

Greater Miami Convention & Visitors Bureau

# RFP for Web Design & Web Development Agencies



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## RFP INTRODUCTION

The Greater Miami Convention & Visitors Bureau (hereafter referred to as GMCVB), hereby solicits Letters of Interest and Qualification Statements from responsible and qualified professional Website Design & Development agency service providers (hereafter referred to as the agency or agencies). The GMCVB is seeking a Website Design and Development agency or agencies to be responsible for the development and optimization of a best-in-class website, further accelerating Greater Miami and Miami Beach's growth as a year-round travel destination. Agency(ies) will be responsible for **website strategy, design, UX/UI, optimization, analytics, and advisory services for [MiamiandBeaches.com](https://MiamiandBeaches.com)**. Development services will be performed by the Website Development agency (if separate), with the Design Agency providing design direction, requirements, QA support, and collaboration as needed.

## LIABILITY & USE AND DISCLOSURE

The GMCVB specifically disclaims any warranty or accuracy of the information included herein. It is the respondent's sole responsibility to conduct their own appropriate due diligence as they see fit. The issuance of this document and receipt of information in response will not in any way cause the GMCVB to incur liability or obligation to you or your organization, financial or otherwise.

The GMCVB reserves the right to use information submitted in response to this RFP process in any manner it may deem appropriate in evaluating the fitness of the services proposed. Materials that are submitted by the Agency that should be considered highly confidential should be marked as such. If confidentiality is requested by cannot be afforded, the agency(ies) will be notified and will be permitted to withdraw its proposal.

Additionally, and at its discretion, the GMCVB agrees to maintain confidentiality of any product information developed by and offered by the Agency. Conversely, all information provided in this RFP shall be deemed confidential and shall not be shared outside your Agency.

## GMCVB OVERVIEW & MISSION

The Greater Miami Convention & Visitors Bureau (GMCVB) is a not-for-profit Florida corporation, with its principal office at 201 South Biscayne Blvd, Suite 2200, Miami, FL 33131.

The GMCVB is the official sales and marketing organization for Greater Miami and Miami Beach. Its mission is to generate travel demand to Greater Miami and Miami Beach, to

maximize economic impact to our community, ensure industry resiliency and elevate the resident quality of life. Acting on behalf of its members, its government partners, and the citizens of Miami-Dade County, the GMCVB markets and promotes all segments of the community as a preferred destination. In furtherance of this mission, the GMCVB will support and encourage actions and programs that enhance the desirability and attractiveness of Greater Miami and Miami Beach for its visitors.

The GMCVB and its contracted agencies must work together in creating strategies and design that are integrated with GMCVB's marketing efforts and focused on accomplishing the stated mission.

The current Website Design agency of record is **MILES**. The current Website Development agency of record is **NTARA**.

More information:

[About the GMCVB](#)

[Miami and the Beaches Research and Statistics](#)

## PRIMARY BUSINESS GOALS

The GMCVB works with its agency partners to develop and implement strategies and programs that are integrated with the GMCVB's overall efforts.

- I. Increase awareness and consideration of Greater Miami and Miami Beach as a best-in-class destination for leisure, meetings and convention travel and events in the United States and internationally.
- II. Increase the total number of overnight visitors annually, as well as increase the length of stay in Greater Miami and Miami Beach.
- III. Increase meetings and conventions in Greater Miami and Miami Beach, driving incremental high value Miami Beach Convention Center city-wide bookings in the next 5 years.

## TARGET AUDIENCE & MARKETING

The GMCVB's primary audiences include Leisure Consumers, Meeting Planners, Travel Agents & Tour Operators, GMCVB Partners and Journalists|Press|Media.

Emphasizing Greater Miami and Miami Beaches' diversity including unique niche markets such as Boutique Hotels, LGBTQ+Travel, Film/Fashion/Sports/Entertainment/Music, Arts & Culture, Culinary, Heritage, Pre-Post Cruise Travel, Family Travel, Luxury Travel, Accessible Travel, Business Travel, Groups, Meetings and Conventions.

Primary marketing channels include web, content marketing, native, social, social influencers, search and display media.

## GMCVB WEBSITE

The GMCVB website has more than 19M visitors each year. More than 70% of the total site traffic includes domestic market visitors led by Miami, Atlanta, New York and Chicago. Internationally, Canada, Germany, Brazil, France and Italy lead website visitation. More than 53% of visitors to the website are female with almost a third of visitors having an age range of 25-34, and over 70% of all visitors are on mobile devices.

The GMCVB completed a website redesign in 2022. Website enhancements for 2025-2026 will be determined based on usability research, engagement metrics and heuristic review.

## AGENCY SCOPE OVERVIEW

The GMCVB requires an innovative Agency that can work in concert with internal and external resources to lead website strategies and structure, testing, measurement and optimization. The 2026 focus will be on website enhancements, personalization, eCRM, and growth of the testing approach for ongoing optimization. The agency will also build on the GMCVB's proprietary website and other digital platforms to facilitate an integrated user experience.

Agency candidates must offer:

### **Strategy & Planning:**

- Experience in strategy, project management and optimization of web, email and other digital platform experiences for both domestic and international audiences
- Innovative mobile-first design experience for web, eCRM and other platforms
- Demonstrated experience designing and developing websites compliant with **WCAG 2.1 AA accessibility standards** is strongly preferred.
- Experience developing digital strategic roadmaps, performance scorecards and actionable digital analysis and insights

- Experience in proposing and planning complex marketing automation based on user behavior, preferences, personas, digital scoring and personalization
- Web application strategy and experience
- Technical and content-driven SEO experience
- Experience with geolocation, AR and VR mapping for advanced contextual user experiences
- Provide comprehensive monthly dashboards and reporting that include actionable recommendations.
- Effectively manage team hours and provide clear, detailed budget breakdowns to ensure transparency in spend.
- Be forward thinking in finding ways to achieve ROIs and proactively offer solutions and new ideas.

### **Creative Services and Production**

- Plan, consult and present creative options.
- Provide services such as design & graphics such as the creation and implementation of new website widgets, layout and design templates, typography and photography, videography and other related.
- Provide website production services from concept to final development and implementation.
- Monitor website performance and effectiveness and provide GMCVB with optimization suggestions as it relates to the product.
- Deliver detailed analytics and reporting on website performance, including insights and recommendations to improve ADA compliance and User Experience.

The GMCVB may select an individual full-service agency or a combination of agencies as appropriate, making a price, value and quality-based decision to fit our needs. The GMCVB is an equal opportunity employer. All partners are encouraged to meet or exceed the minority goals provided by Florida law, through their own hiring practices as well as through contracts with qualified minority subcontractors.

## **RFP SUMMARY**

The Request for Proposal process launching on **January 26, 2026**, will identify a Website Design Agency to support user experience and design. The focus for 2026 activities will be

website enhancements and CRM initiatives. The scope does not include media planning and buying – all media management is handled by the Advertising Agency of record.

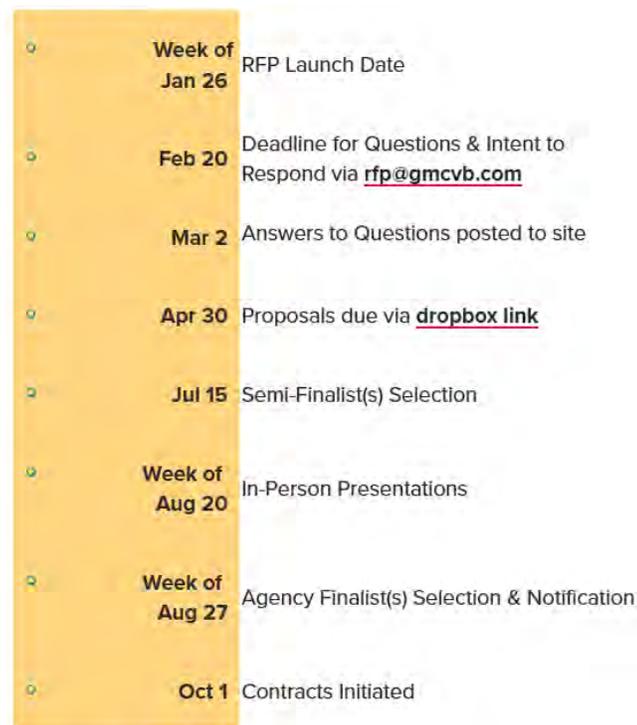
The GMCVB may select a combination of agencies as appropriate, making a price, value, and quality decision based on fit for our needs. Candidates may bid on one or more RFP areas. Agencies may collaborate to respond to RFP portions if all relationships are fully disclosed. Should an agency using partners be selected, the GMCVB expects to contract with all parties including subcontractors directly.

Agencies with primary offices within the Eastern Time Zone, plus or minus one hour, are preferred.

The GMCVB is an equal opportunity employer. All partners are encouraged to meet or exceed the minority goals provided by Miami-Dade County laws, through their own hiring practices as well as through contracts with qualified minority or women-owned subcontractors.

## RFP TIMELINE

The following schedule highlights key events and associated completion dates. This schedule is subject to change at the GMCVB’s discretion including abandonment of the process.



## CONFLICT OF INTEREST

The Agency, if selected, must submit an agreement to not represent and/or terminate all conflict-of-interest accounts. The GMCVB will make a final decision if it is a conflict of interest. This may include, but not be limited to, a state, county, city, nation, or region representing another sun/tourist destination during the term of the agreement. The GMCVB is to be advised of all new business solicitations by the Agency that could be perceived to constitute a conflict of interest. With regards to the matter of branch or subsidiary offices of an agency, it should be clear that all such offices are considered as part of the total corporate entity of the agency.

## USE OF MATERIALS

All creative ideas and campaign elements produced by the selected Agency for the GMCVB during the contract period shall become the property of the GMCVB, as will all materials.

## OTHER RELEVANT FACTORS

The agency should demonstrate a high inclination to use research (from GMCVB and other sources) in the development of strategic platforms for the basis of brand and marketing campaigns and have a strong methodology for measuring the effectiveness of marketing programs and integrated marketing efforts. The agency should also demonstrate the ability to communicate professionally and effectively with the GMCVB and partners. **The agency will also be expected to join the organization as a paid partner.**

## LICENSING REQUIREMENTS

All companies seeking to do business with GMCVB shall, at the time of submitting a proposal, be on file with their respective corporate licensing division as an active corporation in good standing in accordance with applicable Statutes. A statement shall be required indicating that the agency is a corporation or other legal entity. If subcontractors are used, a statement shall also be required, prior to entering into an agreement with that subcontractor, indicating that the subcontractor is registered with their State in accordance with applicable statutes and provide their corporate charter numbers.

## QUESTIONS, REQUESTS FOR CHANGES AND CONCERNS

From the date this RFP is issued until a determination is made, ***no contact related to this RFP will be allowed*** between any Agency employee and any employee of GMCVB or the Screening Committee except for the RFP Manager. Any contact with GMCVB may only be directed to the **Web Agency RFP Manager** via email at [RFP@gmcvb.com](mailto:RFP@gmcvb.com). Any unauthorized contact may disqualify the respondent from further consideration. All questions must be submitted to the RFP Manager in writing (via email). Questions will be answered and posted to [GMCVBRFP.com](http://GMCVBRFP.com) on **March 2, 2026**.

## CONTRACT TERM

GMCVB seeks to contract with the selected agency(s) effective October 1, 2026 through September 30, 2027 subject to an annual review of Agency's performance. The terms of the contract will be set forth in a definitive agreement to be signed by GMCVB and the selected Agency, which will contain usual and customary terms for transactions of this type, including standard representations, warranties, and termination provisions; and any contract terms set forth in this RFP will be merged into and superseded by the terms of such definitive agreement. Upon GMCVB's determination that the agency is performing in an exemplary fashion, GMCVB may negotiate an extension of the contract for a period not to exceed one (1) year, for up to a total of five (5) years. If an extension or renewal occurs, any changes in contract terms must be agreed upon by both parties at least 60 days prior to the beginning of the new contract or extension.

The agreement may be terminated with or without cause by either party delivering (by certified or registered mail) written notice of such intention to the other party not less than sixty (60) days in advance of the specified termination date. This agreement shall automatically terminate upon the insolvency of Agency or Client's reasonable determination that Agency may not be able to pay its debts as they become due.

## BUDGET

Please provide your Agency's proposed fee structure (i.e. minimum monthly retainer and monthly expense estimates, as well as hourly rates for staff according to level and position) for managing a high-profile destination account requiring full service. This must be provided or RFP will not be considered.

Combined Web Design & Development expenditures vary annually, depending on website redesign. The GMCVB completed a website redesign in 2022. Website enhancements for 2026-2027 will be determined based on usability research, engagement metrics and heuristic review.

## RFP PROCESS

The Screening Committee will review the RFPs and make recommendations on which firms to pursue with RFPs and presentations. GMCVB will notify selected Agencies. Selected Agencies will be required to conduct comprehensive presentations in-person.

## SPECIAL INSTRUCTIONS

**Please upload your proposal by 5 p.m. EST on Thursday, April 30, 2026 to [DropBox](#).** Agencies should submit responses corresponding to each numbered item under the section of Statement of Qualifications listed below. To ensure timely and fair consideration of each response, proposals should be concise, not to exceed 100 pages.

Agencies may submit for one or both sides of the business. To develop a list of finalists, a Screening Committee comprised of GMCVB staff and industry partners will then review these responses and other submitted materials for sufficiency and ability to perform the scope of work.

The top-ranking agencies during this RFP process, will be selected as finalists and invited to Miami for a formal presentation as part of the last round in the selection process.

Please send questions to: [RFP@gmcvb.com](mailto:RFP@gmcvb.com)

## STRATEGY, DESIGN & DEVELOPMENT AGENCY OVERVIEW

The GMCVB requires a Design Agency that will lead the efforts with the GMCVB to develop the GMCVB's website strategy and provide all design required. The agency must be mobile focused and will work in concert with internal and external resources and agencies to lead the ideation, planning, testing and tracking of all digital initiatives and marketing automation. The agency will leverage the brand identity established by the lead advertising agency for all initiatives. The agency will handle the strategy and design elements of the GMCVB's proprietary website, digital platforms, external platforms, and applications to facilitate an integrated and engaging user experience.

The Design & Development Agency(ies) should:

- Have strategic, user experience, tracking, analysis, testing, digital content and design expertise across multiple digital channels and platforms
- Work with multiple agencies, guiding the strategic design, development and testing that drives creative mobile-first digital experiences
- Take business requirements and priorities and drive innovative strategies and tactics on platform and channel initiatives that provide options in the cost-quality-time triangle so that GMCVB may choose the weight and priority it wishes to apply to a project before development is initiated or amidst an ongoing project
- Deliver reporting and analytics that provide insight and recommendations regarding the optimization of the technical and front-end platform specifications
- Oversee development of innovative digital strategies of applications, user experiences, content and other forward-thinking opportunities within the GMCVB's Kentico CMS
- Ensure front and back-end strategies to enhance agreed-upon KPIs
- Analyze data for systemic issues that are causing abandonment, low SEO ranks and end user dissatisfaction
- Understand and account for existing Simpleview CRM platform as it relates to digital initiatives
- Understand existing third-party services and tools used by the GMCVB (i.e. Google Analytics, Kentico, SATISFI, Crowdriff, etc.) in regard to digital initiatives, as well as analyzing and suggesting alternatives or additional services and tools as needed to stay on target for strategic enhancements, tracking or testing
- Analyze the GMCVB's mobile usage and advise on technical, user experience and user interface improvements and key performance indicators
- Understand strategic elements and opportunities around digital monetization and ad-serving
- Advise on innovative and user focused opportunities with Google Maps and other related platforms and programs to increase user interest and engagement as well as brand reach
- SEO expertise, website targeting and testing, content optimization, CRM activities, usability studies, and analytics
- Provide website and other creative strategy, planning, consultation and presentation
- Design and graphic services such as the creation and implementation of original creative, designs, artwork, layout and design templates for digital websites and external platforms as needed
- Have dedicated UX, creative and strategy staff in house
- Multilingual website design and optimization experience

- Able to demonstrate a diverse workforce, as per Miami-Dade County minority goals

## RFP INSTRUCTIONS & ADMINISTRATION

### INTENT TO RESPOND

Agencies planning to submit an RFP response should submit an “Intent to Respond” by **Friday, February 20, 2026 at 5 pm Eastern Standard Time (US)** to [RFP@gmcvb.com](mailto:RFP@gmcvb.com).

### QUESTIONS FROM RESPONDENTS

The GMCVB will accept questions through **Friday, February 20, 2026 at 5pm Eastern Standard Time (US)** via email to [RFP@gmcvb.com](mailto:RFP@gmcvb.com). The Q&A responses will be published and shared with agencies who submit an Intent to Respond.

### SUBMISSION DEADLINE

Proposals must be submitted no later than close of business on **Thursday, April 30, 2026 at 5pm Eastern Standard Time (US)** by [uploading to Dropbox](#). RFP submissions will only be accepted from agencies that have submitted an Intent to Respond notification.

### CONTRACT & NEGOTIATIONS

The GMCVB may pursue contract negotiations with finalist agencies of our choosing and reserves the right to negotiate concurrently or separately with competing proposers. All agency contracts will include requirements for specific service levels and measurable performance standards. Only a fully executed agreement shall bind the parties.

While the aim of the RFP process is to select one Agency, the GMCVB may choose more than one agency for Web Design and Web Development.

### RFP RESPONSE FORMAT

To ensure timely and fair consideration of each response, submissions should be concise. Excessive responses may be counted against you.

Agencies that provide Intent to Respond notifications will receive separate RFP upload instructions. The GMCVB reserves the right to ask questions for clarification and request additional information.

## STATEMENT OF QUALIFICATIONS

Responses submitted must contain, at a minimum, the following information. The evaluation of the proposals and presentation will consist of, but not be restricted to, these points. Please respond to each numbered section in order. The Agency should number the responses in the same sequence as below to make the review process easier.

### **A. AGENCY RFP OVERVIEW (10 POINTS)**

1. Provide company legal name, parent company, registration, ownership structure, mailing address, phone and email address.
2. Establishment date of founding office. Establishment date of responding office (if different from founding office)?
3. Primary business category
4. Provide primary contact and individual(s) authorized to negotiate if different.
5. Total number of full-time employees including ethnic/race/gender breakdown
6. Number of full-time employees in Miami (if applicable)
7. List and provide bios for the key individuals in the agency (not necessarily those that would work on this account).
8. Physical locations including addresses of all branches.
9. Explain the primary office location and team members who will be used to support the GMCVB account.

### **B. AGENCY POSITIONING, VISION, PHILOSOPHY (5 POINTS)**

1. Positioning: How does your agency differ from the agencies with whom you usually compete?
2. Vision: What vision do you have for your company? Where do you see your agency five years from now?
3. Philosophy: What overall philosophy or credo do you operate by?

### **C. AGENCY STRENGTHS AND SPECIAL EXPERIENCE (20 POINTS)**

1. Key Strengths: Describe the accounts or categories in which you believe you have special strengths.

2. Special Experience: Is there anything special about your agency experience or expertise that a new business prospect should know about?

**D. AGENCY HISTORY, OWNERSHIP, CURRENT SIZE AND KEY EMPLOYEES (5 POINTS)**

1. Founding Date: When was your Agency opened? When was the office responding established?
2. Mergers and Acquisitions: List any subsequent mergers, acquisitions or name changes.
3. Current Ownership: Who are the current owners of your agency?
4. Current Size: Summarize the total billings, number of employees and number of accounts currently being handled directly by your office.
5. Key Executives: Provide a short biography of no more than six of your Agencies' key executives and describe their current roles.
6. DEI: Provide a copy of your Diversity and Inclusion Policy.

**E. CURRENT CLIENTS, ACCOUNT GAINS AND LOSSES (5 POINTS)**

1. Current Clients: List all current clients—brands, products and services—managed by the office responding. Rank them by size, indicate the dates they were acquired and, if possible, approximate budget ranges for each.
2. Account Gains: Of the accounts acquired within the past two years, please comment on why your agency was chosen to service these new accounts.
3. Account Losses: Of the accounts lost in the past two years, explain why they left or were resigned by the agency.

**F. AGENCY BILLINGS HISTORY (5 POINTS)**

1. Billings and Revenue: Chart your agency's gross billings for the past three years.

**G. SCOPE AND NATURE OF AGENCY SERVICES (20 POINTS)**

1. Agency Services: List the various services offered by your agency and the number of full time employees dedicated to each department
  - a. What is the physical location of the proposed staff providing services?
2. Other Specialized Services: List any other specialized services your agency offers to its clients, either directly or indirectly through its parent or sister companies, subsidiaries or network of affiliations
3. Subcontractors
  - a. Which services or parts of this RFP will you hire subcontractors to provide?

- b. How do you manage subcontractors so that the client is able to easily convey its strategy, goals and objectives and answer questions from the people working on its account?

**H. AGENCY WORK PROCESS AND CASE STUDIES (15 POINTS)**

1. Work Process and Practices: Describe your agency's work process (if you use a specific discipline), and any particular practices you employ that help you produce consistently effective work

**I. AGENCY COMPENSATION POLICIES AND PRACTICES (10 POINTS)**

1. Compensation: What is your philosophy regarding agency compensation? How do you normally like to structure compensation? Are you open to a performance-based compensation arrangement?
2. Fee Schedule: In what areas do you charge fees in addition to production and services and what is your fee schedule for these services.
3. Please include your standard rate structure, including hourly rates for staff roles required to service the scope described in the RFP document. RFP Submissions without agency rates and/or compensation information will be automatically disqualified.

**J. REFERENCES (5 points)**

The Agency shall furnish at least three (3) corporate references with the proposal. The references shall include the company name, contact person and their telephone number. The reference shall describe where services similar in magnitude and scope to that requested in this RFP are currently provided and have been provided for at least six (6) months. Employees of GMCVB may not be used as corporate references. The GMCVB reserves the right to contact references or clients not listed in the RFP.

## CONFLICT OF INTEREST

The Agency must disclose any accounts that it currently services which may be perceived to be a conflict of interest (see Conflict of Interest section). The Agency must submit an agreement to terminate all conflict-of-interest accounts, if selected. List any accounts the Agency would perceive as a potential conflict.)

## CURRENT CUSTOMER & AGENCY REFERENCES

Please provide contact information for at least three current clients and two agencies you have collaborated with. Wherever possible, please include travel industry or destination marketing clients as references.

For each reference, please indicate the following:

- Contact Name and Title
- Contact Phone Number and Email
- Brief Service/Relationship Description
- Contact Company Name
- Client Industry/Agency Type
- Length of Relationship

## CASE STUDIES

- A. Please provide two case studies that demonstrate innovative thinking and experience relevant to website strategy, design and/or marketing automation applicable to the GMCVB's business. Examples should be ideally in tourism marketing or related field. Make sure to include a timeline of relevant details to easily understand where you started, what ideas you brought to the table, what challenges were faced, how you overcame them – in particular, how did your team adjust and capitalize on learning? What did you do to change your approach? What impact did your change in approach have on the goals of the client, its brand, business and its audience?
- B. Case studies must include, but are not limited to:
  1. Client Requirements
  2. Challenge, goals/KPIs and objectives
  3. Strategy and approach developed, and rationale why
  4. Metrics selected and rationale for selection
  5. Value/ROI delivered against chosen metrics

6. How may the case studies provided apply to GMCVB?

## FORMAT FOR INTENT TO RESPOND & QUESTIONS FOR GMCVB

Due: **Friday, February 20, 2026, 5:00 PM EST**

Send to: [RFP@gmcvb.com](mailto:RFP@gmcvb.com)

Please designate one contact to receive all communications for clarification and verification of information related to this proposal.

Company Name

Primary Office Address

Contact Name

Contact Title

Email Address

Telephone

How did you hear about the GMCVB RFP?

Questions for GMCVB (please limit to 3 questions or less, in priority order)

1)

2)

3)