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[SANDIEGO.ORG](http://SANDIEGO.ORG)

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## sandiego.org RFP Questions and Responses

As stated in the RFP: The San Diego Tourism Authority is a private, non-profit, mutual benefit corporation composed of approximately 1,000 member organizations, businesses, local governments, and individuals seeking a better community through the visitor industry. San Diego Tourism Authority members include tourism-related entities in such categories as lodging, dining, arts, attractions, shopping, and transportation, among others, as well as other companies indirectly involved in tourism.

As a sales and marketing organization, the main objective of the San Diego Tourism Authority is to promote and market the San Diego region as a preferred vacation and meeting destination. The San Diego Tourism Authority also represents and supports the interests of the visitor industry as a whole. The majority of funding received by the San Diego Tourism Authority is derived from San Diego Tourism Marketing District Assessment Funds. Lodging businesses in the District raise these funds through self-assessments for the purpose of promoting tourism in the San Diego region. The San Diego Tourism Authority also receives financial support from member dues and promotional assistance from the membership through donated in-kind services.

Our mission is to drive visitor demand to economically benefit the San Diego region.

It is important to remember that the purpose of the website is to inspire travel to the destination and increase intent and conversion to travel. You'll see below the specific metrics we use to measure intent and conversion to travel. The website is the anchor for a robust program of marketing that includes paid, earned and owned tactics all working in synergy to inspire and convert travel to San Diego. The website is not a white-labeled OTA. It is not a travel blog. It is not an online retailer. The sandiego.org site does not have many traditional conversions such as add-to-cart, checkout, advanced lead generation, etc. We drive engagements to our member partners who are equipped to guide the user through the purchasing cycle and convert the prospective traveler. Most of this happens on the member partners' own digital properties outside of sandiego.org.





SDTA is committed to innovation and this project will be no exception. We are looking for a strategic partner to provide us with a platform that keeps SDTA at the forefront of modern techniques and strategies.

**This document contains answers to submitted questions in the following categories:**

- Technical**
- Audience**
- Data & Insights**
- Brand, Content, Design**
- Miscellaneous**
- Bidders Conference**

## Technical Questions

Is there a current preference from the SDTA team to stay on Sitecore or is there openness to move to WordPress for the site and blog?

- We are open to and prefer an open sourced solution for our CMS. However, other options outside open source solutions will not be disqualified.

Additionally, since both platforms are currently used, what are the likes and dislikes about both CMS's (Sitecore and WP)? Is there any preference internally to one or the other?

- Sitecore is expensive to maintain and we are not able to utilize the premier functions of Sitecore because of budget
- Sitecore has great page building options - we heavily utilize all our different preformatted content blocks to build a page
- Sitecore has good categorizing and taxonomy, especially at the page block level



- Sitecore has versioning and publishing date options that allow the team to schedule pages and modules for certain campaign periods
- WordPress is more user friendly - this is more critical now as we have more and more backend users who are not experts in CMS.

Under the Scope of Work for Design Requirements, the last bullet point mentions 'Provide a NEW e-commerce solution and page with latest fulfillment functionality'. Can you share more about your e-commerce usage currently and vision for the future?

- We currently do not have a traditional ecommerce option. We have a custom payment processing portal where we send our members to pay their annual dues. It is a simple php page connected to our authorize.net account.
- A more creative, adaptive e-commerce solution is one aspect we'd like to explore on a new website, but we are not an online retailer. This is not a primary function for our organization or our website. We'd like to be able to have a small online shop (potentially) and/or other payment processing options for things like membership dues, small fee exchanges for things like licensing a photo or media access to certain assets.

Can you please provide more context on the differentiation of connect.sandiego.org and blog.sandiego.org? What makes connect different from blog - is it purely content-focus and audience?

- Connect is B2B - members, meeting planners, trade and traditional media
- Blog is B2C - leisure travelers
- These are used more for "timestamped" content while we try to keep sandiego.org having more evergreen content
- We are open to a more integrated solution on the new website that integrates time-stamped, news-y content with the evergreen content.

Are there any current Sitecore features - outside of standard CMS functionality like posting blogs/pages, updating images etc - are required to be moved over to a new CMS platform like WordPress that haven't been listed already in the



RFP?

- No

How are the sites hosted, and is there expectation on infrastructure management?

- Amazon AWS
- We have internal IT and a Network Engineer

What WCAG accessibility requirements do you have?

- WCAG 2.2
- We are a private, non-profit organization, not a public or government entity.

With regards to responsive website design, how many breakpoints will the SDTA team need to approve?

- 3-4 but we are flexible

Will you please clarify the expectations around management/ build out inside the google ad manager platform?

- We need placements for two different ad types on pages. Currently we have three blocks of ads on nearly every page. Two- up native ad, three up display ad (two on mobile), and then another two-up native ad. Google Ad Manager is already built and in use. Google Ad manager will not change.
- Categorization of the different sections of the website correlate with the Ad Manager line-item targeting

Is this the full list of associated digital properties (subdomains) for sandiego.org.? Blog, Connect, MemberNet, Hotels, and Pay?

- Adding “preview” which is a staging environment for soon to be published content.





What led to the original strategies to build Connect. and Blog. separately as WordPress sites?

- Budget. It was more economical to use WordPress for these functions.

Will there be a need to support multiple visual brands based on subdomain properties or will they all belong to the same SDTA brand?

- No, one brand

Which third party sources do you currently use for Weather and Surf Report feeds?

- Surf: Surfline
- Weather: IBM

Can you provide more details on how you would like to integrate Tableau into the new website? Will there be data visualization functionality on the public-facing website, or will it strongly be used in MemberNet to provide insights to partners?

- We will not need a specific Tableau integration into the website. We embed some dashboards via iframe. We do not administer Tableau from the website.

Will event functionality need to integrate with any third-party services or calendars? Will there be any event ticketing or purchasing features built into the event functionality?

- No.

Is there a booking widget on any of the sites today? For the new website, will the new booking widget be integrated through aRes?

- Yes. aRes will remain the third party booking engine. aRes can/will redesign the widget/block to fit the new website design.

Will payments be processed through Authorize.net?



- Yes. member renewals and advertising payments

Is there a need for eCommerce functionality to integrate with any other third-party providers (such as for shipping, sales tax collection, etc.)?

- No

How will inventory management and fulfillment need to be handled? Will these need to integrate with any internal systems?

- No. We do not sell products or services.

Is there any content moderation or approval process needed for updates made by partners through the extranet?

- Yes all updates/additions are held for moderation and approved by the Marketing Partnership team.

Do you anticipate a need for regular ongoing development after the launch (and warranty period) of the new website?

- Yes.

Are there any performance or functionality issues you're currently experiencing with the existing website?

- The current website is heavy and can perform slow on mid and slow data connections.

What are the current annual costs for site maintenance, hosting, and other related website management expenses.

- \$30,000



Is a member able to manage payment methods via their account dashboard?

- No.

Are subscription payments automated via Authorize.net, or does the ecommerce component trigger those charges?

- No, manual annual payments are done currently

Are there any open-source CMS platforms or software languages you prefer?

- WordPress, Drupal

Are there any CMS platforms you would prefer not to use?

- No

Does the scope also include the development of the Chinese website?  
(<http://www.sandiego.com.cn/>)

- No

Does the CMS require content moderation flows for publishing?

- CMS No, MemberNet yes

How many and what kind of user roles are needed within the CMS?

- Admin, editor, writer, previewer

Do you require the ability to schedule the publishing of content?

- Yes



Are you planning on maintaining the current CMS and all the information within it?

- CMS, no. Content yes.

Will the backend and CMS remain the same?

- No, this will be a complete rebuild.

Are there any restrictions on frontend libraries and frameworks to build the new look of the site?

- No

Are you using Sitecore as a headless CMS or a traditional CMS?

- Traditional

Are the blog entries from <https://blog.sandiego.org/> managed from Sitecore or are you using a different CMS/platform specifically for blogs?

- This is on WordPress

What types of products will be available on the e-commerce solution?

- None. We do not sell products.

After exploring the site, we saw: reservations, bookings, attractions and packages. All the information needed for these offerings is gathered through a Res Travel integration, or is any extra information needed? (EX: Do we pull data from a Trip Advisor integration)

- aRes functionality will remain as-is. The design around aRes widget will change to fit the new design.

What is the typical person's role (marketer, sales, Jr team, etc) using the MemberNet system?





- Marketer, admin, general staff or, if a small business, it could be an owner/operator/general manager.

How is the work requested in the RFP currently being done? What does the transition to new agency partner look like? What is the size and structure of internal maintenance team if any?

- We currently do not have a technical agency. There has been minimal technical updates, only some maintenance. We have a freelance developer who we engage on occasion.
- Graig Harris - Marketing Technology Manager
  - Will be the primary admin on the website
  - Will perform minor maintenance
- IT - Network Admin and CRM Admin
  - Will perform minor maintenance in these areas
- All other mild-major maintenance will be performed by agency

Are there any requirements around active vulnerability management and ongoing security compliance?

- Nothing outside of standard best practices

Is there a current cookie management technology in play?

- No

Does this RFP include tagging for analytics?

- Yes. Current tags/triggers/and variables will need to be transitioned
- New tagging and tracking functionality will need to be implemented

Where do you foresee the greatest amount of complexity in this effort?

- The integration between CMS, MemberNet, and SimpleView
- Transition of content, 301 redirects, and categories/taxonomy



We would like to advise moving away from sitecore CMS onto a custom developed platform on .net core. Will that be acceptable or Sitecore CMS needs to be preserved?

- We are open to all proposals and Sitecore CMS does not need to be preserved.

How is Basecamp required to be integrated with the website?

- It is not required to be integrated.

What is the current personalization strategy on the site, if any?

- Currently none. We would like to see this functionality scoped and incorporated in the new site.

What multi-variant testing is currently happening on the site, if any?

- Currently none. This functionality will be nice to have and scoped during this process.

Are there additional “associated digital properties” besides sandiego.org, connect.sandiego.org, blog.sandiego.org and MemberNet extranet to consider for this proposal?

- No

Is the goal for the future to keep the digital properties maintained and operated in-house?

- Yes

What percentage of the team's time will be dedicated to this project? And are the teams available to collaborate with us on a regular basis?





- Yes. We have one dedicated Project Manager and a full-time Marketing Technology Manager dedicated to this project, as well as Senior Marketing and Content Managers.

Is your current Agency of Record going to be involved in the approval process of the UX/UI design of the new website?

- Our AOR is our creative and advertising agency, not our technical agency. The AOR will advise somewhat on design as it conforms to our brand but will not be heavily involved in UX/UI. The website committee will make most approvals.

Out of the list of integrations: which are the most important to you?

- MemberNet, Simpleview, Oracle

What is hosting the payment gateway and ecommerce section of the site?

- Custom php/authorize.net

Do you have a limit on how much media a member can upload? Videos, images etc.

- 20 offers, 20 events, 20 images. Would like to add or include videos in the new site.

How many Content Authors and Site Admins managed the current site?

- 5 admin, 20 authors

Are there workflows for content authoring that we need to consider?

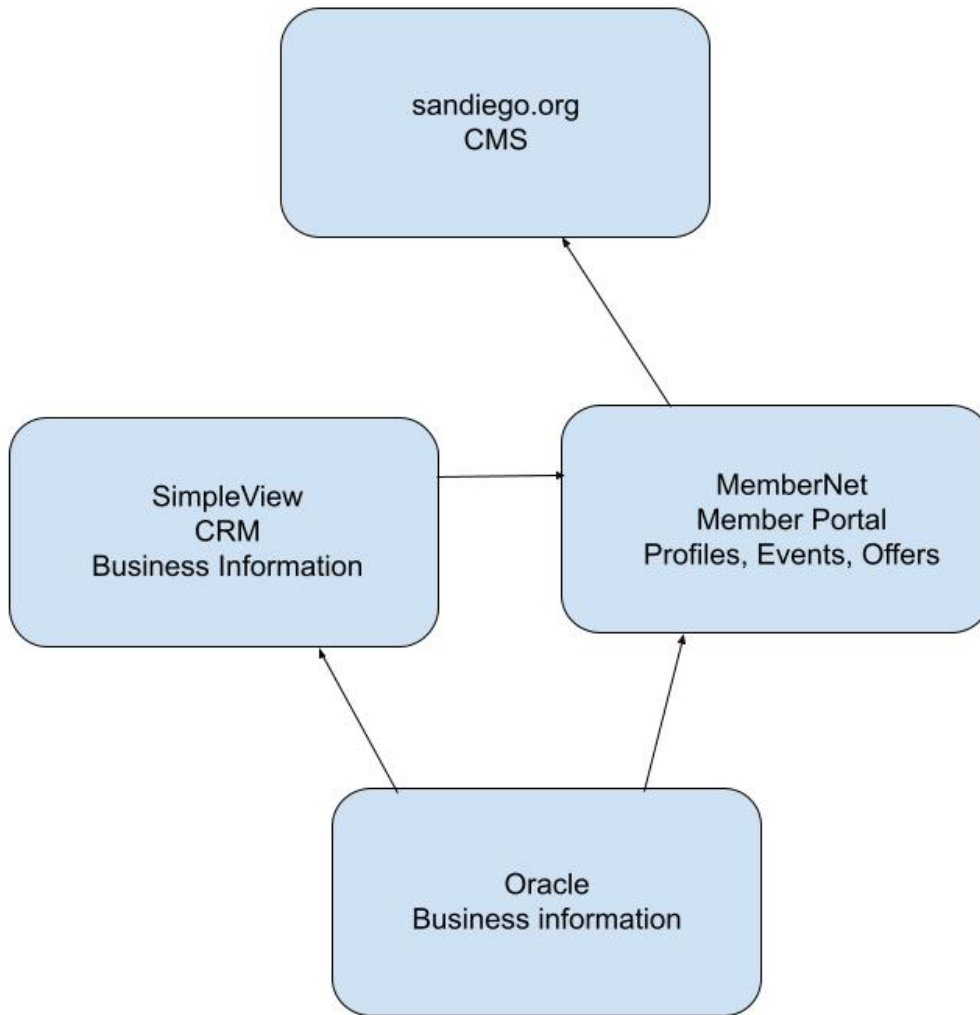
- No

How does the CRM integrate with the site now, and are you considering changing any of that in the future?

- Business info pulled from CRM.



- Categories pulled from CRM
- Personnel pulled from CRM





Approximately how many pages and documents are there on your current website?

- ~5,000 indexed pages

Regarding the chapter Scope of Work > Design requirements > point 7. What devices and breakpoints are you targeting? Can you provide a list of browsers you'd like to be supported?

- Most modern and popular browsers.

Regarding the chapter Scope of Work > Design requirements > point 7. Is there a UI/UX tool, such as Figma or Sketch, that is already being used?

- No

How flexible is SDTA with redesigning the user experience from scratch, considering the desire to inspire travel and keep San Diego top-of-mind for potential visitors?

- Innovation is core to the SDTA's values, and we look forward to thinking big and partnering with a firm on a very creative approach.

Beyond the "warranty" phase mentioned, how long does SDTA anticipate needing ongoing maintenance and support for the new site? Is there a preference for a long-term partnership?

- We are open to terms depending on how the site is developed.

From the supporting data and analytics available upon request, can SDTA share any insights or patterns observed over the years that can guide the redesign process? Are there any specific challenges SDTA wants to address based on this data?

- Yes. We have historical data on user interactions based on our different content block or modules. We will share with the winning firm.

How often is the data from the CRM SimpleView updated, and are there any known limitations with the API?



- Nightly sync of data between website, membernet, simpleview and data warehouse.

It states, “MAPP Cloud (email service provider/data management platform),” please tell us more about how MAPP Cloud is integrated with your site and services today.

- Mapp is primarily our marketing email service provider (ESP) and our data management platform (DMP). Mapp does not provide website personalization. Tracking tag is installed via Tag Manager. Very little “integration” into the core of the website.

It is noted “under the brand platform established by our agency of record, produce comps and wireframes that detail the design look, feel and functionality of a responsive design website in a variety of environments including desktop and smartphone” - if the selected vendor is able to provide high fidelity prototypes in desktop & mobile, in place of wireframes and comps - will that suffice for the requirement?

- Yes

Please tell us more about your expectations around “Dynamic Articles”?

- An auto populated block of “suggested” articles based on the page category or tag, or the block category or tag.

Can you expand slightly on what you might be looking for by the request to “expand mapping functionality” and why this request came about? Are you looking for basic google maps to be embedded on the site or more interactive custom maps?

- We currently embedded Google Maps via iFrames. We would like to explore adding onsite interactive custom maps like this [one](#) that use location and business data from Simpleview and custom copy from the CMS.

How is GTxcel used on the website?



- GTxcel can be disregarded in this RFP

Will hotels.sandiego.org continue to remain as is on a separate subdomain?

- Yes. This site is operated by our booking partner aRes and will be updated to match the header and footer to the new styling.

The RFP says the MemberNet extranet user experience needs to be changed, what are the types of suppliers on MemberNet? Tour, Experiences, Villa owner, Hotel Owner, etc?

- Hotels, attractions, restaurants, tour operators, many more. All SDTA members have access to MemberNet.

Does MemberNet fall under the same timeline as sandiego.org

- Yes

Is there a list of all the current features and wishlist features for MemberNet?

- Member login, profile updated, add offers, add events, add images, advertising dashboard, payments

Is it possible to provide a sample member login or a diagram of the various user flows within MemberNet?

- We will demo MemberNet at the bidders conference

What is the current MemberNet extranet technology stack? Is it assumed that this service will change as a part of this scope? Or is the scope to reskin the current experience?

- MemberNet is a custom .NET solution that integrates with Sitecore, Simpleview CRM, and Oracle. MemberNet will need to be completely re-developed to fully



integrate into the new website. Other than content and business data, nothing will remain from sandiego.org or MemberNet.

You mention improved image editing. What are the current/new requirements needed for image management?

- Currently members use a custom image editor that crops the image into the two sizes required for profiles, events and offers.

Can you provide a brief overview of what the current member onboarding process looks like?

- Members fill out a form and pay their dues.
- Their information is manually inputted into SimpleView (CRM)
- Members attend a New Member Seminar
- Members are provided with live MemberNet training

Is the requirement to keep the current vendor and codebase in place for MemberNet or can the required objectives be achieved through other vendor solutions/platforms?

- This can be achieved through other solutions. MemberNet will need to be redeveloped.

## Audience

Who is your target audience?

- Leisure travelers (specific visitor profiles and detail available)
- Meeting Planners
- SDTA Members and community stakeholders
- Media (local, national, international, trade)
- Travel Trade Professionals





Do you have personas?

- We have brand pillars and target audiences that anchor our marketing strategy and guide our paid, earned and owned programs. We will share these at the bidders conference.
- We also have specific visitor profiles, based on a variety of research and data. For example: The Arizona traveler, the family traveler, etc.
- We also have Omnitrack data on visitor engagement across channels and intent to travel related to paid, earned and owned channel efforts.
- We will provide this data to the selected finalists.

Who are your competitors?

- Our competitive set includes Los Angeles, Anaheim, San Francisco, Las Vegas, Orlando and Hawaii.

What are the key KPIs and success metrics defined for this project?

- Website engagements
- Intent to Travel Indicators
- Conversion to travel
- Private source revenue
- Meeting target budget for the project

Who are the key decision makers aligned with this project? How are decisions typically made?

- We have a task force composed of internal team members across departments as well as external stakeholders from diverse backgrounds and professions, including SDTA board members, hotel operators, and community members from sports, arts & culture, and special events. This 18-person task force will advise the SDTA's senior leadership throughout the process, and senior leadership will be the ultimate decision-makers.

## Data & Insights



Can you please share the Google Analytic stats on monthly international site visitors?

### Countries 2023 YTD

Country	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time
	4,539,771 100% of total	4,269,644 100% of total	3,937,164 100% of total	62.39% Avg 0%	0.87 Avg 0%	1m 08s Avg 0%
1 United States	4,264,632	4,020,599	3,721,446	63.06%	0.87	1m 07s
2 Canada	51,894	48,119	51,888	72.05%	1.00	1m 44s
3 Mexico	39,857	35,817	36,552	68.18%	0.92	1m 13s
4 United Kingdom	26,620	24,113	23,863	67.54%	0.90	1m 22s
5 Japan	15,025	14,023	12,179	67.82%	0.81	0m 40s
6 China	13,048	12,398	7,315	53.53%	0.56	0m 08s
7 Germany	11,748	10,586	10,065	64.31%	0.86	1m 18s
8 India	9,322	8,179	6,539	55.46%	0.70	0m 51s
9 Australia	8,413	7,688	8,350	69.73%	0.99	1m 29s
10 Taiwan	7,179	6,065	4,375	57.48%	0.61	0m 17s

What is the state of your data [GA4 implementation]?

- Transition is complete. Ongoing modifications are based on business needs.

Website's record of conversion to travel metrics:

- 2,200 purchases on aRes
- Intent to Travel Indicators
  - Total: 2.5M
  - Member Profile Interactions: 800,000
  - aRes Booking Module Interactions: 66,400
  - Newsletter Sign-ups: 15,300





- 4+ Pages Viewed: 472,000
- 3m+ Session Duration: 1.1M

More Website Stats: <https://lookerstudio.google.com/s/ry3ZCLXXclM>

Break down by audience segment – meeting planner, travel agents, members, general travelers

4. Meeting Planners Section: 120,600 Users
5. Travel Trade Section: 4,600 Users
6. Member Profiles Visits: 1,265,000 Users
7. Press Section: 19,600 Users
8. All Other: 5,400,000 Users

Site traffic that is referred from our advertising campaigns

2. Impressions: 57M
3. Clicks: 190,000 (Referrals)
4. CTR: 0.33

Sitemap

- <https://www.sandiego.org/sitemap.aspx>
- <https://www.sandiego.org/article-sitemap.aspx>

Affiliate revenue reports (2012-2022)

- We have reports with gross revenue from aRes and CityPass going back roughly ten years and will provide to final bidding firms.

Is Tableau integrated and used on the website in any way?

- No. We embed dashboards in some places. We have an in-house research team that uses Tableau for research, reporting, insights and business intelligence across the organization. We will not administer Tableau from within the CMS. We



will need to capture users data via Google tag manager/GA4 that will then be sent to our data warehouse and Tableau.

What Tableau work do you expect to be included in this scope?

- None.

It states, “ensure all existing functionality present on the sandiego.org, blog.sandiego.org and MemberNet extranet is maintained except where directed by SDTA,” can you please tell us more about how you are tracking and reporting on member/partner views, clicks, engagement today?

- Google Tag Manager, Google Analytics, Tableau

Item 3 states, “Generating \$350K+ in private source revenue through e-commerce, affiliate marketing, advertising, sponsorship, or other digital opportunities,” please tell us how advertising is currently managed by your Agency of Record, The Shipyard.

- Our AOR is not responsible for this private source revenue (PSR). PSR is generated by our Marketing Partnerships team via member dues, advertising packages, events, etc. The website anchors these advertising programs and member profiles (MemberNet).

Would we be able to conduct user research with customers?

- Yes, if the existing cadre of research, data and insights is not sufficient. Please include cost estimates for this research in the bid.

Can you share specifics on how the site is currently monetized including a rate card, if available?

- [See rate card linked here.](#)
- The site generates revenue from display advertising, sponsored content, and an aRES widget.





## Brand/Marketing/Content

[SDTA Brand Outlook](#)

[SDTA Brand Campaign Guidelines](#)

Please share any SEO and SEM keyword data that is available.

- This data will be provided to firms planning to submit a final bid following the bidders conference.

Will The Shipyard be involved in the process or own any deliverables?

- The Shipyard is our advertising and creative agency of record. It does not administer anything directly on sandiego.org. Our in-house digital team will be directly involved in the project.

Can you confirm that the SDTA has a library of photo and video assets that can be used on the new website?

- Yes. We have a content library of photos and videos, as well as written articles, posts and other content. But, we would be open to seeing bid that also includes new imagery/photo assets. The repository of written content is vast, but the photos are lacking consistent quality and organization, as they have been acquired from a wide variety of sources over the years. We will provide the winning agency with access to all photo and content assets.

What are some of the key reasons the SDTA team wishes to redesign the website from a visual perspective?

- SDTA's branding has been refreshed since the launch of the current website. A website redesign will fit the new branding.

Is there an expectation that the chosen agency will handle writing all net new content and migrating all content (both programmatic and manual) from the previous site?



- We have a small in-house content and production team. We are open to reviewing proposals that include some content production, particularly photos and videos. But we do have a large volume of content already that is updated regularly, including articles, photos, videos and blog posts.

Do you plan to use existing photography assets or do new ones need to be sourced?

- Existing and New. New image sourcing should be included in bid.

If new ones need to be sourced, is the photography budget separate?

- No

If linking opportunities, within the site, are found during the development process can that be done within the current scope or is another group doing to implement?

- There will be no other external groups providing work on this project unless explicitly stated.

This RFP includes a request for a robust search engine optimization program. Should we plan for that to be a 12-month program?

- We are open to all scope on this.

Will ALL fonts, logos, needed photography, and other brand assets be provided by your current AOR?

- We have an in-house design team and a library of assets available, including fonts, logos and some photography. Sourcing of new photography should be included in the bid.

How are you driving traffic to the website outside of SEM/SEO?

- Paid: SEM, display, social, traditional, a robust multi-platform program of of paid advertising



- Earned: Public Relations outreach locally, nationally and internationally
- Owned: Social media, email marketing
- Experiential: In-house events series as well as trade shows and other in-person events and meetings.

How many updates a month are you making in terms of images, copy etc?

- We have a master content calendar which strategically plans and tracks seasonal content production, as well as a weekly maintenance and update schedule. This dovetails with social media and email marketing calendars as well.
- Every article in the CMS gets addressed every year (either edited, updated or archived) and we aim to add one new post or story per week.

What is your current process for creating and maintaining content on the website?

- We have a small in-house digital team that plans and produces content across all owned channels: website, email marketing and social media. We have annual strategic planning sessions to map out a master content calendar. Then, monthly meetings for each channel to hone in on specific posts, copy, images. We aim to work 4-6 weeks ahead for social and email content and farther out for web content. We use a custom tracking system built in Basecamp to track and approve web and email content, and google sheets to track and approve social content.

What is the current SEO strategy? What are the current focal points (ex., technical, content generation, backlinks)?

- We currently do not have an active SEO partner. Past SEO strategy included technical and content via a contractor. Please offer a solution in your bid if you desire.

Is there any user feedback about the current website's user experience or content?



- Yes. In 2018 we conducted an extensive 14 month long website visitor user survey. We gathered many data points from almost 19,000 survey submissions. The two main goals of this survey were to determine ROI of the website and develop a website user profile. Because of the property nature of the survey, the survey study will be available to the awarded agency.

## Miscellaneous

Do you have a date that the new website and extranet need to be launched by? If so, what's driving that date?

- The project is budgeted in the FY24 and FY25 budgets and needs to be completed by the end of FY25 (June 2025).

Are there any client conflicts of interest that'd automatically result in an agency's disqualification for this work?

- We are currently not considering international firms.
- We will evaluate client lists and references individually with each proposal.

Are there any events we should be aware of that'd serve as a driver for the new website's launch date?

- No

Will efforts on MemberNet and the SDTA website have different stakeholders?

- No

Will the incumbent be submitting a proposal?

- There is no incumbent for website design and development.





Is there a preference for local vendors?

- No. But we are not currently reviewing proposals from international firms.

Can you clarify which types of work are considered to be a conflict of interest? We work with many clients in the travel and aviation space on technical implementation projects (such as The Expedia Group), but are not the agency of record for any tourism boards - but we want to verify that this will not qualify as a conflict of interest as part of this proposal process.

- Working with OTAs or other tourism industry organizations is not a conflict of interest.

How many stakeholders should be interviewed in regards to business needs?

- 5-7 stakeholders, including IT, membership, c-level, finance and various marketing team representatives.

Would we be able to workshop with business unit stakeholders?

- Yes

Is providing prototyping or other deliverables (presentations, designs, etc) an expectation to be able to socialize with stakeholders or executive team members?

- Yes.

How satisfied are you/customers with search and its capability on the site?

- It's sufficient now, but we are open to improvements.

What is the interpretation of Dynamic Prioritized content? Would you want content to be optimized as per user's last visit?

- We have categorized and prioritized content settings for each piece of content. Content. Page blocks featuring this content are populated based on the category



of the page, the category of the block, the category of the content, and the priority of the content.

In the RFP Google pagespeed is not mentioned as a benchmark. Will there be any specific requirement for Google Pagespeed score before the project can Go Live?

- Yes. This benchmark is to be determined.

Do you have any compliance regulations that need to be considered? e.g., GDPR, HIPAA

- A legal audit performed previously stipulated we were not required to adhere to CCPR/GDPR, but we would still like to conform to the standards.

Would you consider incorporating a San Diego mobile app experience into the scope of this project, if it fits within the budget? This feature, designed to engage more deeply with travelers, would leverage innovative digital geolocation strategies to inspire more visitors to choose San Diego as their destination.

- Yes. We are open to many avenues towards our overall organizational goal.

## Bidders Conference Questions and Topics:

The detail provided in this document is extensive, and we encourage all firms to read it carefully. We will use the time at the bidders conference to answer additional and more complex questions. Specifically:

We will discuss in more detail the website's top-level KPIs like market share as well as specific marketing goals like digital engagements and private source revenue.

We will provide an overview on the status of the international sites, digital properties and change-language features.





We will provide an overview of budget, finance and operational details necessary for this project.

We will do a live demo of MemberNet and some parts of sandiego.org

