

# Request for Proposal

## Web Site Development ~ User Interface & Content Management System *for*

Coeur d'Alene Area Chamber of Commerce  
Coeur d'Alene Convention & Visitor Bureau  
Lake City Development Corporation



## Proposal Due Date:

Proposals are due on **July 26, 2010 at 5:00 PM** to the Coeur d'Alene Area Chamber of Commerce located at 105 N. First Street, Coeur d'Alene Idaho 83815

## Primary Contact:

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Coeur d'Alene Area Chamber of Commerce  
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## **General Purpose Statement:**

*The three partnering organizations currently have independent web sites and are managed by a combination of resources including different content management systems (CMS). It is the interest of the partners to receive proposals that will:*

- 1) Create a new website for the Coeur d'Alene Convention and Visitors Bureau that will highlight the beauty and attractions of our area in a way that sparks the emotion of the visitor. It also should be robust, user friendly and be built with a search engine friendly CMS that the CVB and Chamber of Commerce staff can manage and modify. The architecture of the site should be flexible enough that future components as outlined below can easily be added or incorporated.*
  
- 2) Bring the three partnering organizations' websites content management on to one platform or system. The CMS requirements of the three partners have many similarities while at the same time each have specific needs within a new system. These requirements are outlined below.*

## **I. Background and History**

The Coeur d'Alene Area Chamber of Commerce has a great legacy of success having begun as the Coeur d'Alene Commercial Club in 1903. The Chamber of Commerce was established in September 1912. Tourism has always been an important economic element to the area and region. Over the years a variety of entities have promoted the area for destination tourism. Today the Coeur d'Alene Convention and Visitors Bureau (CVB) operates as a department of the Chamber. The Chamber has 1,200+ members and has eight standing committees plus an executive committee and a twenty-three member board of directors. One of the committees is the advisory board for the CVB. The CVB has roughly 120 members who invest in both the chamber and in the CVB's targeted tourism development activities.

The Lake City Development Corporation (LCDC) is the area's Urban Renewal Agency which is an independent public redevelopment agency serving the city of Coeur d'Alene, Idaho. LCDC facilitates the ongoing redevelopment of Coeur d'Alene and its districts, ensuring high quality physical environments and a versatile, modern infrastructure, while supporting social well-being and long-term economic vitality.

This unique role is accomplished both independently and through collaborative partnerships with public agencies and private entities focusing on professional master planning, historic preservation, infrastructure and facility development, financial tools, public property management and community-wide advocacy and education.

LCDC was created in 1997 by the Coeur d'Alene City Council. The governance board is comprised of nine volunteer commissioners appointed by the Mayor and approved by City Council. The original

redevelopment district, now referred to as the Lake District, encompasses 729 acres including portions of downtown, midtown and areas bordering Northwest Boulevard. The planned life (or term) of the Lake District is 24 years, with a planned district sun set of 2021.

In 2003, the LCDC Board recommended, and City Council approved, the formation of the LCDC River District. The River redevelopment district encompasses the area between Interstate 90 and the Spokane River, extending from the Riverstone West development west to the City of Huetter. This district encompasses 363 acres, with a planned term of 24 years, sun setting in 2027.

## **II. Current Situation**

Currently the Chamber's Online Communications Coordinator uses a variety of content management systems to manage the sites for the Chamber ([Expressions](#)), CVB ([Snap Media](#)) and LCDC ([Dreamweaver](#)). Additionally the server services are not housed in a single location and at times presents operational challenges. The current CMS resources are not as robust as desired and do not allow for in-time and on-time internal management of the presented content.

The multiple systems also lack a centralized calendar and event registration function. The Chamber/CVB membership database integration is not ideal. Currently the database has three data entry points including general use membership database (currently using SBA), the financial system (currently using QuickBooks) and the online business directory has a separate data entry. The CVB database management has similar challenges. The LCDC doesn't have members and as such this is not a primary need or concern. Through this improvement process the Chamber and CVB are looking for options to integrate their membership database as to have a single data entry point to populate the three critical functions.

The search engine optimization (SEO) of the CVB site is essential and critical to the ongoing functionality of the site. Their SEO is critical in reaching a broader regional and national audience in attracting visitors to Coeur d'Alene. The Chamber's SEO is important to a local business member and general community audience. The LCDC SEO requirements are the least of the three organizations as its audience is narrower, focusing on commercial investors and developers. Maintaining and building upon the CVB's SEO is critical to this improvement project. The Chamber and LCDC anticipate important improvements in their SEO capabilities through this project.

The Chamber, CVB and LCDC have active social media sites and improvements to economize the regular and frequent updates are opportunities sought through this project. Document storage and presentation is an improvement important to LCDC. Video streaming and online video management, i.e. YouTube, is an important improvement opportunity for each partner.

### III. Professional Services Requested & Scope of Work

The Chamber, CVB and LCDC seek updated websites that are highly functional that have a dynamic user interface (UI), are graphically pleasing and appealing, and managed through a robust, scalable content management system (CMS). The content and website copy write will be owned by each organization respectfully.

The CMS and a graphically supported UI will meet each organization’s specific needs while economizing the internal management of each of the sites. The following are elements and/or functions of the UI and the CMS, which are critical to the partners in the continual development of each web presence. The following are the critical elements to the CMS noting the importance for each organization.

Content Management System Key Components	Key Element by Organization		
	Chamber	CVB	LCDC
Database Management, including	X	X	
o Join and renew membership	X		
o Committee management and communication	X	X	X
o Member online access for updates (w/ staff approval)	X	X	
o Referral Tracking and reporting – web, walk in and phone calls (CRM)	X	X	
o Database hosted online for remote access	X		
<i><b>Note:</b> The current database software is Steve Boyle &amp; Associates (SBA). Database interface through SQL may be considered</i>			
Image & Video Library (including video streaming)	X	X	X
Form Management (simple form creation and data gathering)	X	X	X
Member micro-sites for members as a beginning web presence, managed by members w/ staff approval	X	X	X
Calendar/Event Module	X	X	X
Navigation/Menu Module (allowing internal management of front end presentation)	X	X	X
Banner Advertising Management	X	X	
Mapping Capabilities, i.e. linking to Google Map	X	X	X
Online Discounts and Coupons, including	X	X	
o Member to Member	X		
o Member to Public	X	X	
Member Only Area	X	X	
Social Media Management (Facebook/Twitter/Blog/etc)	X	X	X
Updates to be viewable in draft mode as a preview prior to live site population, and where appropriate have approval functions for shared updating functions (All)	X	X	X
Mobile Viewing Adaption	X	X	X
SEO Capabilities/Reports	X	X	X
Analytics and traffic tracking with automated monthly and quarterly reports	X	X	X

RSS Feed and other subscription based opportunities, i.e. newsletter.	X	X	X
MISC Hosting (please share opportunities to improve hosting services and to reduce costs)	X	X	X
<b>Future CMS desired additional services that the architecture of the sites should be designed to allow.</b>			
Smart Phone Application/Development	X	X	
Online Housing Reservations System for multiple properties – hotels, B&B and private homes	X		

**Important notes and additional information**

- 1) The above functions have been identified by the Chamber, CVB and LCDC and are viewed as the critical and desired services sought through this improvement process. In your proposal additional services can be proposed and will be reviewed by the selection taskforce on applicability and feasibility to the three partners.
- 2) The CVB desires a delivered and completely turn-key website including design work, photos, etc. The Chamber and LCDC have internal design capability and will be responsible for their own design implementation, but will require the frame on which to build the graphics. All three sites should allow for internal management of finished websites. In addition to the three stated partners, the Chamber works with three affiliate organizations including the Coeur d’Alene Downtown Association, North Idaho Centennial Trail Foundation and the Coeur d’Alene Arts and Culture Alliance. Where deemed feasible these three organizations may participate as partners in the acquisition of a scalable, internally managed CMS for their respective websites.

**IV. Project Budget:**

The budget range for the services requested through this improvement project is \$15,000 to \$25,000. Proposal must include a detailed budget and timeline for the requested services.

**V. Project Timeline and Service Lengths:**

This service request is viewed as project-based with definitive start and delivery dates. However it is understood that the CMS tool will have an ongoing relationship and where deemed appropriate hosting services would also constitute an ongoing relationship.

## VI. Services Selection Process & Timeline

### Selection Taskforce:

The selection of the firm for the **Web Site Development ~ Content Management System** will be made by a joint Selection Taskforce. The Selection Taskforce's membership includes the following individuals:

#### **Chamber Staff:**

Todd Christensen – President & CEO  
Ginger Dalvini – Operations Manager, Chamber of Commerce  
Chris Hollibaugh – Online Communications Coordinator  
Kasey Kraft – Communications Assistant, Chamber of Commerce  
Brenda Young – Events Manager, Chamber of Commerce

#### **CVB Staff:**

Katherine Coppock – CVB Manager, Coeur d'Alene Convention and Visitor Bureau  
Chris Hollibaugh – Online Communications Coordinator

#### **LCDC Staff:**

Tony Berns – Executive Director, Lake City Development Corporation  
Chris Hollibaugh – Online Communications Coordinator

#### **CVB Board and Community at Large Members:**

Peter Grubb (and/or Brad Moss) – Owner/President, ROW Adventures and CVB Board Member  
Jody Kayler – Sales and Marketing Director, KROC Center Coeur d'Alene Idaho  
Mark Robitaille – Silverwood Theme Park

#### **Chamber Board and Community at Large Members:**

Kim Anderson – Communication Director, Kootenai Health Center  
Mark Fisher – Advanced Benefits / Past Chairman of Chamber of Commerce Board of Directors

### Selection Timeline:

The following steps will be taken in selecting a firm to provide the requested professional services.

- |  |                  |
|--|------------------|
| 1) RFP Documents sent to potential companies and made public                                 | June 24, 2010    |
| 2) Proposals due from companies<br><b>(PLEASE provide 3 printed copies and a copy on CD)</b> | July 26          |
| 3) Proposals narrowed to top 3 or 4 proposals  | July 28          |
| 4) Selection Taskforce interviews top 3 or 4 proposals                                       | August 4 and 5   |
| 5) Taskforce selects firm for services and references are contacted                          | August 6         |
| 6) Terms of service contract finalized and signed  | August 13        |
| 7) Contract executed and work begins   | August 16        |
| 8) Date for beta sites – testing and content population                                      | October 1, 2010  |
| 9) Go live date of the three sites (on or before)  | November 1, 2010 |

**Important Note:** the Chamber, CVB and LCDC may alter the above as deemed necessary. The

*timeline provided is targeted dates and may be modified to meet internal and external considerations. Items 8 and 9 are critical to the project and must be held true.*

**Evaluation Criteria:**

The proposals will be evaluated on the following criteria:

- A. Demonstrated experience and ability to meet the objective outlined
- B. Web CMS development experience and capacities available through contracted services
- C. Experience with Chambers, CVB and community based organizations
- D. Philosophical approach and proposed process and methodology
- E. Time Frame and Budget considerations

**Proposal Presentation to Selection Taskforce:**

Companies invited to make a presentation to the selection taskforce will have a total of 90 minutes for their presentation. This presentation will be made on August 4 (and 5 if needed). The agenda for the 90 minutes is:

- 10 Minutes – Introductions
- 45 Minutes – Presentation on CMS Services
- 30 Minutes – Q&A and Open Discussion

**VII. Professional Services Capability and Experience Questionnaire:**

Please complete the general information section and to more fully understand your firm’s capabilities and experience please answer the following questions. In responding to the questionnaire please clearly indicate the question by including the question in **bold, underlined** font followed by your response in regular font and please use page numbering. Where work samples are requested please clearly note the applicable question number(s).

**Firm Name:** \_\_\_\_\_

**Primary Contact:** \_\_\_\_\_

**Primary Contact’s Title:** \_\_\_\_\_

**Firm Address:**

**Street Address** \_\_\_\_\_

**Mailing Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip Code** \_\_\_\_\_

**Primary Contact’s E-mail Address:** \_\_\_\_\_

**Primary Contact’s Phone Number:** \_\_\_\_\_

**Firm’s Years in Business:** \_\_\_\_\_

**Firm Size, number of employees:** \_\_\_\_\_

### **Current and Relevant Experience Questions:**

### **Current and Relevant Experience Questions:**

1. What is your experience in developing and implementing a CMS and Design Elements meeting the needs as outline Section III?
2. Please outline how your company would provide the functionality as described in Section III “key services to be provided” and “desired additional services”. If you wish to provide examples of previous completed work, please clearly note the CMS functions being described.
3. As described in Section III “Important Notes” note #1, please provide a narrative of other potential functions that could be added to the CMS. Please focus on scalability and applicability to each of the partners.
4. Important to the three partners are applicability and scalability. Please articulate the programming and coding your company would use to meet our current and future needs. Please articulate file structuring and library functions.
5. Please explain your company’s capacity and ability to provide necessary support to internal staff. Please address guaranteed uptime, response time to service requests, information backup, redundancies and security measures.
6. Please share with us your philosophical approach and your company’s ideology to where and how the web will be used by businesses, non-profits and community based organizations in the future.
7. Please provide a detailed budget and timeline for the requested services.
8. **References:** Please provide at least three current and relevant references listing contact details and type of services provided.

### **VIII. The Legal Considerations:**

The following legal considerations are provided for your review, understanding and agreement.

- All responses and accompany materials are confidential and become the property of Chamber, CVB and LCDC.
- All work completed on behalf of the Chamber, CVB and LCDC including but not limited to artwork, photography and all other source materials become the legal property of Chamber, CVB and/or LCDC.

- The terms and conditions including project budget by respondents will be part of the final selection process.
- Selection preference will be given to Coeur d'Alene Area Chamber of Commerce members when all evaluation points/services are equal according to the stated RFP.
- Selected partner will be required to become a member of the Coeur d'Alene Chamber of Commerce.