

**Department of Convention & Entertainment Facilities**

Administration Office

Kansas City Convention Center

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KANSAS CITY CONVENTION and ENTERTAINMENT FACILITIES DEPARTMENT REQUEST FOR PROPOSAL

WEBSITE DESIGN DEVELOPMENT and LAUNCH

1. **INTRODUCTION**

The Kansas City Convention and Entertainment Facilities Department (KCCEFD) is seeking proposals from qualified vendors for the redesign, development and launch of a premier convention facilities website. Our current website is approximatelytwelve years old and does not effectively communicate with our services, lacks user-friendly navigations, and lacks modern design standards. Management’s objective is to create a platform that is engaging, interactive, informative, and easily navigable online presence that reflects our commitment to delivering exceptional convention experiences and impressions among our convention competitors.

The successful contractor will play a pivotal role in reshaping the website’s identity and functionality. We encourage proposals that not only address the current needs of our organization but also provide innovative solutions to ensure the website remains adaptable well in the future. This collaboration is an exciting opportunity to highlight both Kansas City as a prominent destination and KCCEFD as a premier convention venue through forward thinking web design and technology.

KCCEFD looks forward to hearing from you and collaborating with you on how to best showcase KCCEFD as a premier convention venue and as a world-class destination.

For questions regarding this project, please contact:

Shontrice Patillo

Vendor Services Contract Manager

KC Convention and Entertainment Facilities Department

* 1. **Background**

The Convention and Entertainment Facilities Department is a premier venue that can serve all your meeting needs such as concert performances, conventions, conferences, meetings, sporting events, trade shows and weddings all under one roof located in the heart of downtown Kansas City, Missouri.

The Kansas City Convention Center features more than 800,000 square feet. The eight square block of convention and special event facility can accommodate 388,800 square feet of column-free exhibit space on one floor; forty-eight state-of- the-art meeting rooms; a 2,400-seat fine arts theater; an arena that seats more than 10,700 people and a unique outdoor festival plaza. And not only is it all in one location, but the complex also connected to major downtown hotels and parking by skywalks and underground walkways. One of America’s largest green ballrooms-the 46,484 square foot Ballroom-is certified LEED silver, boasting waterless plumbing, energy efficient heating & cooling and one of the most sophisticated lighting systems in the world.

The 345,875 square feet American Royal Complex is located in the West Bottoms of Kansas City, Missouri. The complex has multiple event spaces such as Hale Arena, Central Hall, Wagstaff Theatre, Governor’s Exposition Building, and Upper/Lower Exhibition Hall. In addition, American Royal Complex has the flexibility to host a variety of event types along with excellent parking.

The Convention and Entertainment Facilities Department strives to provide our clients with the best experience possible, and our website should serve as a powerful tool in achieving this goal.

* 1. **KCCEFD Mission Statement**

The Kansas City Convention and Entertainment Facilities Department is to maximize the economic impact and the revenues of the City’s Convention and Entertainment Facilities, while making fiscally sound decisions and exceeding expectations of our visitors.

* 1. **KCCEFD Vision Statement**

The Kansas City Convention and Entertainment Facilities Department offers industry leading multipurpose event venues, supported by a commitment to customer service, resulting in impressionable guest experiences.

* 1. **Brand Positioning**

At the heart of America’s downtown Kansas City, Missouri, we are a premier convention venue dedicated to increasing event bookings and maintaining our competitive edge through a diverse array of events. By fostering innovation and flexibility in our event offerings, we not only attract traveling conventions and meeting-goers from across the nation but also ignite Kansas City’s economic engine, driving growth for our stakeholders and the local community. Our commitment to providing a welcoming and secure atmosphere, coupled with effective communication and exceptional customer services, ensures we consistently exceed visitor expectations. We recognize that sound fiscal decisions made by our employees and contractors are vital to the Kansas City Convention and Entertainment Facilities credibility and financial stability, reinforcing our position as leader among convention and meeting facilities in the region.

* 1. **Target Audiences**

This data has been recently created, and the data tables included were compiled from Google Analytics 4 Website Report, covering the period from January 1, 2025, to May 31, 2025.

|  |  |
| --- | --- |
| **Geographic Proximity** | |
|  | |
| **Within a 300-Mile Radius** | **Percentage of Active Users** |
| Out | 81.5% |
| In | 18.5% |

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| **Active Users by Country** | | |
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|  | **Country** | **Active Users** |
| 1. | United States | 147,892 |
| 2. | India | 477 |
| 3. | Canada | 470 |
| 4. | Philippines | 382 |
| 5. | China | 166 |
| 6. | United Kingdom | 156 |
| 7. | (Not Set) | 156 |
| 8. | Mexico | 145 |
| 9. | Germany | 141 |
| 10. | Indonesia | 119 |
| 11. | Ireland | 106 |
| 12. | Netherlands | 88 |

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| **Top Cities and States by Active Users** | | | | |
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| **Top Cities** | **Active Users** |  | **Top States** | **Active Users** |
| Kansas City | 34,495 |  | Missouri | 31,708 |
| Chicago | 25,015 |  | Kansas | 22,383 |
| Dallas | 12,137 |  | Illinois | 25,015 |
| Overland Park | 5,549 |  | Texas | 13,778 |
| (not set) | 2,110 |  | Minnesota | 4,989 |
| Minneapolis | 4,989 |  | Colorado | 2,672 |
| Denver | 2,672 |  | California | 1,993 |

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| **Top Traffic Channels** | | | | |
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| **First User Primary Channel Group** |  | **Sessions** |  | **% Sessions** |
| Organic Search |  | 163,820 |  | 77.1% |
| Direct |  | 33,747 |  | 15.9% |
| Referral |  | 9,504 |  | 4.5% |
| Organic Social |  | 1,738 |  | 0.8% |
| Unassigned |  | 220 |  | 0.1% |
| Paid Social |  | 75 |  | +0.0% |
| Email |  | 42 |  | +0.0% |
| Paid Search |  | 27 |  | +0.0% |
| Organic Video |  | 1 |  | +0.0% |

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| --- | --- | --- | --- | --- | --- | --- |
| **Top Traffic Sources** | | | | | | |
|  | | | | | | |
| **Session Source** |  | **Session Medium** |  | **Sessions** |  | **% Sessions** |
| google |  | organic |  | 154,449 |  | 72.7% |
| (direct) |  | (none) |  | 29,620 |  | 13.9% |
| bing |  | organic |  | 7,608 |  | 3.6% |
| yahoo |  | organic |  | 2,865 |  | 1.3% |
| autorama.com |  | referral |  | 2,691 |  | 1.3% |
| pheasantforever.org |  | referral |  | 1,894 |  | 0.9% |
| duckduckgo |  | organic |  | 1,590 |  | 0.7% |
| (not set) |  | (not set) |  | 1,205 |  | 0.6% |
| m.facebook.com |  | referral |  | 1,038 |  | 0.5% |
| usavolleyball.org |  | referral |  | 488 |  | 0.2% |
| nafwb.org |  | referral |  | 438 |  | 0.2% |
| americantheatreguild.com |  | referral |  | 355 |  | 0.2% |

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| **Top Landing Pages** | | | | | | |
|  | | | | | | |
| **Landing Page + Query String** |  | **Sessions** |  | **% Sessions** |  | **Bounce Rate** |
| / |  | 34,305 |  | 16% |  | 25.4% |
| /venue/music-hall/ |  | 21,701 |  | 10% |  | 15.5% |
| /downtown-kc/directions/ |  | 13,904 |  | 7% |  | 40.9% |
| /event/kcboat-and-fishing-show/ |  | 13,062 |  | 6% |  | 40.4% |
| /events/ |  | 11,217 |  | 5% |  | 36.3% |
| /event/kc-home-and-flower-show/ |  | 10,153 |  | 5% |  | 34.5% |
| (not set) |  | 10,064 |  | 5% |  | 97.6% |
| /event/kcsport-boat-outdoor-show/ |  | 9,080 |  | 4% |  | 38.1% |
| /event/world-of-wheels-2025/ |  | 9,041 |  | 4% |  | 50.4% |

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| **Device Category** | |
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| **Devise Category** | **Percentage Rate** |
| Mobile | 69.6% |
| Desktop | 29.2% |
| Tablet | 1.2% |
| Smart TV | 0.0% |

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| **Operating System** | | |
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| **Operating System** |  | **Active Users** |
| IOS |  | 79K |
| Android |  | 35K |
| Windows |  | 35K |
| Macintosh |  | 8K |
| Chrome OS |  | 1K |
| Linux |  | 1K |

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| **Screen Resolution** | | |
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| **Screen Resolution** |  | **Active Users** |
| 390 x 844 |  | 22K |
| 1920 x 1080 |  | 16K |
| 393 x 852 |  | 16K |
| 430 x 932 |  | 11K |
| 428 x 926 |  | 7K |
| 414 x 896 |  | 5K |
| 375 x 812 |  | 5K |

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| **Browser** | | |
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| **Browser** |  | **Active Users** |
| Safari |  | 75K |
| Chrome |  | 65K |
| Edge |  | 10K |
| Samsung Internet |  | 1.5K |
| Firefox |  | 1K |
| Safari (in-app) |  | 1K |

1. **SCOPE OF WORK**

Focusing on the elements contained within the project objectives, the results will in effect create a premium website to highlight our marvelous convention venues while meeting the needs of our potential clients.

1. **RESEARCH and ANALYSIS**
2. Conduct user research to understand the needs of our target audience.
3. Analyze other convention competitor websites and industry trends.
4. Redesign and launch a website to enhance user experience by ensuring intuitive navigation with a clean layout, optimal for mobile device responsiveness, uses engaging visuals and high-quality images of the facilities.
5. **User Experience:** Focus on improving user experience by making navigation intuitive, ensuring clear calls-to-action, and providing engaging content the keeps visitors on our site longer.
   1. **DESIGN & DEVELOPMENT**
6. Design and launch fully customized solutions with advanced functionalities, integrations with other systems, easy self-management, and a high-quality design.
7. Improved content strategy that provides detailed information about our various facility venues, including floor plans, seating capacities, available amenities, including testimonials, cases studies, success stories from past events, and a creative blog or resource section with industry insights and tips for event planners.
8. Construct a website using robust and scalable platforms that are flexible, informative, and easy to maintain content.
9. Search engines optimization (SEO) order to increase visibility by using relevant keywords related to convention facilities to improve search engine rankings. Also, optimize meta tags, headings, and image alt text.
10. **Keyword Research:**

Identify relevant keywords that our target audience is searching for. Use tools like Google Keyword, SEmrush, or Ahrefs to find keywords with good search volume and low competition.

1. **On-Page Optimization:**

Title Tags include primary keywords in the title tags while keeping them compelling. Meta Descriptions to write concise meta descriptions that incorporate keywords and encourage clicks. Header Tags in the use of H1, H2, and H3 tags appropriately to structure your content and include keywords. Alt Text for Images to describe images with relevant keywords to improve visibility in image search results.

1. **Quality Content Creation**:

Create high-quality informative and engaging content that answers users’ questions and meets their needs. Regularly update blog resources to keep content fresh.

1. **Mobile Optimization:**

Ensure websites are responsive and perform well on mobile devices, as Google prioritizes mobile-friendly sites in rankings.

1. **Page Speed Optimization:**

Improve loading times by optimizing images, leveraging browser caching, and minizine HTTP request. Use tools like Google pageSpeed Insights to Identify areas for improvement.

1. **Internal Linking:**

Use internal links to guide visitors to relatable content on our site, which helps with navigation and distribute link equity across pages.

1. **Backlink Building:**

Acquire high-quality backlinks from authoritative sites in the convention industry. It can be done through blogging, partnerships, or creating sharable content.

1. **Local SEO:**

Optimize for local searches by creating a Google My Business listing, ensuring consistent NAP (Name, Address, Phone Number) across directories, and gathering customer reviews.

1. **Technical SEO**:

XML Sitemap by creating and submitting an XML sitemap to search engines to help index our pages. Robots.txt File use this file to guide search engines crawlers on which pages to index and which to avoid. Fix Broken Links by regularly checking for and fix broken links to enhance user experience and maintain authority.

1. Incorporate booking and inquiry features for integrated user-friendly booking systems or inquiry forms and provide clear pricing information and package options for potential clients.
2. Creating a visual appeal by having the ability to use high-quality images, videos to highlight events held at our facilities, having the capabilities to utilize modern design trends, such as parallax, and interactive elements.
3. Integration content with social media to include social media links, share buttons to enhance visibility and to highlight social proof by embedding reviews or social media feeds.
4. Implement a calendar feature that displays upcoming events and availability and allows users to filter events by type or date.
5. Accessibility compliance to ensure the website meets standards (e.g., WCAG) for users with disabilities.
6. Integrated management systems that have the ability to evaluate analytics and performance tracking. Easy setup tools like Googles Analytics to monitor traffic user behavior and have the ability to regularly analyze data to improve user experience and engagement.
7. **Monitoring and Analytics:**

Use tools like Google Analytics and Google Search Console to monitor our website performance, track traffic, and identify areas that need improvement.

1. A platform designed to have contact and support options that provide multiple contact methods (phone, email, live chat), and offers resources like FAQs to assist potential clients.
2. Security features that implement SSL encryption and ither security measures to protect user data.
3. An integrated platform to ensure consistent branding throughout the website, reflecting the Kansas City Convention and Entertainment Facilities indent and values.
4. **TESTING**
5. Conduct thorough testing for functionality, usability, and performance across all devices.
6. **LAUNCH AND SUPPORT**
7. Aid with the launch of new website.
8. Provide ongoing maintenance, hosting support, and updates costs for specified period post launch.
9. **PROPOSAL REQUIREMENTS**
10. Proposals should include:
11. A brief company overview, including relevant experience and qualifications.
12. Examples of previous work (portfolio).
13. Propose project timeline and milestones.
14. Detailed pricing structure, including all costs.
15. Clients’ references.
16. **EVALUATION CRITERIA**
17. The website committee will assess proposals based on the following:
18. Relevant experience and expertise.
19. Creativity and quality of previous work.
20. Proposed timeline and adherence to budget.
21. Client references and feedback.