



**WEB SITE OVERHAUL**  
Request for Proposal  
July 23, 2012

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## **Project Summary**

The Gunnison-Crested Butte Tourism Association (GCBTA), a Destination Marketing Organization (DMO), currently has a Drupal-based website, <http://www.gunnisoncrestedbutte.com>. We are very conscious of maintaining and strengthening brand consistency across all mediums. The new site will require a new architecture, design, CSS3 and based on responsive web design standards, to enable the widest application of all data to various types of technology and users.

## **Company Information**

We are a 501 C-6, nonprofit corporation dedicated to marketing Gunnison County on a year-round basis as the “official source” of visitor information. Our goal is to increase overnight visitors in support of our local economy and also provide the best possible web experience to encourage conversion of web visitors to overnight guests.

We believe that requests for print or CD vacation planners, sign-ups for our E-newsletters, views of our online digital planner, use of the toll-free number on the web site and bookings via our GDS connection (ARES online booking solution) or of our partner’s package deals are some of the best metrics to show engagement activities and has them on the right path to become an overnight visitor.

We also believe that by understanding exactly what our site user needs and expects from our web site, it will enable us to provide the best service and help to develop strong customer loyalty.

## **Web Site Deliverables**

GCBTA wishes to deliver on the following, but not limited to, these program areas:

- Providing visitor information that is relevant and easy to use for both new visitors and returning visitors; appeal to the very broad spectrum and diversity of those visitors interests and needs (easily maintain/update information)
- Provide the necessary conversion elements to be able to measure/capture visitor information (integration with our existing GA account and Internet Honey account)
- Utilize web visitors’ behavior data to continue to improve the experience
- Appeal to the needs of groups (weddings, meetings and tour/birds of a feather groups)
- Offer important information in translated form for German, French, Portuguese and Spanish speaking visitors
- Provide elements that “connect” emotionally with web users to help pull through our “brand” identity and core deliverables (real, caring, warm, good feeling, treats them right and offers good price/value relationship);

maintain a cohesive “brand look” with print, internet and electronic marketing; visually stimulating and impactful (pure & simple needs to be the cohesive “brand look”)

- Appeal to as many “senses” as possible within the accepted norm of web site deliverables and desire by web users
- Be able to offer this web design and elements, to some degree, to other local entities for a broader cohesive branding affect within the Gunnison-Crested Butte Valley’s web sites (chambers of commerce, municipalities, county and economic development)
- Actively support all social networks being utilized by our organization; GCBTA is currently engaged with Midnight Marketing Solutions for social media support and engagement; as well as for social media marketing (Facebook, Twitter, YouTube, Pinterest and Blog); and for SEO functions

## **Products and Services Consideration**

- Update/recreate a new layout and design using CSS3; make site cleaner, more attractive and user friendly; adaptable and appropriate to all forms of technology; addressing the distinction of where users research, download information and where they book/make reservations
- Use of responsive web design standards for benefits in SEO, multiple site versions for each platform/device and creating a more engaging user experience
- Based on current research and comparison of our current site’s data, add/improve categories and information that is of most importance to a web user of a destination marketing organization web site
- Database integration with Internet Honey (capturing data/metrics on the site that are fully supported by their systems)
- Most current CMS for ease of updating/adding, elements and assets for both internal staff and “external partners” who have listings, photos, etc. residing on our web site
- Overall design and navigation that is based on the most current research-based data, providing optimal functionality for web visitors to a DMO web site
- Following web visitor behaviors, capture data to continue to hone web site based on their needs
- Provide for an “internal staff” password protected asset management interface so assets can be shared via web
- Provide for an “external partners” assets location within the site to share items such as files, photos, etc. (back and forth) also password protected

## **Audience/Types of Visitors**

We serve the following types of visitors to our website:

- New and returning visitors to our web site (those who could be **potential or new customers** of our destination)
- Past visitors to our destination; (**repeat customers**) those looking for destination information to help decide on a vacation location
- Locals using the information for their guests, family and friends as a destination information resource
- Current partners whose businesses are represented on our web site (chamber of commerce members, local businesses, key area stakeholders such as event organizers/not-for-profit)
- Prospective partners (chamber of commerce members, local businesses, key area stakeholders such as event organizers/not- for-profit)

## **Web Site Goals**

- Have the country's very best DMO web site to insure the very best web experience for all of our users
- Increase conversion of key metrics: overnight reservations (bookings via AREs), package inquiry form, views of online vacation planner, requests for printed vacation planner or CD version, sign-ups to receive E-newsletters
- Improve organic ranking (SEO)
- Increase number of visitors, time on site/average page views; lower bounce rate
- Track behavior of site visitors and use that information to be able to improve information/service of site and increase key metric conversion

## **Site Statistics**

We are using Internet Honey in conjunction with Google Analytics and Sales Force to track all of our site statistics. In 2011 there were 364,728 visitors to our site, averaging 30,000 visitors per month. Additional detailed data will be provided to selected web design/development company.

## **Site Structure and Content**

We would like to reuse as much content as we can, provided it supports our above stated goals. We would like to discuss potential migration of any useable content to the new site.

We also need to base restructuring of information on visitor research and preferences, in order to insure optimal delivery of the information and service.

We are open to categorizing information in whatever way makes sense to the site visitor, and are looking for guidance on this issue from our designer/developer.

The goal of the site information is to be able to be tagged appropriately to appear in as many contexts as needed.

We will collaborate with the site designer/developer on what content needs to be included.

## **Graphic Design/Look and Feel**

We will have some basic design standards as a result of brand engagement and will want the Web designer's help with translating our brand, look and feel into the site; the site needs to include responsive web design standards.

- Use of organization logo where relevant
- color palette to be determined
- new photography will be purchased based on content and effective use
- Fonts used will be based on current design guide
- Web site brand engagement potentially needs to allow for use of graphic characters (more discussion on this during collaboration)
- We don't have an in-house graphic designer, however we do have source files (EPS, etc.) for most logos and images which we can repurpose or redesign as needed.

## **High Level Functionality**

This is not a comprehensive list of all functionality that the site will have, but it provides a representative idea of the types of things we are looking to do.

- We need to be able to upload/download PDFs and multi-media
- We would like to be able to display RSS feeds
- We want to be able to customize HTML forms to provide integration with Internet Honey
- We would like to use Google Custom Search instead of the default Drupal searching capability.
- Site Administration and asset management user levels: staff, Marketing/Hospitality Partners), (press, media vendors, graphic designers, etc.), others as needed.
- We want to reduce key-strokes and maximize databases by having auto-populate (example: when a new vacation package is created a Marketing Partner, partner can be selected which auto-populates phone, booking URL, website etc.).

## **Budget**

Our maximum total budget for this portion of our web site is up to \$30,000. We expect this project budget to be all inclusive of 1) discussion, 2) collaboration, 3) planning, 4) design, 5) development, 6) testing and 7) training. Hosting and maintenance will be discussed/decided post-vendor selection. We have a separate budget for photography.

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

### **Vendor Selection Criteria**

When selecting a vendor for this project, we will be evaluating candidates on the following criteria but not limited to:

- Experience bringing brand elements into the design of a website
- Experience building flexible websites that can be easily modified by non-technical users
- Experience with creating sites that build communities and have interactive features (blogs, forms, surveys, etc.).
- Experience working with nonprofit organizations
- Solid information architecture skills for organizing content in ways that are intuitive to the site visitor and based on current research and techniques
- Vendor takes a holistic approach to an organization's web presence (e.g., insight into integrating social media platforms, campaign tracking mechanisms, etc.)
- Experience with user testing sites
- Access to and demonstration of prior use of research data that supports building "the most" ideal web site for a Destination Marketing Organization

We need to have all proposals prior to **July 31, 2012** so we can make a decision and notify the selected vendor by **August 7, 2012**.

### **Proposed Timeline**

We would like to **begin this project no later than August 15, 2012**. We do not have a specific deadline for completion, but we would like it to take no longer than 4 months, in total.

### **Contact Information**

Please direct all responses to this RFP and/or any questions to:  
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