

**REQUEST FOR PROPOSAL (RFP)
FOR
WEBSITE DESGN, DEVELOPMENT & HOSTING**

Wasatch Tourism & Development

**Proposal Submission Deadline:
Friday, April 1, 2011**

I. BACKGROUND:

Wasatch County is expanding its tourism and economic development related services. As such, this is a request for proposals relating to three websites that the county intends to create. The three websites are 1) a website to feature the assets related to a luxury development area within the community – including existing facilities, hotels, resorts, golf courses, recreational opportunities, and available real estate; 2) a website for the newly established Heber Valley film commission that will emphasize the county as an ideal place for filming; and 3) a website that will primarily serve to offer grouped lodging-golf packages for the golf courses and lodgings throughout the valley.

II. SEVERABILITY:

An offeror may choose to submit a proposal regarding one or more of the websites described in the previous section. It is not necessary for an offeror to submit a proposal for the design, development, hosting, and maintenance of all three websites.

III. SCOPE & OBJECTIVES:

For each website provided in the response, the successful offeror will direct the design, production, hosting and basic maintenance in accordance with the following objectives:

General Objectives | Objectives pertinent to the development of all three websites are as follows:

- To employ the latest in creative technology to present a visually striking, user-friendly online resource which is cohesive and consistent with our branding identity
- To make the site visually striking, interactive, and user-friendly
- To capture visitor information, and provide extensive analytics
- To provide easy electronic access to public information for use by the target audience
- Offer a simple, intuitive back-office interface that will permit in-office staff to update and maintain most aspects of the website without outside support from the provider
- Include simple discreet social media interface

Luxury Development Website Objectives | These objectives are specific to the luxury development website:

- Provide a sleek, visually striking interface that seamlessly blends the dual purposes of advertising luxury offerings as well as the potential for luxury real estate development as well as projects that are currently under development
- Provide a sophisticated interactive map or other interface that allows the user to experience each of the offerings with a clear understanding of the geographic relation of each offering within the district
- Must be easily updated to include new developments as they come online

Film Commission Website Objectives | These objectives are specific to the development of the website that will highlight the county as an ideal location for filming:

- Be extremely visually compelling, highlighting the extraordinary natural beauty of the area, and its other iconic features (e.g., historic railroad, geothermal crater, etc)
- Contain visually compelling guide to key filming locations

Golf & Lodging Website Objectives | These objectives are specific to the development of the website that will advertise lodging and golf packages:

- Seamlessly integrate the website with the booking software for area golf courses and lodgings
- Minimize need for customers to directly speak with/contact the lodgings

A. OTHER SERVICES

- **PROOFING/TESTING:** The Tourism Office will review and approve all design, content, and listings that appear on the site. The selected firms will test all the functionality of the site. Please describe your proofing and approval process.

B. SITE HOSTING AND ONGOING MAINTENANCE

- **SITE MANAGEMENT:** In addition to the initial design, provide monthly maintenance of the site, as required, for development, updates and site maintenance. Provide costs on a yearly, monthly or hourly basis to cover periodic updates, changes, minor development, maintenance and any other related services.
- **HOSTING:** Provide annual hosting for the site. Specify the hosting facility and its qualification Specify disaster recovery & emergency procedures.

C. CONTRACT AND OWNERSHIP:

OWNERSHIP: The Tourism Office retains complete ownership of the licensed database, design, graphical source files, data and editorial content. The Tourism Office will also retain either complete ownership or a perpetual software license to all scripts and/or code required for the full operation of the website. All owner materials will be provided to the Tourism Office on CD upon request.

CONTRACT: The Tourism Office is open to various contractual arrangements. Generally contracts are one year with the option of annual renewals at the discretion of the Tourism Office.

IV. REQUIRED INFORMATION:

Include a signed cover sheet that includes the total cost of the proposal, the name and contact information for your company and which website or websites your proposal regards.

A. EXPERIENCE:

List your relevant experience specifically in tourism, film, economic development, and/or real estate internet development including:

- Website design
- Website programming
- Data management
- Original content creation
- Design, including interactive/flash
- Such other items as may be pertinent to the objectives outlined in section III.

B. QUALIFICATIONS:

Present specific qualities and/or accomplishments that make you uniquely qualified to produce the site(s) for Wasatch County.

C. PROCESS:

Outline the planning, development and proofing process for the production of the site(s). The proposal should include an estimated summary timeline for completion of the project. This should be as realistic as possible.

D. STAFF:

Include brief information on each of the key staff that will work on the project.

E. COST:

The proposal should contain the total project cost, as well as detailed "line item" costs for components/phases of the project. All hourly rates and fees, charges, costs and anticipated reimbursable costs must be clearly stated.

F. Three copies of the Proposal must be submitted.

G. All Proposals must be submitted on or before 5:00 p.m. on Friday April 1st, 2011 to:

Wasatch Tourism & Development
Attn: Luke Peterson
475 North Main St.
Heber, UT 84032

V. EVALUATION AND CRITERIA FOR SELECTION

A committee of qualified personnel shall evaluate all proposals submitted. This committee will recommend for selection the proposal, which most closely meets the requirements of the RFP. Wasatch Tourism & Development reserves the right to choose other than the lowest cost proposals, reject any and all proposals, and generally act in the best interest of the organization.

Proposals will be evaluated in accordance with the objectives of the project as well as on cost.

Offerors may be required to do a phone or in-person interview before a contract is awarded.

Whether a contract is awarded or not will ultimately be the decision of the executive board responsible for each respective website.