



REQUEST FOR PROPOSALS

WEBSITE REDEVELOPMENT, REDESIGN AND PROMOTION

Goal of the Project

Create a website that promotes the City of South Padre Island as a tourist destination and convention/meeting site, while positioning the South Padre Island Convention & Visitors Bureau as a resource to visitors, meeting planners, travel media and special event planners. The site should be creative and innovative, while at the same time providing a look and web environment appropriate for the City of South Padre Island and integrates the current advertising and marketing campaign(s) of the South Padre Island Convention & Visitors Bureau.

General Information

This Request for Proposal is issued for the purpose of establishing a one (1) year contract with a two (2) year renewal option for services as described below.

Overview

The City of South Padre Island is soliciting proposals for the design, development and promotion of its Convention & Visitors Bureau website to more effectively promote the City of South Padre Island as a destination and resource for all targeted markets. The site should seamlessly tie in our current advertising campaigns.

The contract for services will be with the City of South Padre Island. Proposals are to be directed to the Convention & Visitors Bureau Director, Sylvia Soliz.

Lobbying

All firms are hereby placed on NOTICE the City Council, Convention & Visitors Transition Board nor Staff wish to be lobbied either individually or collectively regarding this proposal. Firms and their agents are not to contact members of the City Council, Convention & Visitors Transition Board or city staff for such purposes as meetings, introductions, luncheons or dinners.

Scope of Work

1. South Padre Island Convention & Visitors Bureau will provide photographs, maps, editorial content and other information as necessary. All photography supplied by the vendor must be approved by the South Padre Island Convention & Visitors Bureau.
2. The City of South Padre Island will retain complete ownership of the data. Indicate in what format the collected data will be provided to the City of South Padre Island for its re-use for other projects in the future.
3. The South Padre Island Convention & Visitors Bureau will review and approve all design, content, and listings that appear on the site. The vendor will test all the functionality of the site.
4. The City of South Padre Island will provide annual hosting for the site.
5. Editorial content of the new site will be maintained in-house by The City of South Padre Island staff.
6. Current South Padre Island Convention & Visitors Bureau websites are located at www.sopadre.com.
7. Current advertising campaign is **Totally Beachin'**. South Padre Island Convention & Visitors Bureau prefers a website design without the use of frames due to the importance of printing for our clients.
8. Proposed website should integrate pre-produced, on-demand video provided by South Padre Island Convention & Visitors Bureau.
9. Proposed website will include a new kid's page featuring an interactive content. Research shows kids have tremendous input in travel/vacation decisions.
10. Proposed website will include separate design for Spring Break website. This website will include the following six (6) pages: Home, Events, Where2Party, Things2Know, Photos and videos. This page will also have menu options such as Activities, Where2Eat, Where2Stay and Map which will link to the provided pages within the main website at Sopadre.com
11. Successful proposer will provide suggestions on implementation/integration of a South Padre Island travel blog.
12. Proposal should also contain cost for constant search engine optimization," Link Building" (5/month period).
13. Mobile-friendly ("Responsive") design.
14. Content Management System (CMS)

Submission Requirements

The Proposal shall include:

1. Name of proposer, address, telephone number and email
2. Related experience -- proposer must submit html addresses of previous relevant work projects
3. Submit three (3) references who have worked previously with the proposer
4. Names, titles, professional information (resume) for staff who will be working directly with this contract
5. If subcontractor(s) or joint venture(s) will be used, please provide name, title, address and professional information for these staff
6. Description of how the above scope of work will be implemented
7. Explanation of coordination with City of South Padre Island staff throughout project
8. Detailed timeline and completion date of project
9. Itemized budget for the above scope of work

Proposal Evaluation

The evaluation of proposals will be performed by three members of the Convention and Visitors Transition Board and Convention & Visitors Bureau Director and the Information Technology Manager. All proposals will be reviewed for compliance with the mandatory requirements as stipulated within the RFP. Proposals deemed non-responsive will be eliminated from further competition. Remaining proposals will then be reviewed according to their relative merits as measured against the evaluation criteria set forth below.

The proposals will be evaluated in the following areas:

- Company's relevant experience with similar projects and clients
- Artistic quality and technical effectiveness as well as level of professionalism demonstrated in samples of work and/or proposal, including direct overlapping with the CVB marketing campaign
- Continuity and consistency of theme and design as demonstrated in samples of work and/or proposal
- South Padre Island will request finalists to make a formal presentation

Contract Award

The City of South Padre Island will review the proposals using these criteria as an overall guideline but the Convention & Visitors Bureau is under no obligation to select a contract awardee based solely on lowest proposal. All criteria will factor into the overall selection of a winning proposal. After review and recommendation from staff, a contract will be negotiated with the selected firm/contractor.

Questions

Please contact Sylvia Soliz, Interim Convention & Visitors Bureau Director, with any questions regarding this RFP at sylvia@sopadre.com. No phone calls please.

Special Conditions

1. South Padre Island Convention & Visitors Bureau is not liable for costs incurred by proposers prior to execution of a contract. All costs incurred as a result of this proposal request, including travel and personnel costs, are the sole responsibility of the proposer.
2. South Padre Island Convention & Visitors Bureau reserves the right to reject any proposals that do not address all terms and conditions of this proposal request. In addition, South Padre Island Convention & Visitors Bureau, may reject any and all proposals at any time if it is determined it is not in their best interest to award the contract to anyone from among the submitted proposals.
3. In the event it becomes necessary to revise any part of this RFP prior to deadline, addenda will be provided to any prospective proposer who received the initial RFP.
4. The proposal prices shall include all labor, materials, freight and taxes, insurance, etc., to cover the finished work.
5. The firm/contractor shall be responsible to the City of South Padre Island for all acts and omissions of employees or sub-contractors while performing any work related directly or indirectly with the project covered by the contract documents or related instruction and documents.
6. This RFP does not obligate the City of South Padre Island or the selected firm/contractor until a contract is signed and approved by both parties. If approved, it is effective from the date the contract is signed.

The South Padre Island Convention & Visitors Bureau shall not be responsible for work done, even in good faith, prior to the final approval of the proposed contract.

7. Contractor acknowledges that a negotiated percentage of payment will be reserved until South Padre Island Convention & Visitors Bureau accepts final work product.
8. The City of South Padre Island has the right to use any of the ideas presented in any response to this proposal request. Selection or rejection of the proposal(s) does not affect that right.
9. News releases or the release of information to media pertaining to this proposal request and the service or project to which it relates shall not be made without prior approval of the City of South Padre Island.
10. The South Padre Island Convention & Visitors Bureau acknowledges that information obtained from proposers is subject to the Public Information Act and cannot be withheld or considered confidential.
11. Successful proposer will sign an “Agreement for Work Made for Hire” that assigns ownership of this website design and all work on this project to the City of South Padre Island.
12. Successful proposer retains the creative freedom to use new technology, perhaps even those developed during the length of this agreement, in the design and development outlined in this document.

Below is the draft of South Padre Island Site outline for www.sopadre.com.

1. Home Page
 - South Padre Island CVB
 - A. Photo Gallery Link
 1. 8 pages with external links to the sites
 - B. Information Request Form Link
2. Visitors
 - A. Accommodations (provided through ---- .com)
 1. Links to Local Hotels
 2. Search for Hotels
 - B. Airport/Airline Info
 1. Airport & Airline Information
 2. Airport Facts
 3. Link to today’s arrivals (info from City of South Padre Island)
 4. Link to today’s departures (info from City of South Padre Island)
 5. AeroMexico Arrivals/Departures – Table
 - a. Link to AeroMexico Website
 6. American Airlines Arrivals/Departures – Table
 - a. Link to American Airlines Website
 7. United Airlines Arrivals/Departures—Table
 - a. Link to United Airlines Website
 8. Sun Country Arrivals/Departures – Table
 - a. Link to Sun Country Website
 9. Southwest Airlines Arrivals/Departures – Table
 - a. Link to Southwest Airlines Website
 10. Allegiant Airlines Arrivals/Departures—Table
 - a. Link to Allegiant Airlines Website
 11. Aeromar Arrivals/Departures—Table
 - a. Link to Aeromar Website
 12. Local Related Contact Points
 13. Comparative Distances
 14. Information on accommodating private planes

- C. Scrolling page with attraction descriptions and external links to the attraction
 - D. Campgrounds & RV Parks
 - 1. List of local Campgrounds & RV Parks
 - E. Climate
 - 1. Location description
 - 2. Climate description
 - 3. Current conditions
 - 4. Temperature – Table
 - 5. Sunrise & Sunset – Table
 - F. Coupons (changes seasonally)
 - 1. As space allows
 - G. Calendar of Events
 - 1. Monthly Calendar with listed events provided by City
 - 2. Option to Submit an Event
 - H. History & Trivia
 - 1. A Fable
 - 2. Synopsis
 - 3. South Padre Island Timeline
 - 4. South Padre Island Trivia
 - I. Map
 - 1. South Padre Island Map with Google interaction
 - J. Packages
 - 1. Hotels
 - K. Photo Gallery
 - 1. 8 pages with external links to the sites
 - L. Request Information
 - 1. Info@sopadre.com
 - M. Rental Cars
 - 1. List of Rental Car Companies
 - N. Restaurants
 - 1. List of Local Restaurants
 - O. Regional Road Conditions table with external links
 - P. Send a Postcard (through MyPostCards.com)
 - 1. Pick up your South Padre Island postcard
 - 2. Compose and Send your South Padre Island postcard
 - Q. Shopping
 - 1. List of Stores
 - R. Suggested Itineraries
 - 1. Past – Present – Future
 - 2. Bring the Kids
 - 3. Back to Nature
 - 4. Special Events
 - 5. The Holidays
 - S. Visitor Information Center
3. Meetings & Conventions
- A. Accommodations – Same as in Visitors Section
 - B. Airport/Airline Info – Same as in Visitors Section
 - C. Airport: Arrivals – Same as in Visitors Section

- D. Airport: Departures – Same as in Visitors Section
- E. Attractions – Same as in Visitors Section
- F. Book a Small Group – Same as in Visitors Section
- G. Convention Services
 - 1. Promotional Items
 - 2. Registration Assistance
 - 3. Meeting Publicity
 - 4. Expert Consultation
 - 5. Housing
- H. Convention Sales Staff
 - 1. Links to sales representatives (Austin/San Antonio, Houston, Dallas & Rio Grande Valley)
 - 2. Special Events Manager
- I. Facilities
 - 1. South Padre Island CVB – Map
 - 2. All hotels with meeting space
- J. Map – Same as in Visitors Section
- K. South Padre Island Group RFP
 - 1. Form
- L. Rental Cars – Same as in Visitors Section
- M. Request Information – Same as in Visitors Section
- N. Restaurants – Same as in Visitors Section
- O. Shopping – Same as in Visitors Section
- 4. Group Travel
 - A. Group Reservations (booking engine through Advanced Reservation Systems, Inc.)
 - B. Escort Notes
 - 1. Quick Facts
 - 2. Did You Know?
 - 3. Distances
 - 4. Itinerary Suggestions – Same as in Visitors Section
- 5. About Us
 - A. FAQ
 - B. Press Releases (consider expansion into password protected media section)
 - 1. Scrolling list of Press Releases
 - 2. Add downloadable hi-res images vs. CleanPix service?
 - C. Staff
 - D. Download Visitor Guide (PDF)
 - E. Visitor Information Center – Same as in Visitors Section
 - F. Download Meeting Planner Guide
- 6. South Padre Island Links
 - A. South Padre Island Chamber of Commerce – Link to Site
 - B. South Padre Island Film Commission – Link to Site
 - C. More Links
 - 1. Page of Links to South Padre Island Businesses, etc.
- 7. Non-English Content
 - 1. Español and multi-language translation of all pages
 - 2. Pirate Lingo – “Kids” & “Fable”

Deadline

Proposals must be received by 12:00 p.m., Central Daylight Time, July 19, 2013. Submit proposals in writing to:

Sylvia Soliz, South Padre Island Convention & Visitors Bureau, 7355 Padre Blvd., South Padre Island, TX 78597.

- Please mark the sealed envelope with “PROPOSAL DOCUMENTS ENCLOSED – DO NOT OPEN”.
- The date and time of the receipt of each proposal will be recorded.
- The Convention & Visitors Bureau will not accept multiple proposals from the same contractor.
- The Convention & Visitors Bureau is not responsible for failure to open a proposal that is not properly addressed and identified.
- A proposal may be corrected or withdrawn by a written request received prior to the date of opening proposals.
- Any proposals received after the deadline will be returned to the proposer unopened and will not be considered for award.
- Review will be completed by July 22, 2013.