



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** July 22, 2008  
**TO:** Mayor and Councilmembers  
**FROM:** Marketing & Communications Division, Airport Department  
**SUBJECT:** Contract For Website Development Services

### **RECOMMENDATION:**

That Council approve and authorize the Airport Director to execute a service contract with Lightmaker Orlando, Inc., a Florida corporation, for website development services, in an amount not to exceed \$90,750.

### **DISCUSSION:**

#### Background

The Santa Barbara Airport (SBA) has had its own website, [www.flysba.com](http://www.flysba.com), since 1997 with an update completed in 2003. SBA's website is a resource for local travelers and web browsers to obtain specialized information and is used as a link to airline and terminal business websites. Currently, the website has approximately 1,200 visitors per day and more than 500,000 hits per month. These numbers indicate a 25% increase over the same period last year.

In order to keep the website relevant to user demands and to keep pace with rapid Internet changes, the Airport and Information Service's staff recommend a complete redesign of the website. Therefore, a request for proposals for website development services was released in April of this year. The RFP was posted on [www.flysba.com](http://www.flysba.com), other websites known to industry development firms, and advertisements were placed in local newspapers.

A pre-bid meeting was held to answer questions about the RFP and as a result, an addendum was posted and distributed to all interested parties. The Airport received twelve submittals; six firms were interviewed, and references were contacted for those firms.

While all of the firms had impressive credentials and all but one received positive references, Lightmaker Orlando, Inc. of Florida was selected for the six-month contract based on their extensive experience, strong creative designs, and technical applications.

Lightmaker, with offices throughout the United States and London, specializes in creating innovative websites that are designed simply and are easy to navigate. Their senior staff members have designed and created websites with customized interfaces for such companies as Nickelodeon, Ripley Entertainment, ESL Music, and Orlando Magic.

#### Website Development Scope of Work

Lightmaker will use its expertise in website development to create an innovative and world-class website for the Airport that is user friendly.

Lightmaker will deliver a completely revamped website in terms of design and technical structure to support the City's Internet information goals for dispensing Airport and airline information and linking browsers to pertinent related information. New content, in addition to existing content, will be required in order to more thoroughly address the main aspects of the Airport including: 1) commercial airline service; 2) general aviation; and 3) "Doing Business with SBA."

Website Development Services will include the following:

- Consultations with City staff to establish the specific content and technical programming required for the creation of a new website for the Airport and set priorities for accomplishing this task over a 6-month period; 60 days of which will be a de-bugging period.
- Phase I will establish general website requirements in accordance with web content accessibility guidelines in addition to creating a design for screen, mobile and print delivery, and an effective search function.
- Develop technology architecture and functional specifications by creating an overall model including navigation and usability in addition to a review of website hosting and security infrastructure. Identifying, acquiring and installing specific software will also be required.
- Content Management System to enable City staff to make updates to the site and keep pace with changes Internet trends.

The cost of the project is \$82,500 with a 10% contingency allowance, for a not to exceed total of \$90,750. Funds are available in the Airport's operating budget.

**PREPARED BY:** Terri Gibson, Airport Marketing Coordinator

**SUBMITTED BY:** Karen Ramsdell, Airport Director

**APPROVED BY:** City Administrator's Office