



Request for Proposals

Williston Convention & Visitors Bureau Website

www.visitwilliston.com

The Williston Convention & Visitors Bureau (CVB) is looking to redesign, refresh, and rehost the current Visit Williston website (www.visitwilliston.com). Through a Request for Proposal (RFP) process, the CVB is seeking interested vendors capable of building and designing a new website platform in collaboration with the CVB team, providing site hosting services, and performing long-term support and maintenance.

1 | About the Williston CVB

The Williston CVB is a destination marketing organization for Williston, North Dakota. Our mission is to improve the quality of life in Williston by providing visitor services and promoting and developing Williston as a destination for business and leisure travel, group tours, and conventions. Our goal is to inspire and bring people to our community for leisure travel, meetings, conferences, tournaments, and tradeshow.

2 | Current Website Elements

- Content is managed and served through a custom Content Management System (CMS). The most recent design/structure iteration of the website was launched in 2024.
- Current third-party integrations:
 - Yodel Event Calendar
 - Crowdriif
 - Stripe for credit card processing
 - Google Analytics 4 (GA4)
 - Social Media Platforms (Facebook and Instagram)
 - CRM - IDSS
- Most website visitors are searching for things to do and that has been the focus of recent content creation.

3 | Key Future Website Features

The new website of the Williston CVB will:

- Use vibrant customer-provided photos and video to inspire visitors to travel to the area.
- Provide an engaging, interactive experience that amplifies our destination and community assets while effectively resonating with target markets, including but not limited to, leisure, group, business, sports, and Canadian travelers.
- Be user-friendly for visitors on both mobile and desktop devices.
- Be supported by a Content Management System (CMS) that allows several users to make changes and updates to the structure, content, and visuals of the website without day-to-day assistance from the vendor.
- Highlight partner listings to increase visibility.
- Provide a streamlined solution for event registration and payment.



- Consumer and leverage services provided but our current Customer Relationship Management tool, IDSS.
- Allow for comprehensive site search across all pages.
- Have robust form functionality, allowing for the creation of web forms for visitors and customer-focused applications.
- Allow for the creation of custom page templates but also have built-in styles for commonly used webpage features such as fonts and headings.
- Be hosted by the website agency/vendor in either a private cloud environment or on a commercial cloud platform.
- Meet WCAG 2.1 Level AA standards for websites in compliance with the Americans with Disabilities Act.
- Retain the current domain of visitwilliston.com.

4 | Required Website Analytics, Marketing Technology and Access Functions

The future *Visit Williston* website should:

- Support current and future analytics, advertising, tracking, personalization, and marketing technologies, including Google Analytics 4 (GA4) and Google Tag Manager (GTM).
- Be designed to accommodate future marketing and technology integrations without significant redevelopment or vendor dependency.
- Support applicable privacy requirements, Client policies, and user consent preferences where applicable.

The selected vendor shall:

- Implement and test agreed-upon analytics, events, and conversion tracking in accordance with industry best practices.
- Provide a beta site (or similar development environment) during the development phase.
- Provide documentation prior to project completion covering applicable analytics and tracking configurations, integrations, user permissions, and administrative access.

The Client shall retain full ownership and administrative access to all website-related systems, accounts, and digital assets, including:

- CMS
- Hosting
- Domain/DNS
- Analytics
- Tag management
- Search
- Advertising platforms
- Marketing technology platforms

Vendors shall:

- Not be the sole owner or administrator of any Client system or account.



- Ensure access is not subject to proprietary restrictions or configurations that unreasonably limit future access, maintenance, migration, integration, or management.
- Allow access by Client-authorized agencies, developers, consultants, and other third parties.

The CMS shall:

- Support 10 or more users.
- Provide role-based editing permissions, or other similar permissions hierarchy.
- Allow authorized users to easily update content and visuals through a user-friendly, what-you-see-is-what-you-get (WYSIWYG) editor.
- Support future access, maintenance, migration, integration, and management without unreasonable vendor restrictions.

5 | Budget and Timeline

The *Visit Williston* website will lose web support from our current vendor in March 2027. While the website will still be hosted, we will be unable to effectively update and enhance our website on our own. Given this situation, we can begin working on content curation and website structure as soon as the contract is awarded. Our goal is to launch the new website by Spring 2027.

Due to the unforeseen need to rebuild the website so quickly after our last update two years ago, funds for this project were not allocated in 2026 and instead budgetary accommodations have been made for the 2027 budget year, which begins January 1.

An ideal payment schedule would include all payments being made in 2027.

6 | Minimum Agency/Vendor Requirements

- Must have experience servicing destination marketing organizations
- Must demonstrate the ability to create a visually compelling, story-driven website that inspires travel and engagement for diverse target audiences.
- Must be able to provide examples of client history that demonstrates comparable service experience.

7 | Proposal Requirements

Proposals should be emailed as a PDF attachment to Amy Krueger, CVB Executive Director at amyk@ci.williston.nd.us, no later than 5:00 pm CT on Thursday, September 17, 2026.

The proposal must include the following information and be organized in a way that all information is clearly identifiable:

- Cover Letter signed by a representative of the company who is authorized to bind the agency in a contract
- Agency/Vendor Introduction. Include:
 - Company name, address, and website
 - Primary contact person, title, phone number and email address
 - Number of employees

- Short bios of staff that would be assigned to this project (noting subcontractors if any used), including experience with similar projects.
- Name and qualifications of the project manager and user design lead(s) that would be assigned to this project
- Detailed project timeline, including milestones and deadlines
- Quote for services including research, meetings, website design, content migration, and hosting fees, with a schedule of any fees that may be incurred outside of the base pricing (e.g. annual maintenance or subscription fees).
 - Additional or optional modules/services should be identified as their own line item.
 - Travel for any proposed site visits must be separately identified and itemized.
- Description of how agency/vendor will fulfill the key website features as stated in Section 3 of the RFP
- Information for three client references from projects similar in scope. Include contact name(s), phone number(s), and website(s).

8 | Evaluation Criteria

Proposals will be reviewed by Williston CVB Staff and the CVB Board of Directors. The final selection of an agency/vendor will be based on:

- Ability for proposed vendor to meet the functional and technical desired website qualities
- Portfolio of work provided
- Cost
- References
- Any other criteria deemed to be relevant by the Williston CVB Staff and/or Board of Directors

During the evaluation process, the CVB may contact the proposing vendor for further clarification or explanation.

9 | Timeline

- RFPs are due by Thursday, September 17, 2026, at 5:00 pm CT
- Selected agency/vendor will be notified by Thursday, October 1, 2026; Agencies/Vendors of proposals that were not selected will be notified thereafter
- Work to begin on or about October 15, 2026
- Website release Spring of 2027