabilities, Client Services, Support & Training	25
Creativity and Applicability of Proposal	25
Staff Qualifications & Prior Experience with Tourism Destinations or Tourism Agencies; References	20
Service Fees/Costs-Initial Year 1 costs, plus years 2-5	25
Technical Compliance with Website & CMS RFP Requirements	5
<b>Total Points</b>	<b>100</b>

**Respondent Name:** \_\_\_\_\_

I, \_\_\_\_\_, certify that this bid is made without prior understanding, agreement or connection with any corporation, firm, or person submitting a proposal for the same materials, supplies or equipment and is in all respects fair and without collusion or fraud. I agree that any and all information that I have provided is true and correct and accurately reflect my skills and ability and the quality of my marketing services. I agree to abide by all conditions of this packet and certify that I am authorized to sign this bid for the company.

\_\_\_\_\_  
DATE

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
PRINT/TYPE NAME

\_\_\_\_\_  
TITLE

\_\_\_\_\_  
COMPANY

**ATTACHMENT "H"**

**THE WOODLANDS CONVENTION AND VISITORS BUREAU  
WEBSITE DEVELOPMENT & REDESIGN, WEB CONTENT MANAGEMENT SYSTEM  
REQUEST FOR PROPOSAL**

**SELECTION CRITERIA**

**A. Website CMS Functionality & Development Capabilities, Client Services, Support & Training** **25 points**

- Does the vendor meet a majority of the expectations in the Website Services Checklist, as set forth in Attachment "E"?
- Does vendor demonstrate expertise in analysis of tracking and measuring the effectiveness of tourism websites?
- Does vendor demonstrate the ability to take sound strategic thinking and translate it into understandable communication?
- Does vendor offer both initial and ongoing training for the CMS platform?
- Does vendor offer ongoing support, including software maintenance & updates?
- Does company demonstrate that research plays an important role in marketing?
- Is the company/joint venture capable of analyzing research and applying results?

**B. Creativity and Applicability of Proposal** **25 points**

- Does the company provide examples or references for work that compels one to take action?
- Does the company show a track history of differentiating brands that have little tangible differences from their competitors?
- Does the company provide examples that include a unique portrayal of TWCVB product strengths?
- Does the company provide examples of work that demonstrate the ability to make effective use of brand awareness and positioning statements in the overall marketing campaign strategy?
- Does the company/joint venture exude a passion toward TWCVB business?

**C. Staff Qualifications & Prior Experience with Tourism Destinations or Tourism Agencies; References** **20 points**

- Does vendor clearly demonstrate industry insight?
- Has the vendor been successful in developing website solutions for other tourism destinations and/or tourism agencies?
- Does the company demonstrate successes in product categories that are close enough to our needs to suggest the company can readily transfer skills and insight?
- Can the company effectively handle the addition of TWCVB to its current account load?
- Is company/joint venture financially sound and well established?

**D. Service Fees / Costs – Initial Year 1 Costs, plus years 2-5**

**25 points**

- Do proposed pricing strategies represent fair and advantageous rates?
- Are optional contracts available for support and/or SEO services?
- If so, do these represent fair rates?

**E. Technical Compliance with Website & CMS RFP Requirements**

**5 points**

- Did vendor submit RFP packet and sealed bid by the required deadline?
- Did vendor fill out, sign and submit all required Attachments?