



SCOPE OF WORK & PROJECT DESCRIPTION

Website Design, Development and Deployment for FortBragg.com.

Background

The City of Fort Bragg issues this Request for Proposal to solicit bids from qualified website development firms for a rebuild and re-launch of our existing visitor-serving website, www.fortbragg.com. This website serves as the official destination marketing website for Fort Bragg and surrounding areas.

In the spring of 2017, the City hired a marketing consultant who completed a comprehensive marketing analysis for Fort Bragg. This information has been used to help define Fort Bragg's brand and "story" and should be used by the consultant to develop and to design the website to best meet the needs of visitors to Fort Bragg.

Scope of Work

The scope of services shall include tasks described below, as well as additional elements or modifications, which are recommended by the consultant to develop a new website for Fortbragg.com.

The website design and development effort will be managed on a day-to-day basis by the Visit Fort Bragg Project Manager.

The main goals of Visit Fort Bragg are to:

1. Increase overall visitation to Fort Bragg, specifically the shoulder seasons of Winter & Spring
2. Increase length of stay per visit
3. Increase visitor spending per day

Website Objectives

The goal of our new website should be to:

1. Inspire people to visit and spend their precious time in Fort Bragg;

2. Help people plan their trip to Fort Bragg including identifying activities, events, and businesses they will want to experience while in Fort Bragg and on the Fort Bragg coast;
3. Inspire and assist people to extend their length of stay in Fort Bragg;
4. Inspire and assist people to increase their spend while in Fort Bragg;
5. Help people find fun things to do once they are in Fort Bragg;
6. Increase the number or repeat visits to Fort Bragg; and
7. Help visitors use Facebook, Instagram and other social media tools to reach out to friends to share their Fort Bragg experience.

Ultimately, our goal is to increase the City's Transient Occupancy Tax (TOT) and the overall success of our visitor-serving businesses, retailers and restaurants.

There are approximately 8.5 million people within a four-hour drive of Fort Bragg: including Sacramento south to the Central Valley; the greater Bay Area; and Northern Nevada. Fort Bragg's primary feeder markets are vast and varied.

The new Website should complement the efforts of Visit Mendocino and Visit California and efforts.

Specific web metrics to be achieved within the first year after the new site launch include:

- Increase current subscriber list of 250
- Increase unique visitations to site from average 15,000 monthly
- Decrease bounce rates from the average 70%

New Website Functionality Requirements

The website proposal should include the cost and scope of work for the following minimum website functionality:

- Non-proprietary Content Management System
- An easy-to-use (CMS) – ability to make necessary edits, additions and deletions throughout website
- Intuitive navigation
- Clean and focused design
- All applicable content imported from current site
- Optimized with SEO best practices
- A blog set up, but no content executed by web developer
- Social media integration (share buttons, follow buttons, etc.)
- Email sign-up form
- Have complete functionality with all kinds of mobile devices (phone & tablet size)
- All code should be highly commented, such that future developers can work on the code immediately
- Entire site should be accompanied by documentation, outlining all back-end features for staff as well as code decisions for future developers

Optional Functionalities/Wish List

The City would like to include the following additional functionalities in our new website, depending on how these elements would impact timeline and/or budget. Please provide cost for these elements separately, and note if any additional design or development time would be required.

- Dynamic blog feeds throughout website

- Interactive map of City
- Advanced SEO work
- Interactive or static trip itineraries
- A calendar of City events
- We would like advice on whether to list lodging partners and/or a shopping and dining directory
- We would like recommendations on how to approach booking lodging in the event that lodging directory is included

Content Development (Optional)

Content development should focus on the wider Fort Bragg area and represent all area attractions and activities. Content creation will consist of photography and written content to tell the story of Fort Bragg to the traveling public.

1. Specific content shall be developed regarding the following activities and locations: Glass Beach, the redwoods, downtown, recreation (land and water), cycle touring, beer tasting, the range of dining, farm to table dining, interesting people, arts and culture, area history, etc.
2. Potential story ideas for content include: unique things to do; area history and things to see; food, wine and beer; and recreation (land and water based).
3. Develop 2 and 3 day model itineraries for the Fort Bragg area

Additionally the City will augment this content by developing and acquiring from partners and through competitions - photography and videos that depict the Fort Bragg area visitor experience.

Content will be used for website, collateral materials, press kits, ads, etc and thus should be transferable to these different media with sufficient resolution.