Visit 29 Palms Tourism Business Improvement District

Website Design Services RFP

Questions & Answers

Q: Are you open to receiving proposals from developers or agencies outside of the USA?

A: Yes.

Q: Would you consider a CMS solution other than WordPress with industry-specialized functionalities/features?

A: Yes.

Q: Would you consider a proposal that includes a timeline from kickoff to launch that is longer than what is identified in the RFP?

A: Yes.

Q: Technology and maintenance support is listed as a need; would this ongoing maintenance need to be incorporated into this $50k budget through 9/30/23?

A: Yes, this is a requirement and to be incorporated into the budget.

Q: SEO improvement is listed as one of the goals so will content/copy need to be handled by the agency or will strategy be provided by the agency and copy developed by 29 Palms?

A: We are seeking high level, strategic SEO guidance from the agency/developer with copy developed internally by Visit 29 Palms.

Q: Do you have any SEO on the backend of your site?

A: Yes.

Q: Are fees associated with hosting, domain, SSL certificates, and plugins to be included within the $50,000 budget, or paid separately by Visit 29 Palms?

A: Fees associated with hosting, domain, SSL certificates, and plugins will be paid by Visit 29 Palms, separately from this contact.

Q: Is your site currently hosted with GoDaddy? Are you open to another hosting option?

A: Yes, hosting services are currently provided by GoDaddy. Our preference is to maintain these host services but are open to other solutions.

Q: Would 29 Palms be interested in hosting options? We provide managed hosting solutions that include maintenance requirements like core and plugin updates.

A: Our preference is to continue with our current hosting solutions. Please see above.

Q: How important is ADA compliance?

A: Very. As a tourism destination organization providing travel related information to the public about our destination, having an ADA compliant website is very important.

Q: Do you have any concerns about ADA compliance with being overly video based?

A: We acknowledge the importance of ADA compliance and understand extra steps are required to make video content accessible.

Q: Can the GDPR compliance/privacy policy/terms of service be handled by a third party?

A: Yes, it can, but is expected to be delivered by the web developer/agency as part of the contract and within project budget.

Q: For GDRP & Compliance, will you be providing this?

A: No. Please see above.

Q: Are you looking for the web developer/agency to also provide copywriting services, and assistance capturing photos and videos?

A: No. Visit 29 Palms will provide photo and video assets and all site copy.

Q: Are you looking for all new copy and/or reworking copy from previous website?

A: No. Please see above.

Q: Does 29 Palms have quality video assets? Do you require creation of media assets like videos, photography, rich media, digital brochures, infographics, etc.?

A: Yes, Visit 29 Palms has quality video assets and will not require creation of new assets. Please see above.

Q: Do you have an approximate number of videos you would think would be added to the new website?

A: At time of launch, approximately 15-20 video segments, with new video content added continuously throughout the year.

Q: The RFP states an interest in improving storytelling capabilities with video content. Will you provide videos? Will we need to edit existing video footage?

A: Please see above. Video assets will be formatted and edited accordingly for use on site.

Q: Can you share any high-level Analytics on the current site, including what pages are most frequently visited?

A: As a travel and tourism website, our most frequently visited pages are lodging, dining, events, and attractions.

Q: It's noted in the strategic design goals to "update and refresh digital brand style" - will this be done around your existing 29 Palms branding or are you currently developing/launching a new brand that will need to be further built out for the website?

A: Based around existing branding.

Q: Regarding updating and refreshing digital brand style, does this include a total rebrand; Logo, Colors, Fonts etc.?

A: Total rebrand, no. Yes, to updating site theme colors, font types, etc., while maintaining the existing brand logo.

Q: What specific features are you looking for business listing pages?

A: Business listings are to include expanded capabilities for image galleries and business descriptions, hyperlinks, and map links.

Q: Regarding the robust events calendar, do you like the current calendar you are using?

A: Yes, but are open to other solutions.

Q: What is the difference between the "robust events calendar" and "Blog editor/calendar plugin"?

A: Please refer to our current <u>event calendar</u> and <u>blog</u>. We are looking to enhance the blog functionality in our new site with plugin solutions that include scheduling and publishing tools.

Q: Currently your navigation shows 54 pages – Do you have an idea of a range of pages you'd like to see on your site?

A: Our expectation is that the site navigation be condensed and consolidated.

Q: Regarding improved business listings presentation, is this for search engines or is this referring to the partner business listings?

A: Both SEO and visual presentation.

Q: Regarding partner business listings, are these the business under each attraction? (Ex: Cultural Arts: Joshua Tree National Park Art Expo)

A: No. The 29 Palms Art Gallery is an example of a business listing, and the Joshua Tree National Park Art Expo is an example of an event.

Q: Regarding Square ecommerce integration, is this a membership purchase? Or products? If products, how many products do you offer?

A: At this time, Square integration is specific to online enrollment for our Partner Program but could be expanded with additional products in the future.

Q: For the chat plugin, will Visit 29 Palms be wanting to maintain the same chat plugin (Tawk.to) service?

A: Not necessarily. We are open to other live chat solutions.

Q: "Live Chat" do you mean managed by a real person, or just interactive?
A: The live chat is managed by Visitor Center associates during open business hours.

Q: If we were to evolve the chat functionality will Visit 29 Palms be responsible for the content and dependencies/chat flows, or is that something the agency should plan to develop?

A: Yes, managed by Visit 29 Palms.

Q: Translation plugin - is the desire here to use a Google-based plugin that automatically translates all site copy into other languages or to actually develop the site or parts of into other languages to help support non-English language SEO efforts?

A: We are open to solutions beyond Google-based plugins.

Q: Regarding the Events Calendar - will any events ever require registration on this website, or will those happen on a third-party website? Will event registrations ever require payment on this website?

A: No.

Q: Which social media channels are you hoping to integrate on the website? Are you imagining simple links to these channels, or are you hoping for feed integrations?

A: Feed integration with Instagram, links to other social channels.

Q: Can you tell us more about the Square eCommerce integration for your Partner Program?

A: The purpose of the Square eCommerce integration is for business owners to be able to enroll in our paid Partner Program and make payment online.

Q: Who will be directly involved in the creative review/approval process during build?

A: A subcommittee made up of two TBID Advisory Board members and Visit 29 Palms staff will complete an initial review and select top finalists. Top finalists will be invited to present to the full TBID Advisory Board where a final selection will be made. Following the TBID Advisory Boards selection, the contract will be presented to the Twentynine Palms City Council for final approval.

Regarding creative review, the same Advisory Board subcommittee and Visit 29 Palms staff will be involved in decision making for the following stages of site build:

1. **Approval of site frame/map**
2. **Approval of homepage/key page design aesthetics and layout**
3. **Approval of beta site**

Q: Can the finalist presentations to the Advisory Board subcommittee be done remotely?

A: Yes

Q: How will proposals be evaluated? Is there more than a single decision maker? Are responses scored? Will you print and share? or do you prefer digital proposals?

A: Please see above. Yes, proposals will be scored. The proposal evaluation criteria will be published on www.visit29.org/about-us/ on Monday, October 24, 2022. The evaluation criteria will be based around overall experience and qualifications of developer/agency, scope of work, capabilities, and cost effectiveness.