

# Website RFP

**IVGID**

**Milena Regos  
Marketing Director**

**IVGID**

**1210 Ski Way**

**Incline Village, NV 89451**

**Tell: 775-832-1117**

**Email:**

**Milena@diamondpeak.com**

## **[WEBSITE REQUEST FOR PROPOSAL]**

**Please find IVGID Website Request for Proposal and Submit Proposal if Interested**



# Website Request for Proposal

## 1. Summary

Incline Village General Improvement District (IVGID) is accepting proposals to develop and host IVGID's websites:

[www.ivgid.org](http://www.ivgid.org)

[www.diamondpeak.com](http://www.diamondpeak.com)

[www.golfincline.com](http://www.golfincline.com)

[www.inclinefacilities.com](http://www.inclinefacilities.com)

[www.inclinerecreation.com](http://www.inclinerecreation.com)

[www.yourtahoeplace.com](http://www.yourtahoeplace.com)

The purpose of this Request for Proposal is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

The existing IVGID websites were originally designed and produced in 2005 and slightly modified in 2008. The sites are currently maintained by Hat Trick and IVGID's in-house IT and marketing department and are hosted by Hat Trick via RackSpace.

## 2. Proposal Guidelines and Requirements

This is an open and competitive process.

Proposals received after 5:00pm PST, Sep 11, 2009, will not be considered and will be returned unopened.

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

The price you quote should be all inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name, address, the EIN of the sub-contractor. IVGID will not refuse a proposal based upon the use of sub-contractors; however we retain the right to refuse the sub-contractors you have selected.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

### **3. Contract terms**

IVGID will negotiate contract terms upon selection. All contracts are subject to review by IVGID legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items. The contract must go in front of IVGID Board of Trustees and it must be approved in a public meeting with a minimum of 3-2 vote.

### **4. Purpose, Description and Objectives**

#### **Purpose**

IVGID currently has a web presence that is somewhat outdated in appearance, structure and in the presentation of content. An opportunity exists to re-engineer the site to better brand and co-promote all District venues, improve e-commerce, organize the site better for easier content finding, implement social media functionalities, improve organic SEO and incorporate the latest web technology. Upon completion of the development of the site, IVGID will take full responsibility for website content maintenance and administration. All content, coding and graphics will become the sole property of IVGID. If there is a requirement for future web work outside of the scope of IVGID staff, the successful bidder will be contracted on a per project basis or put on a monthly retainer.

#### **Description**

Create fast to download, flexible and informative website that is easy to maintain. We need a friendly site that can deliver large amounts of constantly changing information to our key audiences. In addition to designing a user-friendly site with an intuitive interface, we must also develop a web-based, database-driven administration tool that allows IVGID staff members to easily update content without directly accessing source code. Currently, IVGID has a content management system which allows for the majority of the content to be updated. There are some pages that are still “locked” and only available to our current website designer.

To be effective, our websites must be:

- Quick to load and operate

- Easy and intuitive
- Visually pleasing but not heavy on bandwidth
- Informative
- Safe and secure

## **Objectives**

Our primary Internet objective is to continue to build brand identity, awareness, and interest in the District and the services it provides.

## **Our Vision**

- Maximize web-based technologies
- Enhance customer relationships with residents and visitors
- Build customer loyalty
- Increase market share
- Provide focused web-based solutions
- Increase revenues

## **Specific Strategies**

- Increase visitation via organic search
- Generate more leads to our venues
- Increase online revenue at various venues
- Get more people to convert to actual customers
- Present comprehensive information and resources in an easy to use format
- Provide for social interaction via links to social networks and share this (add this button).
- Incorporate blog platform, RSS, landing pages and SEO
- Incorporate Content Management System to allow for easy updating
- Retain current customers and program participants and gain new ones
- Strengthen relationships with community partners, residents, customers and other local organizations
- Attract qualified and diverse staff
- Improve business efficiencies
- Increase site promotion activities
- Integrate brand messaging
- Deliver a consistent message
- Deliver a scalable, maintainable foundation
- Collect email addresses from the residents of Incline Village & Crystal Bay and from our venue customers.

In short, we must tell our story through the use of compelling visuals, intuitive navigation, and concise messaging.

### **Make it easy**

Redesign the site to deliver intuitive navigation, an improved graphical user interface, and easy-to-find content organization.

### **Make it compelling**

Develop tools to deliver timely, relevant answers to the breadth and depth of resident and visitors questions.

### **Make it happen**

Reinforce the IVGID brand among residents and visitors.

## **5. Timeline**

This RFP is dated Aug 14<sup>th</sup>, 2009. Proposers may also request a copy be sent via email by contacting Milena Regos at [Milena@diamondpeak.com](mailto:Milena@diamondpeak.com).

Proposals are due no later than 5pm, PST Sep 11th, 2009.

Proposals will be evaluated immediately thereafter. During this time we may require interviews at our office with our evaluation team on or about Sep 25th, 2009. You will be notified if this is requested.

The name of the candidate firm who has been selected will be decided on or about Oct 1st, 2009.

Negotiations will begin immediately with the successful candidate and should conclude no later than Oct 9th, 2009.

A memorandum to the Board of Trustees will be written and put on the agenda for discussion for the first available public meeting thereafter.

All other candidates will be notified on or about Nov 1<sup>st</sup>, 2009.

Phase I of the project must be completed and delivered by Nov 15th, 2009.

Phase II of the project must be completed and delivered by Dec 10<sup>th</sup>, 2009.

Engagement work complete and website live – deliverable date to be determined during Phase I.

## **6. Budget**

Please, provide several cost proposals to accomplish the scope outlined below. The budget must encompass all design, production, and software acquisitions necessary for development and maintenance of the website.

Hosting will be addressed separately and hosting is not included in the budget for this project.

List pricing for:

Phase I – Discovery, Requirements Planning and Site Definition

Phase II – Site Development, Testing and Deployment

Hosting: Discussions during the discovery phase and your input and advice will help us make a decision with regards to the best hosting solution. We are probably going to host the sites off-sites.

Email system – we would require an email system similar to what we currently have. The email system is part of the entire website budget.

IVGID has allocated \$30,000 for this project (Phase I and Phase II). Hosting is not included in the budget. Email marketing and email database system and blasts are included in the budget.

## **7. Background of Organization**

### **Our Mission**

The Incline Village General Improvement District, commonly referred to as IVGID, is a quasi-public agency established under Nevada Revised Statute, Chapter 318 and chartered to provide water, sewer, trash and recreation services for the communities of Incline Village and Crystal Bay, Nevada. It is governed by an elected Board of Trustees which, acting on behalf of the electorate, sets policy and determines strategies for the accomplishing its charter. Both Incline Village and Crystal Bay, Nevada are located within Washoe County, the entity that had the authority to create IVGID, and they are both unincorporated areas within Washoe County.

Within the limits of the statutes, IVGID is empowered to determine what facilities and services it should offer that will preserve or enhance the general health, safety and welfare of the community. It may set rates, tolls and fees to be charged for the provision of those facilities and services, and it may borrow or raise funds to acquire, construct and/or provide those facilities and services to the community. Finally, IVGID has the power to levy and collect taxes necessary to sustain its operations.

IVGID runs and operates: Diamond Peak Ski Resort, the Golf Courses at Incline Village, The Chateau at Incline Village and Aspen Grove, the Recreation Center and the Tennis Center and Public Works. In addition, there are 4 beaches located in Incline Village that are accessible with a valid Recreation pass.

### **7a. Products and Services Overview: 2009/10 Highlights**

#### **IVGID**

Incline Village General Improvement District (IVGID) is a governmental entity formed by Washoe County as authorized by Nevada Revised Statute 318. IVGID is the largest and most diverse general improvement district in the State of Nevada. IVGID owns and operates:

- The water system;
- The sewer system;
- The wastewater treatment plant;
- The trash service (through a contractor) and the recycling operation;
- Diamond Peak Ski Resort;
- Championship Golf Course and its driving range;
- Mountain Golf Course;
- Tennis Courts (11) at the Tennis Center;
- Recreation Center that includes a gym and an 8-lane 25-meter indoor swimming pool;
- Four beaches - one with an outdoor pool, two with picnic areas, and one with a boat launch ramp;
- Village Green playing field and park;
- Skateboard Park;
- The Chateau at Incline Village and Grille;
- Aspen Grove Community Building which includes a picnic and barbeque area;
- The District Administration building

All other governmental services are provided by Washoe County and the North Lake Tahoe Fire District.

### **Diamond Peak Ski Resort**

Diamond Peak's customer base is composed of mostly beginner and intermediate skiers and snowboarders who visit the ski area with one or more family members. The majority of our visitors come from Northern California – with a large percentage coming from the San Francisco Bay Area. About 20% of our skiers in a given season are local residents or property owners who generally carry a season pass. Diamond Peak sells approximately 1,300 season passes each season and that number has been growing by more than 10% per year in recent years.

Diamond Peak provides downhill skiing and snowboarding activities on 655 skiable acres from early December until mid April each year. Along with groomed trails, snowmaking and terrain park features, Diamond Peak offers a variety of ski and snowboard lessons and lesson packages to suit virtually every need along with a well-stocked rental shop and food and beverage services in two lodges. During the ski season which covers from early December until mid April each year Diamond Peak is open 7 days a week, opening ticket windows at 9AM and shutting down lift operations down at 4PM. The food and beverage operations include the newly renovated Food Court area, the newly expanded loft bar, outside barbeques and the Snowflake Lodge located at the top of the Lakeview chairlift.

Diamond Peak sells season passes, lift tickets, Child Ski Center private lessons, mini passes, Last Tracks tickets and gift certificates online, although the ecommerce shop is outdated and needs to be redesigned. None of the ecommerce options currently sync with our POS system on the backhand and have to be manually processed.

### **The Golf Courses at Incline Village**

The Championship and the Mountain Course are both 18-hole golf courses. Majority of customers (70%) are residents and second-home owners. The rest are visitors from North Shore, Reno, Carson, Sacramento and the Bay Area. Some out of state groups also visit the golf courses. The golf courses offer golf, lessons, merchandising, learning programs and Food & Beverage. Both golf courses have won

multiple awards for Best of State, National Golf Course Owners Association award, customer service and best merchandise shop. The golf courses offer tee-times available for purchase on the website that are managed by a third-party.

### **The Recreation Center**

The Recreation Center offers group fitness classes, swimming lessons, pool and sauna, massage therapy, cardiovascular and strength equipment, open gym time. They also offer sports leagues and clinics, recreation programs and special events, pro shop merchandise sales, food and beverage sales, senior programs, socialization activities. The Recreation Center also serves the residents with providing valid Recreation Center passes. The majority of the customers using the Recreation Center are residents, although some visitors also use the facility. The Recreation Center offers programs and classes available for purchase online that are managed by a third party to sync with the POS system used there.

### **Tennis Center**

The Tennis Center in Incline Village has 11 tennis courts, pro shop, lessons and clinics. The primary customer base is a combination of senior citizens, baby boomers, working residents, school age children and second home owners. Currently, there is no online purchasing available for tennis although there is a possibility for including tennis in the recreation online system.

## **7b. Geographics**

The 2000 United States Census lists the population of Incline Village and Crystal Bay as 9,952. During the summer months, the population grows to an estimated 14,000 and, on major holiday weekends, to about 25,000. There are an undetermined number of part-year residents and it cannot be determined whether they are included in the aforementioned 9,952 figure.

## **8. Audience**

Customers and audience groups:

Primary:

Current residents and second-home owners, visitors from the Bay Area, community members and employees.

Secondary:

Prospective residents and second-home owners, visitors to the area, and employees.

## **9. Scope & Guidelines**

The scope of this project is to update all 6 existing IVGID websites. IVGID's marketing and IT departments will create/provide all of the site copy and provide the successful candidate with the most

necessary original and stock photography. A firm that can handle all site planning, interface design, programming and production is required. The site must include a technology solution that allows the in-house staff to easily and cost effectively update content and modify site design after initial launch.

**Discovery:**

Confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints, resulting in a creative brief.

**Design:**

Website information architecture, graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links for each website.

**Development Guidelines:**

The website designed by the successful candidate must meet the following criteria:

- Create an easy content management system that will permit non-technical IVGID staff to instantly update website content to specific pages.
- Easy Updating – Once the site has been completed and accepted by IVGID, the site will be maintained by IVGID’s web editor.
- Convert substantial amount of existing content to new website.
- Be visually appealing – The site must have an attractive mix of text and graphics.
- Common Theme – All 6 websites should have a common look and feel and promote the IVGID brand. IVGID’s/Venue logo should be prominently displayed on every page as a common header.
- Consistent Design – As stated above, each website should have a common look and feel. The use of photographs, fonts and layouts should be consistent throughout the site.
- Easy to Navigate – The site should be easy to navigate. Information should be grouped and presented in a logical manner and require no more than three levels of “drill down” for the user to find the desired information.
- Development of web pages to accommodate the proposed navigation scheme.
- Provide necessary software and licenses to maintain the site internally or externally as decided by IVGID.
- Automated job posting and online job application feature.
- ListServ capabilities.
- Provide search capabilities using key words or phrasing that will identify content from throughout the site.
- Maps to all venues on website (directions and actual maps of all venues in town)
- Capability to gather email, areas of interest and demographic information from visitors in a format that permits IVGID to maintain a single database of users and email each according to their area of interest and profile. Provide training and all necessary support to permit easy use by a selected IVGID staff person.
- Connection to CLASS and in-house POS systems for all online purchases.

- Project Management – An assigned project manager will be made available to present information and coordinate with IVGID staff, including a reasonable number of meetings to present design and development solutions (meetings and phone calls are complimentary).
- Once the website has been completed and accepted by IVGID, the website design and all of its contents, software and architecture become property of IVGID.
- A more prominent call to action for calendar events and special promotions
- Refining and optimizing messaging throughout each site's header real estate space
- Social networking sites to upload pictures of events and lifestyle – Community Involvement
- Usability, code, and SEO audit through each site. This will ensure a better user experience, site validation and create great awareness of current programs and services.
- Cross browser accessibility (IE6-8, Firefox2-3, Chrome, Safari).

### **Site Specifications:**

IVGID encourages creativity in the proposals submitted; however there are certain requirements for the website project. Your proposal must account for all of these requirements.

- Site must be compatible with IE, Mozilla and all other current browsers.
- Website must not require plug-ins as a default.
- Meets ADA requirements – The site should be developed to meet all Federally-mandated access requirements adopted by the Federal Access Board under section 508 subsection 1194.22 of the Rehabilitation Act.
- Site must be built in accordance to the Web Content Accessibility Guidelines 1.0, provided by the W3C and should be easily accessible to the novice as well as the experienced Internet user.
- Fast Loading Pages – The website must be designed with a balance of text and graphics such that each page loads in 8 seconds or less on the average computer (using a 56K modem).
- Site must be accessible on cell phone devices.
- Current websites are built using the "LAMP" configuration (Linux, Apache, MySQL, PHP) and based on the Impresario and CakePHP development frameworks.
- A development or staging site is required, and some sort of version control system for the codebase. The content should also remain independent of the codebase except where there are dynamic/user input features where hardcoding or locking the pages is required.

### **Testing:**

Conduct testing of site on all applicable platforms and browsers to ensure entire website works as promised. Explain testing plan through development process (i.e. focus groups, etc.)

### **Delivery:**

Delivery and uploading of site to client for internal hosting, to an outside third party, or hosting by consultant (to be determined).

### **Tracking:**

Implementation of tracking software to produce user defined site log reports. We need a tool to help us better understand and measure web visitors' behavior and improve website performance and availability. We are currently using Google Analytics.

- Web traffic analysis
- Path analysis
- Visitor trends
- Page views
- Entry pages
- Top pages
- Exit pages
- Page – length of stay
- Technical analysis: browsers and platforms

## **10. Available technology resources / Integration Issues**

- We will use much of our existing web content. New content will be identified through interviews and user focus groups.
- Existing databases that will need to be imported or connected to the new site are email database, HR database, e-Commerce systems, resident database.
- Current websites are database driven. There is one template that links all 6 websites. When a change is made it's reflected on all 6 sites.
- Hosting is currently through Rack Space. We get a discount based on our website designer vendor discount for multiple clients.

## **11. Staff resources**

A successful planning effort is driven by an interdisciplinary team of participants. The core team will be driven by two roles:

**Project Manager:** Responsible for sign-off on key decisions, keeping the project on schedule and within budget, providing project steering and maintaining relationships with outside stakeholders (Website committees, Leadership Team, Members of the Board) – Milena Regos 775 832 1117

**Project Lead:** Responsible for all technical issues and making sure it works with IVGID infrastructure, maintaining communication with all other team members – Tim Hagan 775 832 1202

Other team members and content stakeholders will include:

Steering Committee/Task Force

Content Committee

## 12. Qualifications

- List the five websites that your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. The URL should be submitted. Only sites that are live will qualify during evaluation.
- Describe your experience in producing sites for government agencies, ski resorts, golf courses, recreation and community –focused projects.
- Min of five (5) years of of verifiable experience designing, developing and implementing enterprise-level web applications.
- Knowledgeable in Web 2.0 functionalities
- Experienced in SEO standards
- Proficient in UI design
- Innovative, creative, proactive, observant, problem-solver who is deadline oriented.
- Provide current reference information for three former or current clients.
- Briefly describe your firm’s organizational capacity to produce our website (e.g. staff, equipment, software, physical space, office location, etc.)
- How many full-time staff does your company employ? Please, include a copy of your firm’s organizational chart.
- Provide a company profile, length of time in business and core competencies.
- Briefly describe the percentage of your web staff that would end up working on this project relative to your entire staff (using full time equivalents). For example, if you would use 2 staff members on the project and you have 10 website designers and developers, the percentage would be 20%.
- What type of team will be assigned to this project? What will each person’s role be? Please include a brief background summary for each key staff member assigned to this project.
- Briefly describe your firm’s project management process.
- Include percent of total revenue derived from site developments and other business ventures.
- Explain your business model.
- Please, discuss any planned IPOs, mergers or acquisitions.
- Please, discuss any hardware/software vendor partnerships.
- Please, discuss your testing and support plan.
- Please explain your service level agreement structure.
- Please disclose any relevant conflicts of interest and/or pending lawsuits.
- Include time frame for completion. The time frame for completion of the project will be evaluated. In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is requested.
- Website selection and building will include input from all District venues. Please, state how you intend to communicate with all District venues to gather all of the required information.
- Terms and conditions.
  
- Knowledgeable in Web 2.0 functionalities
- Experienced in SEO standards
- Proficient in UI design

- Innovative, creative, proactive, observant, problem-solver who is deadline oriented.

## 13. Evaluation Criteria

The following criteria will form the basis upon which IVGID will evaluate proposals. The mandatory criteria must be met and include:

Five (5) copies of your proposal must be received no later than 5pm, PST Sep 11<sup>th</sup>, 2009. Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format.

Deliver proposals to the attention of:

**Milena Regos**  
**Diamond Peak Ski Resort**  
**1210 Ski Way**  
**Incline Village, NV 89451**  
**Tel: (775) 832 1117**

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- Suitability of the proposal – the proposed solution meets the needs and criteria set forth in the RFP.
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Aesthetic capabilities – Prior work demonstrates artistic and innovative, user friendly interfaces that engage communities and viewers.
- Candidate experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Value/Pricing Structure and Price Levels – The price is commensurate with the value offered by the proposer.
- Depth and Breadth of Staff – The candidate firm has appropriate staff to develop the site in the time frame needed.
- Proposal Presentation – The information is presented in a clear, logical manner and is well organized.
- Demonstrated commitment to high service level agreements.

## 14. Format for Proposals

Please use the following as a guideline to format your proposal:

**Length and Font Size:**

Please use fonts no smaller than 10 points. Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 35 pages (not including Hosting Attachment information).

**Title Page:**

IVGID, Website Development Proposal, your company name, address, website address, telephone number, fax number, e-mail address and primary contact person.

**Cover Letter:**

Signed by the person or persons authorized to sign on behalf of the company (1-2 pages).

**Proposal:**

Discuss your proposed solution, including the features, benefits and uniqueness of your solution. You should also touch on your ability to deliver the project in the timeframe noted in Section 5 (3-10 pages).

**Qualifications:**

Provide the information requested in Section 12 (10-20 pages).

**Budget and Fees:**

List budgets as requested above. Identify staff you anticipate working on this project and their hourly rates for work that may be needed for Phase I and Phase II.

**Attachments:**

Hosting options/ information:

- Do you provide hosting? If so, please, provide answers to the following questions:
- How often do you backup?
- How often do you have down time?
- How often do you upgrade software/hardware?
- Please describe your technical support
- Please describe your security
- Do you have a high-speed, direct connection to the Internet?
- Please describe your methodology and service level agreements.
- Pricing, terms and conditions.

If you do not provide hosting, please suggest a vendor/partner to provide this service and provide answers to the above questions.