



**AKRON-CANTON**  
**AIRPORT**

*a better way to go.®*

**Akron-Canton Airport**  
Website Design & Development  
Request for Proposal

This RFP is for design and development services for a new website for the Akron-Canton Airport, located in Green, Ohio.

RFP Sent: July 22, 2020  
Responses Due: August 5, 2020 at 10:00 a.m. EST

Send any questions on the RFP to:  
Christian McCauley, Marketing and Social Media, [cmccauley@akroncantonairport.com](mailto:cmccauley@akroncantonairport.com)

Send proposals to:  
Akron-Canton Airport  
Attn: Lisa Dalpiaz, Director of Marketing and Air Service Development  
5400 Lauby Rd. NW #9  
North Canton, OH 44720

Goal for new website launch: November 2020

# Akron-Canton Airport Overview

Located just 40 minutes from downtown Cleveland, the Akron-Canton Airport (CAK) offers nonstop service to 11 destinations aboard four airlines: American, Delta, United and Spirit.

An airport hyper-focused on unbeatable Customer experience, CAK has been on the cutting-edge of Customer service for years and will soon wrap up the new gate replacement project. Every move is thoughtfully designed to position the airport as a better way to go, and our community would agree CAK continually reaches those standards.

With an annual economic impact of over \$1 billion, CAK is one of the leading economic generators in the region. In addition to an impressive financial impact, the airport has contributed to and helped sustain more than 4,000 jobs in the Northeast Ohio region, including 51 positions under the airport authority.

## Our Audience

We look to reach both the Northeast Ohio community, as well as inbound travelers from around the country to educate and excite them about air travel to and from CAK.

We are an active part of the community and offer full transparency of operations and plans. Our audience extends beyond travelers and includes our neighbors, greater community, business partners, and government officials.

## New Website Objectives

Our website's number one objective is to educate travelers on their options at CAK. From airlines to routes, from arrivals to departures, we want to provide an easy-to-use resource for travelers to answer all airport questions.

The second objective is to get people to book tickets on our airline partners' websites or through our booking engine.

## Current Website

Our current website, akroncantonairport.com is five years old and does not serve us well anymore. While it was well-designed at the time, we would like to update it to be more intuitive, and house additional customer-centric features.

The current website has various third parties involved from the booking engine to airline information, which have functioned well through the current CMS, Lucy.

# New Website Functionality Requirements

Our new website will need:

- An easy-to-use content management system (CMS)
- Intuitive navigation
- Clean and focused design
- All applicable content imported from current site, with necessary redirects (~200 pages)
- SEO fields populated (researched and approved)
- Media room (blog, news, passenger stats)
- Social media integration
- Email sign-up form
- Contact forms
- Chatbot for top Q&A
- Shopping cart
- FAQ section
- Dark website (for emergencies)
- Nonemergency alerts
- Hosting
- Maintenance as needed

## Optional New Website Functionalities

We would love to have the following in our new website, depending on how these elements would impact timeline and/or budget. Please provide cost for these elements separately and note if any additional design or development time would be required.

- Intranet
- Email sign-up form (integrated with email service provider)
- Trip calculator
- Interactive route map

## Ecommerce Details

Our website houses the CAK Fan Shop, which features fan-favorites like t-shirts, water bottles, socks, hats, and travel packs. ([www.akroncantonairport.com/shop](http://www.akroncantonairport.com/shop))

Our CAK Fan Shop will need:

- Clean and focused design
- Editable product section to upload images, product names, descriptions, and pricing
- Basic Inventory management tool
- Shopping Cart
- Promo code features
- Payment Processing (currently Stripe)
- All applicable content imported from current site
- SEO fields populated (researched and approved)

## Third Party Details

Our website pulls and will pull information from established third parties for the booking engine, social media posts and flight information. Reliable integration and connections must be used.

# Proposal Requirements

Please include the following in your response:

- Overview of your company
- Location of your company
- Overview of how you will meet our objectives
- Explanation of your proposed platform/CMS
- Outline of your website design & development strategy
- Proposed website timeline from kickoff to launch
- Details about your team
- Recent design & development examples
- References
- Any key differentiators
- Pricing with optional elements line-itemed
- Terms & conditions

## RFP & Project Timeline Details

Each Request for Proposal (RFP) will be evaluated according to the following criteria:

<u>RFP Criteria</u>	<u>Points</u>
Quality of company's work as evidenced by past work in links and other supporting materials.	25
Experience with projects of a similar scale and scope. Provide specific project examples within the past five years of such success.	25
Ability to meet deadlines, good communication skills, and abilities supported by references.	15
Understanding of project requirements and budgetary constraints	15
Ability to work with Airport staff and vendors	10
Company's location, Northeast Ohio preferred	10

### **Certification of offer or bidder regarding debarment**

By submitting a bid/proposal under this solicitation, the bidder or offeror certifies that neither it nor its principals are presently debarred or suspended by any Federal department or agency from participation in this transaction.

RFP Sent: July 22, 2020

Responses Due: August 5, 2020 at 10:00 a.m. EST

Finalists Selected & Contacted: August 7, 2020 by 3:00 p.m. EST

Winner Selected & Contacted: August 17, 2020 by 3:00 p.m. EST

Project Kick-off: Late August, Early September 2020

New Website Launch Target Date: November 2020

Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response.

If you have any questions, please contact Christian McCauley, Marketing and Social Media, [cmccauley@akroncantonairport.com](mailto:cmccauley@akroncantonairport.com)