

**REQUEST FOR PROPOSAL
New Website Development**



**NISQUALLY RED WIND CASINO
NEW WEBSITE DEVELOPMENT**

INQUIRES AND PROPOSALS SHOULD BE DIRECTED TO:

**Name: Tyson Kruger
Title: Marketing Director
Entity: Nisqually Red Wind Casino
Address: 12819 Yelm Highway
Olympia, WA 98513
Phone: 1-866-946-2444
Email: tkruger@redwind.net**

Purpose:

Nisqually Red Wind Casino (the Casino) is seeking proposals from qualified bidders (Bidder/Bidders) for services to rebuild its current website. A qualified Bidder is one that can reliably cater to the Casino's needs, and one that has relevant experience with projects of similar size and scope. The Casino seeks to design a website that is fully implemented with our Club Red program, has full mobile compatibility, and offers Guests a way to seamlessly view promotions, gaming machines, and restaurant offerings. Looking forward, the Bidder should transition ownership and content management of the website to the Casino (timing TBD), giving the Casino the ability to autonomously adjust current promotions and create content without reliance on the Bidder.

Proposal Overview:**Proposal Overview:**

Nisqually Red Wind Casino is conducting a two-round review process to select for Website Development Services. The first round will include a summary of your qualifications with samples of previous work history, experience, with website references of previous work.

The contract will be given to the Bidder that can effectively respond to the goals below:

- Create a responsive website and CRM site optimized for desktop, tablet and mobile screen dimensions
- Integration with a CMS and CRM that will allow Client to update and manage the site in-house
- Update the site design and copy to reinforce our brand image
- Optimize the website for search engines to generate additional site traffic
- Allow users to sign up for the player's club, client emails, and messaging
- Develop online player account functionality that enables players to securely login to view their current points, offers and more
- Implementation of a website tracking system to allow Client to view current site traffic and visitor trends
- Highlight non-gaming components, including dining and entertainment
- Implementation of interactive features on website

Interview Schedule & Requirements:

All submissions should be presented to Nisqually Red Wind Casino by Thursday, December 6, 2018. Once received, Nisqually Red Wind Casino will take two weeks for the interview selection process. The Bidders will be notified by email on their selection or otherwise. Those selected for the final round of interviews will be invited to participate in a final round that will include an on-site interview and presentation. Questions about this project can be presented to Nisqually Red Wind Casino at any time prior, and the Casino will strive to respond in a timely and professional manner. Upon the offer of an interview, we will ask for a Non-Disclosure

Agreement to be signed and request a template contract for legal review in the event we move forward with contract negotiation. We ask that a template contract is submitted by the date of the interview to be forwarded to Casino attorney's office.

Proposal Submission Deadline

Initial submissions are due no later than 4:00pm on Thursday, December 6, 2018.

Proposal Instructions

Preliminary submissions should be addressed as follows:

Nisqually Red Wind Casino
ATTN: Tyson Kruger
12819 Yelm Highway
Olympia, WA 98513

Please note; submissions should be submitted in a sealed envelope clearly marked in the lower left-hand corner with the following information:

Request for Proposal – New Website
4 p.m. Thursday, December 6, 2018
SEALED PROPOSAL
For new website

Failure to do so may result in premature disclosure of your proposal.

It is the responsibility of the bidder to ensure proposals are received by Nisqually Red Wind Casino by the date and time specified above.

Inquiries:

Inquiries regarding this RFP should be directed to: tkruger@redwind.net

Conditions of Proposal:

All costs incurred associated with participating in this RFP will be the responsibility of submitting company/party and will not be reimbursed by Nisqually Red Wind Casino.

Right to Reject:

Nisqually Red Wind Casino reserves the right to reject any and all proposals received in response to this RFP. A contract for the accepted proposal will be based upon factors described in this RFP.

Notification of Award:

It is expected that a decision selecting the successful agency will be made within two weeks of the final round of interviews. The Casino will award the account to the company that best demonstrates the ability to design a website that is fully implemented with our Club Red program, has full mobile compatibility, and offers Guests a way to seamlessly view promotions, gaming machines, and restaurant offerings. The Casino will also take into account the experience and record of success of a company in achieving the goals of other clients.

Upon conclusion of final negotiations with the successful individual, all individuals submitting proposals in response to this Request for Proposal will be informed, in writing, of the name of the successful person.

It is expected that the contract shall be for a negotiated rate for the dates to be established further upon selection, although there is potential for an extended contract. Compensation is negotiable and based on experience and record of performance.

The successful individual must acquire a gaming license with the Nisqually Tribal Gaming Agency prior to finalizing the contract and conducting any business.

Nisqually TERO Ordinance

The mission of the Nisqually TERO Office is to enforce the TRIBAL EMPLOYMENT RIGHTS ORDINANCE, Title 42, to eliminate discrimination and ensure preference for Native Americans in employment and contracting on all projects and in all businesses operating on or near Nisqually Tribal land.

Tribal Members, Spouses and descendants of Nisqually Tribal Members, and All Native Americans registered with a Federally Recognized Tribe can apply through the TERO Office to ensure Native American preference.

Scope of Service:

The selected company will be responsible for rebuilding the Nisqually Red Wind Casino web site accomplishing the following things:

- Create a responsive website and CRM site optimized for desktop, tablet and mobile screen dimensions
- Integration with a CMS and CRM that will allow Client to update and manage the site in-house

- Update the site design and copy to reinforce our brand image
- Optimize the website for search engines to generate additional site traffic
- Allow users to sign up for the player's club, client emails, and messaging
- Develop online player account functionality that enables players to securely login to view their current points, offers and more
- Implementation of a website tracking system to allow Client to view current site traffic and visitor trends
- Highlight non-gaming components, including dining and entertainment
- Implementation of interactive features on website

The ultimate goal is to design a website that is fully implemented with our Club Red program, has full mobile compatibility, and offers Guests a way to seamlessly view promotions, gaming machines, and restaurant offerings. Looking forward, the Bidder should transition ownership and content management of the website to the Casino (timing TBD), giving the Casino the ability to autonomously adjust current promotions and create content without reliance on the Bidder.

Informational Background:

Nisqually Red Wind Casino is the South Sound's go-to spot for gaming, dining, and entertainment. The gaming floor, measuring in at more than 46,000 square feet, contains both a smoking section and a newly renovated non-smoking sections – the largest of its kind in the region. Within that vast space are over 1,600 slot machines, Keno, and a plethora of table games including Blackjack, Three Card Poker, and Pai Gow. The Casino also boasts six restaurants.

To learn more about current promotions, entertainment, dining and other gaming information, please visit www.redwindcasino.com.

About the Nisqually Indian Tribe:

The Nisqually Tribe's reservation is in the Nisqually River region in rural Thurston County, 15 miles to the east of Olympia, Washington. Tribal land holdings, on and near the Nisqually reservation, total 1,000 acres, all of which have been reacquired in the past 25 years.

The Nisqually people have inhabited the watershed for thousands of years. According to the native legends, the Squalli-absch - ancestors of the modern Nisqually Indian Tribe - first came north from the Great Basin, crossing over the Cascade Mountain Range and erecting their first village in what is now the Skate Creek basin, just to the outside of the Nisqually River Watershed's southern boundary.

The original Nisqually reservation was established by the Medicine Creek Treaty of December

26, 1854. The reservation consisted of a total of 1,280 acres on Puget Sound. In 1856, an executive order enlarged the reservation to 4,717 acres, inhabiting both sides of the Nisqually River.

In 1884, the reservation land was set aside and divided into 30 separate family allotments located on both sides of the Nisqually River. The people lived in peace, harvesting fish from the River and growing potatoes on the prairie tracts. In the winter of 1917, the U.S. Army moved onto Nisqually lands with no warning and ordered them from their homes. Later, the Army condemned 3,353 acres of their land to expand the Fort Lewis base.

On September 9, 1946 the Tribe's official constitution and bylaws were approved. The constitution was amended in 1994. The governing body of the Tribe is the General Council, which is made up of all the enrolled tribal members over the age of 18. A tribal council, comprised of seven tribal members elected by the Tribe's voting membership, oversees the daily business and economic affairs of the Nisqually Tribe.

Nisqually Red Wind Casino is managed by Medicine Creek Enterprise Corporation, a wholly-owned subsidiary of the Nisqually Indian Tribe.

Submissions:

Each submission should include the following information (in order):

- Brief biography and history of experience
- What differentiates your company from others that will participate in this process?
- Summary of philosophy regarding how to improve guest experience through website
- Projected project timeline
- Three (3) Work/Client references
- Detailed description of SEO plan, including CMS information and details
- Description of plan for Club Red portal (data collection, online player accounts, user accessibility, etc.)
- Description of offered graphic/design/branding concepts
- Explanation of handover process from Bidder to Casino (training, in-house implementation, etc.)
- Ideas for interactive web features
- Outline cost and proposed compensation for this project and potential subsequent years if applicable

Format:

This RFP may be responded to in any written format you feel appropriate. However, please make sure the answers are submitted in order, with the corresponding letter and number listed as well. Please submit three copies of the entire RFP packet for review on or before 4:00PM on

Thursday, December 6, 2018. Failure to submit to the above-mentioned guidelines will result in you being dropped from the search.

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