

C L E V E L A N D C O U N T Y



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A Division of the Cleveland County Chamber

REQUEST FOR PROPOSAL

BRANDING AND WEBSITE DEVELOPMENT

Cleveland County Tourism invites Submittals of Proposals for the Cleveland County Tourism Branding and Website Development Project to be received until 5:00pm on Friday, January 11, 2019 at the Cleveland County Chamber of Commerce, 200 S. Lafayette Street

Cleveland County, North Carolina is a county of approximately 97,000 residents which lies midway between Charlotte and Asheville. Our citizens share a unique passion for the community. Cleveland County celebrates a proud musical heritage, 27 wedding venues, over 100 fairs and festivals, culture, local artists, quality entertainment, scenic beauty, outdoor recreation, agriculture experiences and family owned restaurants. Cleveland County is a destination.

Project Description: Cleveland County Tourism is seeking Proposal from branding/marketing companies and website development firms specializing in Tourism to assist with a brand study of the organization, marketing plan and website development.

Scope of Work and Expected Deliverables:

Phase 1- Rebrand, Outreach Strategy

- 1. Conduct and interpret research with key partners, stakeholders, visitors and the public to determine existing perceptions about Cleveland County Tourism and the message that effectively communicates the story of Cleveland County to potential visitors.**

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Deliverable:

- Research summary and initial analysis of findings and their relevance to building the Cleveland County Tourism brand.

- 2. Create the message and brand including visual elements that will effectively communicate the Cleveland County Tourism brand to the target audience with a key driver being consistency so various partners can use the brand product.**

Deliverables:

- The brand should portray Cleveland County in a modern, advanced and progressive light.
- The message should present Cleveland County in a modern flare, highlighting the attractions and culture of our destination
- Style guide and graphic standards should consider utilizing the current logo. Color changes are acceptable.
- Templates for common needs such as PowerPoint, letterhead, brochures, etc.
- Recommendations on rollout of new material to the public
- Recommendations on outreach to target audience and incorporation of new materials such as branded t-shirts, stickers, car decals, etc.
- Presentation to Cleveland County Travel Industry Board of Directors

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Phase 2- Website redesign

- 1. Create a website that is visually appealing and includes a simple/compatible content management system which highlights the adopted branding strategy while allowing for staff to update and make Realtime edits. Preferably edits can be made in one platform that applies to the current mobile application in addition to the website.**

Deliverables:

Look and Feel Design

- The Vendor shall provide a minimum of three (3) designs of the proposed website that are developed during this project.
- The Vendor will work with Travel Industry staff to determine a new website content information architecture navigation framework to support easy navigation.

Content Management System

- The Vendor shall provide a comprehensive CMS solution.
- The CMS software proposed shall be open-source and in use in a wide variety of industries and shall not be a beta, release candidate or other early adopter technology.
- The Vendor will provide a search engine solution that will support indexing of all contents within the CMS.
- Any custom source code and graphics should be made property of Cleveland County Tourism.

Website

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- The Vendor shall provide a fully operational and working website framework.
- Website should contain a section or page dedicated to visitor information pdf files, (ie: visitors guide, maps, event vendor information, calendar of events, etc.)
- Links to partner websites should be included.
- The Website shall be Responsive by Design and work well on traditional Desktops/Laptops as well as Mobile Devices such as phones and Tablets.
- The Vendor shall be responsible for migrating existing information to the new website.
- The Vendor shall assist in addressing any URL name changes and/or URL naming conventions.
- The website shall be hosted by Cleveland County Tourism if possible, or the vendor shall assist the County in securing a compatible third-party hosting service that is renewed through Cleveland County Tourism, not the designer.

4) *Training*

- The Vendor will provide full and complete training on the use of the CMS.

Format:

The proposal format should include the qualifications requested and demonstrate that your firm can complete the professional work requested. You are welcome to provide any other information deemed appropriate for this project.

Introduction: Prepare a brief introduction demonstrating your understanding of the scope of the project. Include the following information on the Title Page:

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Firms name, address, telephone number(s), Principal contact, email address
Table of contents

Personnel: Identify key personnel and qualifications that would be assigned to the project. Specify the Project Manager

Experience: Provide number of years of experience and services provided including work satisfactorily completed in the last three years.

Company: Give a brief history of your Company and also include size in terms of full-time employees.

Design: Showcase your company's creative design capabilities related to graphic and web page design to include examples of websites designed by your firm. Clearly specify services provided in-house and those that are out-sourced.

Project Plan and timeline: Provide a description of the project plan and timeline from the initial phase to completion.

Pricing and budget: Proposal should contain the total cost as well as the detailed "line item" breakdown. Please specify, not to exceed fees, hourly rate schedule as well as any other additional costs (travel).

Client references: Provide three references with contact name, phone numbers and website address.

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Evaluation Criteria: Selection will be based on the firm's experience and qualifications as described in the submittal and proven ability to provide the required services. Quality and completeness of the proposal will be an important factor. Proposals will be reviewed by the Cleveland County Travel Industry Board of Directors.

Deadline: Proposals may be sent in electronic form or hard copy to be received no later than January 11, 2019 at 5:00pm.

Submit your proposals to:

Jackie Sibley-Newton, Vice President of Tourism

200 S. Lafayette Street, Shelby, NC 28150

or Jackie@ClevelandChamber.org