

**Georgetown County Destination Marketing
Website Redesign RFP**

**Georgetown County Tourism Management Commission (TMC)
c/o Georgetown County Chamber of Commerce
531 Front Street Georgetown, SC 29440**

Solicitation for	Redesign of County Tourism Website for the Georgetown County Tourism Management Commission
Procurement Contact Questions	Sally Hogan Email all questions: shogan@visitgeorge.com
Release Date	Monday, August 21, 2011
Advertising Period	Period beginning August 22 and ending September 5, 2011. Classified ads/notices to run in Coastal Observer, Sun News and Georgetown Times.
Ad Copy	The Georgetown County Tourism Management Commission (TMC) is now accepting bids for a website redesign of HammockCoastSC.com. The deadline for submission is September 30, 2011 at 5pm. A project review session will be held on September 13th at 3pm at The Waccamaw Neck Branch Library located at 24 Commerce Drive in Pawleys Island, SC, at which time bidders may ask specific questions of the TMC. Interested applicants are encouraged to attend. To download the Request for Proposal go to: www.HammockCoastSC.com or www.GeorgetownCountySC.org
Finalist Interview	Finalist must be available for interview on October 11, 2011, at 10 am at the Waccamaw Neck Branch Library located at 24 Commerce Drive in Pawleys Island, SC.
Submit Offer By	September 30, 2011 - before 5 PM
Mail sealed proposals to	Helen Benso, Tourism Management Commission c/o Georgetown County Chamber of Commerce 531 Front Street Georgetown, SC 29442
Copies Required	One original (signed) and eight copies
Finalist Interview	Two finalists will be selected and notified by October 7, 2011 . Each of the finalists must be present for an interview on October 11, 2011, at 10 am .
Award Notification	Award will be posted on the bulletin board at the Georgetown County Council Administration Building (129 Screven Street, Georgetown, SC 29440) and on the Georgetown County tourism website, www.visitgeorgetowncountysc.com , on or before October 31, 2011.

**Return on or before 5 PM, Sept. 30, 2011 to:
Helen Benso, Tourism Management Commission
c/o Georgetown County Chamber of Commerce
531 Front Street, Georgetown, SC 29440**

**Georgetown County Destination Marketing
Website Redesign RFP**

By submitting a bid or proposal, you agree to be bound by the terms of the solicitation.

Award

Award will be based on a number of individual factors including the bidder's ability to meet the minimum requirements, their relevant experience, etc. (see minimum qualifications listed below) and price.

Project Completion

Work to begin immediately following award and be completed by December 31, 2011.

Organization/Background

The TMC is charged with promoting Georgetown County, and as such, all ads, web pages and collateral material are "the face" of county tourism promotional product. All projects should produce high-end quality that reflects the beauty, history, nature, events, golf, and other attributes of Georgetown County. The successful bidder should be able to demonstrate experience with these kinds of quality promotional efforts. The primary purpose of this website is to serve as a portal to tourism partners.

Project Description

The website redesign should include but is not limited to:

- navigation update,
- content management system,
- interface with CRM and eCRM third party fulfillment and data mining
- partner posting capabilities for Specials, Events and Institutions (with approval process),
- content and editorial audit/updates (changes should enhance SEO),
- web analytics
- content interface with social media platforms

Redesign will include a re-skin and must incorporate existing branding. Existing fulfillment eGuide will continue to be used as online fulfillment piece (no design changes to eGuide required). A current website user experience audit will be made available to bid winner.

The contractor will be required to follow Georgetown County and the State of South Carolina procurement policies on all projects

Minimum Qualifications

- A minimum of 5 years professional website design experience with tourism destination management agencies is required
- Extensive branding experience is preferred.
- Must be service-oriented toward internal customers and the end user customer.

Site Hosting Requirements Site will be hosted externally.

**Return on or before 5 PM, Sept. 30, 2011 to:
Helen Benso, Tourism Management Commission
c/o Georgetown County Chamber of Commerce
531 Front Street, Georgetown, SC 29440**

**Georgetown County Destination Marketing
Website Redesign RFP**

Bid Format

The bidder is asked to submit a **proposal detailing services**. As a minimum, please provide the following as attachments:

1. A complete resume or recap of business experience,
2. A complete recap of tourism experience including Program of Work and client plan(s) experience,
3. Submit examples and recaps of two redesign projects in which your company met (and/or exceeded) the goals that were set forth at the beginning of the project. At least one of these should be tourism based,
4. Submit creative web site design examples for the Hammock Coast
5. Please provide a detailed list of all those who would be assigned to work on this project and give their relative experience,
6. Include a list of awards and achievements that your firm has received,
7. Include any other information or relevant case studies you think will be helpful in introducing your company to the TMC,
8. Estimated timeline of work progress and approvals. Project completion date will be December 31, 2011.

Bidder Information
Bidding Company

Contact

Title

Mailing Address

Physical Address

Email Address

Authorized Signature
Date
Printed Name

**Return on or before 5 PM, Sept. 30, 2011 to:
Helen Benso, Tourism Management Commission
c/o Georgetown County Chamber of Commerce
531 Front Street, Georgetown, SC 29440**

Bidder's Type of Entity:

- ☐ Sole Proprietorship
☐ Partnership
☐ Corporation (tax exempt)
☐ Corporate entity (not tax-exempt)
☐ Government entity (federal, state, or local)
☐ Other _____

Taxpayer Identification Number _____

State of Incorporation _____

Length of Business under this status _____

Bidders may submit a proposal for all services needed as outlined under Project Components or any individual service. Although the TMC does prefer one provider, it will consider the best options based on experience, price and other factors when awarding contracts.

SCORING (scoring will be done per proposal whether the proposal includes all components or is a proposal for one component)

Contracts will be scored based on the following point system:

Total = 100 points

1. Demonstrated and/or provided documentation that meets "Minimum Qualifications" (maximum 20 pts)
2. Documentation that meets "Bid Format" items (maximum 20 pts)
3. Proposal clear and comprehensive (maximum 10 pts)
4. Proposal includes creative that is engaging and easy to navigate (maximum 20 pts)
5. Proposal integrates existing branding (maximum 10 pts)
6. Proposal aligns with all items on "Project Description" (maximum 20 pts)

**Return on or before 5 PM, Sept. 30, 2011 to:
Helen Benso, Tourism Management Commission
c/o Georgetown County Chamber of Commerce
531 Front Street, Georgetown, SC 29440**