



FOLEY SPORTS TOURISM WEBSITE

Requisition No. FST-040820

Questions & Answers – As of 3/27/20

1. Whether companies from Outside USA can apply for this? **Yes, companies outside the US can apply.**
2. Whether we need to come over there for meetings? **No, meeting could be held virtually or by phone.**
3. Can we perform the tasks (related to RFP) outside USA? **Yes, tasks could be performed outside the US.**
4. Can we submit the proposals via email? **Yes, there are directions in the RFP for submitting emailed proposals.**
5. What is the allocated budget for this project? **A little over \$25,000.**
6. Do you require a specific format for the proposal in addition to the Price Sheet or is any format okay as long as the required information is included? **You can format your proposal however as you wish, but please include the price sheet as shown in the RFP.**
7. In lieu of everything that is occurring in regards to the COVID-19 Virus, will the deadlines for this remain the same? **Yes, the deadlines will remain the same. We are accepting emailed proposals and meetings with the awarded vendor can be held by phone or online.**
8. Are you open to looking at an integrated program that can include everything from commercial print, signage, direct mail, email marketing, content creation and social? If so, can you provide more information about your target audience and any other marketing. **Not at this time.**
9. We see a total of 613 pages indexed on Google. Can you confirm this please? **902 indexed pages.**
10. What content needs to be migrated? Everything as it currently exists on the site? **On site migration, we want a complete overhaul and will not be migrating anything but the Experience Blogs. No. Because we are looking for fresh design and reworked content the only items we will be migrating are blogs and a select number of photo galleries.**

11. Will this include past event information or just future events? **The site will only include scheduled upcoming events, with select photo galleries of past events.**
12. Will older blogs be migrated over? **Yes, but not all. The only content being carried over are the Foley Eats, Mom About Town, Travel Time, and #MindfulnessMonday blogs.**
13. Your photo library is significant. Will those images, in total, reside on the new site? **Not in total, we only select event photo galleries. However, every restaurant and hotel will need to have hi-res photos but that is content we are currently collecting and is not on the site.**
14. Do you require any content development assistance? **We will be writing and collecting all content. It is likely, we will be covering all inputting of the content, but this area needs to be quick and easy as those doing data entry may have limited experience.**
15. Can you share the top ten pages viewed or top sections of the website?

The top ten pages as of 2019 are:

1. **Homepage** <https://foleysportstourism.com/>
2. **Events Page** <https://foleysportstourism.com/events/>
3. **Facilities Page** <https://foleysportstourism.com/facilities/>
4. **Accommodations Page** <https://foleysportstourism.com/accommodations/>
5. **Meet Our Team** <https://foleysportstourism.com/meet-our-team/>
6. **Driving Directions** <https://foleysportstourism.com/driving-directions/>
7. **Photo/Video Galleries Page** https://foleysportstourism.com/photo_video/
8. **Dining Page** <https://foleysportstourism.com/dining/>
9. **Rules & Regulations** <https://foleysportstourism.com/rules-and-regulations/>
10. **Contact Us** <https://foleysportstourism.com/contact-us/>

16. Is there an opportunity to see an analytics report on the current sites' performance? **Attached as separate sheets.**
17. What are the budget parameters (mentioned on page 7) for this assignment? **Knowing the range will help us prioritize the deliverables if they can't be delivered in total.**
18. How many non-technical content editors do you want to allow to edit the new website? **Maybe 3 at the most. Primary person is fairly technical.**
19. What are the main reasons FST is replacing the current website? **The current site was built prior to our facilities. The original use was to be a static website that featured information on what was being build and how tournament planners could get in touch with us. Now that we are open for business we are looking for something more dynamic and easy to update. As stated in the RFP, we are also now having to reach two audiences in a single site. We need to continue to reach**

event planners interested in bringing their tournaments to Foley, but we also need to serve as a resource for those event visitors who are looking for information on where to stay, where to eat, and how to spend their free time.

20. Regarding the current website's visual assets and copy: provided as a ratio, how much of that will transfer to the new site, and how much new content will the selected firm need to create? For example, 80% of the existing content will be used and 20% will need to be created. **Our goal is to come up with 80% new content and transfer as little as possible from the old site. We are working on collecting content from our community partners to make sure all information is high quality and up to date. We would like to transfer the blogs listed under the experience section as well as a few select photo galleries.**
21. Does FST have an email platform connected to the current site? **No**
22. Does FST currently run email marketing campaigns to potential and existing event owners and organizers and individual families/participants of scheduled events? **Yes. However, these emails are directed to our local business partners who account for a small percentage of our communications. It is a once-a-month newsletter currently housed on MailChimp. That's by the RFP touches on newsletter functionality. Majority of our communications to our families/participants will be made through the RFP's stated event pages. The communications to event planners are a one on one process to encourage relationships rather than blanket impersonal statements.**
23. Regarding the photo auto-size request: do you mean reduce/optimize the file size, crop the photo or both? **Both**
24. Regarding updates in the CMS from a mobile device: can you explain that situation in more detail? Would that include adding photos, copy and alerts regarding games/tournaments from the field? What other possible items would need to be updated via mobile? **We will not be updating scores or field assignments on our end. What we are looking to do is to be able to add photos or edit copy where ever we are if a restaurant wants to add a new offer or an event page needs to be updated. We may not need to create new content via mobile, but we definitely need editing capabilities.**
25. Ratings and reviews: would a link to the business partner's website or review pages suffice for this? **We would want the rating to actually populate on the page. That rating can then link to the third-party page but we want the rating to be visible.**
26. Site Layout: Section with each piece of requested navigation submitted by the team. Can you please further define this request? It seems like you might mean a sitemap but we want to be sure. **It is a site map.**