



REQUEST FOR PROPOSAL (RFP #FY2027-02)
Website Rebuild

Professional services including, but not limited to, creative development, design, user experience, SEO, and programming associated with a rebuild and reorganization of visitmccall.org.

RFP Issue Date: March 2, 2026

RFP Submittal Date: 5:00 pm, Mountain Time March 27, 2026

RFP Contact:

Sheila Francis | Executive Director

PO Box 350 | 605 N 3rd Street

McCall, ID 83638

director@mccallchamber.org

208.634.7631

March 2, 2026

To Prospective Bidders:

We, The McCall Area Chamber of Commerce & Visitors Bureau, are seeking a full redesign and rebuild of VisitMcCall.org to function as the primary digital marketing and conversation platform for tourism promotion, visitor planning, and economic impact growth.

The McCall Area Chamber of Commerce and Visitors Bureau funds its public travel and tourism marketing programs solely through the Idaho Travel Council Grant Program, a program which requires an RFP process. We'll try to keep things simple!

We're looking for a simple, straightforward proposal from your agency. Ideally, we would love to know a bit about your culture and approach, then get to the numbers. We are NOT asking for any custom work product from you, and we will take the time to review your website to understand your style, see past work samples, and meet your team.

The McCall Area Chamber of Commerce and Visitors Bureau does not yet have a dedicated budget for this project. Based on the proposals we receive, we will apply for funds in the next grant cycle—placing this project's start date around August 1, 2026.

Thank you for taking the time to review our RFP and consider partnering with us. We're excited about the potential to work together and look forward to exploring what we can accomplish!

Sincerely,

Sheila Francis
Executive Director
director@mccallchamber.org

Schedule of Events

RFP Released.....	March 2, 2026
Deadline for Receipt of Written Inquiries.....	March 13, 2026
Written Responses Distributed.....	March 20, 2026
Proposal Due Date.....	March 27, 2026
Evaluation Committee Meeting.....	Week of April 6, 2026
Interviews (if deemed necessary).....	Week of April 13, 2026
Contract Awarded.....	April 28, 2026

NOTICE

From the issuance date of this RFP until a contractor(s) is selected and the selection is announced, offerors are not allowed to communicate with any McCall Area Chamber and Visitors Bureau staff or affiliated board members regarding this procurement, except at the discretion of Sheila Francis, Executive Director. Any unauthorized contact may disqualify the offeror from further consideration.

Contracts Officer: Sheila Francis
Telephone Number: 208.634.7631
Email Address: director@mccallchamber.org

SECTION 1: Company Background

The McCall Area Chamber of Commerce and Visitors Bureau is committed to maintaining a desirable quality of life featuring year-round recreational opportunities as well as a thriving economic climate. We work with local businesses, non-profits, citizen groups, city governments and several outlying communities to see that growth is directed in a positive and beneficial manner. The Chamber is the concerted voice of local businesses that promotes and protects their interests and the community's as a whole.

The McCall Area Chamber of Commerce and Visitors Bureau funds our marketing programs solely through the Idaho Travel Council (ITC) Grant Program. Created in 1981, the Idaho Regional Travel and Convention Grant Program is funded through a two percent (2%) tax on the sale of hotels, motels, and private campground accommodations. Each year, the McCall Area Chamber of Commerce and Visitors Bureau applies for funds and is awarded a sum based on money available from the 2% lodging tax, or "heads in beds" tax.

We have worked hard to grow our marketing program and earn the respect of the Idaho Travel Council through our efficient, data-driven campaigns. Over the past 15 years, our grant award has grown from \$52,800 in 2010 to \$500,000 in 2025. That budget is segmented into several major categories including advertising, content creation, website, market research, public relations, co-grantee projects, and grant administration.

SECTION 2: Scope of Work

The McCall Area Chamber of Commerce and Visitors Bureau is seeking proposals for a full redesign and rebuild of VisitMcCall.org. The website must function as the primary digital marketing and conversion platform for tourism promotion, visitor planning, and economic impact growth.

Our current website is built on a WordPress platform with a variety of plugins and extensions.

Project Goals:

- Increase overnight visitor conversion
- Improve mobile user experience and design
- Balance tourism with membership representation
- Improve SEO architecture and ranking for key tourism queries in partnership with JTree (current SEO provider)
- Strengthen seasonal campaign landing pages
- Improve event and lodging discoverability
- Integrate all membership representation with robust business directory
- Build an owned audience (email capture)
- Improve analytics and attribution tracking

Scope of Work & Deliverables

Discovery & Strategy <ul style="list-style-type: none"> • Project roadmap • Sitemap • UX wireframes • SEO architecture outline 	
Design & User Experience <ul style="list-style-type: none"> • Mobile-first responsive design • ADA accessibility compliance • Seasonal homepage modularity • Landing page templates for campaigns • Interactive itinerary features • Integrated events calendar • Integrated lodging directory • Clear call-to-action hierarchy 	<i>Deliverables:</i> <ul style="list-style-type: none"> • Homepage mockups • Template designs • Style guide • Component library
Development <ul style="list-style-type: none"> • CMS-based (must be easily editable by staff) • Scalable architecture • SEO-optimized structure • Page speed optimization • Secure hosting recommendation • CRM/email integration capability 	<i>Deliverables:</i> <ul style="list-style-type: none"> • Fully functional staging site • CMS training for staff • Documentation • Post-launch technical support (minimum 30 days)

<ul style="list-style-type: none"> • Pixel and tracking integrations (GA4, Meta, Google Ads) • Search functionality improvement • Events and business listing functionality management 	
<p>Content Migration & Enhancement</p> <ul style="list-style-type: none"> • Migration of existing content • SEO improvements to priority pages • Seasonal landing page creation • Campaign-ready content structure 	<p><i>Optional:</i></p> <ul style="list-style-type: none"> • <i>Copywriting for core evergreen pages</i> • <i>Photography or visual integration</i>
<p>Analytics & Conversion Tracking</p> <ul style="list-style-type: none"> • GA4 implementation • Event tracking • Scroll tracking • Campaign attribution setup • Goal tracking (email signups, click-to-book, itinerary downloads) • Run-of-site ad integration 	<p><i>Deliverables:</i></p> <ul style="list-style-type: none"> • Reporting dashboard • Analytics training
<p>Timeline & Budget</p> <ul style="list-style-type: none"> • Project timeline (target completion 6–9 months) • Clear milestone schedule • Payment structure • Post-launch maintenance options 	

SECTION 3: Our Ask

We realize that a project like this is difficult to estimate without some detailed planning sessions. What we are looking for is an introduction to your company culture, your billing structure, and how you would approach this project. Ideally, we are after a ballpark budget range so that we can work on securing the necessary funding to proceed with this project.

We would ask for the following:

- An introduction to your company—your mission, how you approach a project, your culture...what makes you, you?
- Explain your billing approach. Would a website project like this be based on an hourly rate, project rate, or other structure?
- How would budgeting be tracked to ensure we are both on the same page and there are no surprises?
- Are there any services for which you do not charge? If so, can you provide an explanation of how non-billable services are determined?

SECTION 4: Evaluation Criteria

The marketing committee will evaluate submitted proposals in a two-stage process. Stage one will consist of a scored process based on the submitted proposals as outlined below. Once proposals are scored, the committee will be scheduling interviews with the top two or three candidates.

The final award will be based on the offeror's proposal and interview. We are not necessarily looking for the lowest price, we are looking for the best value.

Agency Evaluation Form

Agency/Vendor Background

	Does Not Apply				Very Much Applies
The overall reputation of this agency is very good	1	2	3	4	5
Has a fair amount of experience in our field of business/sector/category	1	2	3	4	5
We would be an important client for this agency (e.g. % of revenue, client list boost etc.).	1	2	3	4	5
There is absolutely no issue of conflict with other existing accounts of theirs	1	2	3	4	5

Comments on Agency Background

People & Chemistry

	Does Not Apply				Very Much Applies
The Agency people convey enthusiasm, energy and positivity	1	2	3	4	5
They are commercially minded and not creative/artistic just for the sake of it	1	2	3	4	5
They give the overall impression that they understand our brand and market	1	2	3	4	5
They give the overall impression that they understand our goals	1	2	3	4	5
They are experienced and specialized	1	2	3	4	5
They are professional and trustworthy	1	2	3	4	5

We are offered a dedicated Team, within which it is clear who does what	1	2	3	4	5
They are easy to reach and always available for us	1	2	3	4	5

Comments on People & Chemistry

Budget

	Does Not Apply				Very Much Applies
The Agency fees are clear	1	2	3	4	5
The Agency fees are reasonable	1	2	3	4	5
We see value in the overall pricing structure	1	2	3	4	5

Comments on Budget

For Existing/Previously Contracted Vendors/Agencies

	Does Not Apply				Very Much Applies
They delivered services on or before deadline	1	2	3	4	5
We were satisfied with the quality of their work	1	2	3	4	5
We felt their communication about the projects was thorough yet efficient	1	2	3	4	5
We feel they are a valuable partner for the McCall Area Chamber of Commerce	1	2	3	4	5

Overall:

Main reasons that we should consider them:

Main reasons that we should NOT consider them:

Standard Terms and Conditions

By submitting a bid, proposal, or limited solicitation, or acceptance of a contract, the vendor agrees to the following binding provisions:

ACCEPTANCE/REJECTION OF BIDS, PROPOSALS, OR LIMITED SOLICITATION RESPONSES: McCall Area Chamber of Commerce and Visitors Bureau reserves the right to accept or reject any or all bids, proposals, or limited solicitation responses, wholly or in part, and to make awards in any manner deemed in the best interest of McCall Area Chamber of Commerce and Visitors Bureau. Bids, proposals, and limited solicitation responses will be firm for 30 days, unless stated otherwise in the text of the invitation for bid, request for proposal or limited solicitation.

ACCESS AND RETENTION OF RECORDS: The contractor agrees to provide McCall Area Chamber of Commerce and Visitors Bureau, Grant Auditor, Idaho Department of Tourism and the Idaho Travel Council, their authorized agents, access to any records necessary to determine contract compliance. The contractor agrees to create and retain records supporting the services rendered or supplies delivered for a period of three years after either the completion date of the contract or the conclusion of any claim, litigation, or exception relating to the contract taken McCall Area Chamber of Commerce and Visitors Bureau or third party.

ASSIGNMENT, TRANSFER AND SUBCONTRACTING: The contractor shall not assign, transfer or subcontract any portion of the contract without the express written consent of McCall Area Chamber of Commerce and Visitors Bureau.

COMPLIANCE WITH LAWS: The contractor must, in performance of work under the contract, fully comply with all applicable federal, state or local laws, rules and regulations. Any subletting or subcontracting by the contractor subjects subcontractors to the same provision. The contractor agrees that the hiring of persons to perform the contract will be made on the basis of merit and qualifications and there will be no discrimination based upon race, color, religion, creed, political ideas, sex, age, marital status, physical or mental disability, or national origin by the persons performing the contract.

CONFORMANCE WITH CONTRACT: No alteration of the terms, conditions, delivery, price, quality, quantities, or specifications of the contract shall be granted without prior written consent of McCall Area Chamber of Commerce and Visitors Bureau. Supplies delivered which do not conform to the contract terms, conditions, and specifications may be rejected and returned at the contractor's expense.

DEBARMENT: The contractor certifies that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction (contract) by any governmental department or agency. If the contractor cannot certify this statement, attach a written explanation for review by the State.

DISABILITY ACCOMMODATIONS: McCall Area Chamber of Commerce and Visitors Bureau does not discriminate on the basis of disability in admission to, access to or operations of its programs, services

or activities. Individuals, who need aids, alternative document formats, or services for effective communications or other disability-related accommodations in the programs and services offered, are invited to make their needs and preferences known to this office. Interested parties should provide as much advance notice as possible.

FAILURE TO HONOR BID/PROPOSAL: If a bidder/offeror to whom a contract is awarded refuses to accept the award (PO/contract) or, fails to deliver in accordance with the contract terms and conditions, McCall Area Chamber of Commerce and Visitors Bureau may, in its discretion, suspend the bidder/offeror for a period of time from entering into any contracts with McCall Area Chamber of Commerce and Visitors Bureau.

HOLD HARMLESS/INDEMNIFICATION: The contractor agrees to protect, defend, and save McCall Area Chamber of Commerce and Visitors Bureau, its elected and appointed officials, agents and employees, while acting within the scope of their duties as such, harmless from and against all claims, demands, causes of action of any kind or character, including the cost of defense thereof, arising in favor of the contractor's employees or third parties on account of bodily or personal injuries, death, or damage to property arising out of services performed or omissions of services or in any way resulting from the acts or omissions of the contractor and/or its agents, employees, representatives, assigns, subcontractors, except the sole negligence of McCall Area Chamber of Commerce and Visitors Bureau, under this agreement.

INTELLECTUAL PROPERTY: All patents and other legal rights in or to inventions arising out of activities funded in whole or in part by the contract must be available to McCall Area Chamber of Commerce and Visitors Bureau for royalty-free and nonexclusive licensing. The contractor shall notify McCall Area Chamber of Commerce and Visitors Bureau in writing of any invention conceived or reduced to practice in the course of performance of the contract. McCall Area Chamber of Commerce and Visitors Bureau shall have a royalty-free, nonexclusive and irrevocable right to reproduce, publish or otherwise use and authorize others to use, copyrightable property created under the contract.

Furthermore, all creative assets developed within the scope of the contract, and utilized for the purposes of promoting the McCall Area and the McCall Area Chamber of Commerce and Visitors Bureau will be provided to McCall Area Chamber of Commerce and Visitors Bureau.

LATE BIDS AND PROPOSALS: Regardless of cause, late bids and proposals will not be accepted and will automatically be disqualified from further consideration. It shall be solely the vendor's risk to assure delivery at the designated office by the designated time. Late bids and proposals will not be opened and may be returned to the vendor at the expense of the vendor or destroyed if requested.

PAYMENT TERM: All payment terms will be computed from the date of delivery of supplies or services OR receipt of a properly executed invoice, whichever is later. Unless otherwise noted, McCall Area Chamber of Commerce and Visitors Bureau is allowed up to 90 days to pay such invoices.

SEPARABILITY CLAUSE: A declaration by any court, or any other binding legal source that any provision of the contract is illegal and void shall not affect the legality and enforceability of any other provision of the contract, unless the provisions are mutually dependent.

SHIPPING: Supplies shall be shipped prepaid, F.O.B. Destination, unless the contract specifies otherwise.

SOLICITATION DOCUMENT EXAMINATION: Vendors shall promptly notify McCall Area Chamber of Commerce and Visitors Bureau of any ambiguity, inconsistency or error, which they may discover upon examination of a solicitation document.

TAX EXEMPTION: McCall Area Chamber of Commerce and Visitors Bureau is exempt from Federal Excise Taxes.

TERMINATION OF CONTRACT: Unless otherwise stated, McCall Area Chamber of Commerce and Visitors Bureau may, by written notice to the contractor, terminate the contract in whole or in part at any time the contractor fails to perform the contract.

UNAVAILABILITY OF FUNDING: The contracting agency, at its sole discretion, may terminate or reduce the scope of the contract if available funding is reduced for any reason, including annual grant funding awarded by the Idaho Travel Council.

U.S. FUNDS: All prices and payments must be in U.S. dollars.

WARRANTIES: The contractor warrants that items offered will conform to the specifications requested, to be fit and sufficient for the purpose manufactured, of good material and workmanship and free from defect. Items offered must be new and unused and of the latest model or manufacture, unless otherwise specified by McCall Area Chamber of Commerce and Visitors Bureau. They shall be equal in quality and performance to those indicated herein. Descriptions used herein are specified solely for the purpose of indicating standards of quality, performance and/or use desired. Exceptions will be rejected.
