



FOLEY SPORTS TOURISM WEBSITE

Requisition No. FST-082819

WHO:

Foley Sports Tourism (FST) is a department of the City of Foley responsible for attracting, creating and hosting quality events that increase our economic vitality, improve the quality of life and provide a unique and memorable experience for visitors to Foley, Alabama. We strive to promote our destination to event rights holders and planners that may consider Foley as host for future events. Our goal is to brand Foley as a nationally recognized sports destination within the sports tourism industry.

WHAT:

Foley Sports Tourism (FST) is seeking a creative agency to design an informative and interactive website. With design input from our team, FST desires a clean, user-friendly, easy-to-manage site that also provides continued troubleshooting support for the life of the site to FST. The goals of the site are to serve the audiences that FST interacts with on a daily basis. First, to encourage participants, their families and visitors to plan their trip ahead of time by utilizing the website to book a hotel room, plan where to eat, consider attractions to enjoy and encourage them to spend their time and dollars in Foley. Second, to highlight our facilities to attract event rights holders who may consider Foley as a host destination for future competitions, events, conferences or meetings.

PROPOSAL GUIDELINES:

- FST will accept proposals from perspective clients interested in working with FST to fulfill requirement of a new website.
- FST will review all proposals and conduct interviews with potential agencies to discuss project and desired objectives.
- The quoted price must be inclusive of all fees and charges for completion of project. If additional expenses arise during production, agency must reach agreement with FST to include.
- FST will provide agency with access to all required content.
- By submitting a proposal, your agency guarantees to complete desired project by agreed upon deadline.

WHEN/TIME FRAME:

- FST will accept submitted proposals until **12pm, Wednesday, August 28, 2019**.
- After review of proposals, the selected candidates will be notified of anticipated interview process and proceed with scheduling a time to meet with FST staff.
- FST desired completion date is to have finished product in-hand by **Monday, September 30, 2019**.

CONCEPT:

Our primary objective is to be customer-centric, so visitors will find more reasons to plan a trip and stay with us longer. We want to drive the economic impact of the City of Foley by encouraging direct spending at hotels and many family friendly locations. We'd like to highlight the convenience and affordability of Foley, and by also spotlighting that Foley's lodging partners are within a three-mile radius of the complexes.

WHY/OBJECTIVES:

Our primary objective is to have a website that displays a positive first impression to prospective event planners and visitors, promotes our brand and creates awareness of our offerings to all visitors and event attendees (*including participants and their families*). The strategy of this website is to highlight our missions of both “play Foley” and “experience Foley” to not only our visitors, but also to potential clients who may consider Foley as host for a future event, tournament, conference or meeting.

Additional objectives include:

- Showcase Foley facilities
- Encourage participants and their families to visit and explore
- Spotlight the retail, entertainment, dining and lodging providers within the community
- Increase lodging numbers through events that generate overnight room needs

TARGET AUDIENCE:

FST has several target audiences it desires to reach with this site:

- First, a majority of our events are youth participant based, that travel with family members to our community. Other events include collegiate championships or nationally recognized tournaments. While most events are group or team oriented, some events are geared towards individual participants. However visitors travel to Foley, ease of the website for any individual or team to locate travel information or event details should be the focus.
- Second, our tournament organizers and events rights holders. We want our partners to understand what facilities are available and what support FST offers to assist with hosting events in Foley.

REQUIRED FUNCTIONALITY

- **Mobile Connectivity:** Ease of use for mobile users is a priority for this new site. A majority of current FST users are mobile users, and frequently use their mobile devices to search for information or locations while at FST facilities. Additionally, the site should be mobile friendly for administrators to update content or information through a mobile app or browser. With ever-changing conditions during events, access and ease to update information instantly is a requirement.
- **Ability to book hotels:** FST is focused on providing an incredible experience for each visitor, which include offering discounted hotel rates for participants and their families. FST has recently purchased Book Direct- powered by SimpeView, an online booking referral engine, and will utilize this system for families to secure hotel rooms through the site. Integration of Book Direct- powered by SimpeView is a requirement for the new site.
- **Functionality over aesthetics:** All important data must be located within two clicks. It must have a fast load time both on mobile and desktop formats.
- **Ease of Use:** Each site administrator will have a different level of comfort working with the back end of a website. This site needs to be simple to understand, not just from an end user stand point but, also from a site administrator standpoint.
- **Extremely Customizable:** Administrators need to be able to quickly and easily add listings and customize pages. This includes adding dining, accommodations, and attraction listings, articles, press releases and more. All these additions must be done in house by the FST staff. Therefore this process must be simple and quickly executed.
- **Analytics:** Site must be compatible with Google Analytics and Facebook Pixel

- **Navigation Freeze:** The main navigation must remain frozen at the top of the screen as a user continues to scroll down throughout the site. In the areas of the “visitor bar” the visitor navigation will remain frozen, in the area of the “planner bar” the planner navigation will remain frozen.
- **SSL:** Site must have a security certificate
- **Multiple Site Administrators:** Ability to assign specific privileges to each staff member. For example, one or two staff members could be designated as administrators, while other individuals would only be provided limited access. These privileges would be restricted to certain portions of the website based upon the individual’s area of focus.
- **Landing Pages:** The ability to quickly add and remove pages specific to events held by FST. Each event must have a customizable page that will be hidden when the event is over. That page can then be reactivated should the event repeat in the future. Each page must be customizable as different events have different needs.
- **Calendar Functionality:** The events must be easily viewable both in a list view and in a calendar view. Events must auto populate in both areas without having to enter them twice.
- **Site Search:** The ability for users to search the entirety of the site
- **Interactive Maps:** Maps of facilities, attractions, hotels and general area so users can easily get around.
- **Feedback:** Easy immediate ways for users to share feedback.
- **SEO:** To make sure the site appears high up in searches there will need to be some sort of SEO piece. A piece that administrators can utilize themselves is preferred to a paid by month fee for the developer or third party to employ. Also, words used in navigation i.e. “Restaurants” vs “Places to Eat” need to be decided based upon SEO data as to what is the most searched for.
- **Support:** An extensive support system is needed especially as the administrators are learning to utilize the site. An online searchable library of support references is a must, while a call in or email customer support is preferred. If there is an additional fee for support, companies are asked to pull that number out separately in the cost of the RFP.
- **Photos:** Not everyone has access to a photo resizing program, therefore the photos used within the site need to be auto-sized to fit in their respective areas rather than having to be sized before uploading.
- **PDFs:** Some items need to be uploaded as a PDF rather than a jpeg. Site needs to be easily compatible with PDF usage.
- **Booklet turns:** The site needs to house a number of our event planning guides. These files, made in InDesign, can be exported as PDFs or SWF files. The site must put these into a page turn format that can easily be changed out as the copy of the guides are updated.
- **Printing ability:** Certain maps need to be outfitted with a printer icon to help users easily print the necessary materials to enjoy their stay in Foley.

ADDITIONAL FUNCTIONALITY

- **Hosting:** The current FST site is hosted through WPEngine. FST is open to hosting through a different company should that be a need or can continue to host through WPEngine.
- **Geocookies and retargeted ads:** The ability to capture users’ information and advertise to them based upon their browsing history.
- **App Integration:** While not a requirement, those who could offer site to app integration would be preferred. An app is not a priority currently for the organization but once a site is in place, an app would be the next step.
- **Heat Maps:** The ability to read where people are clicking and what they are hovering over in order to maximize ease of use.

- **Newsletter Integration:** Many of our local businesses rely on a monthly newsletter to understand when there will be an influx of visitors to the area. Our site needs to either have a newsletter function included or offer integration with Constant Contact or MailChimp, or a newsletter function as a piece of the site and that provides analytics would be preferred.
- **Dining Decider:** A fillable form that helps people decide where to eat based upon the tags assigned to the restaurant. For example, visitors could click options like “they don’t want pizza or Chinese,” or “want seafood or steak.” Results must be able to sort by distance.
- **Ratings and Reviews:** The ability to import reviews of restaurants and hotels from Trip Advisor or Yelp.
- **Weather Widget:** a widget that allows users to see the current weather in Foley. FST currently works with Earth Networks lightning detection system who has provided the code for a widget. The new site must be compatible.
- **Measure the Mile Widget:** The ability for users to immediately see how far an attraction or dining establishment is from their current location and the fastest route to get there.
- **XML feed:** FST would like to know the cost of initially populating the new site from an existing XML feed. This would not be continuous, rather, it would be a jumping off point that the staff would then update as needed. We are looking to know the cost of a one-time import not the continued use of a feed.
- **Extranet:** In order to give our partners the ability to update deals and information of their business, we would like to see what an additional cost for an extranet system would be. We do not want to allow partners full access to the site, however, we would allow them to update information specific to their business profile. All updates or changes would need to be approved by administrators before going live on the website.
- **Site Layout:** section with each piece of requested navigation submitted by the team

BUSINESS LICENSE:

The awarded vendor will be required to obtain a City of Foley Business License to operate within the City Limits. Contact the City of Foley Revenue Department at 251-943-1545 for more information.

ADDITIONAL INFORMATION:

All questions related to this proposal must be documented through email and should be sent to Rachel Keith at rkeith@cityoffoley.org no later than 72 hours prior to the scheduled RFP acceptance deadline. No questions will be addressed by any means other than email. Answers will be emailed to all vendors in the event that clarification is required. If further clarification is needed about a particular product proposal or change within the proposal, an Addendum will be emailed stating the change. All addendums must be acknowledged in the “Addendum Acknowledgment” section located in this RFP packet.

INSTRUCTIONS TO PROPOSALDERS:

To be eligible for consideration, responses to this RFP are due by 12:00 p.m. CST, Wednesday, August 28, 2019. A complete copy of the RFP and completed price sheet must be submitted in a sealed envelope, clearly marked, with the following information on the outside of the envelope: **“Foley Sports Tourism Website, Requisition FST-082819, Due August 28, 2019 at 12:00 p.m., Submitted By: _____”**. It shall be the sole responsibility of the vendor to assure receipt of the proposal at Foley City Hall prior to the published deadline.

Proposals should be sent to one of the following addresses:

U.S. Postal Service

City of Foley

Attn: Purchasing Agent

P.O. Box 1750

Foley, AL 36535

Physical Address

City of Foley

Attn: Purchasing Agent

407 E. Laurel Avenue

Foley, AL 36536



FOLEY SPORTS TOURISM WEBSITE

Requisition No. FST-082819

PRICE SHEET

Required Functionality	Cost
New website build out	
Mobile Connectivity	
Book Direct powered by SimpleView Integration (Foley pays for license)	
Analytics compatibility	
Fast load time on all platforms	
SSL	
Multiple Site Administrators with limited access	
Customizable Landing Pages for each event	
Calendar Functionality	
Full Site Search	
Interactive Maps	
Easy to locate and submit feedback	
SEO	
Support for life of site	
Automatic Photo Resizing	
PDF Compatibility	
Booklet Turns	
Printing Ability	
TOTAL	

Additional Functionality	Cost
Hosting	
Geocookies & Retargeted Ads	
App Integration	
Heat Maps	
Newsletter Integration	
Dining Decider	
Ratings and Reviews populated from other sites	
Measure the Mile Widget	
Weather Widget	
XML Feed	
Extranet	
TOTAL	

Company: _____

Submitted By: _____

Address: _____

Phone: _____

ADDENDUM ACKNOWLEDGEMENT:

Vendor acknowledges receipt of the following addendums and has incorporated the requirements of such addendums into the proposal.

(List all addendums issued for this proposal.)

No.	Date

No.	Date

No.	Date