Request for Proposals
Agritourism Website Design

October 16, 2023

Company Background

The 1000 Islands International Tourism Council (Council) is an independent, nonprofit 501c3 serving as the official tourism promotion agency for Jefferson County, New York. It is unique among destination marketing organizations in that it is charged with executing tourism marketing for one destination located in two countries.

Request Overview

The Council undertakes a variety of destination marketing tactics aimed at bolstering and sustaining leisure and trade travel in the area generally regarded as the greater 1000 Islands region.

We are excited to invite your company to submit a proposal for the design and development of a comprehensive agritourism website dedicated to promoting the vibrant agritourism industry in the 1000 Islands Region and all of Jefferson County, New York! Our organization is committed to showcasing the unique charm and offerings of our local agriculture, craft beverage producers, farm stands, natural product producers, food establishments, and more. We are seeking a creative and experienced web design firm to bring this vision to life.

This Request For Proposals was spurred by recipient of a U.S. Economic Development Administration grant and, as such, featured attractions and experiences are limited to those on the New York side of the 1000 Islands region. As funded, final deliverable will need approval by Empire State Development and require inclusion of I Love NY branding.

Council staff assigned to the project will work with vendor to outline concepts, provide digital photography files and edit final deliverables.

Council owns domain names and will assume all domain fees as well as work with vendor to setup DNS records upon final approvals. This request includes proposals for hosting services with billing to Council in subsequent years.

Scope of Work: Design

The primary goal of this project is to create a visually appealing, user-friendly, and informative website that highlights the agritourism attractions, businesses, and events in

the 1000 Islands region. The key design elements and functionalities we are looking for include:

1. **Customer-Sourced Photo and Video Assets:** The website should incorporate customer-submitted photos and videos to showcase the authentic experiences visitors can have in the region.
2. **Directory of Agritourism Businesses:** Create a comprehensive directory that categorizes and lists agritourism businesses, including craft beverage producers, farm stands, natural product producers, food establishments, and produce markets. Each listing should include detailed information, photos, contact details, and links to their websites or social media profiles. Directory should live in a user-friendly content management system (i.e. Wordpress or similar) allowing customer to perform regular updates without vendor intervention.
3. **Events Calendar:** Develop an events calendar that features farmers markets, specialty events, and other agritourism-related activities. Users should be able to search, filter, and add events to their personal calendars.
4. **Interactive Map:** Implement an interactive map to help visitors locate and navigate to agritourism businesses and events with differentiation of categories. This function should allow for customer-addition of sites, either tied to Directory content management system or otherwise.
5. **Newsletter Signup:** Integration of a newsletter signup form to capture visitor information for future communication.
6. **Search Functionality:** Implement a robust search function to enable users to quickly find specific businesses or events.
7. **Responsive Design:** Ensure the website is fully responsive and optimized for both desktop and mobile devices.

Submission Requirements

Interested firms are requested to submit a detailed proposal that includes the following:

1. **Company Profile:** Provide an overview of your company, including relevant experience in web design and any previous projects related to agritourism or similar industries.
2. **Portfolio:** Share examples of websites you have designed, particularly those showcasing user-managed directories.
3. **Technical Approach:** Describe your proposed technical approach, including the tools, platforms, and technologies you plan to use.
4. **Project Timeline:** Present a detailed timeline outlining key milestones and estimated project completion date.
5. **Cost Estimate:** Provide a comprehensive cost estimate for the design and development of the website, including any ongoing maintenance and support costs. Please estimate annual hosting fee as part of proposed hosting service.

6. **References:** Include references from past clients who can speak to your company's performance and reliability.
7. **Fees:** Proposals should outline any instances that will trigger fees for service beyond those outlined in this request.

Submission Deadline: Nov. 6, 2023

Proposals should be sent electronically to Corey Fram, Director of Tourism, via the address below or electronically at corey@visit1000islands.com.