

## Introduction

As tourism becomes recognized as an economic driver throughout communities in Central Counties, municipalities are looking at developing tourism websites to promote the activities and services available to out of town visitors.

In order to have an impact, tourism websites must be dynamic, content rich and ever changing. Development of a tourism website is just the very beginning of continual investment by a municipality to ensure that the information and content of the site remains relevant and top of mind with consumers.

An opportunity exists for Municipalities to leverage their investment against Central Counties' partnership fund to develop a municipal tourism website if the municipality is ready to make a long-term investment in the project and understands that content is its responsibility.

## Is your Municipality ready?

Central Counties considers municipalities that have completed a **Community Tourism Plan** as ready to move to the next step of website development.

It is very important to note that a web developer is **ONLY** going to design and develop the vehicle from which to showcase content created by the municipality. All content has to be ready to go before a web designer is contracted. Content development requires staff time each and every week. Central Counties does not create content for municipalities.

Through a partnership with Central Counties, some stakeholder generated content will be available to both Central Counties and the municipality – namely business profiles and events. It is imperative that the municipality lay out the plans for the site which should include:

Events Calendar	Photography/Videos	Branding Guide that includes: tourism logo, colour, font and typography, voice and message
Events Features	Themed pages	
Routes and itineraries	Links to partners	
Seasonal stories and blogs	Links to social media	

The municipality should plan on changing content at minimum with the seasons. Stories and blogs can be boosted digitally and posted on social media, all driving back to the website.

Prior to going out to tender for a web developer, it is recommended that the municipality plan out a minimum of one year of web content and assign at least one person to ensure that it is kept current on the website.

## Going to tender

It is the responsibility of the municipality to source a web designer to develop the tourism website for their community. Key deliverables in the RFP/RFQ should include:

- Integration of stakeholder profiles and events calendar from Central Counties Tourism Directory
- Website Design
- Wordpress Setup
- Plugins Install and Upgrade
- Website Development (uploading your content into the approved design)
- Blog/Press
- SEO
- Google Analytics / Reporting Set-Up
- Email Newsletter Template
- Wordpress Training and manual development
- Social Media Integration / Community Engagement
- AODA Web Compliance

Municipalities may want to ensure that the website is optimized across all viewing platforms including cell phone and tablet. It may also be a wise idea to ensure a certain number of edits are built into the price as invariably the municipal team will see improvements along the way.

## Partnership

Central Counties applauds and supports all efforts to drive more visitors to the region. CCT has a partnership fund that leverages tourism investment and website development can be eligible for support. The more places our collective stakeholders, events and itineraries are featured, the better chance someone will be motivated to visit.

**Note: A vendor fee will be applied to the Partnership Application Expense Budget for website integration of Central Counties Tourism business directory and events calendar.**

Information on how to apply for a partnership can be found at [www.centralcounties.ca](http://www.centralcounties.ca).