

<p>RFP: Website Design and Development for Tourism Langley (2024-2025)</p>	<p>Proposal Due By: Nov 4, 2024</p>	<p>Tourism Langley</p>
<p>Organization Overview:</p> <p>The Township of Langley is on the traditional lands of the Katzie, Kwantlen, Matsqui, and Semiahmoo First Nations, and links the Fraser Valley and Metro Vancouver.</p> <p>Tourism Langley is a Destination Marketing Organization (D.M.O.), and not-for-profit society, governed by an independent Board of Directors who is mandated to deliver effective marketing strategies that will generate increased visitation, extended stays, more revenues and increased daily expenditures for businesses in the Township of Langley.</p> <p>Langley is the Fraser Valley’s premier wine and libations destination, and home of historical Fort Langley. Langley’s tourism draws also include authentic farm experiences, beautiful parks and trails, trendy restaurants & lounges, large-scale sport venues, arts + culture, boutiques, and many seasonal events.</p>		
<p>Project Overview:</p> <p>Tourism Langley is seeking proposals for the design and development of a new website to replace the current website at https://www.tourism-langley.ca/. The goal is to create a technically strong, user-friendly website that showcases the unique experiences available in Langley, integrates seamlessly with the organization's marketing efforts, and serves as a comprehensive resource for visitors and community partners.</p> <p>The contract will begin on November 15, 2024, with a total budget of \$20,000, paid in two installments (50% deposit upon signing and 50% balance upon completion). The website must be completed by January 15, 2025.</p> <p>The new website will maintain a similar page count to the current site, but the budget must cover both design and development.</p>		

Project Goals:

- Design and develop a technically strong, mobile-responsive website that is aligned with the recent rebrand for Tourism Langley.
- Integrate search engine optimization (SEO) best practices to improve visibility in organic search.
- Ensure ease of navigation and clear calls-to-action to engage visitors and convert them into leads or customers.
- Ensure compatibility with Google Analytics and other tracking tools for performance monitoring.

Scope of Work:

The successful proponent will be responsible for:

- **Website Design:** Develop a visually appealing, user-friendly design that reflects Langley's unique identity, aligning with Tourism Langley's brand guidelines.
- **Website Development:** The site must be technically strong with functionality for staff to update pages internally. If a template is used, it must be one that is expected to be supported by WordPress or the provider for at least five years. The site must meet accessibility requirements.
- **Page Count:** The website's page count will remain similar to the current structure, which includes key sections such as attractions, events, accommodations, dining, and seasonal content.
- **Responsive Design:** Ensure the site is optimized for viewing across all devices (desktop, tablet, mobile).
- **SEO Optimization:** Implement basic on-site SEO best practices to ensure that the website is optimized for search engines.
- **Integration:** Integrate social media links, newsletter signup forms, and other marketing tools.
- **Training & Support:** Provide training to staff on how to update and maintain the website.
- **Testing & Launch:** Conduct user testing and ensure the website is fully functional before the launch on January 15, 2025.

Evaluation Metrics and Criteria

Proposals will be evaluated based on the following criteria:

- **Experience:** Demonstrated experience in website design and development, with a focus on tourism, destination marketing, or similar industries.

- **Portfolio:** A portfolio showcasing previous website projects, with a focus on user experience, design, and functionality.
- **Budget Alignment:** Ability to complete the project within the total budget of \$20,000, paid in two installments (deposit, final payment upon completion).
- **Technical Expertise:** Proficiency in design, development, SEO, and performance optimization.
- **Timeliness:** Ability to meet the project timeline, with a contract start date of November 15, 2024, and completion by January 15, 2025.

Submission Requirements

All proposals must include the following:

- A portfolio of at least three case studies or websites demonstrating relevant design and development experience, preferably within the tourism or hospitality sectors.
- A breakdown of costs, clearly showing how the budget will be allocated within the total of \$20,000.
- A proposed timeline for key phases of the project, ensuring completion by January 15, 2025.
- Proposals must be submitted electronically to the contact listed below no later than **5:00 PM on November 4, 2024**.
- A decision will be announced by **November 8, 2024**.

Contact: **Elizabeth Clark**

Email: **elizabeth@tourism-langley.ca**

Phone #'s
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