



Request for Proposals CVB Website & Branding Materials

INTRODUCTION

The Ringgold Convention and Visitors Bureau (CVB) is charged with attracting visitors to the City of Ringgold. The organization is searching for a creative partner to develop a CVB-focused website as well as to develop branding material which will promote Ringgold as a travel and tourism destination. Both the branding material and website should show a consistent, concise message and image.

PRIMARY OBJECTIVES

- Develop a new logo and branding material for the Ringgold CVB.
- Create CVB-focused website to raise awareness of Ringgold as a destination and to encourage overnight visitors.

SCOPE OF WORK:

Website -

1. Proposed website should include modern features such as photos, videos, etc., of Ringgold's finest attractions. These items should be solicited by the contracted vendor and will be owned exclusively by the Ringgold CVB upon completion and payment of contract.

2. Website should include messages and visuals that would highlight Ringgold as a tourism destination.
3. Editorial content and imagery will be maintained in-house by the City of Ringgold staff and CVB. A content management system is essential.
4. Vendor should secure a URL consistent with the proposed branding. The City of Ringgold will provide annual hosting for the site upon completion of the contract.
5. Responsive (mobile-friendly) design is a must.
6. Website should be created with SEO as a top consideration.

Branding –

1. Vendor should create a CVB logo and comprehensive message to coincide with launching the site.
2. Upon completion of contract, the CVB will exclusively own all rights to the logo and other created materials.

CONSIDERATIONS

The City of Ringgold's current website, www.cityofringgoldga.gov, will remain a resource for residents. This site includes valuable information regarding city government business, utilities, citations, etc. A CVB-focused site geared solely towards tourism does not currently exist.

LOBBYING

All firms are hereby placed on notice: The Ringgold City Council, Convention and Visitors Bureau and City of Ringgold Mainstreet Manager are not to be lobbied regarding this proposal. Firms and their agents are not to contact members of the City Council, Convention and Visitors Bureau or City of Ringgold staff for the purpose of introductions or meetings.

PROPOSED TIMETABLE

- A. RFP's Distributed July 15, 2019
- B. RFP's Due August 30, 2019
- C. Vendor Selected November 9, 2019

SUBMISSION REQUIREMENTS

1. Name of vendor with contact information.
2. Related experience – html addresses and/or portfolios of previous relevant work.
3. Name, title, address and professional information for partners if vendor intends to utilize subcontractors or joint ventures.
4. Description of how scope of work will be implemented.
5. Detailed timeline and completion date for project.
6. Itemized budget for the scope of work.

QUESTIONS

Please contact Jamie Klementisz by emailing mainstreetmanager@cityofringgoldga.gov.

SUBMITTAL OF PROPOSAL

The Ringgold CVB will accept responses to the RFP until 5:00 p.m. on August 30, 2019 via the email address mainstreetmanager@cityofringgoldga.gov. Receipt of the RFPs will be acknowledged as they are received.

CONTRACT AWARD

The Ringgold City Council, Convention and Visitors Bureau and City of Ringgold Mainstreet Manager will review submissions and select a winner. The Ringgold City Council, Convention and Visitors Bureau and City of Ringgold Mainstreet Manager are under no obligation to select a contract awarded based solely upon lowest cost. All criteria will factor into the selection of the winning proposal. It is understood that this contract, if accepted by the Convention and Visitors Bureau, is entered into solely for the convenience of the Convention

and Visitors Bureau and in no way precludes the Convention and Visitors Bureau from obtaining like goods or services from other suppliers upon approval of the City Manager. Such approval shall be made at the sole discretion of the Convention and Visitors Bureau and shall be conclusive. The Convention and Visitors Bureau reserves the right to accept or reject any or all bids for any reason, to waive technicalities, and to make an award deemed in its best interest.

SPECIAL CONDITIONS

1. The Ringgold City Council, Convention and Visitors Bureau and City of Ringgold Mainstreet Manager are not liable for any expenses incurred by the proposers prior to execution of the contract, including travel and personnel costs.
2. In the event it becomes necessary to revise any part of this RFP prior to deadline, additional information will be provided to any prospective proposers who received the initial RFP.
3. The proposal price should include all labor, materials, freight and taxes, insurance, etc., to cover the finished work.

The City of Ringgold is an Equal Opportunity Employer and will not discriminate on the basis of race, color, religion, sex, national origin, age or handicap.