

The following questions and answers regarding Visit Ridgeland's RFP for Website Design / Support and Maintenance were collected between February 13 – March 3, 2023. Questions are listed in chronological order of receipt.

Has a Q&A or an addenda been released yet?

No; we will answer questions directly and post all questions and answers to www.visitridgeland.com on March 6, 2023.

Is there a mandatory pre-proposal meeting?

No.

Is the due date still the same?

Yes; Proposals are due Monday, March 13, 2023.

Do you have a style guide or a brand guide?

Visit Ridgeland is undergoing a rebrand that will launch at the same time as our new website. The selected website provider will obtain the new brand standards for website development.

Do you have a budget you are able to share? Does the budget include tech support and hosting? What was the investment in the previous website?

Our budget is dependent on the proposal options and is currently set at \$50K to include all tech support and hosting. The budget for the most recent website update was \$30K+.

Does the organization have a CMS preference? Open source? Drupal/WordPress?

We currently use WordPress (Beaver Builder) so our staff is familiar with this, but we are open to all options.

Who are your primary and secondary users?

Katie Coats, Director of Marketing & PR, and Amelia Dalton, Marketing & Design Specialist.

Would you like detailed research in terms of your audience in the form of an audience needs assessment?

No.

Do you have a desired launch date? Is there a specific event driving the launch date?

Our hope is to launch on or before our physical Visitors Center relocation in summer 2023.

What is the current hosting environment?

www.visitridgeland.com is hosted by our advertising agency of record.

How many visitors does the current website receive on a monthly basis?

Average 17,000 sessions.

How many pages of content do you anticipate transferring to the new site?
Estimated 85 pages.

What are your current pain points with the existing website?
Time consuming to manually add events and difficult to have partners submit their own.

What are the current technical challenges (if any)?
SEO

How many site administrators will you have?
2-3

Will you require different levels of admin permissions?
Yes; digital media and research partners have limited access.

Do you expect copywriting or editing services as part of engagement?
Yes.

I saw the minimum budget designated for the project, do you have a maximum?
We do not have a firm maximum but would like to stay in that \$50,000.00 range.

Do you have a desired date you would like for this to be completed?
We would like to launch the new website alongside our new brand in summer 2023.

What is the current CMS you are using?
WordPress

Is there a specific open source CMS you prefer or DON'T prefer?
We are open to all CMS options at this time.

Will the trail map need to connect to any external or third-party data sources?
We are currently receiving proposals for visitor kiosks at our visitor's center. We would like to integrate the cycling itineraries/trail maps into this software.

Other than the CRM integration, are there any other third-party services that will need to integrate with the website?
The visitor kiosks.

The RFP mentioned SEO optimization and ongoing reporting services - are you interested in an SEO audit as part of website discovery services?
Yes, if recommended by the agency awarded.

Is there a preference for local vendors?

When possible, but not required.

The RFP for the website mentions including company experience with messaging, ad design, and placement strategy - are you looking for marketing and production services as part of the scope for this RFP?

No, unless creative such as a video needs to be produced specifically for the website.

Can you clarify if hard copy submissions are required for this RFQ, or are electronic submissions via email acceptable?

Electronic submissions are acceptable.

Is there an ideal timeline for the completion of this project?

We hope for the website to go live summer 2023.

Is there a full budget range or a not-to-exceed budget set for this project?

There is not a firm budget set, but the top end of our range is \$50,000.00.

Is there a yearly budget set for ongoing hosting, maintenance, and reporting services?

Not at this time.

For what types of lead generation is Visit Ridgeland specifically looking?

Collecting contact information including email and physical addresses for purposes including: email newsletter sign up, request for mailed or emailed visitors guide, submit your event to our events calendar.

RFP deliverable: Archived content on the existing website needs to be cleaned and migrated into the new CMS.

Please expand on "cleaning" archived content.

The transfer of content should identify and consolidate or correct any duplicate listings, past events, or grammatical errors.

RFP deliverable: Develop a "tagging" system so that users can follow breadcrumbs to other relevant/suggested content. Should include blogs, attractions, and events minimally.

Please provide an example of what a tag may be and the different types of data it might connect.

A tag could be a restaurant, hotel, or activity listed in a blog. For example, if a blog mentions the Chisha Foka Multi-Use trail, a full cycling itinerary for the Chisha Foka would be populated as suggested content for that user because both the blog and itinerary pages were tagged as "Chisha Foka".

RFP deliverable: A fully designed/functional digital map of specific visitor trails with links to partner websites

If possible, please be more specific about what is being asked for here. Is there an example available of how this map should look and function for users?

An example would be the current [Self-Guided Bicycle Tour Map](http://www.visitridgeland.com) on www.visitridgeland.com for mobile use. We would like to add other itineraries so that users can choose a pre-built itinerary or create their own and follow it to specific attractions or points of interest in Ridgeland.

Component B: Annual Support/Maintenance:

RFP deliverable: Establish the most efficient processes for all aspects of the website and social media including support, maintenance, and reporting.

What type of ongoing social media support, maintenance, and reporting does Visit Ridgeland need? EG- content creation vs. conversation monitoring/response.

This is dependent upon the features of the website. An example could be creating filters for user generated content that is approved to display on the website.

What official obligations does Visit Ridgeland have to list information for businesses on the website?

Visit Ridgeland is not a member-based organization and is instead funded by a lodging and restaurant tax. Our purpose is to increase tourism related spending at Ridgeland hotels, restaurants, attractions, and events. We list specific information for any relevant, tourism-related businesses and organizations on our website.

Several RFP deliverables mention integrations (CRM, newsletter platform, social accounts, external blog/influencer sources, etc.). Please provide a list of these data sources (even an 80% list would be extremely helpful). For example, what newsletter platform does Visit Ridgeland use? Mailchimp? Constant Contact? How does Visit Ridgeland envision content from these sources as part of the overall website? This information will have a dramatic impact on the scope of work and potentially even the tech stack that is chosen to build the website.

Visit Ridgeland currently utilizes the following:

- Mailchimp for monthly newsletters and other email marketing (Mailchimp widget allows Mailchimp subscription form to lists and groups).
- Simpleview CRM for lead tracking and distributing, reporting, and contact management
- Various plugins for social media feeds to display on website (Facebook, Instagram)

This is not a comprehensive list but shows the type of integrations currently in place. Specific deliverables could be syncing contacts across platforms, events submitted to CRM would populate on website, itineraries and content from website would populate on kiosks in visitors center.

RFP deliverables: Create campaigns for niche visitor segments based on behavior and travel trends (road trips, girlfriend getaways, pet-friendly, etc.). Create and promote "Stay & Play" packages.

Would it be the responsibility of the agency to contact these businesses to participate in

packages/promotions that originate with Visit Ridgeland?

No, this would be an effort of the Visit Ridgeland sales and marketing teams.

RFP deliverable: Execute digital, print, broadcast, and social media marketing campaigns through location and behavioral targeting.

Are the social media marketing campaigns paid campaigns only, or is organic social media content creation and scheduling expected?

Paid campaigns only; all organic content creation and scheduling is done in house outside of this campaign.

Regarding the requirement for "A fully designed/functional digital map of specific visitor trails with links to partner websites." Can you clarify whether you would prefer a static illustrated map or a dynamic, Google Maps-style map that dynamically pulls in listings?

We would prefer a dynamic map.

Could the agency grant a due date extension?

No.

Can the team members work off-shore?

This is possible, but not preferred.

Can the team members work remotely?

Yes.

If we are using a subcontractor, can the subcontractor meet the minimum requirements?

Yes.

Must the references be from higher education levels?

No.

If the resources we provide at the time of proposal submission are not available at the time of a potential contract award could we replace them with equally qualified resources?

Yes.

Does the website is expected to support more languages than English?

Yes.

Does the agency have any CMS preference?

No.

It is mandatory to submit the proposal physically?

No, email is acceptable.

If the vendor does not submit all five printed proposals, it would be at a disadvantage?
No.

Does the response have a limit of pages established?
No.

Does the agency have any preferred cost format?
USD, itemized by timeline, if possible.

Is there any mandatory MBE/WBE/DBE participation goal?
A contract will be awarded to the organization whose proposal is determined to be the most advantageous to Visit Ridgeland, taking into consideration the criteria set forth in the RFP.

If we are using a subcontractor, can the subcontractor meet MBE/WBE/DBEV participation?
Yes, but not required.

Is there any incumbent for this project? If so, please disclose the name.
No.

SUBMITTAL REQUIREMENTS & DELIVERABLES: D. Organization's Structure and Experience,
Will Ridgeland require resumes of all of the individuals who are involved in the project?
No.

Does Ridgeland have a preferred font type and size?
No.

Is there a page limit?
No.

What is Ridgeland's preferred format for pricing? Can we provide a chart detailing milestones and individual costs for each?
Itemized by timeline; yes, this format would be acceptable.

Is it required to provide the Disclosure Form to Report Lobbying alongside the proposal response? If so, could the agency provide the attachment?
No.

What is the estimated budget for this contract?
Minimum \$50,000.00.