

REQUEST FOR BID PROPOSAL PACKAGE

#2019-RFP-04

for

JOPLIN CVB's VisitJoplinMO.com WEBSITE DEVELOPMENT, DESIGN AND HOSTING

JOPLIN CONVENTION & VISITORS BUREAU
602 S. MAIN STREET
JOPLIN, MO 64801

NOTICE TO BIDDERS

The City of Joplin, Missouri will accept sealed bid proposals until NOON, Thursday, August 8, 2019 at the Joplin Convention & Visitors Bureau located at 602 S. Main Street, Joplin, Missouri, 64801 for the following SERVICE:

The Joplin Convention & Visitors Bureau seeks bids for a provider to develop, design and host their tourism-based website.

Through this Request for Proposal the Joplin Convention & Visitors Bureau (JCVB), City of Joplin (COJ), Missouri, seeks bids for a redesign, rebuild and hosting of our existing website; *VisitJoplinMO.com*. Basic objectives are for a fully functional, inspiring, and informative website, with the latest tourism related features. The primary driver behind the redesign is that our current provider contract is expiring, and we are required to rebid this project.

The selected provider will handle all site planning, interface design, production and hosting as required to bring a new site on line. The site must include a solution that allows staff to quickly, easily and cost-effectively update content and modify site design after the initial launch. The website look, and functionality must be 100% tourism focused.

Specifications and bid forms are available from Patrick Tuttle, director of the Joplin Convention & Visitors Bureau by calling 417.625.4789 or by email at ptuttle@joplinmo.org. Any proposals received after the specified deadline will be returned to the vendor.

The City reserves the right to evaluate all proposals, to reject any or all proposals and solicit again at a later date. The City may waive any irregularities in the proposal or negotiate variances from specifications and make awards that are in the best interests of the City. The City will have final decision in all matters regarding acceptance of proposals and issuance of awards.

The City encourages minority and female owned businesses to submit proposals on all City purchases.

Leslie Haase, CPA
Finance Director

Publication Date: Monday, July 8, 2019

INSTRUCTIONS TO BIDDERS

The City of Joplin, Missouri proposes to CONTRACT the following service:

JOPLIN CVB'S VisitJoplinMO.com
WEBSITE DEVELOPMENT, DESIGN AND HOSTING

All bids shall have firm-fixed F.O.B. Joplin, Missouri price and shall be honored for a minimum of ninety (90) days following the bid opening.

All bids shall be exclusive of Federal, State, and City taxes.

It is the intent of the specifications included with this bid document to generally describe the item(s) desired in sufficient detail as to secure bids on comparable items. All parts not specifically mentioned which are necessary in order for the item(s) to perform as intended shall be included. The strength, quality of workmanship, and material shall be in accordance with the best trade practices.

Specification variances, manufacturer's literature and additional information should be attached to the bid form. All blanks on the attached bid specifications shall be filled in completely and accurately. Any bid not meeting this requirement may be considered non-responsive.

Any protest or grievance must be issued in writing and delivered to the office of the Director of Finance within ten (10) days following the bid opening. Any protest filed after this time period has elapsed will not be considered.

The City encourages selection of products manufactured, assembled and/or produced in the United States, as long as the quality and price are comparable with other items bid.

Businesses which are located within the city limits of Joplin may be given preference in the awarding of a bid, providing the bid from the local business does not exceed the lowest bid by more than 3% or $2,500, whichever is less.

The City may give preference to vendors handling products that contain post-consumer recovered materials, providing the bid does not exceed the lowest bid by more than 5% or $2,500, whichever is less.

Once the bids are reviewed and evaluated, the successful vendor will be notified, in writing, and will receive an authorized City of Joplin purchase order. Verbal acknowledgments will not be considered as official notification and will not obligate the City in any way. Delivery or performance should not be completed without the receipt of an authorized purchase order.
Minimum information to be submitted with each bid shall consist of the following:

MARK BID ENVELOPES: "BID #2019-RFP-04 JOPLIN CVB's VisitJoplinMO.com WEBSITE DEVELOPMENT, DESIGN & HOSTING, BY NOON, THURSDAY, AUGUST 8, 2019"

Questions concerning the specifications and bidding procedures should be directed to Patrick Tuttle, Joplin CVB at 602 S. Main Street, Joplin, MO, 64801 or by phone 417.625.4789.

JCVB BACKGROUND

- The Joplin Convention & Visitors Bureau (CVB) is a department of the City of Joplin.
- The CVB operates off a 4% lodging tax and receives no funding from the City's General Revenue fund.
- The CVB maintains a 4-person staff.
- The CVB focuses on selling Joplin to leisure and business travelers, group planners, convention/conference planners and tour operators who come from a distance greater than 70-miles from Joplin. These efforts are to generate visits that will result in an overnight stay, a return visit, and more frequent returns.
- The Joplin tourism region includes the Tri-state area of southwest Missouri, southeast Kansas and Northeast Oklahoma.
- Joplin Regional Airport (JLN) offers daily service to Dallas-Ft Worth (DFW) and Chicago O'Hare (ORD).
- 23 Hotels are located within the Joplin tax-base.
- These properties account for an inventory of 1,905 rooms daily.
- Annually these account for some 695,671 available rooms in Joplin.
- In 2018, $1.4M was collected in lodging tax. It took $36,426,774 in sales to generate this result, or 424,156 of the available rooms inventory sold. Resulting in an annual Occupancy Rate of 60.9% from an annual Average Daily Rate (ADR) of $85.60.
- Changing the mindset - though much weight is put on "*Putting Heads in Beds*" the focus of filling hotel rooms and replenishing tourism revenues is better placed on Creating Demand (need for our hotels) and Producing Yield (revenue), across the market. The target should be an annual Occupancy Rate at 70% or greater and an annual ADR above $105.

*The **Mission of the Joplin Convention & Visitors Bureau** is to position the collective elements of the travel and tourism infrastructure within the Joplin region as a premier destination and have an influential role in creating a regional economic impact for industry partners, increasing visitation while enhancing the visitor experience.*

RFP SUMMARY

Through this Request for Proposal the Joplin Convention & Visitors Bureau (JCVB), City of Joplin (COJ), Missouri, seeks bids for a redesign, rebuild and hosting of our existing website; *VisitJoplinMO.com*. Basic objectives are for a fully functional, inspiring, and informative website, with the latest tourism related features. The primary driver behind the redesign is that our current provider contract is expiring, and we are required to rebid this project.

The selected provider will handle all site planning, interface design, production and hosting as required to bring a new site on line. The site must include a solution that allows staff to quickly, easily and cost-effectively update content and modify site design after the initial launch. The website look, and functionality must be 100% tourism focused.

Through this process our intent is to establish another 3-year agreement (COJ FY 2020 thru 2022). Additionally, we are looking for innovative ways to employ storytelling on our website, through engaging blog posts which integrates photos, videos, and user-generated content.

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

1. **Website Design:** An immersive design created through a proven creative process; VisitJoplinMO.com and its staff will have final approval over design
2. **Website Development:** Development of a fully responsive destination website engineered by the selected vendors development team; our preference is that this all be done in-house versus being done through subcontractors
3. **Content Management System:** Implementation of an open-source Content Management System (CMS) that is both user-friendly and provides JCVB staff with a best in class content publishing experience
4. **Website Support & Hosting:** Premium hosting for optimal performance and speed; a support and maintenance package to assist with updating and maintain the website as needed

The agreements for services will be with the City of Joplin/CVB, Joplin Missouri. The agreements will be for work to be performed beginning with the fiscal year 2020, effective November 1, 2019 and run for 3 consecutive years (to October 31, 2022). The negotiated agreements will be signed by both City of Joplin and the selected vendor.

The existing website was originally designed and produced in 2016 and is maintained in-house. VisitJoplinMO.com is currently hosted through Saffire.

OWNERSHIP AND INTELLECTUAL PROPERTY NOTICE

- All screens, graphics, domain names, content and the 'look and feel' of the site developed will be the property of the Joplin Convention & Visitors Bureau, City of Joplin, together with all layered design files.
- In developing the website, the selected provider will not infringe or violate the copyright and other intellectual property rights of third parties.
- The selected provider is responsible for securing various rights, licenses, clearances, and other permissions related to works, graphics, or other copyrighted materials to be used or otherwise incorporated in the website. All applicable copyright notices will be displayed on the website.

GOALS AND OBJECTIVES

The goal of the website redesign is to include the following Scope of Services. Please submit any ideas, suggestions or limitations in your bid response ensuring the suggestions are supportive of our tourism mission.

SCOPE OF SERVICES

Website Design: The VisitJoplinMO.com website should be a marketing and communication engine that:

1. Positions Joplin visually in the exceedingly competitive online bid for travel consumers
2. Influences target markets and audiences to select Joplin as for their next vacation, day trip, or getaway
3. Promotes Joplin by providing immersive content and page structures that keep our audiences engaged
4. Delivers measurable results in terms of site metrics as well as converted visits to the destination
5. Is creative, innovative and fresh. Seeks ways to involve emerging technologies and flexible enough to evolve to be compatible with new technological innovations
6. Showcases unique attributes of Joplin and is easy to navigate through a content-rich environment
7. Is interactive and engages the user on a personal level

Website Development: We are seeking to build a responsive site that performs at the highest level. We are promoting a dynamic destination and our site speed should reflect that. The selected vendor should maintain an in-house development team that has experience building high performing destination websites. Because we are seeking a long-term partner for this project, the experience of the development staff will be key in our evaluation.

Content Management System (CMS): While we are content with the current CMS, we are seeking the recommendation of proposing vendors for the best open-source content publishing platform that accomplishes everything listed below. We will not consider proprietary or SaaS CMS options, we desire the flexibility to control our own path and maintain ownership of our online presence. VisitJoplinMO.com will own the designs, content, coding, hosting, and the CMS being implemented.

1. Open-source Content Management System (Craft, WordPress or Drupal are preferred); something that is both intuitive and user-friendly
2. Admin functionality to control rights and rolls of VisitJoplinMO.com staff, copywriters, and other website staff
3. Ability to manage and maintain the majority of the new site design, content, and page structures
4. WYSIWYG content editing capabilities
5. Content publishing that allows versioning, save/preview, set expiration dates, and a modular approach to creating/editing page content
6. Ability to customize vanity URLs for all pages
7. Directory capabilities to house our local listing, venue, and event data
8. Ability to create forms on the fly for contacting the Joplin CVB, surveys, and giveaways
9. The CMS should allow for easy page creation after the site goes live
10. Analytics and tracking codes should be easy to add within the header of any page
11. The CMS should allow for easy management of all search engine optimization efforts; including the ability to add/edit meta information, customize Open Graph information, control no-follows and canonical URLs, and easy access to schema markup
12. Image and video asset library; includes the ability to edit ALT tag and other information important for SEO
13. Live editing capabilities
14. Initial staff training, and user manuals should be included in the overall cost

CRM Integration: Vendor will be responsible for integrating listing and event directories, deals/coupons, venue directories, forms, and analytics to be shared with our CRM platform, iDSS. We are currently on the iDSS Cyclone platform with full access to their open APIs for data sharing with the new website.

Content Migration: All content and data should migrate over to the new Content Management System; and is the responsibility of the selected vendor

Analytics: Google Analytics is currently in place and the code needs to be used on the new site and no loss of historical data should occur.

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.

ADA Compliance: VisitJoplinMO.com wishes to have an ADA compliant or acceptable website; please describe your processes for achieving ADA compliance in accordance with Section 508 and WCAG guidelines.

Hero Slideshows: That can include both photography and video, calls-to-action, and that can be placed on any page of the website at will.

Advanced Search: Site should include an advanced search option that allows visitors to discover all content and data living on the website. This search should be visually laid out and include filtering options. Please describe your advanced search capabilities.

Local Listings & Venue Directory: Please describe your capabilities for local listings (i.e. local restaurants, accommodations, things to do, etc.) and a venue directory on our new website. Include information on how this will be managed by our staff through the CMS.

Local Events Calendar: The website should feature a robust local events calendar with filtering options and data being managed through the CMS; because events are a heavily viewed component of our website we are looking to call these out very clearly throughout the website.

Blog: The website should also feature a robust blogging feature that allows our team to create, edit, and schedule blog content to be delivered to our visitors through our website. All content will be managed through the CMS.

Related Content: The CMS should have a function that allows all content within CMS to be tagged or categorized, thus allowing our staff to create dynamic and related content, increasing the user experience. This includes, but is not limited to events, blogs, articles, and other native content.

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.

For reference, the JCVB existing social platforms are:

- Facebook/VisitJoplinMO
- Facebook/Route66Joplin
- Twitter/VisitJoplinMO
- Pintrest/VisitJoplinMO
- Instagram/VisitJoplinMO

Forms: Vendor will be responsible for setting up forms for proper data collection for things like visitor guide requests, newsletter sign-ups, and contacting us.

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.

SEALED-BID PROPOSAL

Your proposal must be on company letterhead and, at least, include the following.

Goals and Objectives:

The goal of the website redesign is to include as much as possible of the following Scope of Services. Please submit any ideas, suggestions or limitations in your bid response ensuring the suggestions are supportive of our tourism mission.

Cost:

The funding portion of a bid proposal must indicate the following breakdowns:

1) Development, designing and building the basic site, including migrating of content for top-level pages, and a site map
2) Cost to move domain name from existing host
3) A content management system with levels of permission and approvals
4) Annual Web content management software licensing and support costs
5) Cost of hosting the Website and annual maintenance costs (can bid for three (3) year following launch date)
6) Estimated cost (if at all) for SSL (Secure Sockets Layer) should a retail component be added within the next 3 years
7) Any additional fee for future enhancements

Production Schedule:

Please provide a proposed timeline from development through design to launch.

References:

Please include no less than three references of websites your company have developed and designed. At least two should be tourism related.

Selection Timeline:

July 8, 2019	Distribute Request for Proposal
August 8, 2019	Sealed proposals due per the guidelines listed below by NOON CT
August 12, 2019	Notification of short-listed vendors
August 15-16, 2019	Teleconference with short-listed vendors
August 22, 2019	Bid awarded to selected vendor

Note: *The Joplin CVB reserves the right to modify this timeline under any given circumstance should it determine additional time is needed to find the appropriate vendor for this project.*

Bid Scoring:

Bids must arrive in the JCVB office NLT Noon, Thursday, August 8, 2019. Once bidding is closed the bids will be opened in the order they were received, reviewed by a panel and scored using the following percentages:

40% = Overall cost for the development, design and implementation

25% = Cost for annual hosting and maintenance

20% = Goals and objectives response

10% = References

5% = Provider's tourism experience

CONTACT SHEET

COMPANY NAME: _____

CONTACT PERSON: _____

EMAIL ADDRESS: _____

ADDRESS: _____

_____

Signature of Company Representative: _____

Date: _____

Phone: _____

Mark Bid Envelopes:

"#2019-RFP-04

JOPLIN CVB's VisitJoplinMO.com

WEBSITE DEVELOPMENT, DESIGN AND HOSTING",

by Noon, Thursday, August 8, 2019