Scope of Work (SOW) for Website Development
Mountaineer Trail Network Recreational Authority (MTNRA) Website

1. Project Overview

This project involves the enhanced design, development, and launch of the MTNRA existing website dedicated to promoting and supporting the MTNRA 16-county region and the 5 initial launch trail hubs – Big Bear Lake in Preston County, Cheat River Water Trail in Preston & Tucker Counties, Mountwood Park in Wood County, Camp 70 in Tucker County, and Snowshoe's backcountry in Pocahontas County. The website https://mountaineertrailnetwork.com/ will serve as a resource for cyclists, tourists, outdoor enthusiasts, and the like, offering information on the trails, activities, itineraries, and providing links to area Convention and Visitor Bureaus for accommodations, local services, events, and more.

Please submit proposals to info@mountaineertrailnetwork.com by 5 p.m. April 25.

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2. Objectives

- **Promote the bike trail destination** by providing comprehensive details, maps, and resources for cyclists and visitors. Information will be provided to the agency.
- **Enhance user experience** by creating an engaging, informative, and easy-to-navigate website.
- **Enable users to plan trips** by offering trail information, difficulty levels, accommodations, nearby amenities, and upcoming events, as well as links to supplemental information from CVB sites, riding platforms, etc.
- **Showcase local event information** to enhance the user experience around rides.
- **Highlight local businesses and tourism partners** through website features and other promotional opportunities.
- **Provide advocacy information** to stakeholders to aid in advertising, sponsorships, and donations.

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3. Website Features & Functionalities

3.1. Design & User Experience (UX)

- **Custom Design**: Clean, visually appealing design that reflects the natural beauty of the bike trails and the surrounding environment while using MTNRA's existing brand standards.

- **Mobile-Responsive**: Optimized for both desktop and mobile devices to ensure ease of use on all platforms.
- **User-Friendly Navigation**: Easy-to-use menu structure with clear categories, including hubs and trail information, local events, accommodations and services, contact information, etc.
- **Interactive Maps**: A detailed, interactive map showcasing trail routes, difficulty levels, parking, and other key locations (Website will need the capability to host embedded maps from ride platforms where trail information and routes are hosted. Agency will not be expected to create maps as part of this scope of work)**.**

3.2. Content Sections

- **Homepage**:
  - Hero image/slider showcasing scenic views of the trails.
  - Quick links to popular trail routes and activities.
  - Highlights of local accommodations, events, and featured destinations (hubs).
- **Trail Information**:
  - Detailed descriptions of each trail with difficulty ratings, distances, elevation maps as embedded maps from ride platform(s), and photos/videos provided by the MTNRA group.
  - Capability to host GPS trackable routes, downloadable maps, etc. from third-party websites such as riding platforms and CVB websites. Agency will not be expected to create maps our routes.
  - Filters for trail types (mountain bike, road bike, family-friendly, etc.).
- **Events Calendar**:
  - Website must accommodate an events plug in that can feature a list and calendar view of upcoming biking-related events and community activities, to be provided by area CVBs/hubs.
  - Events calendar plug in must be well supported to ensure consistent functionality.
- **Accommodation & Local Services**:
  - Directory of nearby hotels, camping spots, restaurants, bike rentals/outfitters, and other local businesses.
    - Website needs to have landing pages for each hub location that includes visuals, teaser information, and links to each hub CVB.
    - Template for featured listing, should the MTNRA sell advertising spots.
  - Search and filter options based on type, distance from trails, amenities, etc.
- **Blog/News Section**:
  - Informative articles, updates, and tips on biking, local events, and trail conditions.
    - Note to contact local CVBs/Hubs for most up-to-date weather information.
  - Capability for guest posts and community submission options.
- **Photo Gallery/Videos**:
  - Showcase stunning visuals of the bike trails, cyclists in action, and the surrounding area. All photo and video will be provided to the agency.

- o Include video content highlighting the experience of visiting the bike trail destination. All photo and video will be provided to the agency.
- **Contact Page**:
  - o Simple form for user inquiries.
  - o Location details, phone numbers, and social media links.
  - o Option to sign up/consent to receive the MTNRA newsletter.

3.3. Functionalities

- **Search Functionality**: Search by trail difficulty, location, or event.
- **Newsletter Sign-Up**: Allow visitors to subscribe to newsletters for updates on events, trail news, and promotions.
- **SEO Optimization**: Implement SEO best practices to ensure the website ranks well on search engines (keyword optimization, meta tags, schema markup).
- **ADA requirements**: The website should meet basic WCAG AA requirements, where possible. Accessibility overlays such as AccessiBe and UserWay are not acceptable.

3.4. Backend and Admin Features

- **Content Management System (CMS)**: Wordpress CMS
- **Admin Panel**: Secure admin dashboard to manage trails, events, accommodations, and blog content.
- **Analytics Integration**: The website must utilize Google Analytics (GA4) to track website traffic as well as any additional tracking tools such as Microsoft Clarity. Google Analytics is currently in place on the MTNRA website's Site Kit.
- **Security Features**: SSL encryption, data protection measures, and compliance with relevant regulations (GDPR, etc.).

4. Deliverables

- **Website Design Mockups**: High-fidelity design concepts for homepage, inner pages, and mobile version.
- **Website Development**: Complete front-end and back-end development to be completed in house by the selected agency (no third-party contractors).
- **Responsive Testing**: Ensuring the site is fully functional across various devices and screen sizes.
- **Interactive Features**: Development and integration of embedded maps, event calendars.
- **SEO & Analytics Setup**: Implementation of SEO practices and integration of Google Analytics (in place currently) for monitoring traffic.
- **Launch Support**: Full launch of the website with post-launch support for any immediate fixes or issues.

o   Please provide an hourly quote for potential post-launch support needs (adding landing pages, updating visuals, etc.)

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5. Timeline

The MTNRA would like to have a signed contract with a creative agency by April 25, 2025.

The website will need to be designed, finalized, and delivered to the MTNRA by September 30, 2025.

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6. Project Management & Communication

- **Project Management**: Visit Mountaineer Country Convention and Visitors Bureau, as part of their in-kind sponsorship of the MTNRA, will be responsible for the day-to-day oversight of the project, ensuring that timelines and deliverables are met.
- **Communication Channels**: Weekly progress meetings, with status reports and direct communication via email, project management tools (Trello, Slack, Basecamp), and video calls.
- **Client Involvement**: Regular client feedback sessions after key milestones to ensure alignment with the vision and expectations.
- **Preferred Partner Expertise:** Given the nature of this project and the unique regional identity of the Mountaineer Trail Network, we strongly prefer to work with a website development agency that has demonstrated experience, familiarity, and comfortability with outdoor recreation, tourism, and trail systems—particularly within West Virginia or the greater Appalachian region. Agencies with strong local ties and an understanding of the outdoor culture, landscape, and community values of the state will be prioritized.

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7. Budget Estimate

The budget for the project will be determined based on the scope outlined above, including design, development, testing, and launch support. An estimated budget range is between **$20,000 - $25,000**, depending on the complexity of features and customization.

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8. Assumptions & Constraints

- The website will be built from the existing Mountaineer Trail Network website, using the CMS platform Wordpress.
- Content (text, images, videos) will be provided by the client, unless otherwise agreed.
- Additional functionalities and integrations may require additional budget and timeline adjustments.

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9. Success Criteria

- **User Engagement**: Increase in website traffic and user interaction with the trail information, events calendar, and local services.
- **Positive User Feedback**: High ratings and user satisfaction from website visitors, reflecting the ease of use and helpfulness of the site.

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10. Helpful Resources

Mountaineer Trail Network Recreational Authority

Existing MTRNA Website: https://mountaineertrailnetwork.com/

Destinations by Design Case Study: https://destinationbydesign.com/project/mountaineer-trail-network/

Big Bear Lake – Preston County

https://www.mtbproject.com/directory/8014877/big-bear-lake-trail-center

https://www.trailforks.com/region/big-bear/

https://www.alltrails.com/parks/us/west-virginia/big-bear-lake-trail-center

Camp 70 – Tucker County

https://www.mtbproject.com/trail/7037817/camp-70-road

https://www.trailforks.com/trails/camp-70-rd/

https://www.alltrails.com/trail/us/west-virginia/camp-70-loop

Mountwood Park – Wood County

https://www.mtbproject.com/trail/4672436/mountwood-park-grand-tour-loop

https://www.trailforks.com/region/mountwood-park/trails/

https://www.alltrails.com/trail/us/west-virginia/mountwood-park-mountain-bike-loop

Snowshoe Trails – Pocahontas County

https://www.mtbproject.com/directory/8010940/snowshoe-mountain-resort

https://www.trailforks.com/region/snowshoe-backcountry/

https://www.alltrails.com/us/west-virginia/snowshoe

Cheat River Water Trail – Tucker & Preston Counties

https://cheatriverwatertrail.org/

https://cheat.org/cheat-river-water-trail-map/

MTNRA Board Members' Example Websites

https://www.ridetherange.com/

https://www.oztrails.com/

https://baileystrailsystem.org/

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