FOLEY SPORTS TOURISM WEBSITE
Requisition No. FST-082919

Questions & Answers – As of 8/21/19

1. In the RFP timeline, does the City of Foley FST want a completely finished website overhaul by and a finished product in-hand by Monday, September 30, 2019? What is meant by "finished product in-hand?" The City of Foley Sports Tourism Department hopes to have a fully operational updated website by Monday, September 30th.

2. What are the budget parameters for this RFP and project? $18,500

3. It sounds like the site is out of date and not reflective of Foley Sports Tourism's current goals. What is the most important problem that you would like to solve with this redesign project? Which groups of website users is this problem affecting? How is this problem affecting them? Our site was not designed for tourist, but instead our planners. Our economic impact is driven by sports tourist and we are trying make it easy for them to book and find relevant info.

4. What would a successful outcome look like for you? A new professional website that is easy to use and update.

5. Will agencies outside of Alabama be considered? Will scoring be based on location or preference given to local candidates? Yes, candidates outside of Alabama will be considered. There will be no preference given to local candidates.

6. For this project do you more highly value a company that has fresh ideas from the outside or someone who has a proven track record in this niche? Both

7. Is Foley Sports Tourism looking for a long-term partner or simple delivery of a site that meets the stated goals? We expect it to be both.

8. Would you prefer a site design/implementation that's very custom with a higher project cost, or not very custom but more reasonably priced? We need it to be flexible enough for us to change and not always rely on a developer for the changes. We do want some custom so we will be different.

9. Do you have a list of inspiration sites/sites you like the style of? We really want to be unique, but probably gorockford is the most similar.

10. What are the most frequent tasks that need to be completed on the site by groups of users? Admin or users? Admin – new landing pages for each event.

11. What items have been most troublesome to update/change with the current site? Customized landing pages for events.

12. Do you currently have Google analytics or other tacking enabled on the site? Will that data be available as part of the discovery process? Yes we do and we can make the info available when needed.

13. The site is currently on WordPress. Are you open to other CMS recommendations? If so, are you looking to receive a recommendation for this in the RFP reply or work through the CMS selection during the discovery phase of the process? We are open to any CMS as long as site is user friendly and easy to update when required.

14. For testing and development, is there a formal list of devices and browsers Foley Sports Tourism needs to support? For browsers, what versions? It would be as many devices as possible, but particular attention to mobile including iphone, ipad and android phones.

15. We typically provide a library of video trainings to our clients. Would an in-person training also be required? Would a live training session via video be required? Do you require training in any format to meet your needs? It would be depend on the training required. I don't believe in person is necessary and a video would be great.

16. Is part of the desired solution to have assistance with system/plug-in upgrades, code fixes following upgrades, & creation of additional features either through an on-going maintenance agreement or additional scoped projects on an on-going basis? We do anticipate changes as we go and would always want to have SEO help. We do see this as a long term partnership.

17. The RFP mentions the need for interactive maps of "facilities, attractions, hotels and general area so users can easily get around." Are you looking for maps that show these locations in relation to a user (Google Maps integration) or are you looking for interactive maps of a facility, hotel or attraction (floor plans)? If you desire interactive floor plans, are these plans something you currently have or something that would need to be generated by the chosen partner? We are looking more for google maps integration with our facilities, restaurants, etc.

18. Does the documentation provided in the addenda reflect the current site's set up, the desired set up or both? Desired

19. Will content migration need to be accounted for in the estimate? If so, do you know approximately how many pages, documents and images are on the site? Will Foley Sports Tourism staff be available to assist with content removal/update decisions? Yes we would be available. We really do not have all of the data we need and expect to be entering most of the data ourselves.

20. Given the short timeline on the project, when do you expect the site to enter testing? What is the target launch date? We are on a fiscal year and need as much of the product as we can by September 30th. We can enter testing a week before if needed. We understand the short timeframe and will work with developer on an agreed upon timeline.

21. Regarding the 'Dining Decider' on page 4, would you consider removing the option to search for restaurants based on what foods the visitor does not want? The decider is a nice to have not mandatory. We can certainly eliminate a search about what they do not want.

22. The RFP references an XML feed on page 4. What would be the source of the feed, what kind of data would it contain (e.g. events)? We do not anticipate an XML feed.