

Keith County Visitors Committee Request For Proposal

The Keith County Visitors Committee is seeking website development and design services for a new tourism information website for the Keith County/Lake McConaughy area, replacing the existing site at ilovelakemac.com.

The website must include the following components and functionalities:

- Attractive, intuitive, and fully responsive design
- Unlimited components:
 - o Pages
 - o Listings (customizable categories)
 - o Events (customizable categories)
 - o Ability to schedule time-sensitive content
 - o Blogs and itineraries, including functionality for easy sharing to social media feeds
 - o Customizable forms, e.g., e-newsletter signup, Contact Us form, and form for the submission of tourism-related events for inclusion on the website
- Support of high-resolution media (images and video) including automatic image processing and responsive sizing. Functionality to support slideshows and carousels.
- Editable navigation
- Editable top bar for customized notification or call-to-action
- Consistent use of Keith County's brand style guide
- Sitewide search function
- Integration of Google Maps, Google Translate
- ADA-compliant design
- Options for integration of social media feeds such as Facebook, Instagram, YouTube to the homepage and other key pages. Solutions may provide for user-generated content to be moderated by admin and shared to the website
- SEO Optimization (e.g. editable metatag capabilities)
- Content hub for downloadable materials including but not limited to free visitor guides, brochures, maps, etc.

All Proposals must address the following:

- Sitemap, Planning, & Design Services
- Website Development Timeline
- Content Management System that is instinctive, easy to use, and can be easily updated by the internal website admin. An open-source CMS may be used; however, it is preferred that the solution be optimized for the tourism industry and utilized by other organizations that market tourism destinations.
- SSL Certification and other security considerations
- Website Hosting
- Staff Training / Support
- Provide project team bios as well as site examples and references from a minimum of two but preferably three comparable tourism-industry specific websites built by team
- Outline all costs, fees, identify separately all up-front costs and all annually renewing fees

Selection Criteria: Services and features, vendor's demonstrated experience, pricing, and response

Completed proposals are due in the Clerk's office by 4:00 PM MST on August 30, 2023, and should be sent to:

Keith County Clerk 511 North Spruce Street Ogallala, Nebraska 69153

The Keith County Visitors Committee reserves the right to reject any or all proposals.

Keith County Visitors Committee