



Request for Proposals (“RFP”) for Website Design and Development Services

The American Indian Alaska Native Tourism Association (AIANTA) is currently soliciting proposals from qualified firms and individuals to provide services on a project-specific and contract basis for the design and development of a new destination website.

All proposals must be received by May 30, 2014. Any proposals received after the due date and time will not be considered. Digital copies of proposals are to be submitted via email by this date to sbowman@aianta.org.

AIANTA reserves the right to reject any or all proposals, as well as to accept the proposal which will be to the best advantage as determined at the sole discretion of AIANTA.

RFP Response Due Date May 30, 2014

Vendor Selection June 12, 2014

Vendor Questions Due Date June 19, 2014

Organizational Background

Mission Statement

To define, introduce, grow and sustain American Indian, Alaska Native and Native Hawaiian tourism that honors traditions and values.

Structure and Purpose

AIANTA is a 501 (c) (3) nonprofit association of Native American tribes and tribal businesses, organized in 1999, to advance Indian Country tourism. The association is made up of member tribes from six regions: Eastern, Plains, Midwest, Southwest, Pacific and Alaska. The purpose of AIANTA is to serve as the voice and resource for its constituents in advancing tourism, assist tribes in creating infrastructure and capacity, provide technical assistance, training and educational resources to tribes, tribal organizations and tribal members. AIANTA serves as the liaison between Indian Country and governmental and private

entities for the development, growth, and sustenance of Indian Country tourism. By developing and implementing programs and providing opportunities, AIANTA helps tribes build for their future while sustaining and strengthening their cultural legacy.

Introduction

The website developer will execute the design and development of a new destination website to promote Indian Country tourism across the United States. AIANTA's mission for this website is to offer travelers the most comprehensive and compelling tourism/travel information representing Indian Country destinations. In addition to being a tool for visitors, the website will provide tribes a collective marketing and (eventually a direct) sales platform.

Preliminary website goals:

- Collect and showcase authoritative tourism data representing Indian Country
- Feature impactful media of Indian Country destinations (photography, videos, etc.)
- Communicate the diversity of Indian Country destinations
- Offer visitors premium planning tools through an interactive map of Indian Country attractions and accommodations and a comprehensive events calendar
- Track information about potential travelers and interested parties through analytics and CRM

To realize these goals, the developer will build this website from the ground up under the guidance of a contracted project manager and AIANTA, along with other key stakeholders.





New Website Requirements

1. Homepage
 - a. Uniquely branded landing page with inspirational imagery and easy to navigate tabs, available in multiple languages (can adapt existing template or create custom)
2. Interactive Destination Map
 - a. Drill-down functionality from country level down to regional, state, and tribal levels
 - b. Searchable destinations and attractions (e.g. search by state or nearby city)
 - c. Differentiated icons for accommodations, museums, outdoor activities, etc.
 - d. Detailed attraction/accommodation profiles: photos, description, and contact information
 - e. Trip-builder functionality to allow visitors to save “favorite” attractions/accommodations
3. FAQs Visiting Indian Country
 - a. Searchable FAQs by subject
4. Social Media
 - a. Social media accounts linked to destination website (e.g. Facebook, Twitter, YouTube, Instagram, an embedded blog)
5. Events Calendar- searchable country-wide events portal
 - a. Searchable by date (or range), location and type of event
 - b. Communicates event details and provides links/contact for information
6. Back-end interface for tribal tourism stakeholders
 - a. Easy-to-use interface allowing businesses and attraction representatives to enter new tourism data and make updates to existing information
7. Administrative tools
 - a. WCMS (including media database)
 - b. CRM database
 - c. User privileges
 - d. User analytics reporting (e.g. Google Analytics)
 - e. Interactive map administration
 - i. Ability to export data by location, attraction, etc.
 - ii. Oversight of map data submissions- requires administrator approval to publish
8. E-commerce Framework
 - a. Website will include booking functionality in the future
 - b. Potentially integrate e-commerce (booking of accommodation and tours) features in the application (e.g. inventory management)
9. Advanced website security to protect sensitive user, business and organizational information

Audience

This destination website will target independent travelers. Examples of strategic market segments include baby boomer adventurers, overseas rural-bound tourists and families interested in educational travel. These markets represent current and future demand for Indian Country tourism products and are well-matched to the visitor offerings in Indian Country, namely outdoor, cultural and historical attractions. AIANTA requests that a CRM and analytics system be implemented to retain and track user information and preferences. The CRM should include features like a lead database with contact information, newsletter opt-in, etc.

Aside from travelers, privileged (business/organizational) users will require special secure login access to submit attraction and accommodation information and update existing data. This will include image file uploads. Website administrators will need separate privileged access to work within a custom WCMS, oversee data input and execute the reporting needs outlined under “Administrative Tools” in the “Website Requirements” section.



Qualification Requirements

Companies/Individuals wishing to submit an RFP should have:

- Previous experience designing/building destination/CVB websites; highly desired
- Expert knowledge of Ruby on Rails (or similar framework)
- Experience providing high-quality user-experience design; track record proven through analytics
- Knowledge of SEO tools
- Hosting not required and domain has already been purchased
- Provide 3 successful live web design projects and provide URL
- Experience in mapping software and equipment such as ESRI; preferred

Section Criteria

If an award is made as a result of this RFP, it will be awarded to the vendor(s) whose proposal is most thorough and advantageous to AIANTA, including price as well as demonstrated technical ability, overall expertise and recommendations.

The following factors will be considered during the assessment process:

1. The vendor's overall ability, capacity and skill to provide the service required
2. The vendor's reputation and experience
3. Whether the vendor can perform the contract within the time specified
4. The vendor's staffing plan and ability to respond to issues and questions for the length of the contract
5. Quality of projects
6. Previous experience in managing a travel or CVB website
7. Technical ability and customer service approach
8. Cost
9. Any other reason deemed proper by AIANTA.

Website Deliverables

Upon completion, the website developer will complete all of the elements listed under the "Website Requirements" section to deliver a website which:

- Provides an architecture that supports easy navigation of the site by all users; no plug-ins
- Conveys consistent, contemporary brand/design to target audience
- Displays equally well in all browsers and mobile devices (responsive design)
- Provides ability for AIANTA and project manager to make real-time updates in WCMS
- Allows users to navigate an interactive map and event calendar
- Integrates easily navigable databases for images, relationships, and tourism data
- Enables user analytics, CRM reports, and tourism data reporting
- Website that meets ADA/508 standards compliance

In addition, the website developer will provide training to AIANTA and its contractors in the customized WCMS.

To support the completion of these deliverables, AIANTA and its contractors will:

- Provide content expediently
- Provide feedback to vendor questions or needs
- Determine desired page components
- Installation and configuration of required server infrastructure and network services



AIANTA

American Indian Alaska Native
Tourism Association

May 5, 2014

Questions and Qualifications

Design Approach and Experience

Briefly discuss your general approach to design and development, including a description of your management experience with developers and web designers. Provide examples of related projects you have completed that display your design and development expertise, as well as a list of the service/services you completed for each.

Project Budget and Timeline

Outline a potential budget for the design and development of all website requirements listed in this proposal. In addition, provide an approximate timeline for the proposed project by breaking the development into stages and then listed time ranges for each to be completed.

Contract Terms and Conditions

Provide the terms and conditions that would be included with the contract for the project as you have proposed it.

Submissions must be received no later than May 30, 2014

RFP Timeline

- RFP Listed: May 5, 2014
- RFP Response Due Date: May 30, 2014
- Vendor Selection: June 12, 2014
- Vendor Question Due Date: June 19, 2014
- Tentative Contract Start Date: July 1, 2014