



REQUEST FOR PROPOSALS (RFP) to provide:  
**WEBSITE DESIGN AND DEVELOPMENT**  
for the CITY OF SEASIDE VISITORS BUREAU

*RFP PROJECT 2024WEB/SEASIDE*

PROPOSALS DUE by 4 PM:  
Friday, May 31, 2024

# City of Seaside Visitors Bureau

## Request for Proposals to provide Website Design and Development

### **About the City of Seaside Visitors Bureau**

The City of Seaside Visitors Bureau (SVB) is the official destination marketing/management organization for the City of Seaside, operating as a department of the City. The mission of the SVB is to strengthen the Seaside economy by attracting year-round overnight visitation and showcasing Seaside as a unique and premier travel destination on the Oregon Coast. The SVB manages a comprehensive marketing program that includes print, digital, broadcast, environmental and other avenues of promotion in addition to providing information and local, regional, and statewide tourism-focused collateral through the Seaside Welcome Center at Highway 101 and Broadway.

### **Scope of Services**

The SVB is seeking proposals from qualified, innovative web design and development companies to create a mobile-oriented, mobile-first website that offers visitors a seamless, engaging online experience. This includes a crisp, responsive design that reflects Seaside's unique branding and positioning, giving space to forward-thinking options as outlined below. Service sought include:

- Design and development of a utilitarian website to host Seaside travel content in a branded online environment.
- Prioritize a seamless and surprising mobile experience, as three out of four users on our website are now via phone.
- Build utility for potential travelers and creative thinking into the proposal, possibly including but not limited to:
  - The ability for website users to save/share/retrieve favorite listings and articles without a login.
  - Functional listings/mapping integration with Google Places API.
  - AI chatbot assistance that can provide answers to questions about Seaside travel posed in natural language using data from official websites and training material.
  - Any other ways to provide usefulness and value to the potential visitor.
- Optimize for fast-loading and search-engine compatibility.
- Consider potential structural and design implications of voice search and AI developments.
- Preserve historical blog content (both Seaside Stories and Seaside History blogs) into a chronology that remains accessible on the site and indexed by search engines.
- Integrate with Google Analytics 4.
- Provide a CMS for SVB staff to easily update content.
- Ensure accessibility standards are met.

### **Program Budget**

Bidders will provide a proposed fee for designing and developing a new destination website hosted at SeasideOR.com that will be built to the above parameters. Creativity is encouraged, but reliability and will also be an important consideration. The design and development budget will reflect the proposed solution, not to exceed \$50,000. Future development phases could be considered, but the initial phase should establish a website with solid functionality and deep content.

## **Anticipated RFP Schedule**

- April 29, 2024 – SVB issues formal RFP.
- May 31, 2024 – RFP proposals due by 4 PM Pacific Standard Time (PST).
- June/July 2024 – Interviews with top-tier candidates.
- July 17, 2024 – Recommendation to Seaside Tourism Advisory Committee to award contract.

Project kickoff can begin immediately after contract signing (but not before project fiscal year begins on July 1, 2024)

## **Contract Requirements**

The SVB reserves the right to reject proposals not in compliance with public bidding procedures and requirements, and may reject for good cause any proposals not in the public interest. The selected bidder will be invited to enter into a contract with the SVB. This contract will stipulate the terms and conditions of the services provided, including fees. If a reasonable fee cannot be negotiated, negotiations will proceed with other qualified bidders until a mutually agreed contract is settled. SVB reserves the right to change any terms and conditions of the contract before its execution. SVB also reserves the right to terminate the contract at any time and for any reason within 30 days of written notice to the selected firm.

## **Business License, Registration, Certification**

The selected firm shall be licensed to do business in Oregon (and the City of Seaside, where applicable) as required by state codes and maintain current any certification, accreditation or license(s) required to perform work under this contract. Essential personnel fulfilling contract duties may not be changed without prior written approval.

## **RFP Submittal Requirements**

Proposals are due to the SVB director by 4 PM PST on Friday, May 31, 2024.

To be considered for a possible interview and contract, proposals must:

1. Provide a cover letter (maximum of one page) describing website design and development background, clients (especially relevant tourism clients), and specific areas of expertise concerning the scope of work outlined above. Include the number of years in business and the scope of general services provided.
2. Provide professional bio/resume for the primary personnel assigned to the contract. Include any experience, accreditations, licenses, or special training related to the RFP.
3. Provide detailed work history (maximum ten pages) covering related work examples, principal responsibilities, and results.
4. Provide information (maximum of one page) on your firm's creative process and culture and describe what sets your work apart from your competitors.
5. Describe (maximum of one page) the challenges and opportunities of the work, as you see it, and how your firm would approach building a standout website for Seaside.
6. Provide the total projected cost for the design and development contract, including a payment schedule based on project milestones.
7. Provide a list of at least two business references for which the firm has provided similar services. Include a contact name and phone number for each reference.
8. Include links to at least two existing websites that can serve as a reference for the caliber of work provided by your firm.

## **Selection Criteria**

The review will be based on overall evaluation and assessment of the materials contained in each proposal. Qualifications, experience, approach, past results, and other factors outlined above will be paramount in the review phase. At the discretion of the SVB director and the City of Seaside Tourism Advisory Committee, any firm deemed most suitable at the end of the initial review may be invited to interview. Otherwise, multiple firms deemed most suitable at the end of the proposal review may be scheduled for interviews. Any candidates invited to interview will be considered suitable on paper to perform the required components of the contract. During interviews, special attention will be given to the perceived ability of the firm to work collaboratively with the SVB and in harmony with our partners, including established developers contracted for site maintenance.

Selection criteria for and/or review of the proposals and linked websites include the following:

- Evaluation of work experience related to the scope outlined in the RFP – 30%.
- Evaluation of proposed solutions to the parameters and scope outlined in the RFP – 30%.
- Overall proposal evaluation, including grammar, style, and professionalism – 20%.
- Evaluation of the proposal regarding the applicant's understanding of client needs – 20%.

## **Other Considerations**

**Confidentiality.** It is understood that proposals may contain confidential information relating to previous client strategies, goals and results. Applicants are encouraged to obtain written permission from previous clients before including any confidential or sensitive information relating to those clients. In return, the selection committee shall keep all proposals and the information they contain confidential, subject to standard record-keeping processes and public record requests. No one except the selection committee members and the City of Seaside's assigned staff shall review or read the proposals. Detailed discussion of each candidate's qualifications, abilities and proposals, and ability to successfully fulfill the contract requirements shall be restricted to the venue of official selection committee meetings and conducted only between official selection committee members.

**Handling of Proposals.** Until the selection process is complete and a contractor is chosen, the selection committee members will each possess one copy of each proposal. The committee members are advised to treat the proposals and the information they contain with the strictest confidentiality. Following the selection process, the committee may opt, for archival business reasons, to keep one copy of each proposal on file in a secure, locked area of the SVB offices. For security reasons, all other copies of the proposals will be shredded or destroyed. Candidates are, therefore, encouraged to exclude materials that are the sole copy and/or irreplaceable.

**Acceptance/Rejections of Proposals.** The SVB reserves the right, at its discretion, to reject any proposal that does not meet the stated criteria; to waive minor informalities within a specific proposal; to award all, some or none of the work to any applicant; and to revise, cancel or extend this solicitation of proposals.

**Portfolios.** Please do not submit extensive portfolios with proposals. Portfolios may be presented by candidates from whom the selection committee has requested a face-to-face interview during the interview process.

**RFP Questions/Clarification.** Questions regarding the RFP or requests for clarification of the RFP must be sent in writing or by email to the RFP Administrator, c/o City of Seaside, 989 Broadway, Seaside, OR 97138; [jheineman@cityofseaside.us](mailto:jheineman@cityofseaside.us). Written and emailed questions must be received no later than the close of business on May 28, 2024. Requests must contain an email address to which the appropriate response can be sent; the administrator will attempt to respond within 24 business hours of receiving such requests.

*(Note: Responses to questions will be sent to the applicant who asked the question and to all other applicants who supplied an email address when obtaining an RFP packet - please complete the final sheet of this packet to receive answers to questions asked.)*

**Disclosure.** Other than the name of the selected firm, no other information regarding the candidates or their proposals shall be made public.

**Cost of Preparation of Proposals.** The City of Seaside Visitors Bureau is not responsible under any circumstances for costs incurred in preparing or submitting proposals.

**Equal Opportunity.** The SVB encourages minority and women-owned businesses to submit proposals in response to this RFP.

**Contract Award.** The SVB reserves the right to award one or multiple contracts for the outlined scope of work and to not award a contract to any candidate if none are deemed suitable.

#### **How To Submit Proposals and Deadlines**

Delivered proposals – Delivered no later than 4 PM PST on May 31, 2024.

Mailed proposals – Must be received by May 31, 2024, regardless of postmark.

Emailed proposals – Must be received no later than 4 PM PST on May 31, 2024.

Submit via email ([jheineman@cityofseaside.us](mailto:jheineman@cityofseaside.us)) or by mail/delivery:

City of Seaside  
ATTN: Joshua Heineman, RFP Administrator  
989 Broadway, Seaside, Oregon 97138

# TO BE COMPLETED BY CONTRACT CANDIDATES

PLEASE NOTE: If you wish to be copied on answers to questions posed by other RFP applicants (anonymously), please complete the information below, then scan (or screenshot) this page and email to [jheineman@cityofseaside.us](mailto:jheineman@cityofseaside.us). Any questions asked after the date this request is received will be sent to the email listed below.

## *RFP PROJECT 2024WEB/SEASIDE*

Name of company/individual: \_\_\_\_\_

Email address: \_\_\_\_\_

Date of request: \_\_\_\_\_