



# **Request for Proposal Consumer Web Site Development**

**January 8, 2010**

## **SECTION I – ORGANIZATION OVERVIEW**

The **Orlando/Orange County Convention & Visitors Bureau, Inc. (Orlando CVB)** is a private, not-for-profit trade association with more than 1,200 members. It is not a city, county or state organization. The **Vision** of the Orlando CVB is: Working together to be the premier marketing organization for the world's greatest destination. The **Mission** of the Orlando CVB, as the industry's leader, is: To brand, market and sell the area globally as a premier convention, leisure and business destination for the continual economic benefit of the community. The primary target of the Orlando CVB's branding and marketing efforts is the leisure traveler, however, the organization also promotes the area by working with the travel trade, journalists, and meeting planners to increase awareness of the area. The focus of these activities is to increase awareness of the breadth and depth of offerings in Metro Orlando; to heighten intent to visit by new travelers; to boost the rate of repeat visitation; and to increase the length of stay.

In addition to its headquarters in Orlando, the Orlando CVB currently has representation in Argentina, Brazil, Canada, Germany, Japan, Mexico and the United Kingdom which handle travel trade relations, promotions and media relations in their designated geographic area. We also have dedicated consumer public relations firms in New York, Brazil, Canada, Germany, Mexico and United Kingdom and a promotions agency in Canada.

More information about Orlando and the Orlando CVB can be accessed via our Web site at [VisitOrlando.com](http://VisitOrlando.com) and [VisitOrlando.com/media](http://VisitOrlando.com/media).

## **SECTION II – THE ASSIGNMENT**

On the strength of its world-renowned theme park attractions (Walt Disney World Resort, Universal Orlando Resort, SeaWorld Adventure Parks, etc.), Orlando is widely regarded as one of the world's most popular vacation destinations, welcoming nearly 50 million worldwide visitors a year, and *the* #1 family vacation destination in the world.

We are looking for a partner (vendor) to work with us to develop, execute and launch a comprehensive new consumer Web site that will drive demand to visit Orlando.

The primary objectives for the consumer Web site have been defined as the following, in order of relevancy:

- Drive destination visitation
  - Drive overnight and repeat visitation
- Create brand awareness worldwide
  - Expand the brand

Secondary Objectives:

- Generate revenue
- Provide a means for quality data collection

## **SECTION III – OVERVIEW AND RESEARCH**

### **Overview:**

The Orlando CVB currently hosts a Web site under the URL VisitOrlando.com (note this is currently a redirect to orlandoinfo.com, however it is the desire for this to be the main URL upon completion of this project). While the primary target of the site is the leisure traveler, the site also has subdirectories supporting numerous sites designed for other segments such as: CVB members, travel trade, media, and meetings & conventions (www.orlandomeeting.com). The primary discussion in this RFP is for the section of the site focused on domestic and international leisure visitors.

### **Research:**

Within the categories of destination visitation and repeat visitation to the consumer Web site are the objectives of consumer planning and booking to the destination, and how each could be boosted through Web site design and applications. Based on Web site research, approximately 30% of visitors to the Web site have not locked in Orlando as their next travel destination. Within the brand expansion and brand awareness categories are the topics of reach and impressions of all branding efforts for the Orlando CVB. This includes geographic and demographic breadth, tracking and measuring return on marketing efforts.

Revenue generation covers traditional and non-traditional advertising revenue opportunities, as well as e-commerce considerations such as the sale of accommodations, airfare, rental cars and attraction tickets on the site.

### **iPerceptions Executive Summary (07/09)**

Starting in March of 2009, the Orlando CVB added a survey tool to the Web site hosted by iPerceptions. Perceptions of the site experience and ratings have been consistent since the launch of the study, with a majority of users rating the site as good or better.

- Our consumer Web site target market continues to be generally less satisfied than all other respondents in general, yet nevertheless relates with others in terms of peaks and troughs of the experience.

The task completion metric (whether people had felt they had completed their activity successfully) has shown an unfavorable downward trend since the launch of the study, from 58% in March 2009 to 54% in July 2009.

The inability to find information on the consumer Web site was the leading factor to failed task completion.

The informative content of the site effectively supports the objective of selling Orlando as a vacation destination.

- Nevertheless, the site falls short reconciling information on travel planning to Orlando in a comprehensive manner that enables the coordination/scheduling of transportation, dining, accommodations, etc. with the main day activities planned.

### **Interest in New Features on Web Site**

|                                           | Top 2 Boxes (out of 5) |
|-------------------------------------------|------------------------|
| Comments/reviews from visitors            | 84%                    |
| Download brochures in PDF                 | 78%                    |
| Book accommodations                       | 77%                    |
| Viewing photos uploaded by other visitors | 55%                    |
| Viewing videos uploaded by other visitors | 47%                    |
| Sharing photos of Orlando                 | 37%                    |
| Sharing videos of Orlando                 | 31%                    |

## **SECTION IV – GENERAL REQUIREMENTS FOR NEW SITE**

### **Social Strategy:**

There is a need to use social channels to drive interest in and traffic to the consumer Web site. These channels would place links from external social sites that feed users directly to relevant information on the Web site pages.

### **SEO:**

The consumer Web site should be structured to have search engine optimization lead to specific landing pages.

### **Games:**

The Web site should allow for the hosting of virtual games.

### **Consumer Database Development:**

The Orlando CVB maintains a large database of information on consumers who have traveled to or shown interest in traveling to Orlando. The data has been captured over a number of years from a variety of different sources and is maintained by an outside vendor. Database development for the new consumer Web site should capture information from contact points with Web site users via the booking engine, ticket sales, and social interactions by automatically replicating data into the Web site database. Web site based data collection should not be too intrusive for the Web site users and cooperation should not be forced. Also, the Web site needs to be built for data capture and feeding into the database for vacation planning kit requests ordered online, e-mail opt-ins and in the itinerary planning tool.

Behavioral data capture is another possibility that would allow a better understanding of the target consumers' preferences and actions while allowing them to maintain their anonymity. Also an area for consumers to opt-in/opt-out/change preferences and create "resting rules" if they want to temporarily suspend e-mails.

Consumer data captured on the site will need to be exported to the outside database hosting vendor. Business-related data captured such as travel trade businesses will need to be exported to the CVB's internal CRM database.

### **Web site Database:**

A substantial amount of destination data on the Web site will be maintained in the CVB's internal CRM/membership database (Destination 3000) and will be provided to the Web site database from this source. We currently update the Web site database through replication that occurs several times a day.

**Navigation/Search:**

There needs to be a full navigation analysis as to the path to completing tasks and the overall organization of information. Navigation throughout the Web site is to remain transparent and users should be able to easily find the content for which they are looking. Navigation that is organized and specified to each step of the page is necessary and also makes it possible for Web site users to retrace their steps back to previously visited pages.

There needs to be an effective search function on the Web site. Search for information should have ability to be sorted by geography, key attributes and price. Also, user testing should be done prior to final design/layout of site navigation to determine usability.

Pages may also highlight “Amazon.com like technology” which will recommend Web site content based on search behavior and previous pages visited. For those visitors who are unsure of what they are looking for, result filtering of Web site content will help to narrow down the options by personal preferences and also by providing a path to map their way through the Web site.

Also, there should be the ability to have microsites or special sections with unique templates as needed.

**International Reach:**

The current state has unique URLs driving to different language Web sites in different markets. A recommendation to control this via IP address would be accepted. There should also be an option for the consumer to choose the language they wish to view the site in.

There should be the ability to control content by language. The international sites would mirror the format of the U.S. Web site and the content that is deemed static on the Web site should be automatically translated into multiple languages. The Web site information that is more dynamic in nature should be translated as much as possible.

Also, there should be the ability for consumers to order any materials/collateral in any language regardless of what the country of origin is. Additionally, the requests will need to be sent to appropriate fulfillment houses in each country.

**Travel Planning:**

Itinerary and travel planning are highlighted as being very important in the iPerceptions survey from the Orlando Web site. Building a user friendly application for travel planning and making it easier for first time travelers to “get it” quickly in terms of the layout of Orlando traffic patterns, and locations of attractions and hotels is a key requirement for the next generation Web site. Need to integrate data collection here as well.

**Mobile Version (WAP):**

Develop Mobile/WAP Web site capability for Orlando to allow users to access key information on the destination via mobile devices is a requirement. The mobile site should present much of the same visitor information on the main website as well as allow for tie-ins to marketing campaigns and consumer offers. Mobile version should leverage the online site look & feel and be accessible on various mobile devices domestically and internationally.

**Call Center:**

The Orlando CVB maintains a small in-house team of “travel counselors” who answer phone calls, e-mails and act as experts on Trip Advisor. The call center function aims to be user friendly and interactive in nature. The site should have capability for live chat with an “Orlando Expert”, “Call me later” option with appointment setting ability, and an advanced FAQ page with question and answer interaction between the organization and Web site users. This should tie-in with the data collection opportunities discussed previously.

**Calendar of Events:**

The Web site should include a robust, intuitive Calendar of Events that is searchable and sortable by the user. Users should be able to subscribe to a feed of events. This component should include an online event submission option with subsequent approvals before content is published. Also, the calendar should allow for the automated import of events via XML files from external community partners.

**Maps:**

Integration of maps into the new Web site is required to allow users to find points of interest as well as to determine relative location of points of interest within the destination. The maps will also need to accurately chart location of businesses in the Web site database.

**Emerging Technologies:**

The new Web site should to address the needs that are important to the user as outlined in the iPerceptions study of the Web site, such as online guides in downloadable and printable format. Additionally, consumers should be able to add their User-Generated Content such as Flickr photos and Youtube videos to pages within the site.

**Key Sort Feature:**

The Web site search feature needs an additional sorting functionality. Sort categories may include price, location, type of package, specials and discounts, and others. This will also allow Orlando to offer greater targeting on advertising to advertisers.

## **SECTION V – E-COMMERCE**

### **Travel Booking Engine Implementation:**

A travel booking engine (air, hotel, car) will be part of the consumer Web site build and included in navigation, database and content management strategies to grow revenue and brand loyalty. The booking engine will be determined by the Orlando CVB. The position of the engine and other commerce transactions should be prevalent and as seamless as possible. Additional transactional Web site components will be incorporated into the Web site to enhance user interaction. There should be transactional commerce such as an Orlando store where users could request maps, brochures and purchase Orlando merchandise. The Web site may also include a restaurant reservation system (white label), but focused toward Orlando area restaurants. Rich interactive tools may also enhance user experience such as a "create and print photo album" function, or the ability to buy a professionally bound copy to document a trip to the destination. Additionally, the site should allow for a model whereby after people search our booking engine and abandon that search, they are given the option to go to other OTAs or booking options (i.e. Expedia, Orbitz, Kayak, etc.). This will be a pay per click model.

### **Packages, Discounts and Promotions:**

There should be user interaction and customization of trip packages including discounts and promotions when available (with the ability for the Orlando CVB to build these quickly). There should also be the ability for Web site visitors to build their own package as well as filter and sort capabilities. Based on the users' needs and preferences, they will be able to narrow down the search results to find those accommodations, restaurants, attractions, etc. Users should also be able to browse through profiles (i.e. family, golf, romantic, etc.) of predefined trip packages to expedite their trip planning if desired. Users can either stay anonymous throughout this process or submit as much information to the Orlando CVB as they feel comfortable.

### **Orlando Store/Shopping Cart:**

The booking engine should not only be integrated throughout the Web site, but there should also be a special booking page (Orlando store) that will not only include the engine, but other options such as attraction ticket system, ordering of brochures, downloading brochures, a Southwest Airlines booking button, rental car reservations, airport transfer booking, restaurant reservations and golf package bookings. Data collection should also be thorough in this section.

Need to update our ticket sales Web site ([www.orlandoticketsales.com](http://www.orlandoticketsales.com)) as follows:

- Create best in class ticket sales site to maximize customer purchases and spend levels
- Allow flexibility for design and structure of pages and product categories
- Products & pages must be CMS driven
- Ability to host video to support products

- Comprehensive reporting of sales, returns/refunds, modifications, inventory tracking
- Ability to export reporting data to Orlando CVB Finance Department database
- Ability to track historical transaction data for individuals
- Ability to accept payments via Credit Card and PayPal
- Ability to offer discount codes and coupons
- Eliminate need to register before purchasing tickets

## **SECTION VI – REVENUE GENERATION**

Advertising on the consumer Web site is essential to underwrite the cost of the site and generate dollars for marketing activities. The Web site should be built with maximizing revenue generation in mind. It should be flexible to allow multiple revenue streams. Revenue opportunities to consider include, but are not limited to the following:

**Display Banners:** IAB standard Flash and/or Rich Media units. Display based on preferences by consumer.

**Text Ads:** Design space to showcase groupings of concise member text offers.

**Video:** Pre-roll video ads or paid positioning on Web site.

**Search Results:** Ad placement similar to that of search engine sponsored rankings. When users search for a specific topic, members can show up as a sponsored listing with a specified CPM or PPC model.

**Booking Engine:** Placement of ad units within booking engine pages including confirmation/thank you pages. Also consider data collection opportunities.

**Paid Content:** Paid advertorial content, word placement in articles with click thru to partner Web site.

**Online Coupons:** Ad placement through online coupons on the itinerary planner with tracking codes that give the users options of coupons and tracks those that are being captured.

**Orlando Test Market:** Orlando is one of the best test markets in the country so we should consider packaging the data collected from Web site analytics to sell to members and local businesses aiming to optimize their Web sites similarly.

### **Other Considerations:**

- Premium positioning for the high paying clients but still affordable for smaller clients
- Packaging of advertising opportunities to create price points affordable to levels of advertisers

- Web site design should allow ads to stand out and encourage greater conversion rates. Design should allow for greater visibility on the most popular pages/sections
- Ad units should allow for run-of-site (ROS) rotation as well as section specific rotation
- Ad positions to showcase a featured event, hotel or restaurant
- Placement opportunities for non-members
- Mobile data collection to create a viable list in order to market member offers via text message

Other revenue requirements:

### **Listings:**

Each appropriate business within the destination should have a basic listing furthering the position of the Orlando CVB as a concierge between consumers and destination providers. Two categories of listings would be provided based on advertising investment.

#### **a.) White Pages**

A white page listing would be allowed for all non-members of the Orlando CVB (at some minimal cost). This would be a basic listing including name, address, and phone, and a possible map placement. It is important to place non-members on the Web site so that users who search via the consumer Web site will find all area vendors and retailers, thus increasing the credibility of the site.

b.) Yellow Pages (only members should be able to opt in at a fee) – expanded listing information plus a video and virtual tour

### **SECTION VII – CONTENT MANAGEMENT**

If a vendor is including a Web Content Management System (CMS) as part of the proposed system, it should be a single repository for storage of all types of Web site content such as video and images and not just controlling placement of content. The CMS should be flexible and user friendly to allow extensive use by business users of varying levels of technical knowledge.

#### **Current State:**

The consumer Web site currently employs the Web site CMS Commonspot as the open source framework for content application. There is some general concern for the current CMS system that has to do with the current state of workflow and delays involved within some of the items that slow down work. Many of the content submissions (especially new pages) require work that delays the process. The CMS is restricted and many agencies, international staff and partners do not have access to the CMS.

The specific needs for the new CMS are listed and defined below.

## ***Requirements/Tool Box***

### **Media Management:**

- Ability to manage all file types – re-size photos, encode video, add PDFs, etc.

### **Administrative/Permissions:**

- Ability to connect permissions with content types and site sections
- Content approval process
- Convention delegate Web site (third party sites) CMS system

### **Structure:**

- Need both test and live environments
- One centralized repository for images, videos, articles, etc.
  - Object oriented – searchable – image and video management
- Ability to develop a new page based on the template and modules
- Ability to alter navigation within CMS

### **Content Layout:**

- Page templates with consistent style sheets (CSS)
- Article pagination
- Ability to plug video, photos, PDF viewer, etc. into any page
- Management & reprinting tools

### **Functionality:**

- Meta tagging data (all content types, pages, photos, etc)
- Ability to schedule content with start and expiration dates
- More control over home page content
- Real time content publishing (pending approvals)
- Cut and paste functionality – from Microsoft Office Suite
- Ability to search and replace content
- Spell checker
- Ability to save versions of content based on translation/language
- Crisis management – appear on specific pages based on needs

### **Integration Elements:**

- Allow for integration with Facebook, Twitter, blogs, etc.
- Allow for content syndication (tracking, payments, backlinks)
- Integration with shopping cart
- Integration with booking engine
- Database integration – Axiom and D3000
  - Flexible for future integration
- Integration with Omniture and ad serving tool

**Web 2.0:**

- Accessible remotely (international team members, agencies, etc)
- Syndication of media – Youtube, images, content, etc.
- Share Option – ability to share with social Web sites
- SEO Friendly URLs
- Non 404 errors – purge & redirect content functionality
- Version control – (i.e. translations of the article, versions, etc)
- 508 compliance

**SECTION VIII – MEASUREMENT TOOLS****Advertising Measurement:**

Measuring advertisement return on investment for advertisers is necessary to all ad placements on the consumer Web site. To encourage investment and to increase advertiser driven traffic, there must be methods to capture all data in an effective manner.

Measurements should include:

Click through data, views/impressions, and click through data to sites.

Members/non-members on the site should also be able to track the number of times that Web site users add their business to the Orlando itinerary planner as well as the number of packages and tickets sold for members via the booking engine.

**Site Metrics**

Omniure Site Catalyst is the measurement tool used on the site for unique visits, page views, time on site, etc. This will remain as such.

**Site Usability**

Please describe your plans for usability and likeability testing during the site creation process. Some form of testing during the development process is expected in order to ensure consumers find the finished product engaging and useful.

**SECTION IX – TECHNOLOGY PLATFORM****General Overview**

The Orlando CVB is currently using a Cold Fusion Web Content Management System (Commonspot) to host most of its current web content. The database backend system is a current version of SQL by Microsoft. This system has a core requirement to connect to other SQL based data systems. This SQL requirement will continue even if a new CMS system is proposed.

The current platform is hosted internally by the IT Department for development and externally at an offsite location for public internet access. The Orlando CVB

will only be considering an externally hosted model for use in a multi-tiered location of the Orlando CVB's choosing that has a redundant capable hosting facility. Proposals should include descriptions, diagrams, logical connectivity, Disaster Recover (DR) strategies, and pricing for an external hosted solution (if this is included in their proposal).

Please note: proposals requiring hosting exclusively by the vendor will not be accepted.

The Orlando CVB is seeking to identify a vendor that can work within the existing Commonspot (ColdFusion) platform, or provide an alternative feature-rich, stable, and cost effective Web CMS solution that will interface with existing legacy systems. The proposed Web solution must include the following capabilities:

- Host multiple DNS internet facing addresses (ex: [www.Orlandocvb.com](http://www.Orlandocvb.com), [www.VisitOrlando.com](http://www.VisitOrlando.com), [www.Sample.com](http://www.Sample.com), etc)
- Allow for multiple secure 'intranets' for secure login access
- Allow for international Internet access
- Conform to the PCI v1.2 specification standard
- Support multiple languages (UTF-8 standards)
- Platform must allow for the ability to migrate all existing Web sites and online offerings
- Manage, distribute and present all intellectual content that is stored on a SQL based system
- Generate and export reports in Adobe Acrobat (PDF), HTML, and/or e-mail format that will allow custom reports to be easily be created
- Running and executing various web based hosting languages: (ex: HTML, .ASP, .NET, VB.NET, PHP and/or ColdFusion)
- Allows the user interface to be customized by the Orlando CVB
- Search engine customization and include a weighted system for specific web pages and items
- Efficient design allowing for quick load times
- Data Redundancy/Continuity
- Data Security
- Data encryption for all data being transferred on the server including file sharing and communication between employees
- Support credit card transactions (PCI Compliant)
- Integrate with current CRM platform (Destination 3000)

## Technology Profile of Current Users - 2009 YTD (Source: Omniture)

| <b>Operating System</b> | <b>%</b> |
|-------------------------|----------|
| Windows XP              | 57%      |
| Windows Vista           | 28%      |
| Macintosh               | 6%       |
| Media Center 2005       | 6%       |
| Windows 2000/NT 5       | 1%       |

| <b>Browser Type</b> | <b>%</b> |
|---------------------|----------|
| Microsoft           | 76%      |
| Mozilla             | 16%      |
| Safari              | 6%       |
| Google              | 1%       |
| AOL                 | 1%       |

| <b>Monitor Resolution</b> | <b>%</b> |
|---------------------------|----------|
| 1024 x 768                | 36%      |
| 1280 x 800                | 26%      |
| 1280 x 1024               | 11%      |
| 1400 x 864                | 8%       |
| 1280 x 768                | 4%       |
| 800 x 600                 | 4%       |
| 1600 x 1050               | 4%       |
| 1152 x 864                | 3%       |
| Not Specified             | 2%       |
| 1920 x 1200               | 1%       |

## **SECTION X – PROJECT MANAGEMENT**

### **Ongoing Maintenance and Development:**

Provide a cost for continuing maintenance of the Web site versus providing education and training to the current Orlando CVB Web team so they can provide ongoing service to the new site. Also provide cost for maintaining and improving site SEO.

### **On-Site Resources:**

- It is essential that the vendor selected have a developer and a project manager or 2 developers located at the Orlando CVB location (6700 Forum Drive, Orlando, Florida, 32821) for the duration of the project
  - In addition, all expenses and related fees for these developer(s) are to be included in the RFP proposal (these requirements are not optional).
  - The vendor selected must have a designated project manager assigned to this project

- A weekly status ‘webinar call’ should occur for updates, problem resolution, clarifications, etc (The Orlando CVB has the option to cancel or reschedule these meetings at no cost)

## **SECTION XI – ACCOUNTABILITY**

The vendor will be expected to provide conference reports recapping all client telephone calls, conference calls and meetings (a regular activity report including all development activities). In addition, face-to-face planning meetings and conference calls will be scheduled to discuss progress. Back-up documentation is required for all expenses billed. Partner must follow the Orlando CVB’s existing business and travel-related expense parameters.

## **SECTION XII – ADDITIONAL INFORMATION, EXPECTATIONS AND CONTRACT REQUIREMENTS**

- **Orlando CVB Revisions**  
This RFP represents the best effort of the Orlando CVB to document its requirements for this project. Orlando CVB reserves the right to adjust the specifications or scope of effort stated in this RFP. In the event that any modifications are necessary, Orlando CVB will notify all Vendors remaining in consideration via a written addendum to this RFP.
- **Vendor’s Responsibility**  
It is the Vendor’s responsibility to provide a complete response to the RFP. If the Vendor believes more information is necessary for a proper response, questions should be directed via e-mail to [peter.cranis@orlandocvb.com](mailto:peter.cranis@orlandocvb.com). In some cases, if additional information is provided to one potential Vendor, similar information will be provided to other Vendors receiving this RFP.
- **Use and Disclosure**  
Orlando CVB reserves the right to use information submitted in response to this document in any manner it may deem appropriate in evaluating the fitness of the services proposed. Materials that are submitted by the Vendor that should be considered highly confidential should be marked as such. If confidentiality is requested but cannot be afforded, the Vendor will be notified and will be permitted to withdraw its proposal.
- **Use of Creative Materials**  
It will be expected that all creative produced and elements of the Web site created by the selected Vendor for the Orlando CVB during the contract period shall become the property of the Orlando CVB, as will all materials, film, negatives, art, code, etc. as well as campaign treatments developed but not utilized. The Orlando CVB maintains the right to use any materials generated by the Vendor in other Orlando CVB materials or programs generated by Orlando CVB personnel and may do so without Vendor’s

consent or approval. The Orlando CVB acknowledges certain legal constraints and, as such, requires universal releases for materials unless cost considerations become prohibitive such as model releases, music, photographs, etc.

- **Acquisition of Goods and Services**  
Good and services (excluding media) over \$2,500, acquired by the Vendor on behalf of the Orlando CVB should be supported by 3 quotes for Orlando CVB's advance approval. For larger purchases (over \$20,000), actual specifications used to obtain bids/quotes should be provided as well. Sole-source purchases, or selection or recommendation of a vendor that is not the lowest bidder should be supported in writing as to the basis for such a recommendation. Also, repetitive purchases of the same goods or services may be supported by only periodic bidding if approved by Orlando CVB in advance.
- **Liability**  
The issuance of this document and the receipt of the information in response to this RFP will not in any way cause the Orlando CVB to incur liability or obligation, financial or otherwise. Orlando CVB assumes no obligation to reimburse or in any way compensate Vendor for expenses incurred in connection with response to this RFP.
- **Compliance**  
By responding to this RFP, the Vendor is providing assurance that in the performance of the service covered under this RFP it will comply with all applicable State and Federal laws and regulations.
- **Independent Contractor Status**  
All personnel assigned by the Vendor to perform Services will be employees of the Vendor and the Vendor will pay all salaries and expenses of, and all federal, social security, unemployment taxes, and any other payroll or withholding taxes relating to such employees. The Vendor will be considered, for all purposes, an independent contractor, and it will not, directly or indirectly, act as an agent, servant or employee of the Orlando CVB, or make any commitments or incur any liabilities on behalf of the Orlando CVB without its prior written consent.
- **Insurance**  
The Vendor must maintain the following insurance coverage, and confirm such coverage in writing each year:
  - **Workers' Compensation** – Coverage for its employees with statutory workers' compensation limits, and no less than \$100,000 for Employers' Liability.

- Commercial General Liability – Coverage for all operations including, but not limited to Contractual, Products and Completed Operations, and Personal Injury. The limits shall be not less than \$500,000, per occurrence, Combined Single Limits (CSL) or its equivalent.
- Business Automobile Liability – Coverage for all owned, non-owned and hired vehicles with limits of not less than \$500,000, per occurrence, Combined Single Limits (CSL) or its equivalent.
- Minority and Women-Owned Businesses  
The Orlando CVB has a desire to contract with a broad range of vendors with diverse ownership. Please disclose in your response if you are a minority or woman-owned business enterprise.
- Local Preference  
Additional consideration will be given to agencies based in Metro Orlando or that have ties or partnerships with Orlando/Central Florida contractor resources.

### **SECTION XIII – THE RFP RESPONSE REQUIREMENTS**

**Please submit 12 copies of your proposal by February 12, 2010 to:**

Peter Cranis  
Vice President of Leisure Marketing  
Orlando/Orange County Convention & Visitors Bureau, Inc.  
6700 Forum Drive, Suite 100  
Orlando, FL 38212  
407-354-5525  
peter.cranis@orlandocvb.com

#### **Proposals received after the date above will not be considered.**

Please ensure that the cover sheet of your proposal includes:

- Company Name
- Company Address
- Agency Phone Number
- Name and Title of Owner
- Name, Title, Phone and E-mail Address of Primary Contact person if different from Owner
- A statement that you have read all of the specifications and conditions and agree to all terms, conditions, and provisions and are currently licensed to do business for the services you propose to provide to the Orlando/Orange County Convention & Visitors Bureau, Inc.

## **BACKGROUND**

Please include the following in this section:

- 1) Name and address of main office and any branch offices
- 2) Year established – main office and any branch offices
- 3) The proposed office to handle this account
- 4) Names and backgrounds of principal(s)
- 5) Scope of services provided
- 6) Scope of knowledge and work completed in the tourism/hospitality field (including consumer, travel trade and meetings and conventions trade work experience/knowledge)
- 7) A current client list
- 8) Provide current reference information for three former or current clients.
- 9) A staffing plan for this project, their biographies and their role on the project
- 10) List any subcontractors to be used in this project including their duties and qualifications
- 11) Out-of-pocket expenses will be handled according to Orlando CVB policies and must be billed at net with no mark up
- 12) A statement of your financial stability

## **PROJECT SPECIFIC**

- 1) Include URLs of Web sites the company has developed
- 2) Briefly describe your firm's project management process
- 3) Please discuss your testing and support plan
- 4) Please explain your service level agreement (SLA) structure
- 5) Provide information regarding the need to purchase additional hardware to support the proposed solution
- 6) List your service options for ongoing maintenance, including the pricing, number of hours and scope of services included for each

## **ADDITIONAL INFORMATION**

- 1) The single most outstanding quality that differentiates your agency
- 2) Why you are interested in this project
- 3) Anything else you think we should know about you/would like to share

**Proposal Format**

Please provide the Orlando CVB with answers to all questions in this RFP and address all requirements listed. Answers should be detailed, but please keep them as short as possible while still satisfactorily answering them. If you believe there is a better way to address stated requirements, please address the requested information first, then propose any alternatives. When possible, respond to requirements themselves rather than referring to an attachment. Include any attachments you deem necessary to complete your response at the end of the document.

All pricing in your proposal should be identified as one-time, recurring, or hourly billing. The pricing should include all software and hardware required and recommended. Consideration will be given to proposals that include all hardware and software. Include quantity discounts where applicable. Your proposal should include the preferred payment method and payment schedule, including payment requirements, available discounts, and/or other invoicing details your company deems significant.

**Product Samples**

All finalist vendors will be required to provide the Orlando CVB with access to 3 Web content product samples for a two-week review period. Also, provide the project timeline for the samples. Samples must be representative of the proposed solution and be accessible from the Orlando CVB corporate headquarters and from any U.S. based internet access location. Samples should include as many proposed functions as possible. Define your company's responsibilities relative to the samples. Written instructions should be provided as well as contact information for technical support. Required hardware should be in place to support all functionality within reason with the finalist presentation.

## **SECTION XIV – TIMELINE AND PROCESS**

### **Schedule of Events**

|                                                                                    |                   |
|------------------------------------------------------------------------------------|-------------------|
| Issue Consumer Web site RFP                                                        | January 8, 2010   |
| Written Questions of Clarification Due                                             | January 22, 2010  |
| Responses to Written Questions Released                                            | January 29, 2010  |
| Pre-proposal Web based Teleconferences (if needed)                                 | January 29, 2010  |
| Proposal Deadline                                                                  | February 12, 2010 |
| Notification of Finalists                                                          | February 26, 2010 |
| Finalists Presentations (To include 2 successful projects and 1 conceptual design) | March 19, 2010    |

**Note:** The Orlando CVB reserves the right to change the above listed dates at any time.

### **Written Questions**

The Orlando CVB will accept written questions regarding the RFP no later than 5:00 P.M. EST on January 22, 2010. At the Orlando CVB's discretion, questions may be compiled and responses shared with other corresponding vendors. Questions are to be submitted via e-mail to [peter.cranis@orlandocvb.com](mailto:peter.cranis@orlandocvb.com). Please include the subject topic of "Web Site RFP Questions" in the email.

### **Pre-proposal Web Based Teleconference**

The Orlando CVB representatives will be available to meet with vendors responding to this request for proposal via web based teleconference January 29, 2010 on a scheduled basis. Please email [peter.cranis@orlandocvb.com](mailto:peter.cranis@orlandocvb.com) with your interest in attending. The web based teleconference must be conducted on a Microsoft Windows (XP or Vista) based workstation. The session must allow a minimum of 5 separate attendees to join. The web based session must have the ability to illustrate video and sound.

### **Proposal Evaluation Criteria**

Grading criteria will include (but is not limited to):

General:

- Strategic Thinking
- Creativity
- Results orientation
- Caliber of the project team
- Proposed compensation package (including software licenses and hardware which is computed in 'Total Cost of Ownership')
- Flexibility and customization capabilities
- Client references
- Ability to meet deadlines
- International Experience/Multilanguage conversion
- Ties/partnerships with local Orlando/Central Florida resources

Technical:

- Technical support, training, and other services
- Product functionality
- Relevance to our business model
- Integration capabilities to various E-Commerce and other internet vendors (ex: Various travel partners, Statistical Archive vendors, etc.)
- Vendor experience in hospitality, conventions, and visitors bureaus
- Ability to process various web based programming code (ex: HTML, .ASP, .NET, .PHP, VB.NET, ColdFusion, etc)
- Ability to host multiple DNS Internet facing addresses

Regardless of the above criteria, the Orlando CVB reserves the right to select any vendor, for any reason, at any time.

**Finalist Presentations**

After review of the submitted proposals, the Orlando CVB selection task force will, at its sole discretion, determine and notify all qualifying finalists. Prior to final selection, the Orlando CVB will provide finalist vendors with an opportunity to formally present their solutions to the Orlando CVB selection task force. In the event that proposals include any subcontractors, partners, or other entities outside of the recipient organization of the RFP, a representative from each party must attend and participate during the vendor's presentation. Each vendor will be given one opportunity to present their solution; presentations cannot exceed 2 hours. Each vendor presentation will include an overview of both the functional aspects and the technical qualifications of the solution. The presentation will include 2 different samples and/or online content material that have been successfully implemented and 1 conceptual design that could be hosted on the selected proposed system. The sample source code should be supplied to the Orlando CVB for consideration.

Note: The Orlando CVB reserves the right to videotape vendor presentations for review during the evaluation. Upon award of the contract, all videotapes will be destroyed.

Guidelines regarding the format and approach of the presentations will be provided to all qualifying finalists. The content to be presented at the presentation will be consistent with the RFP requirements.