



REQUEST FOR PROPOSAL

Website Maintenance

PROPOSALS DUE: Proposals are due and must be received at the –
Galena/Jo Daviess County Convention & Visitors Bureau
720 Park Avenue,
Galena, Illinois 61036
by 1 p.m., central standard time on Tuesday, October 15, 2013.

WEBSITE REQUEST FOR PROPOSALS

Title: Website Maintenance Request For Proposal

Issuing Agency: Galena/Jo Daviess County CVB

Begin Date: December 1, 2013

Sealed Proposals subject to the conditions of this request shall be received until 1pm central standard time on Tuesday, October 15, 2013.

All proposals should be sent to:

Galena/Jo Daviess County CVB
720 Park Avenue
Galena, IL 61036

Indicate firm name, and RFP title Website Maintenance on the front of each sealed proposal envelope or package. This is a one-step process. Technical and cost proposals shall be submitted in the same package.

Bids submitted via fax, telephone and electronic means in response to this Request for Proposals will not be accepted.

Direct all inquiries concerning the RFP to:

Katherine Walker, Executive Director
Galena/Jo Daviess County CVB
director@galena.org

Questions concerning the specifications in this Request for Proposals will be received until 1 pm central standard time on October 4, 2013. A summary of all questions and answers will be posted on the CVB website. Questions must be submitted in writing and transmitted by email. Website Maintenance must be in the subject line. All substantive questions received by the deadline will be answered and posted for all interested parties. Questions asked in other than written form will not be answered. The CVB reserves the right, at its sole discretion, to answer or not answer any question.

It is the contractor's responsibility to assure that all materials have been reviewed and are complete with signatures when required.

I. Introduction

It is the intent of the Galena/Jo Daviess County CVB to solicit proposals for website maintenance in accordance with all requirements stated in the proposal document. Our website Galena.org states our mission – to promote Galena/Jo Daviess County as the Midwest's Premier Destination Getaway for overnight visitors.

II. Background

A key component of the CVB's marketing strategy is the website. The current site was designed in 2012. It is currently maintained by SS Digital Media in Royal Oaks, Michigan. The site was designed and is maintained with Word Press.

III. Additional background

The CVB is a department of Jo Daviess County, Illinois government and is certified by the Illinois Office of Tourism as the bureau for the service area of Galena/Jo Daviess County, Illinois. The CVB is overseen by a nine member Board of Directors.

The major program areas of the CVB include marketing for leisure travel, meetings and motorcoach; visitor information service; and event promotion and management. We are also involved with wedding/union marketing and work with the state and region to attract international visitors from the U.K., Germany, Japan and Canada.

In addition to program areas, promotions go to those with geographic and psychographic interests such as rest and relaxation, romance and weddings, golf, shopping, winter recreation, culinary, heritage, and outdoor recreation.

A contract with the University of Houston, Conrad N. Hilton College of Hotel and Restaurant Management compiled data from our visitor's center and consumer database. Research has specifically identified visitor preferences and comments. It is available at www.galena.org/about-cvb.

It is the requirement of Jo Daviess County (County) that for work performed under contract and/or authorized by the County and conducted on county property that the contractor/supplier (Contractor) procure and maintain insurance at the expense of the Contractor and without expense to the County, until final acceptance of the work. All insurance must be procured and maintained in a form satisfactory to the County. Before a purchase order is released, a contract signed, or any work commenced, contractors doing business with Jo Daviess County are required to provide proof of insurance satisfactory to the County and documentation evidencing that the Contractor maintains insurance that meets all requirements of the county. All details for the insurance requirement may be found on the county website www.jodaviess.org under Application & Forms, contractor insurance requirement.

The selected website maintenance provider will have a one year contract beginning Dec. 1, 2013 through November 30, 2014, with the option of renewal for a second year running until November 30, 2015.

IV. Scope of Work

The contactor shall have extensive knowledge and background in utilizing WordPress content management system to manage Web sites and will be expected to complete the responsibilities described below:

- A. Create a SEO and SEM program that results with an increase in overall visitors.
- B. Update, edit and create various graphics when required for the website. Pages are updated daily, monthly, seasonally and/or as needed.
- C. Maintain the integrity of the site and social media accounts against spam, hackers, viruses and electronic attacks via firewalls, security software and passwords and social media postings regarding inappropriate comments.
- D. Maintain link equity with our partners and stakeholders.
- E. Complete conversion tracking, measure the click through rates and have good crawl depth within the website.
- F. Submit monthly reports on how the site is being used and effectiveness. Measurements would include traffic sources, top keywords, top pages and referrals, advertising overview for paid Google ad words. Other measurable components could include unique visitors, number of visits, page views, impressions and click through rate.
- G. Drop down menus sometimes change and need to function effortlessly to ensure visitor satisfaction.
- H. Maintain the calendar of events, on a Helios Calendar web calendar as searchable by date and type of event. Events will be submitted and checked for accuracy by CVB staff.
- I. Create seasonal electronic display ads; update icons and makes changes as needed for events, business listings and photos.
- J. Maintain the social media accounts, including, but not limited to Facebook, Twitter, Pinterest, Foursquare and YouTube with updates and targeted promotions which may include contests and weekly winners.
- K. Create blog posts that inform and help people plan their travel to Galena/Jo Daviess County.
- L. Assist with development of email templates to be used with the CVB's Constant Contact account.
- M. Participate in meetings to be held as needed with CVB staff to discuss issues, needs or special projects.