

CITY OF NISSWA

REQUEST FOR PROPOSALS



WEBSITE HOSTING, DESIGN AND MAINTENANCE

RESPONSES DUE BY 3:00 PM ON APRIL 20, 2018

**City of Nisswa
5442 City Hall Street
PO Box 410
Nisswa, MN 56468
218-963-4444**

City of Nisswa, Minnesota

Request for Proposal for Website Hosting, Design and Maintenance

The City of Nisswa, Minnesota (City) is requesting proposals from qualified firms to provide three services related to its website: (1) hosting the City website, (2) redesign the City website www.cityofnisswa.com, and (3) ongoing maintenance/support of the website. The webmaster will perform these services under the direction of the City Administrator/Clerk.

Nisswa is a statutory plan A City located in the northern Brainerd Lakes area. The City encompasses approximately eighteen square miles and has an estimated year round population of 2,100. The City provides a wide array of services including public works, fire, parks and recreation, planning and zoning, wastewater treatment, law enforcement, and municipal liquor stores. Nisswa is a unique destination town that experiences a large influx of seasonal residents and visitors who enjoy the many outdoor recreational amenities of the area.

Responsibilities:

- Work with the City to create a new design that gives the site a professional, attractive, and contemporary look
- Identify the optimum server platform and development language for the new website, considering both functionality and cost
- Migrate the current website content to the new design, create and build appropriate content as needed
- Ensure proper email setup and integration
- Develop any and all templates needed for staff to easily update web content
- Integrate a one-click social media profile join button for Facebook
- Create a one-click newsletter signup button
- Provide a web interface that can accommodate individuals with disabilities in accordance with the Americans with Disabilities Act. (See www.ada.gov/websites2_prmt.pdf)
- Maintain documentation of the City website
- Set up reporting to include Google Analytics data for tracking number of website visitors and other data points
- Perform other related duties and responsibilities as required and as time allows
- The City will be in charge of content management and will own all content.

Intuitive and Attractive Design:

- Clean, contemporary design and flow
- Easy and intuitive navigation that does not require multiple clicks to reach a desired page
- Mobile responsive web design
- Displays correctly in all major browsers
- Balance between simplicity and relevant information
- Support high-resolution media (images and video)
- Consumer experience-led user interface that groups and presents information in a logical manner and requires no more than three levels of “scrolling” for the user to find desired information
- Fast-loading pages designed with a balance of text and graphics to provide for optimum user functionality

Qualifications:

To be eligible to respond to this RFP, the proposing firm must demonstrate that they, or the principals assigned to the project, have successfully provided services similar magnitude to those specified in the Scope of Services section of this RFP, preferably to at least one CITY similar in size and complexity to the City of Nisswa or can demonstrate they have the experience and ability to successfully perform the services.

Contract Length and Conditions:

The initial contract term shall commence upon final execution of the contract by the City and shall expire four (4) years from that date. The City reserves the right to extend the contract for two (2) additional two (2) year terms providing all terms conditions and specifications remain the same, both parties agree to the extension, and such extension is approved by the City.

Minimum Proposal Contents:

1. A description of the respondent’s ability to fulfill the Qualifications as described above, including company information/expertise in the field of website design and service
2. Examples of websites created by the respondent and contact information for three (3) references of previous work completed similar to this RFP
3. Requested compensation to complete the RFP for the initial four (4) year term. Compensation must include detail specific to:
 - a. Annual hosting fees
 - b. Website redesign fees
 - c. Ongoing maintenance/support fees
4. Costs for software or hardware associated with the redesign of the website, if any
5. A proposed timeline for the development of and migration to the new website.

Project Timeline:

RFP Release Date	March 21, 2018
Deadline for Vendor Questions	April 13, 2018
Responses to Vendor Questions	April 17, 2018
Proposal Deadline	April 20, 2018
Completion of Proposal Evaluations	May 1, 2018
Final Vendor Selection	May 16, 2018

Contracts and Deadlines:

Proposals must be submitted electronically. Proposals must be received by **Friday, April 20, 2018 at 3:00pm.** All proposals and documentation related to or in reference to this RFP shall become the property of the City of Nisswa. The City further reserves the right to retain all proposals submitted and to use any ideas in the proposal regardless of whether that proposal is selected.

The City reserves the right to reject any or all proposals, to request additional information concerning any proposal for purposes of clarification, to accept or negotiate any modification to any proposal following the deadline for receipt of all proposals, and to waive any irregularities if such would serve the best interests of the City as determined by the City Council.

Questions and proposal submissions can be directed to:

Jenny Max, City Administrator/Clerk
jmax@ci.nisswa.mn.us