

NORTH Little Rock TOURISM

REQUEST FOR QUALIFICATIONS

Website Redesign

Issue date: 8/25/2025

Questions Deadline: 10/01/2025 @ 4:00 p.m. Central

(All questions regarding this RFQ shall be submitted in writing and directed to the contact below.)

Response Deadline: 10/31/2025 @ 4:00 p.m. Central

North Little Rock Tourism (NLRT) is seeking qualified firms for planning, redesigning, rebuilding, and hosting northlittlerock.org.

After all responses have been reviewed, the selected firm will be invited to negotiate a contract with North Little Rock Tourism.

Please do not include any pricing or fees in the files you submit. The inclusion of pricing will result in the submission being disqualified. Pricing will be determined after the qualification phase. In order that the selection process is as objective as possible, please do not contact any staff other than noted below.

Contact Information

Contact: Everett Gaither
Senior Marketing Manager

Email: everett@northlittlerock.org

1 RFQ Terms and Conditions

1. **SUBMISSION ADDRESS AND DEADLINE.** Response must be **electronically** submitted directly to NLRT Sr. Marketing Manager, Everett Gaither, by the submission deadline as stated on the cover page. Responses received after closing time and date will not be considered.
2. **SIGNATURES:** All Responses are required to be signed by an authorized representative of the submitting person or entity on Attachment I. Responses received unsigned will be disqualified and not considered.
3. **ALTERING RESPONSES:** Responses cannot be altered, amended or withdrawn after the submission deadline.
4. **WITHDRAWAL OR REJECTION:** NLRT reserves the right to withdraw the Request for Qualification for any reason. NLRT further reserves the right to accept or reject part or all any responses received.
5. **INCURRING COSTS:** NLRT is not liable for any cost or expenses incurred by the respondent or any other person or entity in the preparation of their response (including, without limitation, for attendance at any meetings related to this Request for Qualifications.)
6. **DISCLOSURE OF RESPONSE CONTENTS:** Responses received by NLRT are not confidential and could be subject to the Arkansas Freedom of Information Act (FOIA). All material submitted becomes property of NLRT.
7. **RELATIONSHIPS:** Respondent must disclose in its response any relationship to any NLRT employee or A&P Commissioner whether it is ownership, business relationship, family, etc. on Attachment I. NLRT must have adequate information from the response to determine if any potential conflict may exist.

2 About Us

The North Little Rock Advertising and Promotion Commission governs North Little Rock Tourism, which is the official destination marketing organization for the City of North Little Rock, charged with marketing and selling the city as a meeting, sports, and leisure travel destination. North Little Rock's significant markets are sports, outdoor recreation, art, culture, and history. The NLRT also manages the Downtown Riverside RV Park and Argenta Plaza.

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OBJECTIVE

NLRT desires a powerful online presence for North Little Rock, as a travel destination. We are seeking a contractual relationship to redesign, provide maintenance, and host **NorthLittleRock.org**. The NLRT requires a mobile-first responsive design website that adapts to as many platforms and mobile devices as possible as well as ADA compliant based on WCAG.

NLRT seeks to actively discuss design, information architecture, and strategies for moving forward. Our CEO, COO, and Sr. Marketing Manager will play primary roles, with input from other departments. We would like to select the design and ensure integration of all features and that northlittlerock.org will provide visitors with the content in a way that is compelling and easy to navigate and search.

NLRT seeks majority of control over the website design and structure so frequent updates and edits may be performed. Therefore, we are requesting the sites be built on a non-proprietary, robust, versatile, and customizable platform. All sites **must** integrate/ connect with NLRT's **CRM (Tempest/iDSS)** including but not limited to restaurants, hotels, attractions, and calendar of events that are searchable by a variety of criteria. A user-friendly custom form creation and processing tool is required as well as the flexibility to allow multiple users with different levels of security.

LIMITATIONS OF CURRENT WEBSITE

- Does not have a responsive design, including intuitive navigation to all segments of website.
- Does not have interactive graphical neighborhood maps that encompasses shopping, dining, attractions, lodging listings with hover and click features and full neighborhood descriptions.
- Does not have media/press room section with information about NLRT services for journalists, or a current "news" section of recent news items with links and photos.
- Does not have the ability to upload PDF documents that are easy to download and are searchable.
- Does not have an itinerary-builder or trip planner.
- Does not have Google maps integration for all listings Blog-style pages templates that give a short "snippet" of an article, and then a link to the full version.
- Does not have the ability to generate interactive forms and requests that will integrate with Tempest/iDSS.
- Does not provide clear navigation to external sites managed by NLRT to include <https://northlittlerockap.org/>
- Does not have integration with NLRT's CRM which is iDSS.
- Does not have a visual impaired widget.

SCOPE OF WORK

NorthLittleRock.org is visited by our residents, visitors, partner organizations, meeting planners, sports rights holders, members of the travel trade, tour operators, and travel media. With that in mind, please address your qualifications and ability to provide services in these areas:

PROJECT PLAN & DELIVERABLES:

- Create a project plan and timeline including data integration strategy with information from existing database.
- Provide detailed site map.
- Troubleshooting for all features prior to deployment on the live site (pre- and post- launch).
- Consult on metrics, report progress, analyze numbers against other destinations in our competitive set, and help us achieve our goals.
- Improve inbound traffic from search engine optimization (SEO) – provide a detailed description of SEO services, processes, and methodologies, as well as a description of tools, resources and equipment used for SEO implementation. Also provide a description of SEO analysis, tracking, and reporting.
- NLRT will require capturing and reporting statistical data and traffic to all websites, micro-sites and landing pages. Also adding pixels to be used on every page. Firms should submit a detailed description of the Web analytics and tracking tools that will be provided for this project. Currently Google Analytics configuration is being used.
- Quarterly review and reports that provide site analytics and analysis.
- Assigned personnel to provide management services post-launch for website, and ongoing maintenance.
- The redesign will introduce pillar pages that provide comprehensive overviews of main topics and cluster content that explores subtopics in depth.
- It will feature an intuitive and visually engaging UI/UX to enhance. Additionally, the incorporation of high-quality images, videos, and interactive elements will create a more dynamic and immersive platform for visitors.
- Quarterly review of and recommendations for SEO language and AI language.
- Quarterly meeting to discuss new trends, updates and possible added features.

CMS & DATABASE

- Advanced admin permissions must permit modification of navigation headers and footers. A firm may provide a detailed description of the proposed CMS including technical details and functional capabilities, as well as examples of websites the firm has developed using the proposed CMS.
- CMS & CRM, Tempest/iDSS, must have the capability to add websites in the future.
- Ability to allow multiple users at different levels of security.
- Development of CMS manual, if needed, and provide CMS training for staff.

- The CMS must allow website forms to communicate with our CRM, Tempest/iDSS.
- SSL certification.
- Data protection compliance.
- API integrations.
- Full access to modify CSS and HTML.

SITE FEATURES: (this does not represent a complete and comprehensive list of all needed navigation and site pages)

- Responsive Design, including easy and intuitive navigation to all segments of the website.
- Universal site search, print, and map options.
- Accessible website based on AAA 2.2 guidelines.
- Feature social media accounts.
- Sub-pages for niche audiences to include but not limited to diverse cultures, cycling and other outdoor recreation, LGBTQ, faith-based, agriculture, etc.
- A calendar of events function that returns from several user-defined variables and integrates with Yodel or a similar program.
- Sections featuring dining, attractions, accommodations, shopping, day trips, transportation, events, meeting and event facilities, local convention resources, etc. to assist in travel planning and inspire visitation.
- Comply with and creatively reflect our current branding. NLRT will assist with all assets, including graphics and photography, and copywriting.
- Interactive graphical map to encompass shopping, dining, attractions, lodging listings with hover and click features and full neighborhood descriptions.
- Media/Press Room section with information about NLRT offerings and services for journalists, a current “News” section of recent news items with links and photos – (archive by date) including recent news clippings (pdfs and thumbnails) and highlight destination awards received.
- Ability to upload PDF documents that are easy to download and searchable.
- Itinerary-builder or trip planner.
- Google maps integration for all listings Blog-style page templates that give a short “snippet” of an article, then a link to the full version.
- Create the ability to generate interactive forms and requests that will integrate with Tempest/iDSS. Forms to include but not limited to newsletter sign up, fulfillment request, media request, group sales RFPs and service requests.
- Provide clear navigation to external sites managed by NLRT including <https://northlittlerockap.org/>.
- Reinforces the principles of safe, responsible, diverse, and inclusive travel.
- Weather Widget.
- Language Translation Widget.
- Visual Impaired Widget

SITE GOALS:

- Pull into AI search/outputs.
- Increase organic search rankings.
- Increasing traffic, page views, fulfilling more requests for visitor information packets and increasing e-newsletter signups, media requests, and meeting and event RFP submissions.
- Inspire prospective visitors, tour operators, meeting/convention planners and sports rights holders to select North Little Rock.
- Assist with travel planning.
- Encourage extending the length of stay by highlighting things to see and do without overwhelming website visitors with too much content.
- Facilitate business for our partners by generating clicks to their sites and other means of contact.
- Facilitate requests for our meetings guide, completed via direct mail and/or digital download.
- The site should be equipped to build microsites for various partners and incoming convention planners, one day events, or week-long festivals. The microsites should be searchable and incorporate information from all website elements including partner data, calendar of events, mapping, and special offers.
- Any solutions provided must be compliant with the Payment Card Industry Data Security Standard (PCI DSS). The collection of personal identifiable information (PII) or payment information is discouraged and possibly prohibited depending on how the data is being utilized. All reasonable efforts should be made to protect user information using PCI DSS compliant means, whether at rest or in transit. Any solution needing this type of data storage or transmittal must be approved by the President & CEO before implementation.
- Build leisure and group travel in drive and short-haul markets; extend reach in long-haul markets.
- Extend visitor stay and spend.
- Maintain sustainable and responsible travel messaging.
- Create diverse and inclusive content and programming.
- Boost visitors in off-season and shoulder seasons.
- Identify existing content from the current website that can be re-purposed for the new website and opportunities for improvement and expansion.
- Conduct a thorough audit of the accessibility features of the current website and deliver recommendations to correct issues and ensure northlittlerock.org is ADA compliant and provides an inclusive and accessible experience to all users.
 - Visual: Alternative text, use of keyboard and not mouse to navigate the page. Accessible to blind or limited-vision users.
 - Hearing: Captioning, visual indicators in place of audio cues.
 - Cognitive: An uncluttered screen and plain language.
- Meet NLRT team to understand the needs and uses of all departments.

WEBSITE HOSTING AND SUPPORT

- Hosting must guarantee 99% uptime, remote backups with NLRT access, 24/7/365 technical support, and a disaster recovery plan, as well as monitoring and reporting for site and server outages.
- NLRT current Name Server registrations.
- Hosting must guarantee NLRT ownership of site, data, and content.
- Implement a robust CMS with capabilities including but not limited to:
 - Dynamic content
 - Image/video hosting
 - Alternative text
 - Alternative language
 - Map Integration
 - Ad-units
 - Internal/external tags for team members and users
 - Integration with CRM platform
 - Integration with email marketing platform
 - Integration with Visit Widget
- Provide in-depth training on the CMS to ensure NLRT team members are skillfully adept at managing the CMS.
- Provide access to a knowledge base.
- Ongoing optimization and monitoring of website and maintenance of metadata including keywords, page titles, meta tags, etc.
- Search Engine Optimization (SEO) services include:
 - Annual SEO plan that details search engine rankings, website traffic, conversions, etc.
 - Google Analytics, Google Tag Manager and Google Search Console support.
 - On-page optimization.
 - Competitive analysis.
 - Keyword research and analysis.
 - Redirects and friendly URLs.
 - Campaign tracking.
 - Recommended actions for improved website performance and content.
- Deliver monthly SEO report.

Evaluation and Scoring

Interested individuals or firms shall provide a written response that will include a description of the firm as well as a short biography of all personnel who will have direct involvement on the account, the approach the firm will take to address the Scope of Services, and references. Once responses are reviewed, firms will be scored according to the scoring rubric provided below. All documents that the firm prepares as a part of this service agreement will be the property of NLRT and subject to all open disclosure laws including the Arkansas Freedom of Information Act.

Scoring

Experience and Qualifications (25%)

The responses will show recent, relevant experience of the firm, with relation to the work in the Scope of Services and on similar contracts. Respondent should give specifics to prove successful performance of those services and the firm's understanding of the requirements. List individuals that will be used on the engagement. This includes use of sub-contractors, as well, if applicable. Preference will be given to firms that have previous experience in developing websites for DMOs.

Approach and Process (25%)

Outline the approach that respondent will take with regards to how the Scope of Services will be attained, including items such as planning, strategizing, and overall implementation will take place. Please include a proposed project plan and timeline. Sample reports, sample graphs, and other visual documentation, if applicable within the Scope of Services, should be included.

Functionality and Technical Integrations (20%)

Outline the approach that respondent will take with regards to functionality of the website and integrations, particularly with our existing CRM, Tempest/iDSS.

Design and Innovation (20%)

Outline the innovative and design elements that you propose including in the website that will set NLRT apart from other destinations.

References (10%)

List of three (3) current or recent references of similar work, within the last three (3) years should be included. Include the name, telephone number, and address of a contact person who may be contacted for verification of all data submitted. Include service dates as well as a summary of the services provided, and results achieved. Preference will be given to firms with Destination Marketing Organization references. NLRT may invite top scoring firms to do an interview. NLRT holds the right to not conduct interviews.

Submission Requirements

- Company background and relevant experience.
- Portfolio of similar projects (preferably in tourism or destination marketing).
- Approach to project execution and timeline.
- References from past clients.
- Conflict of Interest Information
- Signed Respondent Information Form

**NORTH LITTLE ROCK TOURISM
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Respondent Information

Company Name: _____

Contact Name: _____

Address: _____

Phone: _____

Email: _____

Comments: _____

I verify that I am authorized to represent and bind for this company. I also verify that all necessary documents are attached to this response and are checked below:

_____ Company background and relevant experience.

_____ Portfolio of similar projects (preferably in tourism or destination marketing).

_____ Approach to project execution and timeline.

_____ References from past clients.

_____ Conflict of Interest Information

_____ Signed Information Form

Print Name

Signature

Title

Date