



2020 Routes 5 & 20 West
Seneca Falls, New York 13148-0070

Phone: 315-568-2906
Fax: 315-568-1730

info@senecachamber.org
www.senecachamber.org

Request for Proposal Website Re-Design and Implementation

Your firm is invited to submit a proposal that provides the Seneca County Chamber of Commerce (Chamber) with the necessary information to award a contract for the redesign of its tourism services website (www.fingerlakescentral.com). The Chamber's tourism website exists to provide information and interactivity to the community, its tourism partner organizations and the general public (prospective visitors).

Submissions to this RFP should be in accordance with the enclosed specifications and terms included herein. The submittal, consisting of an **electronic copy** of your proposal, should be sent via email to jshipley@senecachamber.org with the subject line: "**Proposal for Website Design submitted by (Name of your company),**" and should be received by the Chamber no later than **4:30 p.m. Eastern Standard Time, May 13, 2011.**

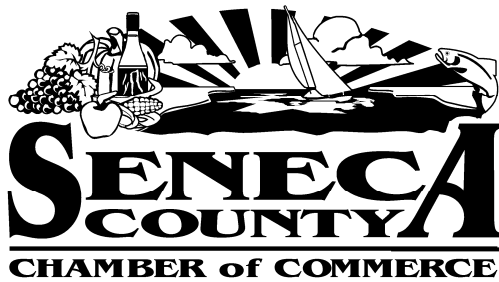
Any proposal received after 4:30 p.m., May 13, 2011, will not be considered. The time of receipt shall be determined by the time clock stamp in the offices of the Seneca County Chamber of Commerce. Proposals should be sent electronically.

Nothing herein is intended to exclude any responsible firm or in any way restrain or restrict competition. All responsible firms are encouraged to submit proposals. The Seneca County Chamber of Commerce reserves the right to accept or reject any or all of the proposals received. The awarding authority for this contract is the Seneca County Chamber of Commerce, Inc. Technical questions concerning this Request for Proposal should be directed to Jeff Shipley, Executive Director of the Seneca County Chamber of Commerce at: jshipley@senecachamber.org.

This RFP and any addenda are available at the Seneca County Chamber of Commerce located at: 2020 Routes 5 & 20 West, Seneca Falls, NY 13148. For additional assistance, or to receive an electronic copy, please contact the Chamber office at: (315) 568-2906.

Sincerely,

Jeffrey M. Shipley
Executive Director
Seneca County Chamber of Commerce



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Request for Proposal

Website Design and Development Services

I. PURPOSE AND OBJECTIVES:

It is the intent of this Request for Proposal (RFP) to help identify qualified, professional website design and development services for the redesign/re-launch of the Seneca County Chamber of Commerce Tourism website (www.fingerlakescentral.com).

- i. The main objective of www.fingerlakescentral.com is to create the most respected, comprehensive and useful source of visitor information for Seneca County, NY.
- ii. It should incorporate the latest technological advancements as well as industry-standard best practices, in order to provide a quality user experience. Design should focus on providing a clean, customized presentation that is easily navigable for site visitors. It should also provide a logical, user-friendly CMS interface for staff to efficiently update and maintain.
- iii. The site should utilize a robust database-driven engine to efficiently store and organize pertinent: contacts, event dates/ times, image library and other detail-oriented information.

II. TERMS AND CONDITIONS:

The Seneca County Chamber of Commerce MUST own, have full access to and have the right to customize site code. Additional terms of the proposal:

- i. Proposals should be delivered to:

Seneca County Chamber of Commerce
Attn. Jeff Shipley
2020 Routes 5 & 20 West
Seneca Falls, NY 13148
jshipley@senecachamber.org

- ii. All proposals must be received by 4:30 pm Friday, May 13 2011.
- iii. Bidder status: bidder must disclose any relevant conflicts of interest and/or pending lawsuits.

III. CHAMBER BACKGROUND INFORMATION

The Seneca County Chamber of Commerce is the official Tourism Promotion Agency for Seneca County, NY – a community located in the central Finger Lakes Region. The Chamber’s tourism efforts are responsible for growing the county’s tourism industry through focused marketing efforts designed to be visually appealing, informative, innovative and dynamic.

Among the items promoted are: wineries, waterways and parks, outdoor activities, fishing and hunting opportunities, agri-tourism, heritage & culture, shopping, food & dining, packages and tours, accommodations & camping, events & festivals and other helpful information.

The Chamber’s current site (www.fingerlakescentral.com) was intended to provide a quick and efficient way for the Chamber staff to publish updated information regarding the categories listed above. Unfortunately, as the site has evolved over time, it has become less efficient and lacks any real strategic design or cohesiveness.

The Chamber employs a full-time staff of five, with one full-time employee dedicated to tourism promotion.

IV. AUDIENCE

The website’s stakeholders or routine users will consist of the following five categories and their primary mode of connections will likely be a mixture of high-speed (broadband), DSL and mobile – smartphones.

- i. Internet visitors looking for travel information on Seneca County. According to the latest statistics, there were approximately 2000 monthly visitors to the website. These visitors reflect all 50 states and many international markets – with particular concentration from drive markets (within a day’s driving distance to Seneca County: NY, MA, PA, NJ, OH and Canada).
- ii. Local businesses (particularly tourism-related) that use our site as an informational resource to provide customers with the most updated information regarding things to see and do in Seneca County (i.e. utilizing the Events Calendar to identify all events during a particular weekend or referring customers to a phone number of a Bed & Breakfast accommodation near Lodi, NY).
- iii. Local Businesses that access a secured section using a unique username and password to post the latest information regarding their business – i.e. contact information about their property, change the menu listing associated with their restaurant or change the date of their upcoming events.
- iv. Chamber staff that access the CMS to make administrative changes to the site’s content: i.e. posting a new article highlighting the recent awards earned from a local winery, changing a picture to coincide with a

new topic, posting a new press release or approving the edits made by a local business as explained in item #3.

- v. Media looking for tourism-related information, newsworthy items, or image downloads.

V. TOOLS AND FUNCTIONALITIES:

i. Essential Components

1. Database-driven system (preferably relational database, i.e. MYSQL) that will incorporate event/member information - links, images, descriptions, contact info, dates, etc.
2. Open sourced, customizable CMS component (not vendor-specific) to edit page/database content and allow staff to easily maintain defined content. Page Templates should allow for future expansion and integration.
3. “Members section” should provide unique, secure access for tourism partners to update specific information – but not allow for page content alterations. Final approval should be only granted to Chamber staff.
4. Search Engine Optimization.
5. Calendar of Events with dynamic ability to add/edit/remove events easily through CMS approach (ex. <http://www.bloomingtonmn.org/page/1/event-calendar.jsp>).
6. Searchable content feature for accessing information found throughout site (site searches should produce intuitive results. Example – typing in “places to stay” in the search box should return the accommodations page).
7. Plug-in tools that incorporate existing social media communication tools (RSS feeds, Facebook, Twitter, blogs – ex: article links on <http://www.nypost.com/>) and pertinent travel info (weather)
8. Interactive (Javascript, limited Flash) maps, “FlipBook” version of travel guide and photo gallery (with ability to easily edit/upload photos).
9. Forms and the ability to process their responses – ie. stored to database.
10. Integrated YouTube Channel and use of video (note, use of any video content should encourage sharing).
11. A dedicated page should provide methods for linking to www.fingerlakescentral.com. The page should include a square ad, horizontal banner and vertical banner which users can paste onto affiliate sites. (We want to encourage businesses and bloggers to link to the site.)

ii. Non-Essential Components (Items that are desired, but not essential to the project’s completion)

1. E-Commerce Trip Planner (ex. <http://www.fingerlakeswinecountry.com/index.aspx>)
2. Web hosting
3. Mobile Site with compressed content and option to view full site.
4. Language translator options are encouraged.

iii. Example Websites:

1. <http://www.fingerlakes.org/>
2. <http://www.traveltex.com/>
3. <http://www.bloomingtonmn.org/>
4. <http://www.saratoga.com/> (planner, calendar)

VI. SITE SPECIFICATIONS:

i. Standards

1. Badges/methods for sharing on Facebook, Twitter, etc. should appear on all pages.
2. Site should be designed to integrate with the Chamber tourism's printed publications (namely the visitor guide).

ii. Site Structure

1. Site formatting should use a separate CSS style-sheet with separate style sheet for small screen mobile devices.
2. Site should incorporate a liquid design to adapt to various screen resolutions.
3. All pages must have friendly URL's. They must be meaningful, but be short enough to copy and paste in an email without breaking. Hyphens should be used to separate words when needed, not capitals. Examples:

(Bad Design)

www.fingerlakescentral.com/Accommodations/UniqueAccommodations/tbid/89/Default.php

(Good Design)

www.fingerlakescentral.com/accommodations/unique

4. Old page locations (for the old site) should be forwarded via 301 redirect to the location of the new page on the re-designed site.
5. Pages should offer printable-friendly format so that intensive graphics do not print.
6. All HTML must conform to W3C standards.
7. All pages should meet web content accessibility guidelines (<http://www.w3.org/TR/WCAG10/#Guidelines>)
8. Google Analytics or comparable advanced visitor tracking should be utilized on every page.

iii. Site Content

1. All pages must have a unique SEO target.
2. All pages must have unique titles that match SEO target for that page and unique meta descriptions.
3. No duplicate content pages should be offered or appear in search engines.
4. Real text must be used (i.e. no images of text) and all images should use ALT tags with applicable titles.

VII. FORMAT FOR PROPOSALS:

- i. Executive Summary
- ii. Technical Approach
 - 1. Web development process: explain the process you will follow to build the Web site, including major milestones and evaluation.
 - 2. Address usability standards and testing
 - 3. Address any important technology information and specifications used in your solution (languages, platform, etc.)
- iii. Management Approach
 - 1. Organizational structure: communication process; including lines of reporting and any special tools used.
 - 2. Schedule of deliverables; include major milestones and testing proposal.
- iv. Budget Approach
 - 1. Itemized pricing for “Essential Components” listed in Section V. of this RFP.
 - 2. Payment terms, general terms and a timeline/ phased production schedule for this project.
 - 3. Break down cost by production hours, tools and functionalities
 - 4. Maintenance and support: ID any costs that should be assumed as part of the site and ongoing costs for maintenance and support we need in the future.
 - 5. License fees: ID the costs we will need to pay to develop or host the site.
 - 6. Hosting: ID whether we must or are highly encouraged to host with your company. If hosting is provided as an option or requirement, provide pricing options.
 - 7. Training and Style Guide: ID costs to train our staff to use site tools and provide a style guide.
 - 8. Other charge areas: Please ID whether there will be other expenses, consulting fees, future work, etc. to complete this project.
- v. Attachments
 - 1. Qualifications and Experience: relevant case histories with information on accessing online demos or examples. Three examples of projects of similar scope that your firm has completed - at least one should be travel/tourism related (working URL's of websites that demonstrate your experience).
 - 2. Biographies of all who will work on account
 - 3. Professional references. Three references from projects of similar scope (Name of organization and contact information).
 - 4. Examples of clients in highly competitive marketplaces with good Google rankings. (URL)
 - 5. A sample copy of contract with your proposal.
 - 6. Optional Proposal Elements:

- a. Other recommended features or tools to accomplish the site's main objective with pricing breakdown.
- b. Website Hosting with cost estimates (monthly, yearly)
- c. Website Maintenance with cost estimates (monthly, yearly)

VIII. SCHEDULE

1. Proposals due: 4:30 pm May 13, 2011
2. Website Committee to review, interview qualified applicants and award contract by June 15, 2011.

IX. QUESTIONS

Proposals should be delivered to:

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