



May 20, 2015

**REQUEST FOR PROPOSAL
Website Monetization, Redesign & Development
for the San Diego Tourism Authority**

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A. INTRODUCTION

San Diego is one of the nation's top domestic travel destinations. Travelers to the region generate over \$15 billion annually in overall economic impact through visitor spending, tax revenues and employment opportunities.



The San Diego Tourism Authority (SDTA) is the sales and marketing engine for the San Diego region. The organization is recognized as San Diego's umbrella Destination Marketing Organization (DMO), charged with monitoring the health of the tourism industry and promoting all areas of the region. Incorporated in 1954, the SDTA is a private, not-for-profit 501(C)(6) member organization comprised of approximately 1,000 businesses and governed by a 30-member board of directors composed of industry and non-industry representatives.

The SDTA serves the local community by stimulating inbound travel to San Diego. The annual operating budget includes private source revenue (primarily in the form of member dues and advertising) and funds from the San Diego Tourism Marketing District (self-assessed by hotels located within the City of San Diego as a percentage of room revenues).

As the DMO for the destination it is important to understand that we serve a variety of industry stakeholders and market to an array of target audiences including members, leisure travelers, meeting planners, press and travel trade professionals, each with their own distinct needs and requirements (**see Appendix A**).

B. PROJECT BACKGROUND

SanDiego.org is the official travel resource of the San Diego region and generates more than 8 million user sessions per year. The site acts as the fulfillment channel for more than \$12 million in advertising each year and generates private source revenue of \$300,000 in digital ad sales plus \$100,000 in commissionable bookings revenue for the organization.

In 2012, SDTA launched the current website at SanDiego.org and in 2013 launched the stand-alone mobile website at m.SanDiego.org. SDTA also manages a host of social media channels including:

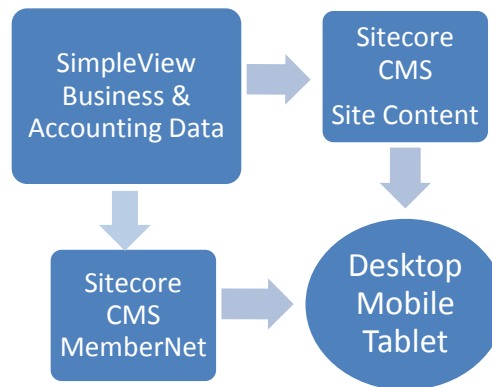
- Blog.SanDiego.org
- Facebook.com/SanDiego
- Twitter.com/VisitSanDiego
- Youtube.com/VisitSanDiego
- Instagram.com/VisitSanDiego
- Plus.Google.com/+SanDiego
- Pinterest.com/VisitSanDiego
- Connect.SanDiego.org (B2B Blog)
- [LinkedIn](#) (B2B)

The 2012 website redesign was a ground up design-build project including the selection of a Sitecore CMS (.NET) for content management, extensive backend development and content migration to Sitecore. Features of the system include custom tagging by region, category (3 levels), member and campaign. In addition to the desktop website, the Sitecore CMS feeds content to the stand-alone mobile site.



The Sitecore CMS allows staff to create, edit, schedule and publish content on the websites. It also provides a member extranet, called “MemberNet”, whereby members can login and contribute content about their business to the sites. Additionally, the Sitecore CMS system receives membership data (company name, address, booking ID, etc) from SimpleView, our member business database, connected through an API. Business information about members including name, address, booking ID, etc. are internally updated and automatically published to the website from the SimpleView database (**see Figure 1**). The site also communicates with a number of 3rd party providers (**see Current Agencies & 3rd Party Structure below**).

Figure 1: System Integration



The selected website agency needs to demonstrate Sitecore CMS (or equivalent) expertise and provide strategy and structural improvements to enhance the functionality and usability of the Sitecore CMS implementation as dictated during the project. Further, the selected agency will need to have experience working through complicated digital modifications and API integrations.

C. PURPOSE

The purpose of this request is to seek a Web Design, Development & Interactive Agency or Agencies who will help us complete a two part project:

Part 1: To re-envision our digital marketing landscape including enhanced monetization of our digital properties.

Part 2: The design, development and ongoing maintenance of a new responsive design website, including search engine optimization, plus the redesign and migration of our leisure travel blog to the sandiego.org domain.

Agencies may bid on Part 1 only, Part 2 only or both parts of this RFP.



D. PART 1

The SDTA is required to generate a certain percentage of private source revenue to supplement funds received by the Tourism Marketing District. Thus, as lodging revenue increases in the future, so does the SDTA budget, but also the private source revenue needed to match those growing funds. Part 1 of this project is focused on helping us create a roadmap for our digital landscape including how to monetize our digital properties and which new features and technologies to deploy.

As business objectives have evolved, and require more emphasis be paid to private-source revenue generation, SDTA is challenged to find the right balance between destination marketing objectives (consumer-centric digital marketing properties dedicated to inspiring travel to the region) and monetization of our digital landscape. We are looking for a firm to help us navigate these competing interests.

Therefore, a core objective of Part 1 of this project is helping us understand the private source revenue potential from our digital landscape and creating a strategic framework to help us thoughtfully grow private source revenue from our digital properties.

PART 1 DELIVERABLES

- A. Provide a comprehensive roadmap for our digital landscape that addresses the needs of our visitor audiences and provides direction for the design/build phase of the project.
- B. Develop a decision framework for the potential growth of SDTA digital properties' NET revenue.
 - Develop a matrix that would identify revenue generating opportunities and expenses associated with the opportunities. Determine the maximum revenue that sandiego.org and our digital channels could generate.
 - In each scenario, understand the advertiser base, untapped groups, and competition for that base.
 - Identify new products, modules, and marketing opportunities to drive revenue through the digital properties.
 - Identify all operational impacts in each scenario including people, technology, etc.

Example Framework	Current \$300K	\$500K Scenario	\$750K Scenario	Maximum NET Revenue Potential
Advertiser Targets	Current Base Advertisers	Current Potential	NEW Non-Endemic Brands	
Competitors	Sandiego.com, SignonSanDiego.com, etc.			

Number of Advertisers	45	80	XX	XX
Max GROSS Revenue Potential	\$300K	\$XXK	\$XXK	\$XXX
Opportunities				
Sandiego.org				
m.sandiego.org				
Connect				
Email				
Leisure Blog				
Social Media				
Retargeting				
Expenses				
People -writers - traffic -analysts -ad sales	1 Ad traffic manager 1 FT salesperson			
Technology -modules -digital agency costs -				
NET Revenue Potential				

E. PART 2

Part 2 of the project is the design, development and maintenance of a responsive design website to replace sandiego.org and m.sandiego.org using the existing Sitecore CMS and other third party APIs.

Part 2 also includes upgrading the MemberNet member extranet user experience including designing and implementing new features as well as reworking the existing system (**see development summary for details**). In addition to upgrading MemberNet, Part 2 includes improving the online new membership registration, payment processing and digitally onboarding new members.

Further, Part 2 includes deploying a robust search engine optimization program including improving performance and growing our organic traffic as demonstrated by industry standard KPIs.



Part 2 of the project also includes the re-design and migration of San Diego's travel blog; blog.sandiego.org to the sandiego.org domain. The blog is built in WordPress and currently hosted under a separate domain.

F. CURRENT AGENCY & THIRD PARTY STRUCTURE

- Our current Interactive Agency is Mirum (formerly Digitaria) who built the Sitecore CMS, MemberNet extranet and the desktop website sandiego.org.
- SDTA also works with SimpleView for our member database which feeds to Sitecore via an API for display on the website.
- Mobi Manage built and maintains the m.sandiego.org website.
- SDTA's Advertising Agency of record is MeringCarson, which is responsible for brand development and advertising.
- We also work with a number of 3rd party interactive tool providers including:
 - Google Universal Analytics
 - Google DFP for Small Business (ad serving)
 - aRES White Label Booking Engine
 - Weather and Surf Report Feeds
 - Exact Target ESP
 - SimpleView 3.0
 - Sitecore CMS 6.5 (upgrade to current version required)
 - Tableau Server 9.0
 - Publications Fulfillment (GTxcel)
 - Authorize.net (online payment processing)
 - Spredfast

The selected Interactive Agency will be required to work within the brand guidelines set forth by our Advertising Agency as well as collaborate with Mirum Agency, SimpleView and other third party providers as needed to deliver the overall interactive experience.

G. PART 2 - SCOPE OF WORK

This section describes the work plan that must be included in the proposal and details about the content and format that should be utilized in preparing the work plan. The proposed work plan should describe how the proposer intends to perform the scope of work, and in what timeframe and at what cost. The work plan will be used to negotiate the contract scope of work.

Proposals must address, at a minimum, each item listed in the Scope of Work. Proposals may be rejected if minimum requirements are not met. Proposals must include a preliminary work plan with timeframes for completion as described in the Scope of Work.



Design Requirements/UX

- Work with SDTA internal teams to define user needs and site structure. Propose information architecture and content structure to maximize user experience and engagement.
- Provide recommendations and strategies on how to best incorporate rich media, dynamic content, enhanced mapping functionality, email capture and social media engagement throughout the site.
- Provide recommendations on a 3rd party itinerary/trip planner feature for implementation on the website.
- Offer solutions and recommendations for how to incorporate member content that meets user needs while highlighting member products and services through business profiles, articles, events and offers.
- Offer recommendations on how to incorporate site sponsors (i.e. Brand USA), affiliate sponsors and a booking widget on the sites.
- Working from Part 1 recommendations, provide solutions on how to maximize private source revenue from SDTA's digital landscape.
- Offer recommendations on how to incorporate International localized content and stand-alone International sites (see current country offerings).
- Under the brand platform established by our advertising agency, produce comps and wireframes that detail the design look, feel, and functionality of a responsive design website in a variety of environments including desktop, tablet and smart phone (creative and market overview summary posted at www.sandiego.org/rfp). Items that must be visualized include, but are not limited to:
 - Home page
 - Overall site navigation with sample interior page sub navigation – three categories deep (i.e. What to Do > Sports & Recreation > Golf)
 - Editorial article
 - Member page
 - List filter detail page (Hotels & Resorts)
 - Events page
 - Offer/Coupon (print, download)
 - Campaign/promotion page (i.e. Kids Free)
 - Maps
 - Meeting planner main landing page



- Meeting planner events & venues page
 - RFP form
 - Press room page
 - Advertising placements – display, native, featured listings, and others as identified
- Upon project completion, provide a detailed style guide of templates and layout options including class names, etc. for future implementation design consistency.
 - Redesign the SDTA Blog, blog.sandiego.org to live within the framework of the new responsive website.

Development

- Produce comprehensive and detailed functional requirements for the project.
- Ensure all existing functionality present on the sandiego.org, blog.sandiego.org and MemberNet extranet is maintained except where directed by SDTA.
- Implement new features/components including, but not limited to, dynamic and/or prioritized content, content tagging and related content (user experience and/or native advertising), improved rich and multimedia integration and other site features as identified in Part 1 of the project and Part 2 development discovery phase.
- Using the existing Sitecore CMS, develop the website using the latest responsive design technology including HTML5, CSS and JavaScript. Upgrade Sitecore to the most current version. Code the site as required upon completion of the functional requirements, wireframes and creative design process. Provide clarification on code source and whether it is custom code or pre-built (i.e. Bootstrap). **A demo of the existing Sitecore CMS and MemberNet Extranet will be provided on Wed. May 27th at 10:00 AM PST – See sandiego.org/rfp for details.**
- Develop a comprehensive search engine optimization (SEO) plan and execute throughout development and launch of the new website. Identify shifting search engine priorities and set KPIs for on-going SEO project evaluation.
- Design and execute new features and upgrades to the MemberNet extranet including the following:
 - Display member analytics, by member, on individual account pages using Google Universal Analytics.
 - Rework cumbersome member user interface including improved image editing, uploading and management. Simplify workflow including a streamlined onboarding process and providing consistent draft and submission tools.

- Rework cumbersome staff editing process including highlighting changes to previously published content, fixing current system bugs, improving GUI (i.e. form builder, drag and drop image uploading, better thumbnail handling, etc.).
- Add a new admin only tag manager for promotions and campaigns.
- Design and implement a member financial solution including display of member invoices and financial transactions (connected via API through SimpleView) and payment processing utilizing our Authorize.net account (or other recommended provider) (**see Appendix B for payment processing and member registration overview**)
- Display of Google DFP advertising reporting, by member, through Google DFP API.
- Provide user category for external content providers – i.e. article authors.

A demo of the existing Sitecore CMS and MemberNet Extranet will be provided on Wed. May 27th at 10:00 AM PST – See sandiego.org/rfp for details.

- Work with SimpleView to modify the business information data feed for any new or altered functionality as required during the design/build process.
- Provide website integration with third party partner systems such as aRES, social media properties, Exact Target, publication request fulfillment, HR feed, Question Pro, live weather, surf report and others as required.
- Integrate the Google DFP Ad Server with tagging for targeted and elevated ad placement as identified in Part 1 of the project. Provide a feed from the Ad Server to individual member MemberNet dashboards for advertising performance reporting.
- Design and implement a tracking implementation plan and code to tag all pages and interactions to ensure accurate reporting and accountability using Google Universal Analytics and Tableau.
- Create and implement a detailed migration plan from the existing website and mobile site to the new responsive design site including 301 redirects, etc.
- Implement an advanced site search solution – recommend search tag and filter structure for improved user experience. Allow for modified search results including elevated and excluded content.
- Develop a test plan to address usability, functional, load and performance for the new website, including the new features and components. Monitor and repair potential issues that arise during a post-launch “warranty” phase (define time).



- Ensure that all responsive applications (desktop, mobile and tablet) are fully compatible with all major browser environments including Microsoft's Explorer & Edge, Mozilla's Firefox, Apple's Safari, Google's Chrome, Opera, etc.
- Provide documentation, including updates to existing user manuals, staff training and support on systems developed for this project.
- Migrate the SDTA Blog, blog.sandiego.org to the sandiego.org domain. Maintain WordPress blog format if possible. Provide and implement a migration plan including content migration and redirects and needed.

Maintenance

- Provide hourly costs, by position or blended rate, for ongoing site maintenance. This will be negotiated and billed under a separate contract.

H. BID PROPOSAL FORMAT:

1) Overview of Agency Capabilities and Expertise: Provide description of the nature of the proposer's services and activities including a company profile, length of time in business and core competencies. List the address from which the primary work on the contract would be performed and size of agency by headcount. Please include a copy of your firm's organizational chart.

2) Personnel / Organization and Management: Provide current resumes/biographies, and length of time employed by your company, for those individuals on the account team who will manage the SDTA work. Please include relevant experience in analytics and user research, testing, strategy development, web design, technologies used, database development, website development, eCRM integration, and specifically any Sitecore experience.

3) Client History/Representation: The proposer must provide a list of all tourism-related clients for whom it has acted in the United States during the past 12 months, and certify that there is **no conflict of interest** between any existing contract, client relationship and the ability of the proposer to fully and vigorously represent the marketing needs of the SDTA. Client relationships that could potentially be a conflict of interest must be listed together with a discussion of how the proposer will resolve the potential conflict of interest. Also include the full history of work with travel and tourism clients.

4) Work Samples: Provide three to five live website URLs your firm has designed and developed that best reflect your work and relevancy to this project. Provide case studies that include client objectives, strategy, execution and results executed by your firm. Of particular



interest to the SDTA are projects your firm has completed which demonstrate complex responsive design projects and Sitecore CMS executions, as well as projects in the travel & tourism and online publishing space.

5) Testing & Warrantees:

1. Please explain your methodology for deployment and testing protocols.
2. Please explain process for training, handover and support after launch.
3. Please explain your warranty structure.

6) References: Provide at least 3 client references for projects of equal or greater size developed within the last 2 years.

MINIMUM REQUIREMENTS

Proposals must address each item listed, giving specific details of techniques to be used in meeting these requirements. Proposals may be rejected if minimum requirements are not met. ***All companies wishing clarification of this RFP must submit questions via email to:*** Nick Karvounis at nkarvounis@sandiego.org by 5:00 p.m. PST by **June 3, 2015**, and cc: Kathleen Kubota at kkubota@sandiego.org.

Please provide a cost proposal to accomplish the scope of work as outlined. The budget must encompass all design, production, integrations and software acquisitions necessary for development and maintenance of the website.

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

A complete budget form must be included (**see Attachment B for format**). All costs associated with this proposer's Attachment B, Scope of Work, must be included using the format provided; the bid format shall not be altered. Please outline your method for billing (project, hourly, etc.) for each project task and any necessary out-of-pocket expenditures or reimbursable costs. Please also explain additional cost structures that may apply.

Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by SDTA.

J. TENTATIVE SCHEDULE

The following schedule is tentative and may be altered at any time at the discretion of the SDTA.

RFP Released	May 20, 2015
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Q&A Period	May 21 – June 3, 2015
Sitecore CMS & MemberNet Demo via GoToMeeting – see sandiego.org/rfp for details	May 27, 2015; 10:00 a.m. PST
Intent to Bid	June 8, 2015
Proposals Due	June 30, 2015
Finalists Chosen	July 13, 2015
Presentation by Finalists	Week of July 27, 2015
Final Candidate Selection, Contract Negotiations	Week of August 3, 2015
Estimated Project Start Date	End of August 2015

K. DELIVERY OF PROPOSAL

Each bidder is required to deliver (5) typed copies of its proposal as well as a proposal on a web-based platform or flash drive to the San Diego Tourism Authority office at the address below, no later than **June 30, 2015, by 5:00 p.m. PST**. Proposal may not be faxed.

Proposals may be hand delivered or sent by courier such as FedEx or UPS to:
San Diego Tourism Authority
Web Design Development Request for Proposal
ATTN: Nick Karvounis
750 B Street, Suite 1500
San Diego, CA 92101
(619) 557-2870

L. PROPOSAL EVALUATION

Following receipt of proposals, SDTA will select finalists for Part 1 and/or Part 2 of this project based on the following criteria:

- Strategic thinking and recommended approach
- Level of experience delivering responsive website design solutions
- Level of expertise with Sitecore CMS or equivalent software
- Creative design samples
- Input from references
- Cost



SDTA reserves the right to reject any or all proposals or accept what is, in its judgment, the firm which is best suited for the project(s) based on the proposal which best demonstrates the criteria listed above. If required, finalists will be asked to travel to San Diego, at their own expense, to conduct an in-person presentation. Specifics about the presentation will be shared with the finalists at the time of their notification. The winning agency(s) shall be selected based on a combination of the proposal and their presentation.

This Request for Proposal in no way commits SDTA to award a contract, to pay any costs in preparation of a proposal, or to contract for the work offered. Selection shall be made of one or more agencies deemed to be fully qualified and best suited among those submitting proposals on the basis of the evaluation factors stated above. SDTA reserves the right to award the entire contract or only Part 1 or Part 2 to separate agencies as it sees fit.

SDTA will not furnish a statement of the reason why a particular agency was not chosen. If you decide to participate in the RFP process, SDTA will own all of the ideas and intellectual property presented to us, whether you are eventually hired or not. If you are the winning agency chosen for this project, all of the work completed or proposed during the term of the agreement will ultimately be the sole property of SDTA.



APPENDIX A: LEISURE AUDIENCE DESCRIPTION

Primary Audience = Leisure/Vacation Travelers
(See Destination Marketing Plan at sandiego.org/rfp for additional audience information)

KEY DEMOGRAPHICS

Adults age 25 – 54
Household income \$75K +
College educated
Majority married w/ children under 18
Live near large metropolitan markets
Travel for leisure yearly

SAN DIEGO EXPERIENCE PILLARS



Outdoor Recreation

- Beaches
- Action Sports
- Water Sports
- Golf
- Professional Sport
- National Parks
- Hike - Bike



Adult Indulgence

- Arts & Culture
- Spa
- Golf
- Shopping
- Dining & Nightlife
- Craft Beer



Family Fun

- Beaches
- Arts & Culture
- Attractions
- Tours & Sightseeing

SAN DIEGO VISITOR PROFILE (2013)

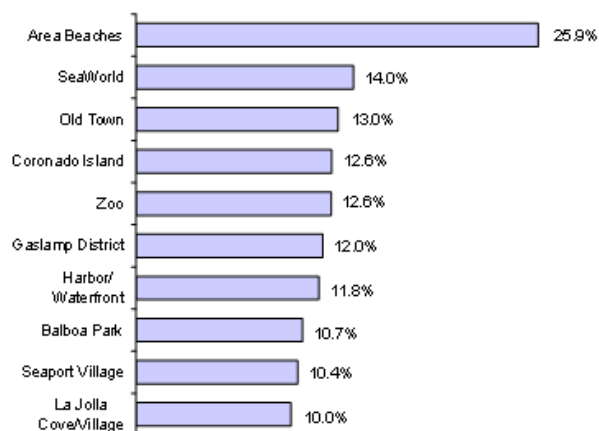
Profile of the 16.4 million overnight visitors to San Diego in 2013

	Leisure	Business	All Overnight
Accommodations	99%	100%	54%
Hotel/Motel	48%	89%	40%
Private HH	45%	10%	5%
Other	6%	1%	
Transportation to SD			
Air	34%	60%	38%
Personal Vehicle	64%	43%	60%
Rental Vehicle	8%	2%	8%
Residence			
S. California	27%	18%	25%
N. California	9%	15%	10%
Other Pacific States	20%	7%	17%
Arizona	12%	9%	12%
Other Mountain States	3%	3%	3%
South Central	5%	8%	6%
South Atlantic	3%	7%	3%
Midwest	7%	16%	9%
Northeast	5%	9%	6%
Foreign	9%	9%	10%
Frequency of Visits			
First Visit in 2 years	41%	48%	42%
2-4 Visits in 2 Yrs.	45%	31%	43%
5+ Visits in 2 Yrs.	14%	22%	15%
Average Group Size	2.6	1.8	2.4
Average Nights in SD	4.1	4%	4
% Traveling with Children	34%	7%	28%
Median Age of Head of HH	45 yrs	46 yrs	45 yrs
Median HH Income	\$78,000	\$131,700	\$89,700
Spending*			
Avg. Daily Per Visitor	\$88	\$256	\$114
Total Direct Per Visitor	\$363	\$932	\$458
Total Direct Impact*	\$4.87 B	\$2.59 B	\$7.53 B
Visitors in Category			
Number of Visitors	13.4 M	2.8 M	16.42 M
% of All Overnight Visitors**	82%	17%	100%

* Total spending including the local impact of air travel and association/exhibitor company spending.

	Avg. Group Size	Avg. Length of Stay	Spending Per Visitor*
Purpose of Visit			
Leisure	2.6	4.1	\$363
Convention/Business	1.8	3.6	\$932
Accommodations			
Hotel/Motel	2.5	3.5	\$617
Private HH	2.2	4.2	\$193
Transportation to SD			
Air	2.1	4.8	\$736
Personal Vehicle	2.6	3.6	\$323
Rental Vehicle	2.8	3.9	\$438
Residence			
S. California	2.4	2.8	\$253
N. California	2.5	3.9	\$398
Other Western States	2.2	4.6	\$563
Arizona	2.9	4.3	\$404
Other Mountain States	2.6	4.1	\$460
South Central	2.2	4.3	\$545
South Atlantic	2.3	4.8	\$698
Midwest	2	4.6	\$602
Northeast	2.1	4.6	\$661
Foreign	2.4	5.2	\$657
Frequency of Visits			
First Visit in 2 years	2.3	4.2	\$488
2-4 Visits in 2 Yrs.	2.7	4.8	\$368
5+ Visits in 2 Yrs.	2.3	4	\$366
All Overnight Visitors	2.4	4	\$458

Top 10 Attractions Visited or Intend to Visit on Trip to San Diego

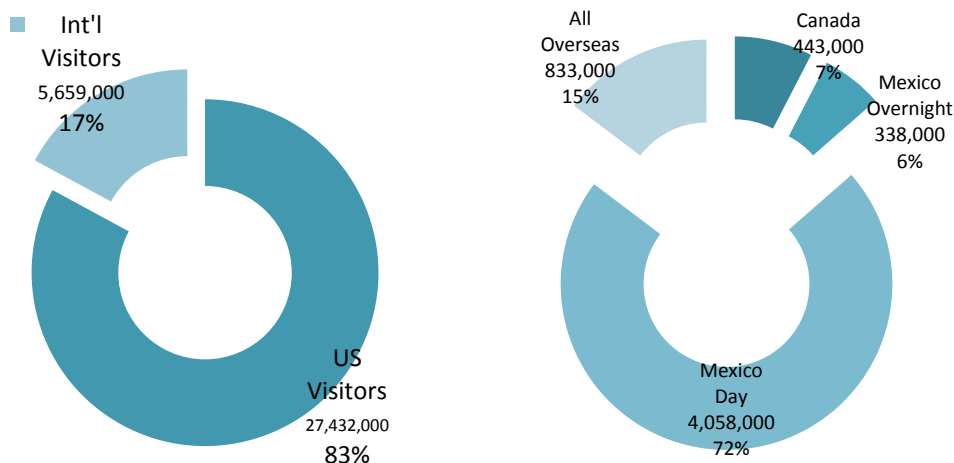


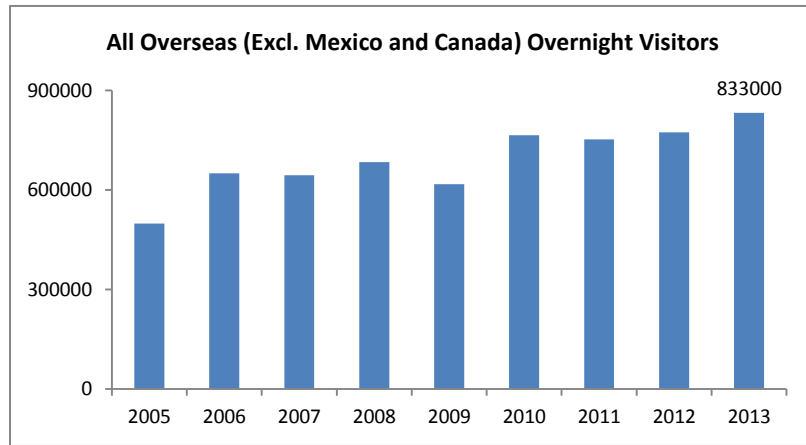
Overnight Visitors Summary

- Hotel visitors spent \$617 in San Diego, private home visitors spent \$193, overnight leisure visitors spent \$363, and business/convention visitors spent \$932.
- Overnight international visitors spent an average of \$657 in San Diego County, about 43% more than the \$458 average spending reported for all overnight visitors to the County.
- A total of 35% of overnight visitors were from California, more than 17% were from Arizona, 38% were from the rest of the U.S., and 10% were international travelers.
- Overnight visitors are here for leisure: 82% of visitors were here on a pleasure/vacation trip or were visiting friends and family, 17% of visitors were here for business or a convention, and around 1% of visitors came for shopping or other personal reasons.
- Approximately 38% of San Diego County overnight visitors arrived by air.
- About 28% of visitor groups included children, 31% of private home visitor groups, 25% of hotel groups, and almost 7% of business/convention visitor groups traveled with children.
- The average travel party size for San Diego County overnight visitor groups was 2.4 people. Hotel travel groups averaged 2.5 people and private home visitors averaged 2.2 people.
- Overnight visitors stayed an average of 4.0 nights in San Diego County, private home visitors 4.2 nights, hotel visitors 3.5 nights, and international visitors 5.2 nights.

Source: 2013 San Diego County Visitor Profile Study, CIC Research

2013 International Visitation Estimates for San Diego**



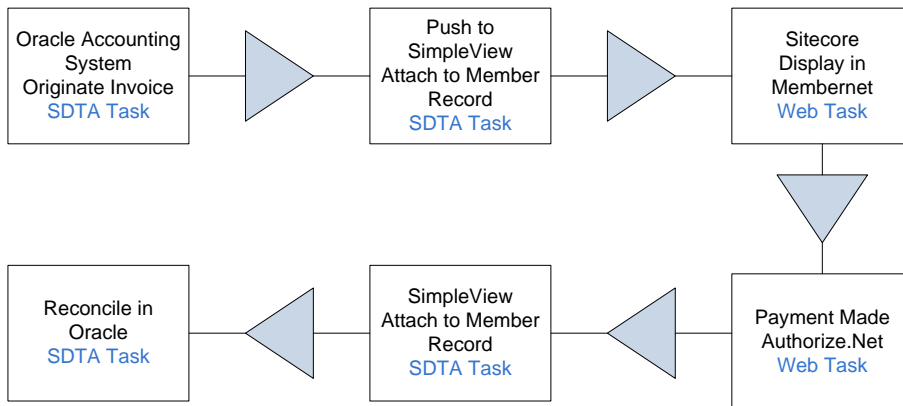


** Source: US Department of Commerce, OTTI
 The Visitor Profile Study is conducted every other year. The next update of the data will be July 2016.

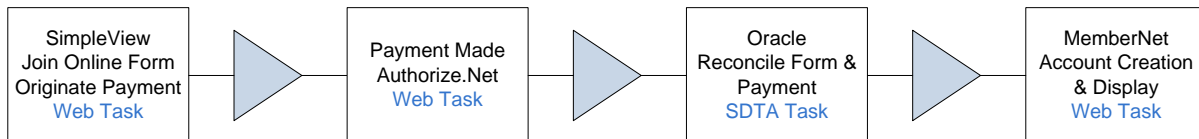
Country	2013 Visitor Volume
Canada	443,000
Mexico (overnight)	338,000
UK	96,000
China	83,000
Australia/NZ	71,000
Germany	71,000
Japan	67,000

APPENDIX B: PAYMENT PROCESSING & MEMBER REGISTRATION OVERVIEW

Data Flow Existing Member Payment Process



Data Flow New Member Registration & Payment Process





Attachment A

NOTICE OF INTENT TO BID

Due: 5:00 p.m. on June 8, 2015

5:00 PM Pacific Standard Time

Email Nick Karvounis at nkarvounis@saniego.org

EMAIL SUBJECT LINE: INTENT TO BID

Name of Proposer:
Contact Person:
Mailing Address:
Agency URL:
Telephone:
Fax Number:
Email Address:
Signed:



Attachment B: Budget Format

SAN DIEGO TOURISM AUTHORITY

Web Strategic Framework, Redesign and Implementation Project Budget Proposal

Part 1: Strategic Framework				
Service	Day's	Day Rate	Resources	Budgeted Cost
Strategic Framework				
Define Costs				
Define Costs				
Total				\$0

Part 2: Design & Build				
Service	Day's	Day Rate	Resources	Budgeted Cost
Strategy and Project Management				
Detailed Functional Requirements Document				
Creative Design				
Wireframes				
Technical Design				
Functional Requirements				
Mobil Integration & Deployment				
Site Development and Deployment				
Define Costs				
Total				\$0

Sitecore CMS Integration				
Service	Day's	Day Rate	Resources	Budgeted Cost
Development & Deployment				
Content Staging and Migration				
Define Costs				
Total				\$0

Other 3rd Party Integrations				
Service	Day's	Day Rate	Resources	Budgeted Cost
Third Party(s) booking engine				
Maps / Social Media / Weather Feed Integrations				
Google Universal Analytics Integration				
ExactTarget Integration				
SimpleView Business Data Integration				
Tableau Tag Integration				
Google DFP				
Define Costs				
Total				\$0
Search Engine Optimization				
Service	Day's	Day Rate	Resources	Budgeted Cost
SEO Strategy and Implementation				
Define Costs				
Total				\$0
MemberNet Upgrades				
Service	Day's	Day Rate	Resources	Budgeted Cost
Member Access Portal Design Improvements				
Payment Processing Implementation				
DFP Reporting Implementation				
Define Costs				
Total				\$0
Site Launch and Deployment				
Service	Day's	Day Rate	Resources	Budgeted Cost
QA testing; Component and System				
Usability & Systems Testing				
Documentation and User Training				
Total				\$0
Total Project Cost				\$0



BASIS FOR EXPENSES

Hourly rates and fees for professional skills must be broken out; out-of-pocket expenditures or reimbursable costs must be shown for each deliverable. **For each budget category, proposer must show on separate sheets how each of the costs were developed.** Proposers must show hourly rates and number of hours for each task and/or show fees and commissions for each task.

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

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

PLEASE NOTE:

SDTA Contractor Standards

All contractors must be in compliance with Contractor Standards established by both the SDTA and the City of San Diego.

Contractors must certify compliance with the city's standards regarding:

- Equal opportunity outreach
- Fair employment practices
- Drug free workplace
- Living wage ordinance (unless exempt from its provisions)

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 must follow compliance standards; the work they will perform must be defined. In your proposal please provide the name, address, and EIN of the sub-contractor. The San Diego Tourism Authority 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.

STATEMENT OF INDEPENDENCE:

SDTA receives the bulk of its funding through a services agreement with the San Diego Tourism Marketing District (SDTMD). SDTA and the SDTMD are separate and independent organizations. Prospective contractors receiving this Request for Proposal are hereby informed of the independent status of the SDTA and the SDTMD and that the selected



Contractor, along with SDTA, will retain this independent status in the performance of its duties and obligations arising from a subsequent agreement or contract between the Contractor and SDTA. Nothing in this Request for Proposal should be construed to imply that funding obtained through the services agreement between the SDTA and the SDTMD will be used to satisfy SDTA's obligations arising from the purchase of goods or services contemplated or described in this Request for Proposal.

IN-HOUSE, OUTSOURCING and RESELLER PARTNER DISCLOSURE

Please provide a list of services you perform in-house, services you out-source, and products you resell. If you work with other agencies for some of your services, please identify those people in your personnel and management overview, as well as their experience in the Travel & Tourism industry (as outlined in the Personnel Management section). Please include the basis for outsourcing business, length of partnership, and process for selection of outsourced agency. Please disclose reselling agreements you have in place with 3rd party vendors, and if there is a mark-up for their services managed by you.