

Request for Proposal (RFP): WordPress Website Software Update & Feature Additions

Issued by: Missouri Travel Alliance

Issue Date:

Deadline for Proposals:

1. Project Overview

The Missouri Travel Alliance is seeking a qualified contractor or agency to update our existing WordPress website to the latest version of WordPress core, theme, and plugins. No design changes are required. We are also requesting minor functional enhancements and admin training to ensure internal management going forward.

2. Scope of Work

- Update WordPress core, theme, and all plugins to the latest stable versions.
 - Ensure full site functionality post-update with no design changes.
 - Add a **mass emailing capability** to communicate with site users/members. (Preferred solutions include integration with Mailchimp, Constant Contact, or similar.)
 - Add a **Calendar of Events** feature that:
 - Allows registered members to submit events via a front-end form.
 - Routes submitted events to an admin approval workflow before publication.
 - Displays approved events in a public calendar view.
 - **Provide comprehensive training** for individuals assigned as site Admins so they are fully equipped to make any and all future updates and changes to the website internally, without reliance on the contractor.
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3. Deliverables

- Fully updated and functional WordPress site
 - Integrated and tested email marketing tool
 - Functioning and tested calendar with user submission and admin approval features
 - **Training session(s)** and written documentation for designated Admins on managing site content, events, email tools, and plugin updates
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4. Timeline

- May 12, 2025 - RFP Issued
 - May 26, 2025 - Questions Due
 - May 28, 2025 - Answers sent out
 - June 1, 2025 - Proposals Due
 - June 15, 2025 - Vendor selected
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5. Proposal Requirements

Please include:

- Brief overview of your experience with WordPress
 - Description of your approach to the project
 - Timeline and cost estimate
 - Description of training approach (e.g., virtual, in-person, recorded)
 - Examples of similar projects
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6. Submission

Submit proposals via email to: Cori Day, Executive Director
executivedirector@missouritravel.com