



Visit 29 Palms Tourism Business Improvement District

Request for Proposal

October 7, 2022.

To All Prospective Bidders:

Visit 29 Palms is seeking a qualified agency or individual contractor to provide website design strategy and implementation services to support our organization's ongoing efforts to promote and grow travel and tourism to the City of Twentynine Palms, California.

The purpose of this Request for Proposal (RFP) is to seek and retain a qualified and creative web design agency or individual contractor to help reimagine, rebuild, and relaunch our tourism website, www.visit29.org and to provide ongoing technical and maintenance support for the duration of our 2022-2023 fiscal year, ending September 30, 2023.

All proposals will be carefully reviewed by the Visit 29 Palms Advisory Board and Visit 29 Palms staff and are due to be submitted by 1:00pm PST on Monday, November 7, 2022.

ABOUT VISIT 29 PALMS

Established in October 2017 and branded as Visit 29 Palms, the City of Twentynine Palms Tourism Business Improvement District (TBID) is a nonprofit organization whose goal and objective is to promote Twentynine Palms as a premier travel destination and drive overnight room demand in the city through creative marketing activities and initiatives. To learn more, please visit www.visit29.org/about-us

PROJECT OVERVIEW

Visit 29 Palms is seeking a professional and creative website developer to reimagine, redesign and relaunch our tourism website, Visit29.org, with the objective of modernizing the site and transitioning into a video-based template/theme, with a responsive, mobile-first design approach.

Strategic design & optimization goals:

- Update and refresh digital brand style
- Improve visually storytelling capabilities, specifically with video content
- Improve mobile user experience and engagement
- Optimize and rebuild site navigation
- Improve tools and abilities for digital lead generation
- Improve functionality and presentation of partner business listings
- Increase outbound link clicks for partner businesses
- Increase organic search engine ranking and organic site traffic

Tech & maintenance support needs:

- Core WordPress updates
- Plugin maintenance and updates
- Troubleshooting and general tech support

REQUIRED SITE FUNCTIONALITY

- Maintain site on WordPress platform
- Maintain hosting services through GoDaddy
- Video based template/theme
- Responsive, mobile-first design approach
- Effective SEO plugin solutions and tools
- GDPR and California compliance
- Google Analytics integration
- Contact Us forms
- Improved business listings presentation
- Robust events calendar
- Blog editor/calendar plugin
- Social media integration
- Constant Contact integration
- Live chat feature
- Search tool functionality
- Square E-commerce integration for Partner Program

- Translation plugin solutions
- Pop-up plugin solutions

CONTRACT TERM & PROJECT TIMELINE

The contract term will start immediately following the awarding of the contract with the expectation to launch the new site by April 2023. The contract term will run through to September 30, 2023, to include monthly maintenance and technical support for the duration of Visit 29 Palms' 2022-2023 fiscal year. Following the commencement of the contract term, a detailed project timeline will be established, setting clear monthly goals and objectives to ensure the new site will launch by the expected deadline.

COMMUNICATION AND PROJECT MANAGEMENT

Visit 29 Palms' Director of Marketing will be the primary point of contact and will work directly with the agency/contractor throughout the website development process and launch, starting with the establishment of the project timeline. The agency/contractor may be requested to participate virtually at bi-monthly Advisory Board meetings to assist the Director of Marketing with providing updates to Advisory Board members.

BUDGET

Visit 29 Palms is seeking professional, cost-effective services, and will fund the contract up to \$50,000 (USD) through to the end of its 2022-2023 fiscal year, ending September 30, 2023. Visit 29 Palms reserves the right to adjust the budget and related services.

MINIMUM REQUIREMENTS

Visit 29 Palms is seeking a creative website designer/agency with a minimum of five years of professional experience building and managing business websites, with experience in the travel and tourism industry preferred.

CONTENT OF PROPOSAL

Proposals must include the following:

1. A minimum of three links to websites you have built within the last two years, with at least one example of a website built on the WordPress platform.
2. A summary of educational background and work experience.
3. Any relevant certifications.
4. A minimum of three professional references.
5. An overview/outline of your vision for a reimagined Visit29.org.

RFP SCHEDULE

October 7, 2022: RFP public announcement.

October 7-21, 2022: Time period for agencies/contractors to submit questions.

October 21, 2022: Question period closes; Q&A posted to website.

November 7, 2022: Deadline to submit proposal.

November 10, 2022: Advisory Board subcommittee review begins.

Week of November 14, 2022: Finalists will be selected, notified, and scheduled for presentations.

Week of December 5, 2022: Finalists will present to Advisory Board subcommittee.

Week of December 12, 2022: Selected agency/contractor will be announced, and contract negotiations will begin.

**This RFP schedule may be adjusted at any time at the discretion of Visit 29 Palms.*

PROPOSAL SUBMISSION

The deadline to submit proposals is 1:00pm PST on Monday, November 7, 2022.

Proposals are to be submitted in digital PDF format and sent electronically to Visit 29 Palms' Director of Marketing, Breanne Dusastre, by email to bdusastre@29palms.org.

Please note, proposals must be received by the date and time referenced in this RFP and late submissions will not be accepted.

CONTACT INFORMATION

Breanne Dusastre
Director of Marketing
Visit 29 Palms
760.367.6799 x 1030
bdusastre@29palms.org