



REQUEST FOR PROPOSAL

WEBSITE SERVICES

Discover Klamath Visitor and Convention Bureau

205 Riverside Drive, Suite B | Klamath Falls, OR 97601

INTRODUCTION

Discover Klamath Visitor and Convention Bureau (Discover Klamath) is the destination marketing and management organization for Klamath County, Oregon, with a mission of increasing visitation, spend, and market share to fuel Klamath County's economy and enhance the image of Klamath County worldwide.

As one of the best levers for driving economic growth, travel to Klamath County currently supports 2,020 jobs (directly and indirectly) and benefits virtually every sector of Klamath County's economy. Discover Klamath works closely with many organizations throughout the county, region, and state to invite the world to explore the exceptional, diverse, and virtually limitless travel experiences to all visitors.

PURPOSE

Discover Klamath is seeking proposals from professional firms with experience in working with organizations creating destination websites. This is a request for proposal for such consulting services, that can execute the necessary processes and achieve our goal of developing and implementing a responsive website utilizing a newly developed brand. The proposer should be able to develop a comprehensive website which showcases Klamath County as a great destination and community with a call to action to request a visitor guide. Ideally, the project would be complete by December 31, 2023.

PROJECT SUMMARY

Discover Klamath is seeking to build and implement a website following the newly developed brand. The site should be developed such that reasonable modifications and content updates can be easily managed by anyone designated by Discover Klamath. The website will need to address the informational needs of all visitors seeking to vacation in or relocate to Klamath County and drive them to order a visitor guide.

Discover Klamath would like a proposal that exemplifies the primary goals and objectives to be achieved by the web developer:

1. **Uniformity** – The website should convey a common message and image to audiences both within and outside Klamath County. A defined message following the new brand that will market to visitors, the County locally, statewide, nationally, and internationally that Klamath County is a great place to play, work, live, shop, and do business.
2. **Community Identity/Pride** – Authentically promote what makes Klamath County distinct and appealing in a regionally-competitive environment for visitors, businesses, retailers, and residents.

3. Community and Economic Development Promotion – Promote a healthy economy, attract private investment, new residents, young professionals, and retain key businesses and creative talent.
4. Inclusivity – The site must be presented in a way that is welcoming and comforting to all potential visitors. It will present a balanced accounting of Klamath County’s rich heritage, culture, and diversity, and project a positive, authentic perception of Klamath County’s character that fully reflects all those who are part of its community.
5. Flexibility – The site must be flexible and adaptable to meet the needs of a variety of changes, while maintaining consistency with the overall brand. It must be flexible enough to grow and evolve along with any changes in the market.
6. Endorsement – The website must follow the brand to be authentic and resonate with visitors, citizens, businesses, employees, and community groups within Klamath County and throughout the region to gain the broadest possible support.

SCOPE OF SERVICES

1. Website Design - The successful firm will provide website design services for Discover Klamath which will result in an aesthetically pleasing, information rich, and user-friendly site. The website will be developed in accordance with current best practices. The successful firm is expected to explore and recommend successful website elements with Discover Klamath to determine what will be the best fit, such as itinerary building, interactive maps, etc.
2. Website Transition – Discover Klamath will work with the Proposer to migrate or create new content as needed for the new website. Discover Klamath will need a plan and schedule to include responsibilities, testing, implementation, and training that meets project deadlines as closely as possible.
3. Website Training - The successful firm will provide a well-defined implementation and training plan as part of the RFP response. A train-the-trainer model will be utilized in training Discover Klamath staff on how to manage and update the website as well as continued training if needed as questions arise.
4. Website Compatibility - A responsive and mobile friendly website, ADA accessibility, as well as a browser and device agnostic website is a requirement.
5. Website Hosting – Discover Klamath will host the site on their current hosting platform.
6. Website Support - After the site is live, the successful firm will provide customer support including regular updates and additional assistance to staff as needed.
7. Website Other – The successful firm will set up the ability to produce site metrics with Discover Klamath’s current Google Analytics account.
8. Website Other - The successful firm will provide a custom html digital newsletter following brand guidelines for visitors and industry partners that can be easily updated by Discover Klamath staff.

SUBMISSION REQUIREMENTS

The purpose of this document is to request interested firms to submit a proposal that responds to the items listed in the scope of services. Proposals should be concise and address each item in the Scope of Services noted.

The proposal should include the following sections and information:

1. Cover Letter: Containing the following:
 - the name of the person(s) authorized to represent the Proposer in negotiating and signing any agreement which may result from the proposal.
 - entity name and address
 - phone, website, and email address
 - federal tax identification number
 - statement of ability to complete the project on time given the current workload.
2. Staffing: Name and qualifications of the individual(s) who will provide the requested services and a current resume for each, including a description of qualifications, skills, and responsibilities.
3. Vendors should provide a brief overview of their engagement strategy and approach to the scope of work and management of the project, including a timeline for completion and an estimate of the time required of staff and stakeholders in the process.
4. Fully disclose all fees specifying the fee structure for each portion of the work product. If there are ongoing fees, please denote including the billing cycle (such as monthly, annually, versus one-time.)
5. Provide two current references for which you have performed work similar in size and scope. For each reference, include the following:
 - a. Organization name and address
 - b. Type of organization
 - c. User contact(s)
 - d. Title(s) of user contact(s)
 - e. Direct telephone number(s) and email address(es) of user contact(s)
 - f. Description and approach to project
 - g. Sample of work completed for project or URL

ELIGIBILITY

The consultant should specialize in full-scope project management as it relates to the development of a new website and should have experience in website migration if that is proposed in its response. To be eligible to respond to the RFP, the consultant must demonstrate that it is a firm with significant experience with the creation of full-featured websites. Priority will be given to those firms that have experience of this type of work.

EVALUATION CRITERIA

1. Proposals will be evaluated by Discover Klamath using the following criteria:
 - a) Qualifications and experience of the firm and individuals to be assigned to this project in providing requested services.
 - b) Specific plans or methodology to be used to perform the services.
 - c) Quality of illustrative examples.
 - d) Proposed fee.
2. All qualified submissions received by the deadline will be analyzed by Discover Klamath according to the criteria outlined in this RFP.
3. Discover Klamath reserves the right to:
 - a) Accept or reject any/or all submissions of proposals
 - b) To waive any irregularity, technicality, informality, or discrepancy in a proposal
 - c) Accept any alternative submission of proposals presented, which in its opinion, would best serve the interests of Discover Klamath
 - d) To give full and proper evaluation of the Vendor or team presenting the proposal.
4. Discover Klamath shall be the sole judge of the proposals, and the resulting negotiated agreement that is in its best interest, and its decision shall be final.

TIMELINE

RFP Issued and Open for Bids	February 10, 2023
Proposals Due	March 10, 2023
Reviews Finalized	March 15, 2023
Interview/Presentations	March 20, 2023
Selection of Vendor	March 24, 2023

PROPOSAL SUBMISSION

Please submit your final proposal to Discover Klamath (by March 10, 2023) either by mail or email:

Discover Klamath VCB
Attn: Website Development RFP
205 Riverside Drive, Suite B
Klamath Falls, OR 97601

info@discoverklamath.com