



REQUEST FOR PROPOSAL

Contact:

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The Greater New Braunfels Chamber of Commerce, Inc. is redesigning its website to become “**the**” community portal of information. Firms and individuals are invited to submit a proposal to design the website that meets the criteria in this RFP. Any questions may be directed to Judy Young by email at judy@nbcham.org

TIMELINE:

May 30, 2012 - Proposals Due
June 14, 2012 - Interviews with top 3 finalists
June 22, 2012 - Contract Awarded
January 11, 2013 - Go Live

- The select firm’s representatives may be required to meet regularly with the Chamber’s Electronic Strategist.
- The selected firm’s representatives may be required to attend a Chamber board meeting prior and or after bid award, and presentations of any prepared website information during the development process.

SCOPE OF WORK:

The primary focus of the proposal should be on the design of a comprehensive smart site for New Braunfels that encompasses all the Chamber lines of business, Chamber (Membership Services and Outreach, Leadership, Public Policy, Finance and Operations, Community Betterment and Small Business Development), Tourism, Economic Development; a locals silo (self-contained and independent from the others while maintaining an overall cohesive brand); and a Braunfels, Germany silo.

Positioning this “New” New Braunfels portal as the “go to” site for all things New Braunfels. This may include a new family of domains.

Current domains, with active websites are:

buildnb.org
nbcham.org
nbjumpin.com
newbraunfelschamber.com
nbtradeshow.com

watertherules.com
newbraunfels.tv
meetnb.com
speilgolfnb.com
texaslegislativeconference.com

The Chamber also uses social mediums as a way to reach and engage visitors on a grass roots level. Each silo of the Chamber has individual social media accounts that will need to integrate with the proposed site on requested pages, as well as the ability to add new mediums, when they become a viable option. Current mediums include: Facebook, Twitter, LinkedIn, YouTube, Vimeo and Blogger.

The Chamber is interested in how the bidder would be able to integrate the requested functionality into the overall design and coordinate with other vendors and open source software. The proposal must include a mock-up for the proposed website design, a description of all the included features and the estimated cost to the Chamber for obtaining the final product, as well as population protocols.

Our vision is maximized web based technologies to build member/community loyalty and enhance customer relationships, while leveraging our human capital to help increase our market share.

In general, we want our website to be in service of our larger vision as the role for New Braunfels, as the community resource center, which is to help anyone to be able to quickly find the tools and resources they need to succeed and fully embrace New Braunfels.

MINIMUM CRITERIA:

Create a flexible, eye-catching, modern and compelling website design that is easy to navigate, populate, expand and aggregate data while working with our database provider Weblink International. The proposed site should be able to withstand the changing environment for a minimum of five years without major restructuring and redesign.

- List five or more websites your firm has produced that best reflect your work and relevancy to this project.
- List Chambers, membership based organizations, Economic Development agencies, or Destination organizations using your web designs and how long have they been clients. If you have other Chambers, membership based organizations, Economic Development agencies, Destination organizations, or Business to Consumer as clients please provide contacts and phone numbers.
- Briefly describe your firm's organizational capacity to produce our website design (staff, equipment, software, location, etc).
- Provide a company profile, length of time in business and core components.

- Ability to integrate with WeblinkConnect, which will provide real time updates to the site and components via database aggregation.
- Detail API's you will integrate and those that you will provide.
- List intuitive and consistent options for navigating the website, especially when moving from silo to silo.
- Event Calendaring - via an existing third party plugin that ensures the content is SEO, RSS, self populated, with ICS reminders and integration with social media. Provide proven examples.
- Explain the SEO techniques that will be embedded in the site architecture or every page and any ongoing population protocols.
- Respondents proposing to host the site must not be on any email or website "black list" for any reason.
- List experience bringing multiple brands under one umbrella through a website.
- List experience creating sites that build communities and have interactive features.
- Quantify experience in working with Non-Profits.
- Evidence of vendor taking a holistic approach to an organizations web presence (insight into integrating social media platforms, campaign tracking, etc.).

ADDITIONAL REQUIREMENTS:

1. Analytics - Reporting on all visitor and usage data of the Chamber site.
 - Are the reports basic or can the user create their own reports?
2. Advertising - ability to show sponsors ads and links to their sites on every silo.
3. Quote for designing the website and terms of service.
4. How are enhancements to the product distributed and are there additional costs?
5. How is training provided?
 - What is free and what is the future training cost structure?
6. Timeline for completion of the site.
7. Testing - Testing of the site on all applicable platforms, explain the testing procedures.
8. Estimate for ongoing maintenance costs.
 - Type of technical support (hours of support listed in CST).
 - Average response time for reported problems and methods for tracking.
 - Do you provide fixes to all reported problems to all users?
 - Are these included or is there an extra fee?
9. What accounting software can be linked to this program?
 - Does it use a custom API and what is the cost structure?
10. Estimate the cost for implementing the design if not included in the quote.
11. Estimates of the cost to the Chamber for any functionality not included in the quote.

ADDITIONAL FEATURES PREFERRED:

- Member/Sponsor advertising space on the home page and all pages.
 - Include advertising management facilities with the ability for sales to view stats for that entity.

- All our sites have existing content that we would like to reuse as much as we can. We expect the vendor to migrate all existing content to the new site. The organization of information will need to be restructured in order to make it easy to use for all target audiences. We are open to categorizing information in whatever way makes sense to the site visitor, and are looking for guidance on this issue from the vendor.
- Ability for new businesses and individuals to sign up directly online.
- Outline Board Members involvement in other Community Organizations and links to those Organizations.
- Photos on the website can be switched between static and a slideshow format
 - Management capabilities to upload, manage and display images throughout the site.
- Video capability and integration of NewBraunfels.TV.
 - As a minimum, include embedded YouTube, Blogs and Social Streams and/or similar players.
- Mobile Format, support on all common mobile browsers, with high speed load/upload times.
- High speed response times for hosted data.
- Cross referenced information should be hyperlinked.
- Proposal should include basic training for 15 employees.
- Are future upgrades included in the maintenance costs?
 - If not, what is the cost or what are the dates and costs of the last 4 upgrades for uses of your software, if applicable?
 - Generally, how often are upgrades provided?
- Flexibility within the portion of the site assigned to a department or function for designated staff to add, remove and update content using tools, templates that do not require extensive knowledge of web development, languages or structure.
- Web user interfaces that can accommodate individuals with disabilities in accordance with ADA standards.
- Ability for web user to select their native language for site viewing purposes via babel fish or other 3rd party plugin.
- Email interfaces are housed within the site and not reliant upon sources outside of the browser.
- Capability for easily searching the website for key words or phrases, while still maintaining current levels of impressions to advertisers.
- Mechanism for members of the public to convey comments, suggestions or questions.
- Meeting/event calendaring system that allows for each department to add content to a department specific calendar that appears in the department's portion of the websites and maintains a composite calendar of all departments and silos. This module would need both an external and internal structure, internal for housing staff protocols and timelines.
- Allow creation of functional groupings of webpages or portions of web pages from multiple departments in order to facilitate public access to information that crosses departmental lines, with the style guide.
- Option for creation and maintenance of multiple blogs, made available generally while hosted by a single department.

- Capability of a resource center, housing all public documents with ability to download said resource, including audio, video, images and pdf documents.
- Capability of podcasts, podcast archives and RSS Feeds.
- Site Administration, user levels will be considered.
- Ability to conduct secure financial transactions online.
- Allow authorized staff that maintain a specific department's web pages to make some pages available to only those visitors with user names and passwords supplied by the department.
- Ability for authorized staff to create and or edit new website pages, including uploading photographs.
- Ability of website to allow visitors to sign up for email newsletters, using opt-in and opt-out procedures.
- Vendor will be responsible for all licenses, permits, fees and taxes associated with the system installation as well as complying to all FCC regulations.

COMPANY PROFILE:

How would you describe your target market? What are their income levels, age group, interests and other characteristics that would influence their buying decision? What are their "pain points"? What do they want to avoid?

What products or services does your company provide? How long have you been in business? What differentiates your product/ service from competitors? Include samples of your existing marketing collateral like brochures or links to your website. Include samples of other websites and why you like them.

CHAMBER TECHNICAL INFRASTRUCTURE:

One of the areas of consideration for evaluating proposals will be the compatibility with the New Braunfels Chamber IT Infrastructure.

The Infrastructure currently includes:

- All workstations with a dedicated connection to a centralized server, housing all documents, exchange software, booking software and VoIP.
- All workstations are connected to the internet via ethernet or wifi, ISP is TWC with a static IP address and T1 line.
- 17 Workstations are operating on Windows XP and 2 are operating on Windows 7.
- 2 Machines are virtual and are accessed via RDP on 2 of the 3 iMacs.
- All workstations access the web using one of the top 5 browsers.
- 14 Workstations have full suites of Microsoft Office 2007
- 3 workstations operating with full suites of Microsoft Office 2010.
- All offices house an Avaya based VoIP phone, hosted within the office network.
- Portable devices are 1 iPad and 2 iPad 2's.
- All company cell phones are smart devices.

OUR TARGET MARKET:

1. Tourism
2. Business Relocation/Site Selection
3. Family Relocation
4. Local Business Owners as “go to”
5. Locals to generate B to C and C to B leads
6. Employment
7. Prospective Chamber Members
8. Any user looking to become more involved with New Braunfels

PROJECT COST:

Please list out the costs or cost ranges for each phase of the project.

- Discovery
- Design
- Development
- Testing
- Training

WEBLINK CONTACT:

If you need specific information regarding WeblinkConnect Software and its integration structure, please contact:

Weblink International
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