



# Request for Proposals (RFP) for Website Design and Maintenance for [gunnisoncrestedbutte.com](http://gunnisoncrestedbutte.com)

June 16, 2021

Prepared by:  
Gunnison-Crested Butte Tourism Association  
PO Box 1069  
Gunnison, CO 81230

## **Project Overview**

The Gunnison-Crested Butte Tourism Association is seeking a vendor to overhaul the look of our website and integrate the economic development arm of our organization, [gcbeconomicdevelopment.com](http://gcbeconomicdevelopment.com), into our main site, [gunnisoncrestedbutte.com](http://gunnisoncrestedbutte.com). We are also looking to increase the visibility of sustainable tourism messaging on our site. The ideal timeline for this project is for the new site go live on November 1, 2021. In addition, GCBTA seeks to create a long-term partnership with the vendor for ongoing web maintenance and back-end development needs.

## **Project Goals**

Project objectives:

The main goal of this project is to improve the user experience of our site, [gunnisoncrestedbutte.com](http://gunnisoncrestedbutte.com), while adhering to standards outlined in our new brand guide. Secondly, we are looking to merge content from our economic development site, [gcbeconomicdevelopment.com](http://gcbeconomicdevelopment.com), into our main site. Additionally, sustainable tourism content will need a larger presence on the homepage. Lastly, we are looking to improve the quality of our partner listings and partner search feature. We want to create an ongoing partnership with a vendor who not only take on this project, but also will be able to help with back-end and web development maintenance and issues as they arise in the future.

## **Scope of Work**

- Wordpress theme constructed in a “sandbox” staging site
  - o Theme mockup should include a site search feature
- Content types
  - o Posts (259)
  - o Pages (142)
  - o Events (3567)
  - o Partners (295)
  - o Media
- Optimized for SEO – see this document for details:  
<https://docs.google.com/document/d/1mmz11uYm19-SVC6DpUiqAFPsP6IUx0i3vV5qtga2Sdk/edit?usp=sharing>
- ADA and WCAG compliant
- Optimized for mobile
- Adheres to all brand standards outlined in GCBTA brand book

## **Submission Requirements**

Vendor should present:

- A cover letter outlining your skills and why you are interested in the project

- Project cost
- Portfolio of previous work, including before-and-after comparisons
- Ongoing site maintenance and consulting agreement
  - o Please specify hourly rate and turnaround time for maintenance/consulting work

#### Evaluation Metrics

- Adherence to brand standards and project objectives
- Adherence to best practices and accessibility requirements
- Ease of use

#### Inspiration

- Visitsunvalley.com
- GoBreck.com

#### Contact

Submission deadline for proposals is July 5, 2021. A selection will be announced on July 26.

Please submit proposals to:

Katy Mooney, GCBTA marketing manager  
[Mooney.tapp@gmail.com](mailto:Mooney.tapp@gmail.com)