



From: Native American Tourism of Wisconsin (NATOW)  
Date: November 16, 2020  
Re: NATOW Website Redesign RFP  
Please note: Native Preference

NATOW wants to redesign its website currently found here:

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

NATOW has issued this Request for Proposal (RFP) in order to select and contract with a company ("vendor") to create a new website that is a modern, highly attractive and built with responsive web design. We are seeking proposals from highly qualified, experienced website development individuals/companies to design, develop and implement its public-facing website. The chosen strategic partner must be a firm or individual that has experience in managing website design projects, and expertise with best practices regarding:

- Successful website redesign
- User experience and usability testing
- Information architecture
- Website development and deployment
- Content strategy
- Social media integration
- Search engine optimization
- Responsive design.

This RFP does not obligate NATOW to award a contract or complete the project. All inquiries regarding this RFP including requests for additional information or clarification and proposed modifications or amendments to the RFP must be submitted in writing no later than 5:00 pm on December 11, 2020, and must be labeled "NATOW Website Design, Development & Hosting." Each inquiry must include the inquirer's name, firm, telephone number and email address. Each inquiry should begin by referencing the RFP page number and section to which it relates.

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### **Introduction**

For this Request for Proposal, we would like to ask you to prepare a proposal to accomplish the task that includes timeline, cost, and deliverables. This RFP includes a background of our organization and describes the purpose of the redesign, its desired functionality, and specific requests relating to the proposal. We understand that details may be subject to change upon vendor recommendation and/or research of more optimal solutions. In your proposal, please feel free to suggest alternatives where noted.

### **Guide to this RFP**

Our expectation is that this document will convey NATOW's vision for the new site and specific challenges with the existing one. It includes a background section about our organization, suggests an outline for organizing the content of the new site, and desired technologies. In providing these details, our intent is not to convey that we have all of the answers in creating the best possible site. The ideal and preferred vendor will bring its own ideas and vision based on industry expertise, technical capability, and client relations, guiding us to incorporate our goals into that vision. Please feel free to email [director@natow.org](mailto:director@natow.org) with questions or comments.

### **Project Overview**

Native American Tourism of Wisconsin is a consortium comprised of all 11 federally recognized Tribal Nations in the state that works collaboratively to promote Tribal tourism, culture and economic development in the state and national domestic market. The purpose of this RFP is to create a complete redesign of our organization's website. Our current site is outdated in both content and functionality and needs a complete overhaul with new messaging, along with the ability to accept donations and cross platform capabilities with our other social media platforms, including Facebook, Instagram, Youtube, Twitter and our eblast newsletter.

## **Background**

NATOW is an inter-tribal consortium that was launched as a state wide initiative in 1994 by GLITC (Great Lakes Inter-Tribal Council). The mission of NATOW is to promote tourism featuring Native American heritage and culture. Tourism is also one of the ways that Tribes can be self-sufficient and boost their economies. NATOW is comprised of representatives from each Tribe, who converge bi-monthly to discuss its strategic tourism plan. NATOW has grown significantly over the last few years, becoming a recognized force in Wisconsin at gatherings, festivals, and events. All efforts are coordinated by their own Director, Chairperson, and the executive board members who report directly to the GLITC Board of Directors.

## **Target Audience**

- Potential Visitors to our communities
- Community members
- Businesses operating in our communities
- Elected and appointed officials
- Local and National media
- Strategic partners

## **Project Goals**

The goals of this project are as follows:

1. To develop a beautiful, clean, well-functioning website that serves its intended purpose as an all-in-one platform that promotes tribal tourism, culture and economic development to our visitors and stakeholders.
2. To provide visitors with more robust information to better plan their trips to Wisconsin's tribal nations focusing on Access, Accommodations, Attractions, Activities, and Amenities.
3. To promote the wide array of Tribal-owned tourism-related businesses.
4. To gain more newsletter subscribers and social media followers.

## **Proposed Sitemap**

Please include a draft sitemap in your RFP that will be discussed further during the discovery phase of this project. Most of the content from the existing site will not be migrated, therefore, new copy will need to be written or re-written. Please note: What does make it over to the new site will have to be hand-entered into the content management system by the vendor. Please indicate whether that's something your team has the capacity to handle.

## **Scope of Work**

The Scope of Work for this project includes the following:

- Information design
- Visual design
- Search engine optimization
- Front-end coding (HTML/CSS, animations)
- Back-end coding (CMS, 3rd party APIs)

- Custom software or app development
- Mobile device optimization
- Testing & quality assurance
- Analytics Software
- Ongoing Support / Retainer
- Timeline for Completion
- Deliverables

## **Technical Requirements**

### *E-commerce*

We hope to include a donation and registration mechanism through our website, which will need a security certificate.

### *Content Management Software*

We are open to a variety of CMS systems, but they must be accessible and usable by our staff to make changes or input new information.

### *Web Hosting*

The vendor may host or suggest a web host.

### *Browser Support*

Please bear in mind that many of our stakeholders may still be using older browsers, such as Internet Explorer, therefore, it will be important to ensure that our website performs well and displays properly in a legacy browser.

### *Integrations*

We will need integration for MailChimp, which is the platform for our email newsletters, For example, when someone registers on our website or subscribes to our newsletter, the contact should be added automatically to our database. Please indicate if this functionality will be included out of the box or custom written.

### *User Accounts*

To be determined.

### *Accessibility*

Some of our audience skews older, therefore, we'll need a slightly larger default text and click areas included as a consideration in the design.

### *Mobile Responsive Design*

We will need a layout optimized for small screens and tablets.

## **Budget**

Up to \$5,000 with a separate budget up to \$1,000 for assets including photos, illustrations, software licensing, etc.

**Project Timeline**

1. RFP Release Date November 16, 2020
2. Proposal Deadline December 11, 2020
3. Written Questions from Vendors Due December 18, 2020
4. Response to Vendor Questions January 10, 2020
5. Completion of Proposal Evaluations January 13, 2020
6. Presentations by Selected Vendors January 22, 2020
7. Final Vendor Selection January 29, 2020
8. Anticipated Website Launch: March 31, 2020

**Format & Proposal Details**

All inquiries regarding this RFP including requests for additional information or clarification and proposed modifications or amendments to the RFP must be submitted in writing no later than 5:00 pm on December 11, 2020, and must be labeled "NATOW Website Design, Development & Hosting." The proposal should be submitted in an MS-Word or PDF format to [director@natow.org](mailto:director@natow.org). Due to the Covid-19 crisis, all interviews will be conducted remotely by Zoom.

Please include:

- Examples of similar projects
- Client references and whether email or phone is better
- Project timeline with major tasks and milestones
- Sample project budget by line item
- Plan for mobile / responsive design
- Names, titles & bios of your team (if there are more than one)

**Criteria for Selection**

This set of criteria will be used to evaluate each vendor's proposal. A contract will be awarded to the vendor that best satisfies the overall requirements of the RFP. Each proposal will be evaluated based on the level of creativity, differentiation and measurability.

Long-term Strategic Outlook (20%)

Technical Expertise (20%)

Features and Function of CMS (20%)

User Interface Design (15%)

Client List and References (5%)

Pricing (20%)