



## **REQUEST FOR PROPOSALS (RFP) TO DESIGN, DEVELOP & BUILD A TOURISM WEBSITE FOR THE CITY OF NORTH AUGUSTA, SC**

The North Augusta Parks Recreation and Tourism Department is looking for an agency to develop, build and design a new tourism website for the city of North Augusta. The City of North Augusta will select one (1) Supplier to provide services and material for the website as outlined in this request.

### **I. SCOPE OF WORK:**

This website build should include a Content Management System (CMS) that provides a modern design with intuitive user experience for both desktop and mobile.

- Responsive, custom designed website built upon the Content Management System (i.e. wordpress)
- Creative design and revisions of custom design mockups
- Documentation of Site Map defining the pages and site organization
- Development of page templates to be used for ongoing content management and static page buildout
- Configuration of the CMS for the ongoing management of static content
- Buildout of the Events Section with calendar
- Buildout of the Eat (restaurants) Section
- Buildout of the Stay (hotels/ accommodations) Sections
- Buildout of the Play (Things to do) Sections
- Buildout of weddings, sports tournaments, and historic site page
- Video header
- Integration of social media links
- standard online forms (Contact Us, etc.) with email-based submissions
- Custom training on the Content Management System
- Website content design, including stock photos and videos of North Augusta to showcase on pages and home page
- Include annual hosting fee
- Design of North Augusta Tourism brand and logo for new site
- Live Hashtag/ social media page
- Analytics tracking and SEO enablement
- Functional testing of the website
- Ability to review the website
- Launch and migration of the website to the production environment once approved.
- Security and maintenance
- Edits
- Site Backup

## **II. PROPOSAL CONTENTS**

Proposals submitted in response to this RFP must meet the specifications aforementioned. Proposals must be clear and concise. Only those vendors providing complete information as required will be considered for evaluation. Any major deviation from these specifications will be cause for rejection of the proposal at the City of North Augusta's discretion. The content and sequence of proposals are to be as follows:

### **1. Cover Letter**

The Cover Letter must include the following:

- a. Project title (North Augusta Tourism Website Build)
- b. Name and address of the entity submitting the proposal
- c. Date entity was established
- d. Name(s) of the person(s) authorized to sign any contract that may result
- e. Contact person's name, mailing or street addresses, phone and fax numbers and email address
- f. Original signature of person listed in section (d) above.

Submission of the letter will constitute a representation by your firm that your firm is willing and able to perform the commitments contained in the proposal.

### **2. Proposal Summary**

A brief synopsis of the highlights of the proposal should be presented which summarizes the key benefits of the proposal to the City. This includes, but is not limited to:

- A short narrative describing the respondent's understanding of the scope of the project and their overall vision for the usefulness of the website
- The Proposer will be required to provide sufficient documentation to define the items being provided in the scope of work
- Proposers should also include website builds that their firm has successfully completed by providing the url addresses and year that the websites were launched
- Timeline of events that the firm proposes which highlights each step from startup meeting through website launch. Firm should also indicate any recommended maintenance past the initial website launch date
- Fee schedule for website build and any recurring costs as related to maintenance fees

## **III. SUBMITTAL**

Prior to submittal, any questions related to this project shall be directed, in writing, to:

Mandy Nelson, Tourism Coordinator  
100 Riverview Park Drive  
North Augusta, SC 29841  
[mnelson@northaugusta.net](mailto:mnelson@northaugusta.net)

One original and two copies of the attached proposal must be received by the City of North Augusta Parks, Recreation & Tourism Department no later than **10:00 AM, May 13, 2021**. Sealed bids must be signed by an authorized representative submitting the proposal. Proposals shall be sealed and addressed via USPS, courier or hand delivered to:

Proposal for North Augusta Tourism Website Buid  
Attn: Mandy Nelson  
100 Riverview Park Drive  
North Augusta, SC 29841

The City of North Augusta will not be responsible for late deliveries, and no bids will be accepted after **10:00 AM on May 13, 2021**. Bids will be opened and read aloud in Room 100 of the Activities Center located at:

North Augusta Activities Center  
100 Riverview Park Drive  
North Augusta, SC 29841

The City of North Augusta reserves the right to waive any informalities or to reject any or all bids.

The City of North Augusta will require a minimum of fifteen working days to evaluate submitted proposals.

**REJECTION OF BIDS:** The City of North Augusta reserves the right to reject any or all bids, or to take exception to these specifications. Vendors may also be eliminated from consideration for failure to comply fully with the bid specifications.

**REVIEW AND EVALUATION PROCESS:** The City of North Augusta will select the vendor on the basis of greatest benefits to the City, not necessarily on the basis of lowest price. The vendor's references, capabilities, commitment, and quality of proposal will be weighted heavily. Experience with tourism website design is of high priority.

**PRICE QUOTATIONS:** Price quoted by vendors should be firm prices, not subject to increases during the term of the contract.

**REFERENCES:** A list of at least five companies serviced with like requirements listing the scope of work and including references must be submitted by the vendor and made an integral part of this proposal. i.e. website domains of like sites.