



Wytheville Convention & Visitors Bureau
www.VisitWytheville.com cvb@wytheville.org

**Request for Proposal:
Visit Wytheville Website Redesign & Development**

Issue Date: January 25, 2018

Title: Visit Wytheville Website Redesign & Development

Issuing Organization: Wytheville Convention & Visitors Bureau (a department of the Town of Wytheville)

Close Date: February 26, 2018

The Wytheville Convention & Visitors Bureau (WCVB), a department of the Town of Wytheville, wishes to issue a Request for Proposal (RFP) for the development and implementation of a website dedicated to tourism promotion.

General Description

The Wytheville Convention & Visitors Bureau is issuing this Request for Proposal to individuals and firms interested in providing website design and development to replace the existing tourism website located at VisitWytheville.com.

As a key tool in the WCVB's destination marketing program, the website should be designed to contain engaging information through text, photography, videography, and mapping to entice potential visitors to investigate and visit Wytheville and the surrounding area. While it will primarily serve the leisure travel market, the website should also include appropriate information to be used by the group travel market, meeting planners, and media/travel writers.

The new website should include optimization and seamless responsiveness for desktop, tablet, and mobile phone devices with an intuitive user experience.

Who We Are

The Wytheville Convention & Visitors Bureau is the official destination marketing organization (DMO) for Wytheville and the surrounding area. The area is marketed under the branding theme of “Wytheville...There’s Only One.”

Wytheville is located at the intersection of major north-south arteries, Interstates 77 and 81, in the beautiful mountains of Southwest Virginia. From the earliest travelers making their way West, Wytheville has long been recognized as a favorite stopping point for travelers. Its proximity to an abundance of outdoor recreation, including the New River and adjoining 50-mile railbed trail, as well as thousands of acres of the national, state, and local recreational lands, makes the area an attractive destination for outdoor enthusiasts.

Wytheville’s star attraction is the Wohlfahrt Haus Dinner Theatre. Open all year with a new Broadway-style musical every six to eight weeks, the theatre’s productions appeal to all ages with group tours being their primary market. Additional local attractions feature the distinctive and authentic heritage with numerous historic museums, specialty and antique shopping, as well as home-grown businesses that focus on the region’s unique culture.

Additionally, another strong market of business is meetings and special events. The Wytheville Meeting Center and other smaller venues host hundreds of meetings, events, and multi-day conferences each year for regional, state, and multi-state corporations, agencies, and associations.

Market Position & Goals

Wytheville has a long history of utilizing a strong and vibrant marketing program and is a well-respected destination among visitors and the tourism industry.

Recent tourism revenue data compiled by the Virginia Tourism Corporation reported over \$137 million in visitor spending in 2016 for Wythe County. (Wytheville is the largest community in the county and accounts for the bulk of that spending.)

Wytheville is a drive market. Uniquely positioned at the intersection of I-77 and I-81, an average of 50,000 vehicles travel on the combined interstates daily. Travelers who stop and stay in Wytheville come from primarily an eight-hour drive radius.

While historically the strongest visitor demographic is adults age 55 and over (Boomers and beyond), in recent years there has been significant growth from visitors in the Generation X and Millennial age groups, primarily because of the marketing of outdoor recreation and authentic cultural attractions and events.

The paint is still drying on a revitalized Downtown Wytheville with a host of new and forthcoming businesses greatly enhancing this portion of our tourism product. Along with the increased promotion of outdoor recreation and our niche products, such as the motorcycle trail—Claw of the Dragon, it is hoped that Downtown Wytheville will become an entertainment hub for the community and thus draw additional visitors, especially during our shoulder seasons and off-peak periods.

The Wytheville CVB's success is measured by tourism business revenues, meals and lodging tax generated within the Town of Wytheville, and the hotel occupancy and ADR of lodging within the town limits.

We partner with many local, regional and state organizations, most importantly, the Virginia Tourism Corporation. Our website has seen a significant increase of use in recent years and we look to maintain and enhance that positive momentum.

Preliminary Scope of Work & Timeline

The following is an overview of the expectations for the preliminary scope of work. The contracted vendor will design the visual identity and user experience for a new tourism website. The audience for the website will consist of individual leisure travelers, groups, meeting and convention planners, and media/travel writers.

Through words, images, and color, the website should use engaging content and storytelling to convey the authentic and distinctive Wytheville experience. Content will include business listings with mapping tools, photography, videography, slide shows, event features, blog articles, itineraries, and other components to provide all the necessary information for a visitor to plan a trip. The CVB will provide an existing library of content, but additional components will also need to be created to populate the site.

The website should be fully optimized for all desktop and mobile platforms and include a content management system which can be easily modified by CVB staff for updates and additions. The site shall continue to use the VisitWytheville.com URL. This proposal shall be considered with and without hosting services.

Preliminary timeline

January 25, 2018: RFP issued

February 16, 2018: Questions for clarity accepted via email up until this date via cvb@wytheville.org.

February 26, 2018: Deadline for proposals. All proposals should be submitted electronically to cvb@wytheville.org, attention Rosa Lee Jude.

February-March 2018: Review of proposals

March and April 2018: Notification and interview of finalists

Late April 2018: Final decision and negotiation of contract

May 2018: Work begins

December 2018: Completion with some phases functioning in the months previous.

Specifications

- Design and build a website that showcases the visitor-focused attributes of the Wytheville area through visually stimulating and engaging content and user-friendly tools.
- Integrate searchable content databases within the site that showcase lodging, dining, attractions, recreation, shopping, and event experiences with appropriate mapping capabilities. Offer these listings so that they can be easily combined by the visitor to plan an itinerary for their stay in Wytheville.
- Design website within a consistent and professional template that allows for the CVB to handle basic updating of content including text and photography.
- Design of software interface to allow the CVB the ability to track analytics associated with the specific marketing products which lead user to the website. For example, the CVB might have an advertisement that originated on Virginia.org which lead the user to the Wytheville website. Our social media platforms or campaigns utilizing Google Adwords would be another example of an advertising tool that would lead to VisitWytheville.com. We wish to be able to view analytics or run reports which would track this data.
- Integrate tools to monitor website performance using Google Analytics, or other such management tools, to achieve maximum marketing results and actionable key performance indicators.
- Integrate social media platforms and blogs including user-generated content.
- Statistical system reports for partner listing information. For example, the ability to run a report showing how many impressions and click-thrus any listing, event, package, etc. received.
- Provide opportunities for business conversion including brochure request (mailed and digital), email newsletter sign up, business referral, and package or lodging booking. Analytics that report these conversions are also preferred.
- Work with CVB staff to ensure there is a seamless social media experience within the website and other social media channels.
- Potentially provide ongoing support and counsel on how to maximize emerging technology and trends in digital marketing, design, and development.
- Chosen vendor shall provide on-site training for CVB staff in the use of the data input, report running, and other tasks related to use of the data collection and reporting aspects of the website.
- Data collected should be able to be exported in .csv or Excel file form without cumbersome manipulation.
- Design shall be ADA and Section 504 compliant.

Proposal Expectations

Respondents are expected to submit the following information within their proposal:

- A timeline of work with anticipated completion date.
- Assurance of ability to complete specifications outlined in the previous section.
- Pertinent examples of previous work that showcases creativity.

- Qualifications of key individuals on vendor team who would be working on the project.
- References from previous and/or current clients. Clients who have tourism-related websites would be preferred.

Selection Process

The Wytheville Convention & Visitors Bureau will set up a committee to review and rank proposals in priority order. The CVB will invite (at a minimum) the two highest ranked responders to give a presentation and be interviewed. Following the presentation/interview process, the Committee will finalize the ranking and subsequently begin negotiations to determine a scope of services and fees for said services. The work may be done in phases, depending on the finalized timeline and how this falls within budget cycle constraints.

Submittal of Proposals

The Wytheville Convention & Visitors Bureau (a department of the Town of Wytheville) will accept written responses to the Request for Proposals electronically until 5:00 p.m. on February 26, 2018 via the email address of cvb@wytheville.org, attention Rosa Lee Jude. Receipt of RFPs will be acknowledged as they are received. If you do not receive an electronic acknowledgement of receipt within a reasonable amount of time, feel free to send a separate email to the above address to confirm.

Proposals should be prepared simply and economically, providing a straight-forward, concise description of the responder's ability to meet the requirements of the RFP. Any questions about the Request for Proposals can be directed to Rosa Lee Jude, via email at cvb@wytheville.org up until February 16, 2018.

The Town of Wytheville is an Equal Opportunity Employer and will not discriminate on the basis of race, color, religion, sex, national origin, age, or handicap. Minority and female-owned firms are encouraged to participate.