

1. Who does TPB find aspirational within the industry?
 - a. Below are websites we love:
 - i. <https://www.austintexas.org/>
 - ii. <https://www.visitlongbeach.com/>
 - iii. <https://www.visitmusiccity.com/>
 - iv. <https://www.discoverlosangeles.com/>
 - v. <https://www.visitphilly.com/>
 - vi. <https://www.thisiscleveland.com/>
2. Would you like to see options as well for new content development or if any is needed, do you plan to handle this internally?
 - a. Yes, we would like to see recommendations for new content development. Developing said content would be done internally by our content creator.
3. You mention wanting a major PHP CMS. Why is that?
 - a. Ease/scale of integrations, user friendliness, robust features, portability. We could be convinced of another format with a strong argument.
4. Are you open to .NET platforms?
 - a. Potentially, yes.
5. For the hotel booking feature, is there an aggregator that pulls in a number of rates from specific hotels via a single API provider or do you wish to be the aggregator and leverage many APIs from various hotel chains/platforms?
 - a. A single API will be fine if it has representation of most hotels in our area.
6. You mention that you use TransPerfect for translations, but it looks like you use the Google Translate widget. Are there pieces of content that are chosen to be manually translated specifically by TransPerfect? How are they involved?
 - a. The Google Translate widget really shouldn't be on there. With transperfect, we have had our top pages human translated. Transperfect then translates new content in real-time.
7. Is the Travel Professional Portal already created or do you have a benchmark? Do you currently have system that maintains certifications in any meaningful way or is this a new initiative altogether? Do you have example content and tests?
 - a. This is a new initiative. We do not have any sample content as it is in production.
8. With regards to support, will TPB ideally utilize the chosen firms web support services during the design/build on the existing site? Or solely post launch of the new site?
 - a. We will retain our current partner until the launch of the new site.
9. Can you detail your requirements of website support? Suggestions are as follows:
 - a. Support developer to monitor the site for security and updates.
 - b. Support developer available as needed for content/bug fixed.
 - c. Website hosting.
 - d. Security monitoring.
 - e. Accessibility scanning.
 - i. We want all the above support. Also need ongoing development support for feature enhancement, special projects, and the occasional general update to the website.
10. Have you all determined how many agencies will be invited to present in May?

- a. Up to six agencies will present in May to the marketing team, three will present in a final round which is a rinse and repeat to the selection committee. Details on this process are outlined in the RFP.
11. Is there a selected hotel booking service that TPB is looking to integrate with and pull from? If not, please provide a list of hotels (or criteria) that would need to be included to help identify a potential source that can provide rate-specific data via API integration.
 - a. We do not have vendor in mind but to see what we have in mind visit Asheville's website: <https://www.exploreasheville.com/places-to-stay/hotels-resorts/>
 - i. This appears to be powered by aResTravel and TripAdvisor.
 - b. Search criteria should include check-in date, check-out date, # of rooms, # of adults, # of kids, type of property (hotel, home, etc.)
 - c. As far as hotels that should be included, all hotels in Palm Beach County. Ability to search VRBO and/or AirBnB would be ideal as well.
12. Is anyone able to register for the travel trade training portal for access to this or is there a verification or approval process that must be implemented? If access is limited, what are the requirements, and what is the ideal review/approval workflow?
 - a. Anyone can register but it won't be prominently displayed on the website and will primarily be used by our internal sales teams directing travel professionals to the portal to do the training to better learn the offerings of Palm Beach County.
13. Aside from for the travel trade training portal registering, logging in, and accessing gated content (training materials), it sounds like an education platform is needed. Please provide additional information on what is expected regarding testing and certification. Is this primarily a survey form that displays how a user performed after or a more complex series of lessons with grading and limitations tied to a user's account to enforce a more formal environment
 - a. The setup post registration does not need to be very complex. The gated content should be setup in modules and once the user consumes all the content, a test should be made available which, after passing, should produce an automated certificate. There are currently no plans for us to include ongoing training in the training portal, just the initial set of content and the test. If we want to build out additional training, will treat this as an incremental project and budget.
14. Does this website maintenance include fixed costs for services such as hosting or will TPB handle those directly with other vendors?
 - a. Yes, this should include fixed costs such as hosting and any additional fixed costs recommended to fully maintain the website.
15. In addition to maintaining the website platform and code for compliance, security, and performance (keeping the site updated, backed up, and generally working), are any other services or support specifically needed under this agreement? An example would be a set number of hours dedicated to feature enhancement or new development, etc.
 - a. Yes, we would want hours dedicated each month for feature enhancement and development. We currently use approximately 30-40 hours each month with our current website vendor however we'd prefer to use less than that each month. We handle basic updates internally i.e. new blogs, pages, photos, copy, etc. The majority of the site should be controllable through the CMS.
16. Have you all determined a budget that you can share?

- a. As we have not redesigned our website in six years and have a long list of functions that we want to include, we are allowing the RFP process to serve as a guidepost for our budget; knowing this will be a significant investment to serve us for years to come.
17. Following contract approval in June 2022 what is the expected project timeline?
- a. 4-6 months.
18. What is the monthly budget for ongoing maintenance?
- a. If you all work on a retainer model, I would suggest between 20-30 hours/month to start with the option to revise hours up or down.
 - b. If you all work on a fixed cost model, we would want to include general maintenance, time for development updates, feature enhancements, and the occasional general update to site. We have an internal team that we want to handle most of the basic updates so hours dedicated to this will be minimal.
19. Does the client have brand standards, logos, assets, photography, video, messaging guidelines, or other reference materials that we could access for design purposes?
- a. Yes, we have a brand bible and tons of assets.
20. Do you have any plans to refresh your image library with a photo and video shoot in the near future?
- a. We are shooting new photo and video on a regular basis however everything conforms to our brand image and there will not be any change to that image anytime soon.
21. What are your biggest pain points with your current site?
- a. There is a lot of functionality that we do not have that we want, please see the RFP for these details. Our integration setup with our CRM, SimpleView, is critical and feeds a lot of content on the site but is currently not very visually appealing. See the restaurant listings on [this page](#).
22. Do you have any 3rd party integrations in your current site that are not mentioned in the RFP or visible on the front end?
- a. No.
23. Do you have any specific compatibility level requirements for WCAG (accessibility)?
- a. We ensure that we are compliant with WCAG requirements and currently use two tools to assist our development team with accessibility updates: SiteImprove and Deque. We can continue with one of these partnerships or look to a new provider to ensure we meet accessibility requirements.
24. How often does your current site update itself with Simpleview CRM data, and what is the frequency that you wish to have it updated if different?
- a. The refresh runs every 24 hours, early morning. This frequency can remain the same.
25. What ongoing SEO work do you currently perform on your site?
- a. Our current website company supports our SEO efforts and work is done on an ongoing basis.
26. "Many images may need to be replaced due to smaller dimensions on the current site. A full list of replacement images will need to be compiled." - will you be able to provide replacement images, or are you looking to just remove outdated or unuseful images?
- a. We will provide replacement images, when necessary, but the expectation is that this step is part of a larger strategy for content migration and recommendations on what can be removed.

27. "Develop hotel booking feature that can pull in rates based on dates selected and move consumer dynamically to hotel website for booking." - is the vision a custom-written tool, or guidance on integration of an existing 3rd party booking system?
- Integration of a 3rd party booking system makes the most sense, but we could look to a custom-written tool if that is the recommendation. We do not currently have this feature on our site. We do not have vendor in mind but to see an example of what we would like to do visit Asheville's website: <https://www.exploreasheville.com/places-to-stay/hotels-resorts/> This appears to be powered by aResTravel and TripAdvisor.
28. "Develop travel/trade training portal for travel professionals where a user would log into the site (via subdomain i.e., <https://traveltraining.thepalmbeaches.com>) to engage with webinars, watch videos, read content, test their knowledge, and provide certification for those completing the set training series." - do you have this content ready, or do you see this as a post-launch project?
- This content will be ready in the next 90 days so we would like it to be part of the launch.
29. Bound as a technology partner - can you detail what personalization you are currently doing on the site with Bound?
- We use Bound minimally, mostly for returning visitors to encourage newsletter sign ups. We also serve different hero images/messaging for different markets. This is not a tool that we leverage to its full capacity so if there are CMS features that could replace it or a new vendor, we would be open to that.
30. "Enable language translation to: Spanish, French Canadian, German, Portuguese. Currently we have a relationship with Transperfect for ongoing translation services." - are you looking for native translation or real-time translation widgets? Or both?
- If by native translation you mean human translation, no we do not necessarily need that. Currently, through our Transperfect partnership, our most highly trafficked pages are human translated, and the rest of our site is machine translated. We do want to ensure that as we add new content it is translated in real-time.
31. "Develop feeds to aggregate social content by handle or hashtag." - is this in addition to or beyond your current Crowdriff integration?
- This is in addition to our Crowdriff integration. The functionality would compile our Instagram posts and display the last 3-5 and they would rotate.
32. What is the catalyst for the redesign? Upgrade current tech stack, redesign for a refresh or specific business objectives that may be shared?
- Several reasons: 1) we haven't redesigned in 6 years, and it needs updating, 2) we are on Drupal 7 which will not be supported at some point next year, 3) many areas of functionality we would like to do are not possible on the current site, 4) the current integration of our CRM, which powers a lot of our content, is visually unappealing.
33. Given the site must be powered by a content management system, can you describe the folks that will be managing the CMS and their technical expertise as this could weigh into the recommended tech stack and CMS - are they developers, marketing team members, etc.?
- It will be marketing team members and technical expertise is limited.

34. One of the integrations listed is Bound and it appears the functionality of what the 3rd party does for the site was cut off in the RFP. Can you expand on what personalization tool they provide for your site visitors?
- We use Bound minimally, mostly for returning visitors to encourage newsletter sign ups. We also serve different hero images/messaging for different markets. This is not a tool that we leverage to its full capacity so if there are CMS features that could replace it or a new vendor, we would be open to that.
35. Are you open to streamlining your Accessibility Monitoring Tools to one or does SiteImprove and Deque provide distinct features that you wish to keep?
- We are open to streamlining our accessibility monitoring tools.
36. What are the shortfalls of the current website?
- Biggest shortfall is the lack of visual appeal and sorting/filtering functionality of listings and offers which are fed to the site via our CRM, SimpleView. Lots of functionality we want is currently missing, which is detailed in the RFP.
37. Will there be an opportunity to conduct a discovery period to interview key stakeholders, review artifacts and analysis metrics?
- Yes.
38. Do you have a brand document that we will need to follow?
- Yes.
39. What are your key success measurements, website goals or conversion?
- Our key success measurements for the website are engagement: higher number of pages viewed, long time on site, and referral clicks to our partners.
40. Is the contractor responsible for reporting on the success of the website over the contacted period, i.e., will we be expected to provide an executive dashboard and/or monthly/yearly reporting?
- No.
41. Is there a requirement to provide a timeline for design, build and launch? Is there an expected timeframe to launch the new website?
- Providing a timeline for design, build, and launch in the proposal would be helpful. We are hoping to launch the new website within 6 months after choosing a partner.
42. Regarding API integration, are you referring to your DAM or another source? If different, please provide information.
- This is referring to our Crowdriff integration which pulls social images into a gallery.
43. Can you please elaborate on any current tools you have in place or have researched? Or are you looking to develop something completely bespoke, from scratch? There are numerous providers for solutions of this nature that might be a good fit. For example leverage <https://www.travalliancemediacom/TAA.html> (<https://www.oneloverewards.com/>).
- We do not have any tools in place and have not done any research on this. We could certainly use a provider to power this solution vs building a custom tool.
44. Can you confirm that you are using, and plan to continue using, **OneLink** from Translations.com?
- Yes, we are, however we would prefer to use a more affordable solution so would be open to recommendations on an alternative tool.
45. We see that you currently use Crowdriff, are you planning to continue using CR, or are you actually looking for the selected vendor to develop or identify an alternative solution?

- a. I do not think Crowdriff can accomplish what we want--we are looking for a widget to aggregate our Instagram feed, showing the most recently published 3-5 posts and rotate through them.
46. Is there a vision for transaction on the new platform? Perhaps taking payment online, creating some type of subscription or selling virtual goods like memberships.
- a. No, not at this time.
47. Who will be the 'primary points of contact' from your organization, and how would you describe their availability for this project?
- a. Myself and another member of our digital marketing team. This will be a top priority for us so there will be a high level of availability.
48. How many different/unique stakeholder groups will provide input/feedback on the strategy and design work being done for this project?
- a. A few internal marketing team members.
49. What customer, market and competitive research will be provided as a baseline or 'starting point'?
- a. We have some research materials we can provide on our target consumers and markets. A research request is outlined as a requirement in the RFP, see page 10: Conduct user research to help define site structure and end user needs. Define personas, task models, and user journey diagrams to communicate findings.
50. What are the other documentations that will be shared with us about the brand, audiences, competitors, business plans?
- a. We have a brand guide that we will share and can share information on our target audience, markets and key competitors.
51. Do you have structured (or unstructured) consumer feedback that can inform the strategy (e.g., Net Promoter Score, satisfaction surveys, Customer Effort Survey)?
- a. No
52. Will we have access to Google Analytics (and/or other measurement tools) to see current site analytics at the onset of the project?
- a. Yes.
53. Do you need any assistance identifying content gaps and optimizing the content experience across pages?
- a. Yes.
54. Would the messaging and/or brand voice and tone be evolving, or would that remain the same?
- a. The same.
55. What would guide the decisions around what content needs to be kept (Analytics, SEO performance metrics, other KPIs, business goals, etc.)?
- a. Website analytics and SEO performance metrics.
56. Will template and component mapping be strategically aligned to the customer audience, journey, and user goals?
- a. Yes.
57. Are there any current benchmarks for engagement and conversion? What is the expectation after migration?
- a. Benchmarks are a floating target. We want to continually push to improve pages viewed, time on site, newsletter sign ups, and partner referrals.

58. Would you like to partner with TA Digital for any ongoing content strategy, SEO, copywriting, authoring post-launch, or workshops around management of these facets of the continued site strategy and maintenance.
- a. Potentially for ongoing SEO work. We are always interested in workshops to improve ourselves and performance.
59. Is the prior website partner bidding on this work as well?
- a. Yes.
60. Will we have access to SiteImprove data and Search Console for SEO work?
- a. Yes.
61. Do you currently work with an agency or in-house resource for SEO? If yes, will we be able to connect with them to coordinate SEO efforts?
- a. Our current agency manages both our website and SEO, we will be looking at consolidating SEO efforts as well.
62. Do you have a set of keywords that you are currently targeting on the site?
- a. No.
63. Can you provide the approximate number of pages and assets that need to be migrated (including any internal/ gated pages)?
- a. About 2,000.
64. Is there a need for new content to be created or modified to fit within the new site experience?
- a. No new content is needed, we would look to our website partner for recommendations on existing content to improve the user experience.
65. If there is a need for content changes, would the modification, optimization, or any new copywriting be done by the business or another vendor or will TA Digital partner as a resource for this within the scope of the project?
- a. Content change would be done by us, we have an in-house content creator.
66. How do you measure the success of your site today?
- a. Website user engagement: higher number of pages viewed, longer time on site, and referrals to our partners.
67. Do you currently have plans to upgrade to GA4 from Google Universal?
- a. Yes, we already have GA4 active and our current web vendor is working on migrating our Universal setup to GA4. We have requested to be migrated by summer.
68. Is migration of 3rd Party Marketing tags (issued by GTM) in scope for this project?
- a. Yes, we a lot in GTM and it will need cleaning up.
69. For the page layouts, would this be selected from a pre-defined list of all possible layouts, or can the authors create the layouts on the fly?
- a. We would like to be able to create layouts however the average person with our organization that will be in the CMS has minimal technical expertise so it would need to be very user friendly. If this adds a high degree of cost, we could look at having a predefined list of layouts as long as we could have new layouts developed as needed.
70. Is any usage of CDN expected?
- a. No.
71. Is the focus of this RFP just on the existing website “<https://www.thepalmbeaches.com/>” or are there any sister websites that need to be considered?
- a. Just thepalmbeaches.com.

72. For Web Accessibility, can you please share the compliance level that needs to be followed? AA or AAA or both?
- AAA.
73. Will websites need multiple themes?
- No.
74. What are the cross browsers that need to be supported? Can you share any metrics based on browser usage by your end customers?
- All major mobile and desktop browsers should be supported: Safari, Chrome, Firefox, DuckDuckGo, Edge, etc. We are happy to share metrics with the vendor that is selected to build the site.
75. Can you provide more details on usage of third-party services for functionality like hotel booking feature, interactive maps, music & performance hub, weather widget, social networks & video integrations?
- Hotel booking feature see: <https://www.exploreasheville.com/places-to-stay/hotels-resorts/>
 - Interactive map see: <https://www.miamiandbeaches.com/>
 - Music & performance see: <https://www.austintexas.org/music-scene/>
 - Weather widget: any standard weather widget can be used to show current conditions in the destination. Allowing this to be dynamic if a user is viewing a city page would be ideal.
 - Social networks & video: ability to embed social and video from various sources anywhere on the website.
76. Can you provide more details on "travel/trade training portal for travel professionals" via subdomain i.e., <https://traveltraining.thepalmbeaches.com/>?
- This is a gated section of our site created for travel professionals to train them on all aspects of the destination and allow them to take a quiz to earn a certification.
77. Can you provide details of existing Sitemap?
- We can provide details of the existing sitemap to the vendor that is selected.
78. Can you please provide your messaging and brand standards documents?
- We can share this with the vendor that is selected. For purposes of the proposal, get a feel of our brand standards from our website.
79. Is there any desire to refresh the branding? If so, to what extent?
- Not at this time.
80. How does Savings Pass website(s) (<https://discover.thepalmbeaches.com/checkout/293/the-palm-beaches/2140/the-palm-beaches-savings-pass>) play into the overall digital strategy? How is this site maintained and will it and other external subdomains or related experiences require style and design updating after redesign?
- This is powered by Bandwango and maintained via their platform. I don't think it will require style updating and if it does, they are simple updates that we can make. As far as how it plays into the digital strategy, we do not currently promote it very often, but it is something we may want to use in the future.
81. 10. How has the 'My Top Travel Picks' performed? Any statistics you can share? Do you see this being included in redesign? <https://www.thepalmbeaches.com/your-top-travel-picks?token=KOMKSxbEPe>

- a. This does not get a ton of engagement however it is not intuitively useable from mobile, where we receive most of our traffic, and it really doesn't stand out on desktop either. I do think it could have some potential so I would like to include it in the rebuild.