



A Ski, Boarding & Travel Club
Miami ♦ Ft. Lauderdale ♦ West Palm Beach

REQUEST FOR PROPOSAL (RFP) - WEBSITE

Company/Organization Mission

Sunshine Slopers, Inc. is a ski, boarding and travel membership club located in South Florida. The organization is one of 56 clubs associated with the National Brotherhood of Skiers, Inc. (NBS) and is dedicated to providing opportunities for families to enjoy winter sports. The club supports the NBS mission to one day have an athlete of color “Winning” in Olympic Winter Sports. Also, our youth program is an integral part of the organization.

Address

Sunshine Slopers, Inc.

P. Box 822424

Pembroke Pines, FL 33082-2424

Email: coryus25@att.net

Project Description or Intent

Our current site was built in 2014. It's our goal to update and create a website with a cutting edge look that appeals to a diverse target audience. Our current demographics range predominantly African Americans from 30 years old and up and the majority of members are professional women. It is important that the website attracts all ages and genders with an emphasis on the younger generation that have more of an inclination to surf the web and engage in certain social media sites. Our audience and members are astute travelers, sports enthusiasts and adventurous. We are an organization that love to socialize and party, but with a purpose. We use our social media to disseminate events, travel opportunities, etc., so ideally, social media should interface and drive traffic to the website.

Existing Website Updates:

Using the existing website as a frame work, here's what could be added and/or enhanced:

- Doesn't allow electronic membership application with feature to send to Administrator.
- Doesn't allow ecommerce; i.e., ticket or merchandising sales (we do have paypal).
- Doesn't allow mailing list sign-up.
- No tracking (don't know how many people come or contact us through it).
- Would like Links to all social media including; Facebook, Instagram, Tweeter, Snapchat , Youtube, Campaigner e-blast and NBS website.
- Would like a media page to post our newsworthy articles.
- Dedicated Email extension and shadow addresses for specific committee members.

Wish List:

- Social Media feeds and Headline Scrolls would be an enhancement.
- Would like short and long term Data Storage.
- Shared Document Feature with Password for access.

We'll need a new site that we can manage, that will aesthetically look great, allow us to create page designs and easily add information to pages. The site should also better target prospective members and visitors. Also, the website should work on mobile devices and user friendly.

It's our goal that after doing the redesign of the site, we can achieve income from increased membership; merchandising and event tickets sales directly from the website.

We would also like to increase our email newsletter and e-blast lists and have been more heavily involved in social media. It's important the social media and website connection interface.

Our logo is very important to be featured prominently and we use all of our colors (Yellow & Teal) throughout our marketing pieces so it will be important to reasonably include our color scheme. We believe photos and videos are an attraction to retain visitors to our website, any way that this can be creatively incorporated into the website would be an enhancement. We prefer to use our images and creative designs. We have collateral materials we will provide to firms as they move through the proposal process, if necessary.

Although marketing is not included in the budget for this project, we're open to discussions and a proposal on what this would look like and projected market opportunities and revenues, but not required.

Name, Email & Contact Information.

First Name	Last Name	Email	Role in Project
Coryus	Veal	coryus25@att.net	Selection Committee (Main Point of Contact)
Oscar	Perry	OSLOP1@aol.com	Project Administrator

Days & Times that are convenient for a follow up phone call or in-person meeting.

If additional questions are required outside of this RFP please email: coryus25@att.net - to setup a day/time to discuss.

Timelines & Milestones

Selection Process Timeline Outline:

- Request for Quotation Submitted – Today
- RFP Responses Due – October 6, 2017
- Evaluation of Responses and Selection of Finalist(s) for Presentation – October 9, 2017
- Presentation by Vendor(s) – October 11, 2017
- Planned Contract Award Date – October 19, 2017

Project Outline:

- Discovery Period - Initial Meetings & Planning – October 23, 2017
- Content Production & General Development – November 6, 2017
- Content Implementation & Quality Assurance Testing – November 13, 2017
- Final Review by Team – November 14, 2017
- Final Go-Live Date –November 20, 2017

Budget

We have a firm budget. Based on our initial research and the number of pages, it will not exceed \$1300.00.

Requirements to Consider In Proposal

Based on our previous web projects, the following are very important in making a final decision and in the selection of a web development firm for this project:

- Technical Proficiency – Ability to understand all of the components involved and make recommendations.
- Proactive – Ideally we'd like to find a firm that understands our needs and makes recommendations based on their experience with web design, rather than have to assist in the process.
- Creative – We want the website to be visually appealing with a cutting edge graphic look. We are not looking for a boiler plate look, but a fun and engaging looking website- appealing to the visitor. This may mean the necessary work to upgrade the website may require a graphic artist and web tech. This should be considered in the proposal submitted.
- Experience – Additional relevant experience related to this project specifically, our marketing goals are helpful.
- Training - Must provide training of Administrators to handle basic back room posting and changes as needed.
- Post Web Launch -- Web Tech should be available on a monthly basis for any technical issues and updates that may occur that require an expert.
- Communication – Communication is important, we'll have a project lead on our end and would appreciate the same. Being kept in the loop as the project moves through phases and understanding what will happen-when – so that we can coordinate with our larger marketing and communication to our membership will be important.
- Customer Service – We want to make sure we're taken care of and the company we select has ongoing healthy relationships with a number of existing clients.
- Internet Marketing Knowledge – As it relates to this project, internet marketing is a big part of our larger plans in that our revenue is gained by paid membership. Knowledge of getting a website in front of our audience is helpful and should be reasonably recognized by search engines by key words relating to the organization.
- No Outsourcing –We prefer a vendor that doesn't outsource.
- Website Update Goal: We are not necessarily looking for a total overhaul of our present website, but looking for a professional opinion and plan to enhance or possibly redesign certain pages on the website as you may see fit. However, we are not adverse to a new website look as long as it can be done within budget.

The final proposal should address the above, and specifically have a number of references we can call or email. Please refer to the contact information mentioned above for further information.