



2018

Request for Proposal Website Redesign

ISSUED FEBRUARY 28, 2018

RFP DEADLINE MARCH 13, 2018 5:00 PM MST

PEP | POWELL CHAMBER | POWELL VISITOR CENTER | 111 S. Day St. Powell, WY 82435
307-754-3494 | info@powellchamber.org | www.powellchamber.org | www.pepinc.org



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Project Overview

We are the Visitor Center, Chamber, and Economic Development organization in Powell, WY. The purpose of the website is to highlight the town of Powell - its proximity to Yellowstone, four seasons of outdoor recreation, rich cultural history from irrigation to homesteading, amazing natural wildlife and scenery for artists - to bolster visitor experiences in Park County, Wyoming and even re-route visitors to Park County from Colorado or Montana.

Powell is a quaint, small town with an idyllic main street. It is a community filled with hard working Wyoming folks. On most days we have 365-degree mountain views. We are historically an agricultural and ranching town. We proudly celebrate our award-winning K-12 program. We are also uniquely positioned for higher education as the home of Northwest College and the University of Wyoming Agricultural and Experiment Station and Extension Office.

Powell is in #ParkCountyWY which also includes 53%, 1.2 million acres, of Yellowstone National Park. The region is host to archaeological treasures and, in addition to Yellowstone National Park, includes Bighorn Canyon National Recreation Area and one of America's most scenic highway, the Beartooth Highway. We are living the dream with epic recreation for all kinds of outdoorsmen. Mountain trails hold adventure for hikers, bikers, horsemen, off-road vehicles, snowmobilers and skiers. Mountain rivers and lakes provide world-class fishing, Blue Ribbon Trout Streams, and a playground for paddling, kayaking, canoeing and yes, sailing. Hunters pose with wild game. Downhill skiers enjoy the powder. The vast amount of public lands and breathtaking scenery in the Big Horn Basin attract a wide variety of artisans: painters, photographers, crafters, potters, and blacksmiths.

#VisitPowellWY four seasons of endless adventure awaits!

Company Overview

Powell Economic Partnership (PEP) took over management of the Powell Chamber and Powell Visitor Center in October of last year. We promptly rebranded our organizations and have begun the process of elevating the Powell Visitor Center while maintaining on the community's economic development priorities. PEP's focus is on business development with particular attention to our existing businesses growth and retention efforts, entrepreneurship and business recruitment. With a need for a solid foundation of community vibrancy, the consolidation with the Chamber and Visitor Center have allowed for a more strategic and focused effort for Powell. The Powell Chamber's aim is to enhance the quality of life for our citizens by promoting and supporting events. The Chamber also assist businesses by providing member benefits. The Powell Visitor Center's main goal is to promote tourism in Powell, WY



and the Big Horn Basin. The Visitor Center works with several partners locally and state wide such as the City of Powell, Park County Travel Council, and the Wyoming Office of Tourism.

Project Goals

The goal of the website redesign is to create a Visit Powell Wyoming website with Chamber functionality and a few pages that highlight PEP's economic development strategies and initiatives. We have four distinct audiences with overlapping interests.

- Visitors: our visitors in the shoulder seasons, May and September, are retirees and Powell is the perfect place to use as a home base while exploring the Big Horn Basin. Families are our target audience in the summer months and Powell is a budget-friendly option for families and grandparents taking their grandchildren to Yellowstone. We would like to expand our target audience to adventurous millennials for year-round mountain experiences.
- Community: our local community is made up of people who live and work in Powell and Park County. Quality of life is a huge reason that Wyoming is a great place to live with excellent schools, lots of city parks, safe neighborhoods, and perfect location for outdoor recreation.
- Members: our goal is to steadily increase our membership with our member benefits. The majority of member pages and content are generated by Chamber Master our CRM.
- Economic Development: showcasing Wyoming and Powell as a business-friendly place that encourages business relocation, entrepreneurs and start-ups, as well as provide expansion and retention services for existing businesses to succeed.

Sitemap

- **Home page** to direct traffic: tourists, locals, businesses, members
- **About Us** (explain 3 organizations)
- **PEP page**
- PEP Landing page (post event information)
- PEP services page <http://www.pepinc.org/TermPages/Services.aspx>
 - Grow, Move, Start, PEP Partners, Financing, Workforce Training
 - Business events calendar (SBDC webinars, seminars that PEP hosts/ co-hosts, Member meetings, networking opportunities)
- Public Chamber Master pages (these are pages that were the content is coming from our Chamber master software, but the web designer needs to design the page to house the Chamber Master Modules)
 - member directory, member map, online forms, ecoupons, community calendar, and marketplace



- **Blog**
 - Membership – member highlights, how-to, best practices
 - business – Basin industries information (Energy, Ag, Tourism, Healthcare, Higher Ed...)
 - quality of life (info about Schools, Makerspace, Local Event Highlights, Public Library, Aquatic Center, City Parks, organizations/ clubs, golf club)
 - visit Big Horn Basin (Visitor Experiences outdoor rec, museum exhibits, PCTC events, interests like birding, Ag tours, Journey to Yellowstone from a Powell home base...)
- **City of Powell**
 - quality of life (City of Powell & link, info about schools & link, Makerspace & link, public library & link, Aquatic Center & link, city parks & link, organizations/ clubs & links, golf club & link)
 - community calendar
 - press Powell Press Kit with images of Powell, copy, and links that local organizations can use on their websites, brochures, and social sites
- **Plan a Trip #VisitPowellWY**
 - Yellowstone (We are closer than you think. Promote the east gate.)
 - Events (Park County Travel Council Events)
 - Tourist Events Calendar
 - Visit Powell
 - tourist events calendar
 - safe, friendly, quality of life
 - to do
 - stay/ lodging/ camping/ RV
 - good eats
 - church guide/ listings
 - history
 - Outdoor rec trips
 - Basin experience (Powell is your central place to explore.)
 - ag tours
 - way to the Big Horns
 - way to the Hot Springs
 - Native American experience (Medicine Wheel, Valley of the Shields, Wind River)
 - homestead experience (Homesteader, Buffalo Bill Dam, Jim Bridger Trail)
- Header and footer need to be consistent on every page. The header should be stationary with the six bolded tabs listed above and each of the audiences should be able to navigate the site with distinct user experiences from the header. The header also needs to include a Member username and login the code will be provided by Chamber Master. The footer needs to have social icons and links, a sign up for the newsletter, and a call to action to plan a trip or request information and contact information including our phone number, address and email.



Scope of Work

The website designer will provide a Project Manager to oversee the timeline and be the main point of contact for the Visitor Center Coordinator at the Powell Visitor Center. The website designer will provide all the visual designs that work with the PEP/ Powell Chamber/ Powell Visitor Center color schemes and branding. The preferred Content Management System is WordPress and the design and or template for the Home page and Visit Powell pages will be a video player and/ or photo slideshow. The site will need to be fully responsive with mobile, tablets, and desktop computers. The completed site will need to be tested for quality assurance across all major operating systems and search engines.

The website will have three events calendars. One, local events calendar is provided by Chamber Master and this module source code can be given to the web designer. Two, the tourist events will need to be listed on a calendar. Three, a calendar of business related events and webinars will also need to be separate.

Our team in-house will do the copy writing, content strategy, and provide rich content media for the site as well.

Timeline

RFP Sent Out	February 28, 2018
Response Deadline	March 13, 2018
Agency Selected	March 16, 2018
Discovery	March 20, 2018
Sitemap and Framework	May 14, 2018
Website Launch	May 30, 2018

Technical Requirements

The Content Management Software must be WordPress to integrate with Chamber Master Software for our membership logins and membership modules listed above in the sitemap as well as easy integration with Constant Contact our email marketing software.



Webhosting will need to be arranged by the website designer. We are looking for a secure site that is fast, and reliable.

A fully responsive website that works seamlessly with all tablets, cell phones, and desktops with all the popular operating systems Android, iOS, Windows 10, Windows 7, and Linux.

The site will need to be optimized for Yahoo, Bing, and Google. The preferred Analytics site is Google Analytics tag will need to be in the site's source code.

The Powell Visitor Center logo/ image will need to appear in search tabs.

A social feed widget or plugin will need to be added to the blog.

Principal Point of Contact

Rebekah Burns

Visitor Center Coordinator

Rebekah.Burns@powellchamber.org

307-754-3494

Budget

The total budget for the website is \$14,000. The photo and or video assets are not included in this cost and will be provided by PEP/ Powell Chamber/ Powell Visitor Center.

Ongoing Support

The Website Designer will be responsible for fixing bugs and making any site changes that are outlined in the RFP. All other website additions and continued projects will be negotiated per request.



Examples

Examples of tourism websites that we love and would like to emulate in part or in whole are listed below.

- 1) <https://www.outerbanks.org/>
- 2) <https://www.colorado.com/trip-ideas>
- 3) <http://www.helenamt.com/>
- 4) <https://www.travelwyoming.com/>

Criteria for Selection

PEP will evaluate timely-submitted proposals that provide the best services and cost. Firms will be evaluated on the following criteria:

- WordPress CMS experience
- Quality and at least 5 years experience of the individual(s) assigned to the project
- References
- Fee structure
- Preferred: website creation and/or app creation of tourist-based projects (example: visit website, hotel or lodging website, attraction app or website, park or historic area website or app)

Proposal Submissions

All proposals must be received electronically by 5:00 p.m. March 13, 2018. They may be submitted to: Rebekah.burns@powellchamber.org with a copy sent to Christine.Bekes@pepinc.org