



Orange County Tourism Council

## Website Design Request for Proposal

### DESCRIPTION, PURPOSE AND OBJECTIVES OF WEBSITE

The Orange County Tourism Council plans to redesign and invigorate its existing website to maximize the presentation of the Orange County 'authentic story' to entice new visitors, increase the number of unique visits and the amount of time spent on the site and to improve its ease of navigation.

The tourism products of Orange County are many and diverse. The challenge is to present the product of The OC in a way that shows 1) the wide range of lodging offerings, 2) the diversity of restaurants, 3) the depth of cultural and heritage experiences, 4) the varied attraction options and 5) world class shopping, 6) outdoor activities. The website should capture the essence of The OC and present the product in categories of experiences versus the previous 'silo-type' presentation by city. Major objectives of the site include creating the "Aha...I didn't know that" moment for the user; awareness-building of The OC outdoor product and OC Parks; and, extending the length of stay for the potential visitor through website content.

Capabilities of the site should include an itinerary builder, photo library, video module, weather widget, media and members' only sections, calendar of events, booking engine, and seamless links out to the destination management organizations and members of the Orange County Tourism Council. Much of the site will rely on a static HTML. It will require a database for information display as well as a CRM module.

The core website development and options for special features deemed critical in achieving maximum exposure, minimal bounce rate, maximum time on site, ease in navigation and press-appeal of this website portal are essential to the project. Hosting and SEO will be negotiated as a side agreement. Content management, user navigation and system administrator training must be included within the total budget.

### TERMS AND CONDITIONS

The Orange County Tourism Council must own and have full access to site code. Terms for proposal:

- i. Delivery of the 'live' website is to be no later than June 4, 2012
- ii. Proposals should be delivered to Anita Vanaman, Executive Director, Orange County Tourism Council. Copies should be received by January 27, 2012 at 5 p.m. PST.
- iii. Contract will be awarded on February 6, 2012.
- iv. Please provide four copies of any proposals submitted
- v. All proposals must include a statement of authorization to bid signed by a principal of the responding company
- vi. All proposals must use the proposal format outlined in this RFP
- vii. Bidder status: bidder must disclose any relevant conflicts of interest and/or pending lawsuits.

## ORGANIZATION BACKGROUND

The Orange County Tourism Council has been in existence for 15+ years and represents a holistic Orange County. Through public/private partnerships the Tourism Council has been successful in packaging the collective strengths of Orange County's assets and has been successful in branding Orange County as a premiere travel destination. In 2009 a definitive brand and logo was designed. Orange County attracts 42 million visitors annually who look to experience everything Orange County has to offer and the Tourism Council is committed to delivering on the brand promise.

Within the last 12 months, the organization has undergone a review of its mission and vision and developed a new long-term business and marketing strategic plan. The OCTC consists of 30 board members made up of hospitality industry leaders in all segments of travel and tourism including the heads of the major Orange County destination management organizations. The current website can be found at [www.visittheoc.com](http://www.visittheoc.com) for more information. With a staff of one Executive Director, the organization is primarily volunteer-based through its board efforts.

## WEBSITE AUDIENCE

The website will be available to the public and is generally designed for visitors to Southern California both domestic and international as well as those living within the region interested in 'backyard' tourism. Stakeholders in the organization (board members and the hospitality industry at large) will be utilizing the site for information on the organization, educational opportunities, and job postings.

## TOOLS AND FUNCTIONALITIES

Essential components/features include: CRM integration, site search function, form fill-in functionality (for visitors guide requests which feeds to a database with opt-in for downloading and a 'register to win'), calendar, GPS tools/maps, email integration, web analytics, and microsite building capability.

Components to be included in the proposal as 'menu items' include: Members only (password protected) section, Web cam connections (from existing cameras), special offers module, meetings RFP submission function, searchable database, eCommerce functionality, video module, itinerary builder, calendar of events, weather, media section and booking engine.

Other menu items should include: Downloading PDF itineraries/routes for walking or driving tours, downloading MP3/ipod audio tours, downloading applications for iPhone or other Smartphone platforms, incorporation of a blog.

A site visitor must have the ability to be directed to various Destination Marketing Organizations within Orange County for further information on hotel packages, activities and further details on each area.

**Staff should be able to log-in and all posting of calendar events and content changes should be able to be made at the local level. Any major design changes would be made by the website creator at a pre-negotiated rate.**

## REPORTING NEEDS

Client access to databases will include members' detailed information, media, meeting planners, contest entrants, product listings and visitors guide requests.

Metrics reporting should include but not be limited to:

Organic traffic, overall traffic, SEO overview, ranking of keywords, bounce rate, page views, time on site and referral link traffic (in & out.)

## CREATIVE DEVELOPMENT

All proposals should include website examples of tourism and other clients to showcase creative ability.

## RESOURCES/INTEGRATION

Some of the existing site content can be repurposed over to the new site.

All copy, videos and photos to be provided by OCTC.

There are no databases to be transferred from the old site. Member listings will need to be imported from an existing excel database. No other existing forums, systems or tools need to be connected to the existing site.

## STAFF RESOURCES

Anita Vanaman, Executive Director, Orange County Tourism Council, 657-278-5655  
[executivedirector@visittheoc.com](mailto:executivedirector@visittheoc.com)

Gary Sherwin, Chairman, Orange County Tourism Council, [gary@visitnewportbeach.com](mailto:gary@visitnewportbeach.com)  
President & CEO, Visit Newport Beach, Inc., 949-719-6100

Judith A. Bijlani, President & CEO, Laguna Beach Visitors & Conference Bureau, 949-376-0511  
Marketing Committee/Web Development Committee Chair, [judyb@lagunabeachinfo.com](mailto:judyb@lagunabeachinfo.com)

The Web Development committee will review proposals, select finalists and will be joined by the executive committee for final award of the project.

## PROCESS STEPS

1. Develop RFP
2. Review by OCTC Board of Directors
3. Release date
4. Submission of questions/answers on RFP
5. Notification of Intention to bid
6. Proposals due
7. Interview finalists
8. Proposal award date
9. Begin initial meetings
10. Quarantine – no new input/functionality
11. Beta site review
12. Proposed site launch

# FORMAT FOR PROPOSALS

## 1. Executive Summary

## 2. Technical

- a. Web development process: explain the process you will follow to build the website, including major milestones and evaluation
- b. Address usability standards and testing
- c. Address any important technology information and specifications used in your solution

## 3. Management

- a. Organizational structure: communication process; including lines of reporting and any special tools used.
- b. Schedule of deliverables; include major milestones and testing proposal.

## 4. Budget

Please break down your development budget in the following sections (add subsections as you see fit):

- a. Project management, facilitation and initial vision
- b. Creative design and concept layouts
- c. Page layout, content facilitation and schematics per category
- d. Database integration and programming
- e. Content management system (CMS) overlay and integration
- f. Initial SEO schema and integration
- g. Form Creation / Database capture / CRM integration and technology
- h. Special feature development (interactive map, itinerary builder, etc.)
- i. Quality control (QC) and beta testing
- j. Final launch & hosting for one year
- k. Mobile site development (iPhone, Android and BlackBerry) – **Phase II**
- l. Tablet site development (iPad) – **Phase II**

Please breakout the following items separately:

- a. Video development or editing
- b. Additional flash or animated functionality
- c. Multiple languages
- d. Media plan concepts
- e. Search engine optimization - reoccurring monthly strategy / cost
- f. Ongoing monthly hosting/service
- g. CMS costs per month
- h. eMail marketing costs
- i. Training and Style Guide: ID costs, if any, to train staff to use site tools and provide a style guide
- j. Other charge areas: All other expenses including but not limited to consulting fees, future work, etc. to complete this project should be included in the initial proposal.
- k. Managing of renewal process of multiple domain names on an annual basis

## 5. Attachments

- a. Qualifications and Experience: relevant case histories with information on accessing online demos or examples
- b. Biographies of all who will work on account
- c. Professional references.

Submit proposals to:

*Anita Vanaman, CHME*  
*Executive Director*  
*Orange County Tourism Council*  
*P. O. Box 6850*  
*Fullerton, CA 92834-6850*  
[executivedirector@visittheoc.com](mailto:executivedirector@visittheoc.com)  
657-278-5655 office  
657-278-3142 fax

Vendor RFP Reception:

By responding to this RFP, the vendor agrees to be responsible for fully understanding the requirements or details of the RFP and will ask any questions to ensure such understanding is gained. Orange County Tourism Council retains the right to disqualify vendors who do not demonstrate a clear understanding of the organization's needs. Furthermore, the right to disqualify a vendor extends past the contract award period and Orange County Tourism Council will be at no fault, cost or liability.

All information provided is offered in good faith. Specific items are subject to change at any time based on business circumstances. OCTC does not guarantee that any particular item is without error. OCTC will not be held responsible or liable for use of this information or for any claims asserted therefrom.

Communications shall only be effective from executives mentioned heretofore responsible for the RFP process and only when confirmed in writing. Verbal communications shall not govern over written communications.

Proposals shall be evaluated based on the following criteria:

1. Professional Quality
2. Exceptional Service
3. Creative Capability
4. Competitive Pricing

Suppliers will be identified based on interest, expertise and financial stability to design and deliver website design and development services

Thank you.