

REQUEST FOR QUALIFICATIONS AND PROPOSALS

WEB DEVELOPMENT and eCRM SERVICES PARTNER

St. Augustine, Ponte Vedra & The Beaches
Visitors and Convention Bureau

March 2018



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1. Overview

The St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau (VCB) is requesting proposals from qualified vendors to secure the professional services of a web development and eCRM services partner. This partner must demonstrate the experience and expertise to provide website and online marketing services as described in this document. The selected partner will be responsible for the planning, creation, development and measurement of VCB websites and online marketing tools. In addition, the partner will provide various strategic services such as new or modified site development to the VCB, as well as ongoing web maintenance and support. Last, the selected partner will also provide all eCRM program management services.

The purpose of this RFP is to provide fair evaluation for all candidates and to provide all candidates with the evaluation criteria upon which they will be judged.

2. Background

Sections 2.a - 2.c provide background information on the audience, site traffic, goals and measures of the VCB. Additional back up can be found on SAPVB.org.

2. A Key Market Audiences

The VCB's website is a communication vehicle for a variety of audiences including: leisure visitors, both domestic and international; meeting and wedding planners, tour operators and travel agents; the media; and, VCB partners.

2. B Traffic

On average, FloridasHistoricCoast.com has roughly 85,000 unique visitors per month viewing approximately 200,000 page views per month. VCB uses Google Analytics to provide these estimates.

2. C Goals and Measures

VCB's primary objective is to continue to build brand identity, awareness and interest for the destination. The function of the FloridasHistoricCoast.com site is to provide inspirational, relevant and timely information to key market audiences.

VCB's primary goals for FloridasHistoricCoast.com are to:

1. Exemplify the VCB brand identity
2. Display information in a user-friendly interface
3. Maximize current web-based technologies with a design that allows for content flexibility as well as changing technologies
4. Utilize web standards and design to target a variety of web browsers and computer displays, especially mobile devices
5. Encourage visitation to the destination and referrals to VCB partners

6. Create "microsites" for a variety of groups and vertical audience sets
7. Collect RFPs from potential meeting and wedding planners
8. Be the official resource for travel professionals and members of the media
9. Build partner loyalty

VCB's current primary measures for FloridasHistoricCoast.com are:

1. Engagement - bounce rate, engaged visitor (viewing multiple pages)
2. Conversion – viewing events, traffic to partners' profiles and pages, viewing Travel Planner, checking lodging availability, partners logging in
3. Traffic - search engine traffic clicks

3. Scope of Services and Requirements

VCB is seeking a well-qualified web development and eCRM services partner to work collaboratively to improve existing web programs and create new innovative and effective online marketing programs. As such, the scope of services is potentially quite broad and will include some or all of the following services: web development including new or modified site development, user interface/design, software integration as needed, web analytics and reporting, strategic services and guidance, managed hosting, content optimization, search engine optimization, and eCRM program management and other related services, with specifics outlined below:

1. **Managed Hosting:** The web development and eCRM services partner will manage and maintain hosting for the FloridasHistoricCoast.com and SAPVB.org websites. For informational purposes, these two sites are currently hosted on Acquia using Amazon Web Services Cloud platform; however, that is not a requirement for this proposal.
2. **Ongoing Web Development Services:** The web development and eCRM services partner will work with the VCB team to provide web development services for the FloridasHistoricCoast.com website including:
 - a. New or modified site development
 - b. CMS access for VCB employees to build and manage content and campaigns
 - c. Development of easy-to-build pages for the VCB team's use to add links, photos/videos, and links to PDF files
 - d. Creation of online form for community stakeholders to input calendar listings
 - e. Addition of a destination-specific interactive videos solution to the FloridasHistoricCoast.com website (note: VCB anticipates purchasing a library of destination videos; the web development and eCRM

services partner will be responsible for managing the set-up and integration on VCB's website)

For informational purposes, Drupal is the VCB's current CMS platform. However, that platform is not a requirement for this proposal.

3. **Analytics and Reporting**: The web development and eCRM services partner will manage all aspects of analytics and reporting for FloridasHistoricCoast.com. This includes, but is not limited to, analytic audits, recommendations, and implementation of recommendations; ongoing analysis of website performance and recommendations for improvement; optimization and reaching strategic goals; and, consultation. In addition to monthly analytics, the web development partner will provide an executive summary highlighting successes, trends, and recommendations.
4. **Content Optimization/Search Engine Optimization**: The web development and eCRM services partner will provide ongoing content and SEO analysis, editorial guidance, recommendations and implementation, and the latest in performance optimization for the VCB's FloridasHistoricCoast.com content optimization program, including best practices relative to VCB's microsites and vanity URL pages: FloridasBirdingandPhotoFest.com, FHCBeachInfo.com, HistoricCoastFlavors.com, MyFloridaMeetings.com, FHCCelebrations.com, VisitPonteVedra.com, NightsofLights.com, ParkStAug.com, and FHCTourandTravel.com.
5. **eCRM**: The web development and eCRM services partner will provide guidance, recommendations, and an eCRM solution for VCB's e-mail marketing program.

For informational purposes, the VCB's eCRM database contains over 151,000 subscribers, each of whom receive twice monthly e-newsletters. The VCB's current eCRM partner uses Selligent as its email deployment platform; however, that is not a requirement for this proposal.

4. Proposal Structure and Requirements

- Title Page
 - Include company name, address, web site, telephone number, fax number, email address and primary contact person(s).
- Cover Letter
 - Signed by the person, or persons, authorized to sign on behalf of the company
- Company Profile

- Include length of time in business, company size, corporate structure, core competencies, and professional affiliations
- Team Overview
 - Introduce team assigned to this project, including each person's role
 - Number of web developers on staff
 - Number of eCRM on staff
 - Average queue times for projects, updates, and repairs
 - For outsourced staff, identify both the title and number of positions outsourced
- Client Accounts
 - Provide references for three previous or current clients
 - List two clients added in the past two years
 - List two clients lost in the past two years and reason for their departure
- Qualifications
 - Website hosting
 - Provide a list of firm's website hosting partners and its experience, expertise, and capability to provide:
 - Scalability
 - Security
 - 24/7 Support
 - Dedicated hosting environment
 - Back-up redundancy and disaster recovery plan
 - Optimal website performance/real-time data updates
 - Maintenance and server updates
 - Analytic and technology platforms
 - Provide specific examples regarding firm's experience with analytic and technology platforms as well as staff certifications, training, and proficiencies in common web languages and framework
 - Content optimization strategy
 - Provide insight and examples regarding firm's experience, expertise and capability in creating, implementing, and measuring a content optimization strategy against specific KPIs
 - Include strategies for keyword targeting and mobile optimization plus firm's approach to identifying and addressing website structural improvements for optimal search engine performance
 - eCRM platform experience
 - Provide details regarding preferred eCRM platform and firm's experience, expertise and capability to provide:
 - List management, including segmentation
 - Campaign management, including e-mail deployment and retargeting

- Content management, including A/B split testing
 - Bounce management
 - Tracking and report management
- Case studies
 - Provide a minimum of two recent case studies
 - One should cite an example of a currently operating full-site build, complete with all-in costs
 - One should be of an existing eCRM program, complete with annual cost
 - If available, provide any additional case studies specific to:
 - Managed Hosting
 - Analytics and Reporting
 - Content Optimization/Search Engine Optimization
 - Case studies must reference projects that are either current or within the past two years
 - Case studies must demonstrate your firm's experience, expertise and results
 - Case studies must provide engagement and performance statistics, where appropriate
 - Case studies must include a client reference.
- Work samples
 - If available, provide any web development and/or eCRM work samples (URL links are acceptable)
- Specify if your firm has ever had a contract, agreement, and/or business relationship terminated, cancelled, and/or suspended
 - If yes, advise the reasons and outcome
- State if your firm has ever filed a Bid/RFP/RFQ protest
 - If yes, state the reasons and outcome
- Advise if your firm has ever filed an administrative or judicial action with any State agency or State court
 - If so, advise the reasons and outcome
- VCB Proposal
 - Annual Plan
 - Assessment
 - Provide an assessment of the VCB's current content optimization program, noting major strengths, weaknesses, opportunities, and threats
 - Recommendations
 - Provide recommendation regarding different and/or additional analytics and measurements
 - Provide recommendation regarding appropriate e-newsletter frequency
 - Preliminary Timeline
 - Budget
 - Include any new or modified website development

- Include all-in costs to execute the entire recommended plan (no hourly rates without firmly estimated totals)
- Submit 12 sets of the entire proposal, including attachments

5. **Proposal Due Date and Delivery Instructions**

This is a sealed bid process as defined by St. Johns County purchasing requirements.

Applicants should send one (1) original and eleven (11) copies for a total of twelve (12) sets of the entire proposal, clearly marked on the outside:

Sealed Proposal for SAPVB Web RFP, to:

Ms. Erin Masters
St. Augustine, Ponte Vedra & the Beaches Visitors & Convention
Bureau
29 Old Mission Avenue
Saint Augustine Florida 32084 (904) 209-4422
emasters@FloridasHistoricCoast.com

After the RFP is released and advertised, inquiries are preferred in writing via e-mail and should be addressed to Erin Masters and received no later than 5:00 p.m. EST on April 6, 2018. Responses will be prompt and copies will be sent to all known applicants. It is a violation of county purchasing procedures to contact any other staff or board member of the VCB or St. Johns County, except the above, with regard to this RFP. (This and all procedures are strictly enforced; violators' proposals will be disqualified.)

The VCB reserves the right to reject any/all proposals, waive minor formalities and award/negotiate with firm(s) whose qualifications/proposal(s) best serve the interests of St. Johns County.

6. **Judging Criteria**

The following criteria will form the basis upon which proposals will be evaluated.

Each proposal will be rated by category on a scale from 1 to 5 (with 5 being the highest). Each rating will then have a percent weighting applied, as noted:

Suitability of the Proposal - the proposed solution meets the needs and criteria set forth in the RFP. [15% weighting]

Competing Firm's expertise in recommending and implementing appropriate solutions, as evidenced by the proposal and references. Competing Firm's experience in similar projects and expertise in recommending and implementing appropriate solutions. [30% weighting]

Value/ Pricing Structure and Price Levels - Proposed price is commensurate with the value offered. [20% weighting]

Depth and Breadth of Staff - Candidate firm has appropriate staff (i.e., number of developers on staff; number of eCRM on staff, average queue times for projects, update, and repairs) to effectively develop the website and eCRM programs in the timeframe needed. [20% weighting]

Proposal Presentation - The information is presented in a clear, logical, creative, and thoughtful manner. [5% weighting]

Firm compatibility and overall fit with the VCB team. [10% weighting]

Final scores will then be aggregated for each proposal, with up to five finalists chosen for in-person presentations.

7. RFP Schedule

- Request for Proposal Distributed.....March 14, 2018
- Deadline for Proposals.....April 13, 2018
- Deadline for Selectors' Scoring.....May 4, 2018
- Deadline for Vetting and Notification of Finalists.....May 14, 2018
- Respondents selected for presentations will be expected to present:
 - Overview of capabilities
 - Any applicable case studies
 - Proposed first-year plan for VCB to include a preliminary timeline and all-in budget for recommended first-year plan, including new or modified site development
- In Person Presentations Heard On.....June 5, 2018
- Chosen Candidate Notified By.....June 8, 2018
- Contract Begins.....August 1, 2018