Request for Bids

Sealed bids will be received at the office of the Purchasing Director, City of Goodlettsville, 105 South Main Street, Goodlettsville, Tennessee 37072, until 2:00 pm CST, on September 12, 2019, at which time they will be opened for the following:

Cloud-based Relationship and Destination Management Platform

By the Tourism Department, City of Goodlettsville

Specifications are available and on file at the office of the Purchasing Director and may also be accessed from the City's website at www.goodlettsville.gov.

The City of Goodlettsville reserves the right to reject any and all bids and to waive formalities.

The City of Goodlettsville does not discriminate on the basis of age, race, sex, color, national origin, religion or disability in admission to, access to, or operation of its programs, services or activities, nor does it discriminate in its hiring, employment or purchasing practices. Contact the Human Resource Director at 615-851-2206 with questions, concerns, complaints and with requests for ADA accommodations.

CITY OF GOODLETTSVILLE

TOURISM DEPARTMENT

Statement of Purpose

The City of Goodlettsville is seeking bids for a cloud-based customer relationship and destination management platform that supports each of the various departments and staff members within a destination marketing organization and their partners.

Background Information

The Goodlettsville Tourism Department is in its third year and serves as the Destination Marketing Organization for the City of Goodlettsville, Tennessee located just 12 miles north of Downtown Nashville. This Department also manages Historic Mansker's Station, Goodlettsville Farmer's Market, and the Goodlettsville Visitor's Center.

Minimum Bid Specifications

- Setup of cloud server and configuration of client database
- Data transformation of existing client data from spreadsheets, workflow review
- Professional training for the staff
- Partner portal, lead/listings management & reports
- Setup for five users
- Setup and configuration of website listings, events, forms & analytics
- Unlimited client support and ongoing training
- Customizable homepage dashboards
- Customizable page layouts for accounts, contacts, leads & inquiries
- Admin Console + unlimited roles
- Premium hosting and security that is compatible with Azure
- Mobile Interface
- Reports and query builder
- Task/trace management
- Meetings and convention sales management
- Group tour, travel trade and sports management
- Sales lead management and distribution
- Fam trip and itinerary management
- Goals tracking and forecasting

- Outlook email integration
- Event impact calculator
- Services management
- Services leads management & distribution
- Membership/Partnership management
- Dues and invoicing
- Branded member/partner extranet
- Visitor inquiries & referrals tracking
- Inventory management
- Media and advertising tracking
- Google analytics integration
- Project collaboration tool
- Event tracking and management
- Event pickups & satisfaction surveys
- Email campaigns and newsletters
- Email distribution list management
- 10,000 annual email credits
- Local events calendar management + API
- Local listings management + API
- Special Offers + API
- Website forms & RFP collection + API
- Visitor Inquiries + API
- Minimum of three references

CITY OF GOODLETTSVILLE

TOURISM DEPARTMENT

Reference Sheet

Company Name: _____

Contact Name: _____

Mailing Address: _____

_____

Phone Number: _____ Email Address: _____

REFERENCES

Organization: _____

Contact Name: _____

Mailing Address: _____

_____

Phone Number: _____ Email Address: _____

Length of Association: _____

Organization: _____

Contact Name: _____

Mailing Address: _____

_____

Phone Number: _____ Email Address: _____

Length of Association: _____

Organization: _____

Contact Name: _____

Mailing Address: _____

_____

Phone Number: _____ Email Address: _____

Length of Association: _____

REQUEST FOR BID

Cloud-based Relationship and Destination Management Platform

By the Tourism Department, City of Goodlettsville

Contract Price $ _____

_____

Company Name

_____

Authorized Signature

_____

Printed Name and Title

_____

Address

_____

Phone Number

_____

Date