

REQUEST FOR PROPOSAL

Cobb Travel & Tourism Website Development

Cobb Travel & Tourism (CT&T) is seeking proposals from qualified firms for a responsive design of a new website (www.filmcobb.org).

The original proposal must be received by Cobb Travel & Tourism no later than **5 p.m. on Friday, June 23**. All proposals received after that date and time will not be accepted. Proposals are to be emailed to Lindsey Burruss, Executive Vice President of Marketing and Programs, at lburruss@travelcobb.org. It is the sole responsibility of the firm to ensure that its proposal reaches Cobb Travel & Tourism by the designated date and time.

INQUIRIES CONCERNING RFP

Questions or comments related to this RFP should be directed to:

Lindsey Burruss
Executive Vice President of Marketing and Programs
One Galleria Parkway
Atlanta, GA 30339
678-303-2627
lburruss@travelcobb.org

The awarding authority for this contract is Cobb Travel & Tourism.

BACKGROUND

Tourism is an economic development engine and Cobb County, Georgia's largest industry with a \$2.2 billion economic impact. Cobb Travel & Tourism is the only organization that markets all of Cobb County and its assets as a 365-day destination. As the Destination Marketing Organization for Cobb, we support our stakeholders in developing products and services that attract visitors and provide important information about our community.

Additionally, Cobb Travel & Tourism is the designated official Camera Ready liaison for Cobb County. The film and television industry spent \$4.4 billion in Georgia between July 1, 2021 and June 30, 2022, and Cobb continues to be well represented on the silver screen. In FY22, Cobb hosted productions for 11 feature films and 39 television series, from blockbusters like Guardians of the Galaxy Vol. 3, to T.V. series like Cobra Kai, to major broadcast events like the BET Hip-Hop Awards. Location scouts are drawn to Cobb's versatile settings, from idyllic small towns to bustling cityscapes. These productions not only put Cobb on the map; they also bring vital resources and value to the community.

OBJECTIVE

As an expert in your field, we are looking for strategic thinking and tactical considerations as it relates to the design of filmcobb.org.

Some key objectives of the Film Cobb website design include:

- Showcase Cobb as a leading destination for film productions and location scouts
- Create a visually stunning, responsive design that corresponds with Cobb Travel & Tourism's brands
- Utilize technology that encourages user interaction
- Integrate Reel Scout API
- Integrate IDSS API
- Create clean, user-friendly navigation
- Develop using best practices for quick loading time
- Implement site-wide, personalized or AI-powered search
- Optimize content for search engine ranking
- Connect with Google Analytics 4 and Tag Manager for detailed reporting
- Implement best practices for ADA compliance

FILMCOBB.ORG TARGET AUDIENCES

Primary Audiences:

1. Film Location Scouts & Producers
2. Residents & Local Businesses
3. Local Government
4. Media

FILMCOBB.ORG LAYOUT EXPECTATIONS

Site-wide Items:

- Header with prominent logo display and user-friendly navigation
 - Open to use of mega menu or other suggestions
 - Will require a primary and secondary navigation
 - Header and menu items should be easy to edit by the client's in-house administrator using CMS
- Footer that showcases Film Cobb, Cobb Travel & Tourism, and other subsidiaries, including Cobbunity, Cobb Arts VIBE, and Cobb Sports Alliance
 - Footer should be easy to edit by the client's in-house administrator using CMS
- Site-wide search that incorporates the latest technology, allowing for personalized suggestions and spelling errors
- Contact us "pop-up" for quick access to CT&T team information

Homepage:

- Dynamic header with photo and video capabilities

- Content block and CTA that leads to permitting page and button to project registration form
- Content block and CTA that leads to travelcobb.org’s interactive destination map
 - Example: <https://www.filmstpeteclearwater.com/>
- Content block showcasing a sampling of productions filmed in Cobb
 - Example - <https://www.filmsavannah.org/>

Navigation Items:

- Locations
 - Page Integrating Cobb Reel-Scout locations database using API
 - “Categories” feature that filters types of locations
 - Example: <https://www.filmsavannah.org/locations/>
 - Categories: Cities/Towns, Restaurants, Sports Venues, Residence Types, Water Features, Cultural Buildings, Parks and Recreation, Schools, Landscapes, Commercial Buildings
 - Page showcasing how to list your property: https://ga.reel-scout.com/loc_add.aspx
- Permits
 - Landing page summarizing each permitting office and community with links to individual landing pages.
 - Include Cobb County gis map on this page
 - Each community has its own landing page with information, contacts, and fees
 - Example: <https://www.filmsavannah.org/permits/city-of-savannah-permits-and-guidelines/>
 - Project registration form
 - Example: <https://www.filmsavannah.org/permits/project-registration/>
- Incentives
 - Georgia Tax Breaks and Incentives Information: <https://www.georgia.org/industries/film-entertainment/georgia-film-tv-production/production-incentives>
- Map
 - Include travelcobb.org’s interactive destination map to showcase the various communities and regions of Cobb.
- Resources
 - Blog (integration with travelcobb.org)
 - DEI (links externally to cobbunity.org)
 - Events (links externally to appropriate page on travelcobb.org)
 - Restaurants (links externally to appropriate page on travelcobb.org)
 - Lodging (links externally to appropriate page on travelcobb.org)
 - Cobb’s “Top 10” List (links externally to appropriate page on travelcobb.org)

Secondary Nav (top of the site):

- Media

- Page showcasing press mentions
- Filmography
 - Page featuring previous Cobb County films/productions (“Sweet Scenes”)
- Contact
 - Form that integrates idss API
- Crew and Vendors:
 - Page integrates Cobb Reel-Scout locations database using API
 - Link: https://ga.reel-scout.com/crew_directorylist.aspx?g=&key=&county=Cobb&subcat=&des=&type=C

DELIVERABLES/DETAILS

Technical Considerations for filmcobb.org

Items to consider and/or address in submitted proposals, along with an explanation of potential ideas to implement from CT&T staff:

- **Hosting**
 - CT&T utilizes a Lift 8 Managed VPS hosting service through A2 Hosting.
 - SSL certificates for all CT&T properties are through Cloudflare.
 - Domain hosting and registration are through Network Solutions.
- **Content Management System**
 - Wordpress is the preferred platform. The expectation is that the client’s in-house administrator will have the ability to easily update basic content/images and create pages from the CMS without the need to seek direct engagement from the provider.
 - All website properties, content, images, and programming will be the property of Cobb Travel & Tourism.
 - The in-house administrator will have the ability to add external plugins, widgets, and 301 redirects when needed.
 - Each bidder will provide a comprehensive architectural blueprint incorporating all aspects of the website structure and functionality, including information architecture and wireframes.
 - The bidder is responsible for the programming and testing of the site, including databases and software tools as required.
 - Bidder is to provide CMS Installation and configuration. Cobb Travel & Tourism currently uses the Avada website builder for WordPress for travelcobb.org.
 - HTML template development and configuration.
- **SEO Strategy**

- Loading time is a significant contributor to page abandonment, as well as website speed. Cobb Travel & Tourism is expecting a fast response time for page loads. Incorporate speed enhancements including, but not limited to:
 - Leverage browser caching
 - Minify CSS
 - Minify JavaScript
 - Minify HTML
 - Optimize images
- All content should be indexed by Google.
- SEO is to include keyword search, keyword to page mapping, on-page optimization, etc.
- Include SEO plugins like Yoast SEO.
 - Each page should have optimized meta description and focus keyword
- **Accessibility**
 - Incorporate web accessibility enhancements including, but not limited to:
 - Add alt text to all images
 - Use proper headings and subheadings
 - Limit the use of PDFs, creating HTML documents when appropriate
 - Use ARIA landmarks to aid in page navigation
 - Provide sufficient color contrast
 - Use text, not pictures of text
 - Choose media players that support accessibility
 - FilmCobb.org should adhere to the World Wide Web Consortium's (W3C's) latest Web Content Accessibility Guidelines
- **Design Elements and Layout**
 - The website's overall design must reflect the expectations of the primary audiences listed above.
 - Fonts should complement the Film Cobb logo and branding.
 - Colors should match Cobb Travel & Tourism's brand guidelines
 - The new website must be dynamic, not static, meaning the use of multiple images and video content (predominantly on the homepage).
 - The website must be built for responsiveness, always considering user experience on mobile and tablet devices.
 - The site should encourage interaction and allow CT&T to engage further with website visitors. This will include idss API form integration and newsletter sign up, as well as other best practice principles as recommended.
 - Each page or piece of content should encourage the visitor to explore further. Incorporate content suggestions such as a "You may also like" section at the end of the article, based on what they've already clicked or read.
 - Site-wide search should incorporate the latest technology, allowing for personalized suggestions and spelling errors.
- **Social Media and Promotion**

- Website should have the ability to add social icon links and display social media feeds/galleries. Cobb Travel & Tourism already has Embed Social and Crowdriff subscriptions for this purpose.
- Social sharing of content should be promoted throughout the website. Encourage the use of #FilmCobb and #FilmedInCobb
- **IDSS CRM**
 - Contains all of Cobb Travel & Tourism’s partner data and can be connected via API.
 - Use idss API to create contact forms that send information into the CRM, automatically creating an “inquiry” for each submission.
 - Cobb Travel & Tourism uses IDSS to design and deliver email communications.
 - Incorporate a newsletter sign-up form into the site.
- **Reel Scout**
 - Set up API integration for film location page(s)
 - Set up API integration for crew & vendors page(s)
 - Analytics & tracking – is there a way to track clicks on these listings? Need reporting and metrics abilities.

PROPOSAL PREPARATION

- Executive Summary containing a brief description of your project development approach and costs
- Corporate information
- Your firm’s policy relative to the prohibition of discriminatory employment practices, affirmative action and equal opportunity
- Project understanding – a comprehensive narrative that illustrates Cobb Travel & Tourism’s requirements and project schedule. Must explain how Cobb Travel & Tourism’s requirements will be met, qualifications including previous clients with contact information and relevant URLs
- A list of references
- A portfolio of similar work
- A description of your development methodology
- A recommended project scope
- A comprehensive development plan including timelines, milestones, budget, and resources
- A description of your project management methodology
- A project management protocol identifying roles, responsibilities, and reporting structure
- Asset and draft delivery methods
- Quality control with consideration for ongoing maintenance
- Terms and conditions

TIMEFRAME

- RFP Release: June 9, 2023
- RFP Responses Due: June 23, 2023
- Desired Final Product Delivery: December 31, 2023

GENERAL CONTRACT TERMS AND CONDITIONS

Cobb Travel & Tourism reserves the right to accept or reject any or all proposals, to waive informalities, and to award the contract as deemed in its judgment to be in the best interest of Cobb Travel & Tourism.

- To be considered for selection, firms must submit a complete response to this Request for Proposal. Failure to submit all information requests may result in the rejection of the incomplete proposal.
- Proposals shall be signed by the individual or in the case of a firm by an authorized representative of the firm.
- Cobb Travel & Tourism does not discriminate against any person, in accordance with the federal, state, and local regulations. This contract for services will continue for the period of the contract, unless ended prior to the contract date under a mutual agreement between the parties listed herein.
- Cobb Travel & Tourism reserves the right to negotiate contract terms with the successful firm other than specifically stated in the RFP in the best interest of Cobb Travel & Tourism, and agreed to by the individual or firm. By submitting a proposal in response to this Request for Proposal, the Firm represents they have read and understand the Scope of Services.
- A proposal may be modified or withdrawn by the Firm any time prior to the time and date set for the receipt of proposals. The Firm shall notify the Executive Vice President of Marketing and Programs in writing of its intentions. No proposal can be withdrawn after the time set for the receipt of proposals and for 30 days thereafter.
- This agreement and each of its terms and conditions shall be construed in accordance with and governed by laws of the state of Georgia.