Georgia's Trail of Legacy & Lore
Request for Proposals
Website Design & Development

Proposals are due on or before June 13th, 2023

I. Objective

This Request for Proposal (RFP) aims to seek qualified agencies to design and develop a new website for Georgia's Trail of Legacy & Lore (L&L). Qualified agencies will have a working knowledge of the tourism industry.

Georgia's Trail of Legacy & Lore's desired partner will have the capacity to develop a website that aligns with the newly established brand identity and positions the trail as a premier cultural arts, architecture and heritage destination in central Georgia. The desired partner will provide strategic counsel and direction regarding site organization for effective visitor experience and search engine optimization

II. Background

About Georgia's Trail of Legacy & Lore

Georgia's Trail of Legacy & Lore is comprised of seven Destination Marketing Organizations (DMO) through connected communities in central Georgia; Visit Athens, Visit Oconee County, Visit Madison, Visit Eatonton, Visit Milledgeville, Old Clinton/Gray Chamber of Commerce, and Visit Macon. These communities are linked not only geographically, but also by rich cultural arts, architecture and heritage. Each (DMO) operates individually and within Georgia's Trail or Legacy & Lore with the goal of driving economic impact through tourism.

Brand Story

The best of the cultural arts, architecture and heritage of seven historic communities spanning 100 of the South's most scenic miles can be found on Georgia's Trail of Legacy and Lore. The legendary history, events and unique architectural, literary, musical, design and artistic endeavors of periods ranging from the earliest indigenous communities to Georgia's iconic music scenes of the nineteen seventies and eighties can be experienced at the trail's many sites. From the early frontier days and the Civil War through the Civil Rights era, the unforgettable stories and traditions of this region connect us to the past and are brought to life all along Georgia's Trail of Legacy and Lore.

Georgia's Trail of Legacy & Lore Brand Standards package is available upon request for interested agencies.

III.   Scope of Work

The primary objective is to create a positive user experience, making it simple for visitors to find information across the various pillars throughout the seven communities with a developed, easy-to-navigate, and well-organized website.

- Development of a project plan, including a timeline, for the entire scope of work with input from the L&L website team.
- Mobile responsive web design.
- Easy and intuitive navigation experience that leaves users with a clear idea of experiences.
- An interactive destination map that enables a user to explore by communities or by attractions within an interest category (ie. cultural arts, heritage or architecture)
- Image rich with the use of captivating photography and video on the homepage and other landing pages.
- Access to update content by the L&L website team including hero images, listing images, additional pages, navigation, etc.
- A blog platform that provides the ability for the L&L website team to post original content periodically.
- Integration of social media feeds.
- E-newsletter signup capability.
- Travel guide orders/downloads capability.
- Contact us form.
- Utilizes SEO as part of website development, design and maintenance.
- Set-up and provide access to Google Analytics, GA4.
- The website should be simple to manage via the L&L website team.

IV.   Timeline

- RFP Distribution: May 24th, 2023
- Questions or clarifications concerning this RFP should be directed by email to tourism@visiteatonton.com no later than June 7th, 2023.
- Questions answered: June 9th, 2023
- Deadline for submission of proposals: June 13th, 2023
- Proposals evaluated: June 14th, 2023
- Finalist notified: June 21st, 2023

V.   Proposal Submission

Your response to this RFP must be submitted in the following format and labeled accordingly:

A. **Statement of Qualifications**: Provide a written statement of your agency's qualifications for providing the work as described in the Scope of Work.

B. **Project Approach/Methodology:** Provide a narrative describing the approach/methodology proposed in providing the services.
C. **Tourism Experience**: Provide a written statement of your involvement in the tourism industry, specifically with DMO clients, industry memberships, and resources.
D. **Reference Work:** Provide three relevant case studies, including project goals with measurable KPIs and results. Creative work should be included in each case study.
E. **Client Information:** Provide three references for similar projects completed within the past five years. Include the name and contact information for each client, as well as a list of services provided to each client.
F. **Timeline:** Provide a proposed timeline for website design, development, and launch, including availability for starting the work, key/benchmarks/phases, and expected points of input from our team.
G. **Budget:** Provide a proposed budget based on design, development, and estimated costs that correspond to those detailed in your proposal.

VI.   Evaluation and Selection
- Identified Needs & Provided Solutions
    - Evaluation will include an assessment of quality, relevancy, and probability of implementation of the submitted proposal.
- Relevant Experience
    - Evaluation will include an assessment of the history of your company, and your past performance as related to the scope of work provided in the RFP.
- Planning Approach
    - Evaluation will include an assessment of the quality of your capacity to perform within the timeframe outlined and creativity of your approach to proposed strategies.
- Budget Estimate
    - Evaluation will include an assessment of whether the proposed budget is appropriate and if the proposed services are cost-effective in relation to the fees, charges and value of the overall project.

VII.   Delivery Requirements
Submit your responses in electronic format. The proposal format is open to presentation style but must include the aforementioned items.

Electronic submissions should be provided in PDF format and sent to tourism@visiteatonton.com with the subject line: "RFP: Website Design/Development"