



NOTICE OF REQUEST FOR PROPOSALS

DEVELOPMENT and IMPLEMENTATION of a
WEBSITE CONTENT MANAGEMENT SYSTEM
for the

CATALINA ISLAND CHAMBER OF COMMERCE AND VISITORS BUREAU WEBSITE

Requested By:
Donna Harris, Director of Marketing

PROPOSALS ARE DUE BY
August 4, 2015

The Catalina Island Chamber of Commerce and Visitors Bureau (CICCVB) is the official destination marketing organization for Catalina Island. The CICCVB has over 250 tourism-related and other business members. The CICCVB produces print and digital collateral including the award-winning website, www.CatalinaChamber.com, which on an annual basis has over 2.5 million sessions and over 5 million unique page views.

The CICCVB is accepting proposals for the development and implementation of a website content management system (CMS) to dynamically present all CICCVB members and Island events within the website and complement the existing Catalina Island Chamber of Commerce and Visitors Bureau website – www.CatalinaChamber.com.

Business Listings/Database

- Design and integration of a cohesive template that can be applied to new uses and existing database of CICCVB members that would allow for integration with our current website skin and possible future redesigns. This business listing design would allow for the following:
 - Member log-in for content management
 - Member's image/s or gallery of images
 - links to member's website
 - contact information (address, phone/s, website, email)
 - business description
 - map to location
 - link to book hotel/activity, Book Direct, Open Table, Tix.com, etc.
 - social media links through standard icons / widgets
 - option to include consumer generated reviews and or links to third party review sites
 - option for enhanced information
 - option for adding coupons and specials
 - option for video

- Members are allowed to have multiple listings so the template must be dynamic. Content will flow to the appropriate member category on the website. Each listing should be tagged with categories to increase search capabilities.

Landing Page integrations

- The landing page for category listings must filter results. The results must include the business name, image and description (can be shortened), link to an enhanced information page, link to website. The results should be display randomly each time the page is refreshed.
- The landing pages for category listings must have search friendly URL's.
- All listings in a category must appear on one page.

Events

The CMS must provide Events Administration for the following:

- Calendar in list and month display for both organization based events and community events
- Links to events details to include day, date, time, location, event description, images/video, and related website link/s
- Event sign up and ticket/admission pay option
- Aggregate events summary to home page and interior side rails
- Default calendar displays and events listings to current month/year but with archived information on past events for year over year searches. Search capability should be available both internally and to consumers using the site for travel planning.

Product Sales, Ordering of Materials

The CICCVB has occasion to sell product such as gift certificates for set amounts (\$25) on a regular basis and occasionally event related products such as t-shirts or other items. The CMS must provide a simple commerce site and track payment. Requests for collateral information such as visitor guides, brochures and maps must be considered with option to inhibit fees for certain items when applicable. Online payment system must integrate with PayPal or similar service.

Membership Invoicing

The CICCVB sends out membership invoices once per year and follows up on annual payment and/or installment payments. The invoice includes the member's web listing/s so members can update their listing at least once per year. The CMS must allow for Membership invoice generation and tracking. The CMS must have dues/accounting integration with Quickbooks.

Functionality

- The CICCVB must be provided an Administration Login to update and maintain content.
- All content should be updated from one central place and the content must be easily editable using WYSIWYG editing tools
- The CMS must be functional in a desktop, tablet or mobile environment and must fully integrate with the existing www.CatalinaChamber.com site.
- Must allow up to eight users, with ability to expand it necessary.
- Advanced Google analytics must be set up to allow tracking.
- The CMS should have Advanced Search features including tagging and a predictive search option.

Member Promotions within the Website

- The CMS must allow availability and creative space for CICCVB admin to add banner ads on the landing sites featuring events, properties or activities.

- The CMS must allow for the promotion or feature of specific member businesses within the landing pages through top positioning, color/font enhancement or number of images.

Consumer Database Integration

- Integration with Constant Contact (currently using), MailChimp or other similar programs for outbound communications and consumer sign-up for same.

Hosted or Aggregated Information

- The CMS should allow for blog posting either through in house creation or feed from other sources curated by CICCVCB staff.
- The CMS should allow access to a CIVCCB Photo/Video library

AGENCY RESPONSIBILITIES:

- The agency will be responsible for the development, implementation and initial management of the CMS.
- The agency will allow CICCVCB the opportunity to continually review all aspects of the project and request changes prior to implementation.

PROPOSAL ELEMENTS:

Please include within your proposal your experience in producing website content management systems, examples of other websites using this functionality or that you have developed, why you are interested in working with the Catalina Island Chamber of Commerce and Visitors Bureau, the background of your key personnel, a proposed timeline of completion, and a breakdown of the total costs of the project. Suggestions based and supported by sound reasoning beyond the items outlined here, are welcomed.

EVALUATION:

Proposals will be evaluated by a sub-committee of the Board and Marketing Committee. Vendors may be interviewed during the evaluation process. The project is expected to be awarded by mid-August with implementation on or before September 30, 2015.

Please send a detailed proposal by Tuesday, August 4, 2015 addressing each section and bullet point outlined herein in PDF form to:

Donna Harris
Marketing Director
Catalina Island Chamber of Commerce & Visitors Bureau
dharris@CatalinaChamber.com

If preferred, you can snail mail a copy to:

Donna Harris
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If you have any questions, please contact Donna Harris at or dharris@CatalinaChamber.com or 310-713-3740 (cell).