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Request for Proposal (RFP) for Stay Healdsburg: Website Design & Development

Overview:

Developed by the Healdsburg Chamber of Commerce and the Healdsburg lodging properties, the Healdsburg Tourism Improvement District (Stay Healdsburg) is a benefit assessment district proposed to help fund marketing and sales promotion efforts for lodging businesses. The goal is to improve tourism and promote room stays, consequently growing the Transient Occupancy Tax which is used to fund the City of Healdsburg Community Services Department.

About:

Stay Healdsburg oversees the production of a variety of marketing activities, including on and offline advertising, visitor publications and email communications, public relations and media visits – all designed to promote Healdsburg to travelers/tourists.

As a destination marketing organization, our focus is to inspire overnight guests to stay in Healdsburg when visiting Sonoma County. The marketing pillars of our organization represent the city's finest attributes—fine dining, award-winning wine, and arts and culture. Stay Healdsburg's daily activities include increasing brand awareness for the city of Healdsburg as a desirable overnight Sonoma County luxury destination, along with providing relevant visitor information about the city.

Scope of Work:

The purpose of this request for proposal (RFP) is to select a vendor that can provide comprehensive website design and development services including, but not limited to, website design, content management system implementation, search engine optimization, hosting and ongoing maintenance.



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The new website should be fully responsive, easily navigable, user-friendly and content-rich, and represent the unique spirit and authenticity of Healdsburg's landscapes, experiences and community that sets us apart from the rest of Sonoma County and other California wine regions. The authenticity and ethos of Healdsburg should shine at the forefront of the website while toeing the line between quiet luxury and welcoming accessibility for all.

The requested scope of work includes the following:

- Content Migration and SEO Transition Program – Transfer all existing content to the new website while ensuring no data loss and identify opportunities for improvement and expansion
- Redesign of the Healdsburg.com landing page as a directional page to guide visitors to either the visitor services (StayHealdsburg.com) or the business/community services (the Healdsburg Chamber website)
- Build out key market landing pages to be the go-to guide for Healdsburg, such as a weddings page, annual events, meetings and groups, etc.
- Content Management System (CMS) – Implement a user-friendly CMS that allows for easy updates and management of content by the Stay Healdsburg team
- Accessibility – Build the website to be accessible to all users, including those with disabilities
- Privacy – Adhere website to the California Consumer Privacy Act (CCPA) and the General Data Protection Regulation (GDPR)
- Quality Assurance and Testing – Ensure functionality, usability, and compatibility across various devices and browsers
- Work with Stay Healdsburg's Marketing Agency of Record throughout the process to ensure the design and user experience is in line with strategic goals
- Provide training for Stay Healdsburg Staff and Marketing Agency of Record for ongoing hosting and maintenance



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The anticipated timeline for new website build and launch is April - November 2025.

Samples:

Below are websites that we admire and look to for inspiration as well as specific features that are desired for the new StayHealdsburg.com

- Interactive/Creative Map Feature
 - [Visit Savannah](#)
 - [Visit Phoenix](#)
 - [Travel Belize](#)
- Immersive websites that vividly captures the atmosphere and essence of their destination/service:
 - [Visit Ventura](#)
 - [Discover LA](#)
 - [My Switzerland](#)
 - [Black Tomato](#)
 - [Jacada Travel](#)
- [Destination Vancouver](#) - Creative use of widgets to showcase the destination in different seasons and through the lens of different travel preferences.

Budget:

The budget for this project in full is up to \$80,000 and will be based on the ability to provide the features and scope of work listed above. An additional asset collection budget may be allocated depending on the design of the website.

Proposal Format & Requirements:

The proposal should focus on addressing your firm's ability to provide the services outlined in the Scope of Work. Please provide the following:

- Cover Letter and Executive Summary: A letter signed by an officer of the firm binding the firm/company/corporation to all comments made in the proposal. Include a primary contact person for the proposal and an outline of your strategy



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- Qualifications and Experience: Provide a description of the history, experience, and qualifications of your firm and any proposed subcontractors to perform the Scope of Work
- List of capabilities corresponding to the scope of work
- Portfolio of relevant projects completed by your agency
- Proposed project timeline from initiation to launch
- Fees: Outline the total, all-inclusive costs and payment schedule. Please include costs for ongoing website maintenance and hourly rate for out-of-scope projects
- While this RFP is specific to the detailed Scope of Work and intended only for such work, feel free to share more about your capabilities

RFP Timeline:

- RFP Distributed: March 12, 2025
- RFP-Related Questions Due: March 19, 2025
- RFP-Related Questions Answered: March 21, 2025
- Proposal Due: April 4, 2025
 - The Stay Healdsburg team will review all proposals and may ask the top agencies to present to the committee
- Contract Awarded By April 30, 2025

For all questions, proposal information, and submissions, please email:

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