



REQUEST FOR PROPOSAL: WEBSITE DEVELOPMENT & MAINTENANCE

About Discover Puerto Rico

Discover Puerto Rico is a private, not-for-profit enterprise dedicated to preserving Puerto Rico's stature as a world-class travel destination. The destination marketing organization (DMO) is bringing prosperity to the people of Puerto Rico by strategically showcasing the Island's multifaceted allure for leisure, business, and events. Discover Puerto Rico spearheads comprehensive global marketing, sales, and promotional efforts. In harmony with pivotal local governmental and non-governmental entities, we collaborate to invigorate Puerto Rico's visitor economy and empower the community, fostering resolute economic growth.

Purpose

Discover Puerto Rico seeks to contract with a world-class, innovative, and cutting-edge partner to provide website development and maintenance services and editorial content support to grow and optimize the DMO's owned channel footprint and keep Puerto Rico top-of-mind for travelers, driving visitation to the Island.

Scope of Work

The selected agency would work with the internal digital marketing team at Discover Puerto Rico to maintain and further develop our award-winning destination website DiscoverPuertoRico.com and web programs, including search engine optimization, reporting and analytics, personalization strategy and reporting, and email marketing, among others. The agency would also further develop the Spanish translation of our website, DescubrePuertoRico.com, and the industry portal, DiscoverPuertoRico.com/industry, both of which live under the main DiscoverPuertoRico.com Drupal instance.

The agency will be responsible for the following:

Enterprise-level Web Hosting for Drupal

- Load-balanced application delivery
- A service-level agreement that is equivalent or superior to the following:
<https://docs.acquia.com/guide/service-level/>
- Support for dev, stage, and production environments to allow for concurrent new development, testing, and previewing of work in progress.
- Daily backups
- Global CDN services
- SOLR search server integration and management



Transition support

- Website onboarding
- Transition/re-mapping of the current listings, deals, and events API integration to a direct Simpleview API integration (the site currently leverages proprietary middleware to normalize the content coming from Simpleview's API and format it for Drupal)

Future development

- UX/UI improvements and website evolution
- New content experiences – strategy and delivery
- Landing pages
- Forms
- Further development and maintenance of the integration with Simpleview CRM (partner listings, deals, events, and webforms).

Management

- Listings
- Events
- Deals data
- Regular content review and performance/experience optimization

Accessibility

- WCAG AA target
- Regular testing (automated and manual) and reporting

SEO reporting and optimizations

- Keyword list development, and management
- Microdata/schema strategy and implementation
- On-page strategy and optimization
- New content recommendations based on keyword opportunities.

Reporting

- Google Analytics
- Google Search Console & other tools for SEO reports
- Google Looker Studio
- Artificial Intelligence tools
- Custom content & personalization
- Usability

Third-party vendor subscriptions and management

- Personalization (currently using Bound 360)
- Social media aggregation (Crowdriff)
- Accessibility scanning software (e.g., SiteImprove, UsableNet, Deque, etc.)
- Any others as needed/recommended.

Email Marketing Program



- Template buildout and deployments
- Measurement and reporting
- Content recommendations

Emergency response

- Site activations, banners, fly-ins, and listing grid updates.

Maintenance

- On-demand support
- Bugfixes and performance improvements
- Regular module and core updates to keep pace with the latest versions of Drupal, contributed modules, and underlying technologies (e.g., PHP updates)

Current Site Information & Third-Party Structure

The current site structure is attached as an addendum.

Discover Puerto Rico works with SimpleView for our business database, which is fed by an API for display on the website. In addition to those mentioned in the responsibilities listed above, we work with the following additional third-party interactive tool providers:

- MailChimp
- Falcon

The selected agency is required to work within the brand guidelines set forth by Discover Puerto Rico and other creative partners as appropriate, as well as collaborate with SimpleView and other third-party providers to deliver the best-in-class interactive experience on DiscoverPuertoRico.com.

Current website: DiscoverPuertoRico.com

Spanish domain: DescubrePuertoRico.com (homepage and all subpage paths redirect to DiscoverPuertoRico.com/es/subpage-path)

Design Requirements/UX

- Work with Discover Puerto Rico to stay ahead of user needs, trends, and preferences.
- Provide ongoing recommendations and strategies on how to best incorporate rich media, dynamic content, enhanced mapping functionality, email capture, and social media engagement throughout the site.
- Under the brand platform, produce comps and wireframes detailing the design look, feel, and functionality as needed.

Development

- Further improve and add functionality based on current DiscoverPuertoRico.com features as directed by the Discover Puerto Rico team and usability research.



- Maintain existing CMS structure.
- Develop a comprehensive search engine optimization (SEO) plan and execute it throughout the website. Identify shifting search engine priorities and set KPIs for ongoing SEO project execution.
- Implement new features/components including but not limited to dynamic and/or personalized content, new content formats, content tagging, and related content (to improve user experience and/or incorporate native advertising), improved rich and multimedia integration and other site features.
- Use the latest responsive design techniques and optimize for speedy page performance.
- Write logic, front-end templates, and admin interfaces as needed to deliver on functional requirements, as agreed when approving wireframes and creative design.
- Provide clarification on code source and whether it is custom code or pre-built (aka contrib or core).
- Advise Discover Puerto Rico's team and work with SimpleView on the recommended approach for modifying business information structure in the CRM to support any new or altered functionality as required.
- Provide and maintain website integration with third-party partner systems such as CrowdRiff, social media properties, newsletter programs, and others as required.
- Design and implement a tracking implementation plan and code to tag all new pages and interactions to ensure accurate reporting and accountability using Google Analytics.
- Maintain industry-facing section underneath leisure-facing website umbrella.
- Ensure that all responsive applications are fully compatible with all major browser environments including Microsoft's Edge, Mozilla's Firefox, Apple's Safari, Google's Chrome, etc.
- Maintain a reliable Content Delivery Network (CDN) to ensure optimal site performance globally.
- Provide and regularly maintain documentation, including CMS user manuals, staff training, and support on future systems developed.

Maintenance

Provide hourly costs, by position or blended rate, for ongoing site maintenance. This will be negotiated and billed under a separate contract. Specific "Maintenance" responsibilities are listed earlier in this document under Scope of Work.

Proposal

Minimum requirements of the proposal (no more than 20 pages):

1. An overview of the dedicated account team including brief bios and tourism-specific experience, if applicable:
 - a. Detailed profiles of the key members of the account team assigned to the project, highlighting relevant experience, qualifications, and expertise.
2. Current client list and confirmation of no conflicts of interest:



- a. A comprehensive list of the agency's current clients, along with confirmation that there are no conflicts of interest between any existing contracts or client relationships.
 - i. Discover Puerto Rico's competitive jurisdictions include:
 - Aruba
 - Bahamas
 - British Virgin Islands
 - Costa Rica
 - Dominican Republic
 - Jamaica
 - US Virgin Islands
 - City of Cartagena, Colombia
 - Cancún, Mexico
 - Riviera Maya, Mexico
 - Playa del Carmen, Mexico
 - Palm Beach, Florida, and any city in Florida south of Palm Beach
3. Provide three to five live website URLs that your agency has designed and developed, showcasing your expertise and ability to deliver high-quality websites. These websites should demonstrate your agency's proficiency in creating visually appealing designs, user-friendly interfaces, and seamless functionality.
 - a. Emphasize websites that exhibit innovative design concepts, cutting-edge technology implementations, or unique approaches to user experience.
 - b. Highlight any awards, recognitions, or industry accolades received for these websites to underscore your agency's commitment to pushing boundaries and delivering exceptional results.
4. Description of your agency's experience building and maintaining enterprise-level Drupal websites.
 - a. How many years of experience does your team have working with Drupal? How many Drupal sites does your team currently manage? What versions of Drupal are each of these projects built in? How many Drupal builds has your team completed in the past three years?
5. Description of the agency's tactical process for day-to-day website projects:
 - a. Clear explanation of the agency's tactical process for managing day-to-day website projects, including timelines, milestones, and deliverables.
 - b. Demonstration of a streamlined workflow and effective project management methods.
 - c. Integration of data-driven insights and analytics into the tactical process to optimize website performance.
6. Experience working with federally funded programs:
 - a. Detailed explanation of the agency's experience and expertise in working with federally funded programs, including any specific examples or case studies.
 - b. Familiarity with compliance requirements, reporting processes, and the ability to navigate the unique challenges associated with federally funded initiatives.
7. Method of billing for work:
 - a. Clear description of the agency's method of billing for their services, including details on invoicing cycles, payment terms, and any other relevant financial considerations.



8. Approach to Diversity, Equity & Inclusion (DEI):
 - a. Description of the agency's commitment to diversity, equity, and inclusion within its own organization.
 - b. Explanation of how the agency incorporates DEI principles into its media buying strategies, ensuring representation and inclusivity in target audience reach.
9. Respondents' financial viability:
 - a. Requirement for respondents to demonstrate their financial viability to handle an account of this size.
 - b. Request for audit summaries or financial statements as evidence of stability and ability to manage the financial aspects of the account.
10. Description of the agency's approach to learning about Puerto Rico and our product, emphasizing their commitment to investing significant time, effort, and resources in visiting the Island. We seek an agency dedicated to understanding Puerto Rico's unique culture and becoming intimately familiar with our specific tourism product.

Selection criteria

Agencies will be selected based on (but not limited to) the following:

1. Superior qualifications: The selected agency should possess exceptional qualifications as a whole and in terms of the individual(s) assigned to work on our business. This includes a proven track record of successful website development projects and a team with the necessary skills and expertise.
2. Demonstrated ability in modern website design: The agency should have a strong portfolio showcasing its ability to develop and execute responsive website design solutions. This involves creating highly usable and performant, accessible websites that adapt seamlessly across various devices and screen sizes to ensure an optimal user experience.
3. Quality and clarity of communication: The agency's response should exhibit clear and creative communication skills. They should effectively convey their ideas, understand our requirements, and provide insightful suggestions.
4. Strategic and innovative approach: The selected agency should demonstrate a proven ability to approach website development and maintenance strategically and innovatively. They should be capable of taking an audience-based approach, considering the target users and their needs to maintain and further develop a website that genuinely engages and resonates with the intended audience.
5. Responsiveness: An essential criterion is the agency's responsiveness. They should communicate promptly, be readily available to address queries or concerns and commit to meeting project timelines.



Other considerations

If selected as a finalist, the agency must travel to Puerto Rico to conduct in-person presentations to the Discover Puerto Rico committee responsible for evaluating the proposals. These in-person presentations will play an important role in the selection of the winning partner.

Once selected, the agency must be prepared to begin work with Discover Puerto Rico November 1, 2023, to work with our current digital agency of record in a transitioning process.

Evaluation of the proposals will be under the jurisdiction of Discover Puerto Rico. Discover Puerto Rico will evaluate all material submitted and engage in interviews and/or discussions with the respondents deemed the most qualified, based on initial responses.

Discover Puerto Rico will select the firm that best represents itself as capable of meeting the needs of Puerto Rico as a tourism destination. Discussions will then take place between Discover Puerto Rico and the agency to define a more detailed scope of work. Ultimately, a contract will be executed between the selected agency and Discover Puerto Rico.

If Discover Puerto Rico is unable to negotiate a satisfactory contract with the selected agency, negotiations with that agency shall be terminated and the organization shall undertake negotiations with another qualified agency until a satisfactory contract is negotiated. If Discover Puerto Rico is unable to negotiate a contract with any of the selected agencies, the organization shall re-evaluate the scope of services and fee requirements.

Discover Puerto Rico and the selection committee reserve the right to reject any or all qualification submittals or to waive any minor defects or irregularities in any submittal. Discover Puerto Rico further reserves the right, without prior notice, to supplement, amend or otherwise modify this request for qualifications or otherwise request additional information from any or all applicants.

Proposals and timing

RFP release date: **July 7, 2023**

Ten (10) hard copies of proposals must be delivered to the Discover Puerto Rico office by 5:00 p.m. AST on Friday, **August 11, 2023** (address below.) Additionally, an electronic copy must be submitted by 5:00 p.m. AST on Friday, August 11, 2023, to digitalRFP@discoverpuertorico.com.

Leah Chandler
Chief Marketing Officer Discover Puerto Rico
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San Juan, PR
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Final agency selection will be completed by **October 31, 2023**.

By submitting a proposal, the applicant thereby agrees that Discover Puerto Rico's decision concerning



any submittal in any respect is final, binding, and conclusive upon it for all purposes. The applicant acknowledges that Discover Puerto Rico, in its sole and unqualified discretion, may waive or deviate from the procedures and/or timeline outlined at any time, with proper communication to all participating entities.

All materials submitted become the property of Discover Puerto Rico and may be made available to the public. The submitting organization shall bear all costs and expenses incurred in connection with responding to this Request for Proposal. Discover Puerto Rico will not be responsible for any expenses, including but not limited to travel, presentation materials, or development costs, incurred by the applicants in the preparation or submission of their proposals. Agencies may be requested to travel to the Island for an in-person presentation to the selection committee.

Please, direct questions to digitalRFP@discoverpuertorico.com.

Confidentiality

The recipients hereto agree that this Request for Proposal, its concept, and all matters relating to Discover Puerto Rico and its marketing plans are strictly confidential. This information is not to be discussed with any parties not directly involved in this process.

On nearly every landing page in this sitemap, a “related content” component serving up related editorial pages and/or a profiles, deals or events listings component is included. Subpages for each landing page therefore include editorial pages and profile pages, determined by the tag relationships for each landing page. These dynamic links are not fully represented in this sitemap, but should be considered as user pathways within the existing architecture. Tagging vocabularies for related editorial include topic and place (city/region) tags and editorial are governed by the tags attached to the landing page.

Home - Leisure Landing page (LP)

The Island LP

- Culture *Pathway to /things-to-do/culture*
- Culinary & Cocktails LP
- History LP
- Music & Dance LP
- People LP
- Regions *Pathway to /regions*
- Facts *Editorial*
- What People Are Saying About Puerto Rico LP

Things to Do LP

- Beaches & Watersports LP
 - Best Beaches in Puerto Rico *Editorial*
 - Bioluminescent Bays *Pathway to same Editorial as under Outdoors*
 - Boats, Catamarans and Yachts LP
 - Kayaking LP
 - Scuba Diving *Editorial*
 - Snorkeling *Editorial*
 - Surfing *Editorial*
- Casinos LP
- Culture LP
 - Annual Festivals *Editorial*
 - Art LP
 - Music & Dance *Pathway to /island/music-dance*
 - Culinary & Cocktails *Pathway to /island/culinary-cocktails*
 - Island *Pathway to /island*
 - History *Pathway to /island/history*
- Events LP
- Food & Drink LP
- Golf LP
- Luxury LP
- Museums LP
- Nightlife LP
 - Bars & Lounges LP
 - Where to Go Dancing *Editorial*

Things to Do (continued)

- Outdoors LP
 - Bioluminescent Bays *Editorial*
 - Cave Tours *Editorial*
 - Fishing LP
 - Hiking LP
 - Horseback Riding LP
 - Parks & Preserves LP
 - Ziplining LP
- Popular Attractions *Editorial*
- Shopping LP
 - Shopping Destinations *Editorial*
 - Locally Made *Editorial*
 - Malls LP
 - Outlets LP
- Tours LP
 - Bus & Trolley Tours *Editorial*
 - Food Tours *Editorial*
 - Nature Tours *Editorial*
 - Walking Tours *Editorial*
- Wellness LP

Regions LP

- Metro LP
 - San Juan/Old San Juan LP
 - Bayamón LP
 - Carolina LP
- North LP
 - Arecibo LP
 - Manatí LP
 - Dorado LP
- South LP
 - Coamo LP
 - Ponce LP
 - Salinas LP
- East LP
 - Fajardo LP
 - Caguas LP
 - Río Grande LP
- West LP
 - Cabo Rojo LP
 - Guánica LP
 - Rincón LP
- Central Mountains LP
 - Orocovis LP
 - Ciales LP
 - Utuado LP
- Culebra & Vieques LP
 - Culebra LP
 - Vieques LP

Places to Stay LP

- Hotels LP
- Resorts LP
- Paradores & Inns LP
- Bed & Breakfasts LP
- Vacation Rentals LP

Planning Essentials LP

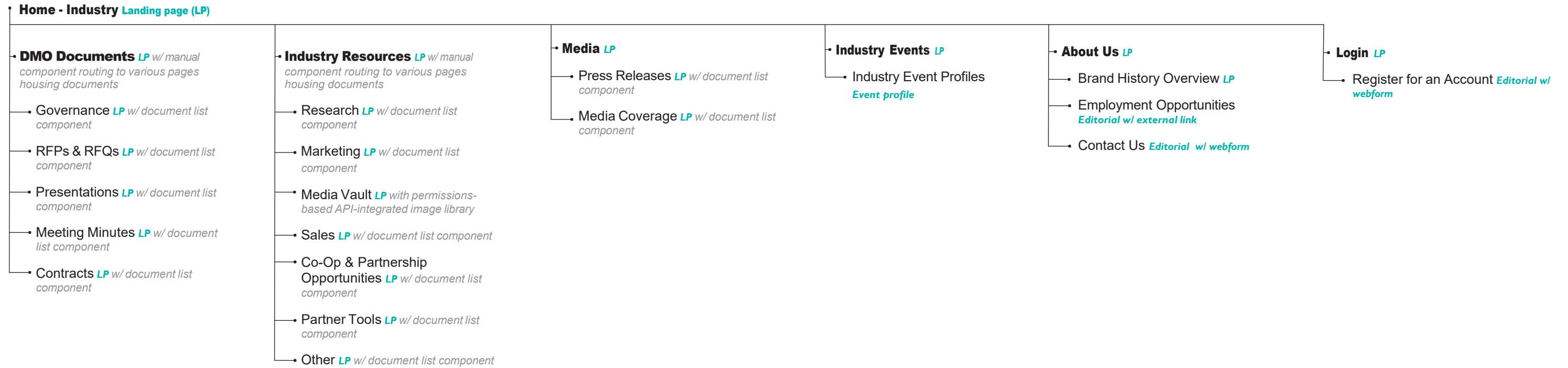
- Travel Deals LP
- Transportation LP
 - Airports *Editorial*
 - Car Rental LP
 - Cruises LP
 - Rideshare LP
 - Taxis LP
 - Arriving at San Juan's International Airport *Editorial*
- LGBTQ Travel LP
- Student & Youth Groups LP
- Travel Professionals LP
- Local Trip Planners LP
- Meetings LP
- Sports LP
- Weddings LP
- Facts *Editorial*
- Subscribe to eNews *Editorial w/ webform*

Site Section Navigation Menu

- Visitors
- Meetings LP *(serves as section homepage)*
- Sports LP *(serves as section homepage)*
- Student & Youth Groups LP *(subpage of the Travel Professionals section)*
- Travel Professionals LP *(serves as section homepage)*
- Weddings LP *(serves as section homepage)*
- Industry LP *(serves as section homepage)*
- Medical & Dental Tourism LP *(no dedicated subpages)*

The full site, including all niche audience sub-sections, is configured for Spanish & English translations. The site uses native manual translation with content translation, term translation, menu translation and interfact translation configured. There are also several custom hooks and modules set up to manage internal linking to language-neutral profile and event pages.

The pages represented in this sitemap have been developed specifically to support members the on-island tourism industry community. Page URLs for this site section include /industry/ or /industria/ to trigger the appropriate navigation menu on the site. The URL is generated based on a "site section" term that is assigned to these pages in the admin.



There are a selection of documents within the Industry section that require authentication to access them. These are identified by a CTA in the document views.

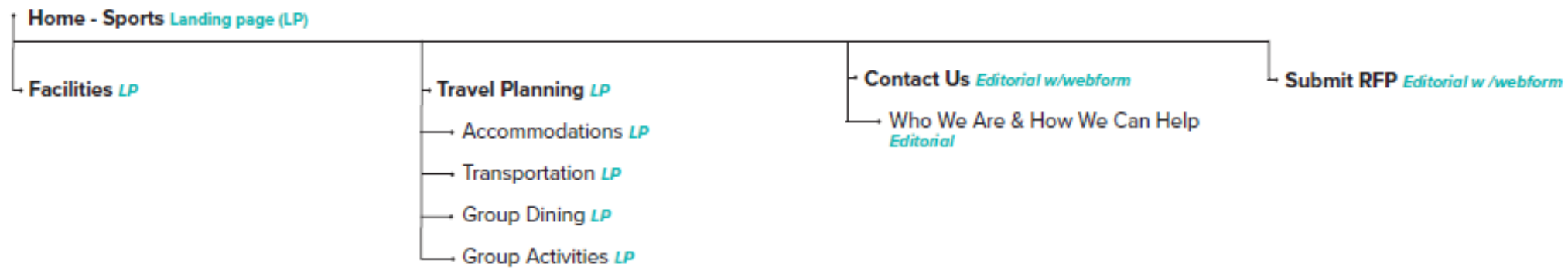
The pages represented in this sitemap use a combination of existing page types and new ones developed specifically to support the meetings site. Page URLs for this site section include /meetings/ or /reuniones/ to trigger the appropriate navigation menu on the site. The URL is generated based on a "site section" term that is assigned to these pages in the admin.



Page URLs for this site section include /weddings/ or /bodas/ to trigger the appropriate navigation menu on the site. The URL is generated based on a "site section" term that is assigned to these pages in the admin.



Page URLs for this site section include /sports/ or /deportes/ to trigger the appropriate navigation menu on the site. The URL is generated based on a "site section" term that is assigned to these pages in the admin.



Page URLs for this site section include /travel-professionals/ or /profesionales-viajes/ to trigger the appropriate navigation menu on the site. The URL is generated based on a "site section" term that is assigned to these pages in the admin.

