



REQUEST FOR PROPOSALS (#2025-2)
THE MAT-SU ALASKA WEB SITE REDESIGN

PROPOSAL DUE DATE: SEPTEMBER 26, 2025

FOR MORE INFORMATION:

CASEY@ALASKAVISIT.COM

PROJECT INTRODUCTION

The Mat-Su Convention & Visitors Bureau seeks a qualified web development firm with a strong tourism industry background to design, develop and launch an updated version of AlaskaVisit.com, integrating with our current CRM platform, designed by Simpleview/Granicus. This project must include a CMS platform that is user-friendly, up-to-date and should serve as the backbone to the customer-facing web site as well as a partner-facing extranet. This plan should incorporate best practices in the travel and tourism industry, cutting edge technology and a creative approach to introducing The Mat-Su Alaska as a top destination for tourism, telling its authentic stories through multimedia storytelling and helping travelers and locals plan their trips and experience more of The Mat-Su while they are here. This should include a plan for migrating existing content and incorporating new.

The Mat-Su CVB completed a comprehensive destination branding project in early 2025 and the new design must incorporate all aspects of the new brand, including typography, design, colors, voice and tone. A current brand style guide is available [HERE](#). It is our goal that the new web site not only strictly complies with the new brand guidelines, but elevates the overall brand as well. The Mat-Su CVB secured two URLs, thematsuak.com and thematsualaska.com as part of the branding project, and if migration to one of those sites is available without negatively impacting current SEO efforts, it would be desired.

ORGANIZATION BACKGROUND

ABOUT THE REGION AND MAT-SU CVB

The Mat-Su Convention & Visitors Bureau is the official destination marketing organization of the Mat-Su Borough. The Mat-Su Borough is located 35 miles north of Anchorage, Alaska and encompasses 23,000 square miles – north to the southern border of Denali National Park, and east to the community of Lake Louise. The region is known for its outdoor recreation opportunities. Within the borough are three incorporated cities – Wasilla, Palmer and Houston – as well as numerous unincorporated cities and regions such as Glacier View, Chickaloon, Big Lake, Willow, Hatcher Pass and Talkeetna. Three mountain ranges and two major rivers frame the region and provide spectacular scenery. We are proud to promote authentic year-round Alaska experiences such as wildlife viewing, Denali adventures, hiking, glacier trekking, salmon fishing, Ahtna Athabascan and indigenous cultures, and dog sledding, among other activities. The community of Palmer is the home of the Alaska State Fair, Alaska's largest event with more than 100,000 attendees.

The world-famous Iditarod Trail Sled Dog Race starts in the community of Willow each March.

In Spring 2026, we will open the Gateway Visitor Center (currently under construction), a new 9,400 square foot, \$9 million visitor center, located near Palmer.

Mat-Su CVB will celebrate its 40th anniversary in 2026. We are membership based, with approximately 250 members representing businesses large and small. All members receive a listing on AlaskaVisit.com, and access to the extranet to update their listings. The web site is a core part of our overall marketing program.

THE MAT-SU CVB'S AUDIENCE

Our web site is visited by prospective visitors (both locally and nationally), meeting planners, members of the travel trade, travel media and Mat-Su CVB members. We anticipate the following goals, by audience:

1. Prospective visitors
 - a. Inspire visitors (from both within Alaska and outside of Alaska) to visit The Mat-Su through strong imagery and easy navigation
 - b. Generate requests for our visitor guide fulfilled via direct mail and/or digital download
 - c. Generate leads for our 250 members in real time through stated consumer interests and travel plans
2. Visitors
 - a. Assist with travel planning
 - b. Extend length of stay within the Mat-Su Borough
 - c. Create business for our members through click-throughs
 - d. Deliver display ads in a subtle manner that benefits visitors and members (through a current partnership with Destination Travel Network)
3. Travel Trade
 - a. Inspire tour operators and agents to include The Mat-Su in itineraries
 - b. Generate requests for travel trade information
4. Travel media
 - a. Inspire editorial coverage of The Mat-Su
 - b. Fulfill requests to download promotional materials including photo and video
 - c. Generate requests from travel media
5. Meeting planners
 - a. Inspire meetings in The Mat-Su
 - b. Generate requests for information from meeting planners
 - c. Connect meeting planners to members that offer requested services
6. Mat-Su CVB members

- a. Inspire new memberships and renewals of existing memberships
- b. Educate members on networking programs, marketing programs and Mat-Su CVB programming
- c. Provide a secure member log-in page (extranet) where they can update listings, download leads and receive Mat-Su CVB communications.

PROJECT GOALS

The Mat-Su CVB seeks a vendor to achieve the following goals:

1. Design, develop, host and maintain our web site, AlaskaVisit.com (or one of the two other secured addresses, with redirects as appropriate)
2. Have a visually stimulating, mobile-first design that captivates site visitors
3. Have a design that is intuitive and easy to use for site visitors
4. Have a seamless migration from our current site

SCOPE OF WORK

We seek a vendor to perform the following services. Please address each element in your proposal:

1. A project plan and timeline, creative brief/look and feel options, device testing and data integration strategies
2. Wireframes and design comps for all related sites (homepage, content page, etc.) for desktop, tablet and mobile platforms, with final selections reflecting client preferences
3. A Content Management System (CMS) geared toward responsive design, to manage a variety of platforms and content types with ease to avoid redundancies
4. Design and graphic development of templates applying consistency of style and formatting throughout the site
5. Development including:
 - a. Social media integration – full YouTube, Facebook, and Instagram integration
 - b. A robust blog module integration
 - c. A robust calendar of events module
 - d. Google map integration on member and event listings
 - e. TripAdvisor integration on member listings
 - f. Implementation of revenue sources through our current partnership with Destination Travel Network
 - g. Remarketing to web site visitors through “related content” widgets/modules on the site or something similar

- h. Site Map
 - i. Site search
 - j. Print/share page functionality
 - k. Any other functionality identified by proposer
- 6. Host AlaskaVisit.com on a dedicated server and use of an efficient Content Delivery Network (CDN) to maintain/improve site speed
- 7. Work efficiently and effectively with our current CRM system, designed by SimpleView Inc. We will continue to use this CRM in all forms – consumer, member/partner, media, etc. and any proposer will have to integrate this system seamlessly and efficiently with the site design. This CRM will be used to populate all member listings. Previous experience in working with the SimpleView CRM through the development of API is preferred.
- 8. Member listing functionality to include TripAdvisor and Google Map integration, business details and narratives, photos, videos, logo, contact information, social media links
- 9. Migration of German and Japanese translated pages from current site to redesigned site
- 10. Meet current web accessibility standards
- 11. Incorporate modern security measures to protect the site, our data and our site users
- 12. Maintain or improve inbound traffic from search engines
 - a. Set up all as appropriate
 - b. Maintain URL structure throughout the site when possible
 - c. Update title tags and meta descriptions from our current site
 - d. Include schema.org markup language
- 13. Google Analytics configuration for continued event and goal tracking based on KPIs
- 14. Monitoring and reporting for site/server outages
- 15. Troubleshooting for all features prior to deployment of live site
- 16. Ongoing maintenance to preserve site stability

OUR EXPECTATIONS FROM THE WINNING PROPOSER

- 1. Experience in the tourism industry, particularly with destination marketing organizations
 - a. Provide examples illustrating your previous work in the industry
 - b. Provide key project staff and their relevant work history
- 2. Collaboration and communication
 - a. Detailed project timeline
 - b. Regular project updates
- 3. Durability and longevity

- a. Use current technologies, best practices and forward thinking to maximize lifespan of the new web site

PROJECT BUDGET AND TIMELINE

Provide a detailed budget schedule for the sample scope of work including pre- and post-launch development and monthly maintenance. Please note any additional licensing fees that may apply on an ongoing or annual basis. Please note any anticipated travel costs separately. Using the sample scope of work as a guide, provide an approximate timeline for the proposed project with time ranges for each stage of development to be completed.

SCORING CRITERIA

Proposals will be scored by a committee comprised of members from the Mat-Su CVB Board of Directors. They will use the following criteria:

1. **Relevant Experience and Tourism Expertise (25%)** Demonstrated success in developing websites for destination marketing organizations.
2. **Strategic and Creative Approach (25%)** Quality of the proposed strategy, creative thinking, UX design plans, and ability to align with The Mat-Su Alaska brand vision and objectives.
3. **Technical Capabilities and UX Design (20%)** Proficiency in developing scalable, accessible, SEO-optimized websites with strong mobile-first performance and CMS flexibility.
4. **Budget Alignment and Value (20%)** Clarity, thoroughness, and cost-effectiveness of the proposed budget relative to the proposed scope of work.
5. **Professionalism, Organization, and Completeness (10%)** Overall quality, clarity, adherence to submission guidelines, and responsiveness to the RFP requirements.

CONFLICT OF INTEREST

Please explain in detail any potential conflict of interest that may be created by your firm providing Web site development services for the Mat-Su CVB.

ADDITIONAL REQUIREMENTS

1. ***Location of Work:*** The location of work to be performed, completed and managed is the contractor's location.
2. ***Joint Ventures:*** Joint venturing shall be allowed. To be considered a joint venture, there must be a community of interest in the purpose of the proposed

contract and an equal right for each affiliated company to govern the conduct thereof. A written agreement which specifically states each firm's responsibility; identifies the lead firm; designates the individual with signatory and negotiating authority; and is directly answerable and responsible for the proposed contract is required. The agreement shall be signed by all firms comprising the joint venture and be included as an attachment to the proposal.

3. ***Subcontractors.*** Subcontracting shall be allowed. All proposers must list in their proposal the complete names and location of the subcontractors, the work, and the percentage of work to be subcontracted to each subcontractor. All proposals shall include a copy of their Business License and any other applicable licenses for each subcontractor. A subcontract shall not be transferred or otherwise assigned without prior written consent by the Mat-Su CVB contact person.

4. ***Failure to Negotiate:*** If the selected contractor fails to provide the necessary information for negotiations in a timely manner, negotiate in good faith, or cannot perform the contract within the budgeted funds available for the project and/or proposed by the proposer, Mat-Su CVB may terminate negotiations and negotiate with the next highest ranked proposer, or terminate the award of the contract.

5. ***Incorporation of the RFP as Part of the Contract:*** Provisions of this RFP, which are consistent with the contract, shall become incorporated in the contract by reference and constitute binding obligations of the parties.

6. ***Incorporation of the Proposal as Part of the Contract:*** The successful proposal or provisions of, which are consistent with the contract, shall become incorporated in the contract by reference and constitute binding obligations of the parties.

7. ***Additional Terms and Conditions.*** Mat-Su CVB reserves the right to include additional terms and conditions during the contract negotiations. These terms and conditions must be within the scope of the original RFP and will be limited to cost, clarification, definition and administrative and legal requirements.

8. ***Indemnification:*** The contractor shall indemnify, save harmless and defend Mat-Su CVB, its officers, agents and employees from all liability, including costs and expenses, for all actions or claims resulting from injuries or damages sustained by any person or property arising directly or indirectly as a result of any error, omission or negligent act of the contractor, subcontractor or anyone directly or indirectly employed by them in the performance of this contract.

9. ***Insurance Requirements:*** The successful proposer must submit proof of general liability, auto liability and workers' compensation insurance prior to contract approval. Failure to provide evidence of adequate coverage is a material breach and grounds for termination of the contract.

10. ***Contract Approval:*** This RFP does not obligate Mat-Su CVB to perform until a contract is signed and approved by both parties. If approved, it is effective from the date of final approval. The Mat-Su CVB shall not be responsible for work done, even in good faith, prior to final approval of the contract.

11. **Vendor Tax ID Number:** A valid tax identification number must be provided to Mat-Su CVB prior to or upon contract approval. No payments will be made prior to receipt of the tax identification number and may result in contract cancellation without liability if not provided.

12. **No Assignment or Delegation:** The Contractor may not assign or delegate the contract, or any part of it, or any right to any of the money to be paid under it except with the written consent of the Mat-Su CVB.

13. **Confidentiality:** The Contractor shall not, at any time, during or after the term of the Contract, without the Mat-Su CVB's written consent, disclose any information designated confidential by the Mat-Su CVB.

14. **Lobbying:** The Mat-Su CVB prohibits the Contractor from using any portion of the contract for lobbying efforts on Contractor's part.

15. **Notice of Amendment:** The Contractor shall notify the Mat-Su CVB in writing at least 30 days prior to the contract expiration date of any known circumstances which may require an extension of the contract completion date.

16. **Rejection of Work:** The resulting Contractor will be responsible for proper performance of the work. The Mat-Su CVB may reject any work found to be defective or not in accordance with the specifications contained in this RFP, contractor's proposal, and resulting contract, regardless of the stage of completion and the time or place the error was discovered. The Mat-Su CVB may also reject defective work that has been previously approved because of an oversight during inspection/approval.

17. **Contract Termination:** Mat-Su CVB has the right to cancel the resulting contract with a 30-day written notice, when it is in the best interest of the Mat-Su CVB to do so. The Mat-Su CVB is only liable for payment for services rendered before the effective date of termination.

18. **Disputes and Governing Law:** This contract is governed by the laws of the State of Alaska. Any legal actions concerning this contract shall be filed in the Third Judicial District, Palmer, Alaska.

PROPOSAL PROCESS AND SCHEDULE

Firms who would like to receive this RFP may do so by e-mailing Casey Ressler, President & CEO, at casey@alaskavisit.com. Firms who request this RFP may receive future communications and updates related to the RFP, including questions asked from other firms and possible updates to the schedule below.

RFP Available: August 22, 2025

Questions due: August 29, 2025

Replies to contractors: September 2, 2025

Proposals due: September 26, 5 p.m. Alaska Time

Any questions regarding the project should be submitted via e-mail to casey@alaskavisit.com. Questions will be consolidated and answered in an e-mail to all firms that have asked for this RFP.

Final proposals must be submitted in PDF format to justin@alaskavisit.com. Hard copies are not requested at this time, but may be provided by mailing them to:

Mat-Su CVB

Attention: Casey Ressler, President & CEO

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