



REQUEST FOR PROPOSAL
Website Redesign and Implementation
RFP Submission Deadline: June 5, 2024, at 5pm CST
to
Freeport Park District
Attention: Makenzie Blair
MBlair@FreeportParkDistrict.org

Park Hills Golf Course Overview

Owned and operated by the Freeport Park District, Park Hills Golf Course is a local favorite and a featured destination to visitors. The West and East Course are situated on rolling terrain, offering 36 pristine holes. Fairways are lined with mature trees and offer a challenge and a unique experience to all golfers. In addition to fantastic golf, Park Hills offers a driving range, instructional programs, golf merchandise for sale, and special events. The newly renovated Legacy Pub is a full-service bar where visitors can enjoy libations and food with a panoramic view of the landscape.

Park Hills Golf Course is recognized as a leader in the industry by receiving several designations, including:

- Golf Digest “Best Places to Play”
- Illinois Parks and Recreation Association “Outstanding Facility”
- Audubon Society “Certified Signature Sanctuary”
- Golf Course Superintendent’s Association of America
- Freeport Journal Standard “Best of the Region”
- National Golf Foundation
- PGA of America
- United States Golf Association



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Timeline for Vendor Selection

May 3, 2024	RFP issued and open for proposals
June 5, 2024	RFP submissions close at 5pm CST
June 17-28, 2024	Selected Vendor Presentation
July 16, 2024	Vendor Selection
July 22-August 2, 2024	Project Kickoff
February 14, 2025	Launch of new website



Website Requirements

Requirements – Design

The following are considered requirements of the Design phase of the project. As a component of the Digital Strategy, Technical Research focused on tools embedded within the current Park Hills Golf Course website while looking ahead for future needs/wishes of the golf course. The following were identified as critical to creating the future website.

- Design with mobile first mindset with an emphasis on user-friendly navigation.
- Intuitive, consistent page layouts with modern look and feel with ability to incorporate text, imagery, interactive video and graphics.
- Web style guide with a custom component library, allowing content managers to mix and match elements for unique content.
- Design needs to meet current accessibility standards.
- User testing of the prototypes to ensure design is speaking to the audience intended.
- Hole-by-Hole review of the 36-champion hole course.

Requested Prototypes/Page Templates

- **3 design mock-ups of the following page templates:**
 - Home Page
 - Hole-by-Hole Review
 - Calendar



Requirements – Technical

The following are considered requirements pertaining to technical set up and implantation:

- **CMS Content Management** - Park Hills Golf Course needs to utilize WordPress CMS Content Management
- **Web Browsers** - Must be compatible with Chrome, Microsoft Edge, Safari and all major browsers.
- **Hosting** – The provider should be reliable and robust in accordance with industry best practices.
- **Website Protection** – Should include SSL (TLS 1.2) encryption, Malware protection, automatic website backups, software updates, and plug-in updates.
- **Minimal Browser Intrusion** – Eliminating plug-in prompts, Active-X prompts, etc. is required.
- **Integration of 3rd party platforms critical to Park Hills Golf Course’s success:**
 - **WebTrac/RecTrac Tee Times**
 - The selected vendor will be required to integrate with WebTrac/RecTrac to pull course data into www.parkhillsgolfcourse.com.
 - **Rainoutline**
 - Utilize Rainoutline’s *Statusfied* API to display information related to event delays and cancellations directly on the Park Hills Golf Course website.
 - **Constant Contact**
 - Park Hills Golf Course has a “Contact” tab on the website that directs the user to a contact form. Any messages are sent to contact@freeportparkdistrict.org.
 - Future plans include being more targeted to gather leads for both Park Hills Golf Course and Freeport Park District programming.
 - **Calendar**
 - Event management that allows for regular purging of past events.
 - Allow Park Hills Golf Course to define how long an event should be archived and have a background task run on a regular basis to clean archives.
 - **Site Translation**
 - Park Hills Golf Course wants to offer the website in a variety of languages through an automated process. Powered by Google Translate, Park Hills Golf Course would like to offer site translation in Spanish.



Requirements – Analytics

The following are considered requirements pertaining to analytics set up and tracking:

- Install and configure GA4, Google Tag Manager (GTM) and Looker Studio (formerly Google Data Studio) for the new website.
- Provide training to Freeport Park District staff on how to understand data generated.
- Ability to have regular status and statistical reports (daily, weekly, monthly).
- Be able to track mobile device usage.
- Site should have a heavy focus on Search Engine Optimization. Freeport Park District would like support in content opinions to influence rankings in search results.

Requirements – Support

The following are considered requirements pertaining to support for the Park Hills Golf Course and Freeport Park District:

- CMS Training to be provided to the Content Managers.
 - Content Manager training for 1-2 employees (one group session).
 - Administration training for 2-3 individuals, as needed.
- Must be able to respond to support requests within 24 business hours, 8am-5pm CST.



Instructions to Vendors

In responding to this RFP, the Vendor accepts full responsibility to review and understand the RFP in its entirety, and in detail, including making any inquiries to the district as necessary for clarification and information. Failure to make such a review or inquiry shall not excuse the Vendor from performing the duties and obligations imposed under the contract terms. Once the award has been made, failure to have read all the conditions, instructions, and specifications of this contract shall not be cause to alter the original contract or to request additional compensation.

The criteria outlined in the scope of the project must be met. Proposals must include a cost proposal as described in this RFP. All costs for this project should be presented in a flat rate, fee for service format.

Delivery of one (1) digital copy of your proposal via email by June 5, 2024, by 5pm CST sent to:

Makenzie Blair at mblair@freeportparkdistrict.org

Subject Line: 2024 Park Hills Golf Course Website Redesign RFP

Proposals to include, at a minimum:

- Project Work Plan - includes project management flow for tasks, key milestones, target deadlines, developer/district staff timelines, and payment schedule.
- Costs - includes clear breakdown of costs for initial specified work, recurring expenses for maintenance, and hourly rate for additional customization and future expansion.
- Provide an extensive portfolio of examples of completed projects, with contact information for references.
- Conduct design and development kickoff meetings with the district website team about the vision and goals of the project along with desired outcomes, including navigation, functionality, applications, style, and design direction.
- Provide a beta site for testing, available to the district's website team throughout the project.
- Attend scheduled progress update meetings/conference calls with the district website team. Cadence would be determined at the kickoff meeting.



- A seamless transition from the current website to the enhanced website. Migrate most of the existing site's information to the new site.
- Provide website management and usage training to the district's website team before launch, including a screenshot tutorial of the essential elements of management.
- The Vendor shall employ industry standard practices to ensure the security of the owner's network and data systems. Vendor's employees must maintain the confidentiality of the Owner's sensitive information and records. Vendor shall guarantee that, upon completion of the project, the Owner's passwords and other sensitive account information are purged from Vendor's records.
- Any vendor in receipt of this RFP is prohibited from using any intellectual property of the district, including, but not limited to, all logos, registered trademarks, or trade names of the district, at any time without the prior written approval as appropriate.

Pricing

- Lump sum cost of development and launch of the new website.
- Annual cost for hosting.
- List of hourly rates for support services.

Qualifications

- List 3 website addresses that reflect the best work of the company.
- Briefly list the company's role in each project.
- Provide reference information for three clients.
- Describe the company's experience producing sites for tourism and destination, government, golf course, park district, and community-focused organizations.
 - List any clients that are in the golf industry, such as golf course owners/managers.
- Provide a company profile, including length of time in business and any current lawsuits pending, and a list of any projects in the past five years that were not completed.
- Describe the company's project management process.
- Identify the key individuals to be involved in these projects, precisely identify their roles, and provide a resume of each, focusing on experience with similar projects.
- Discuss the company's testing and support plan, including design philosophy and approach.



After Proposals are Submitted

Following review by district staff, a "short list" of candidates will be selected from the proposals received and scheduled for an interview and brief presentation (in person or via web conference).

- The Freeport Park District retains the right to withdraw or amend this RFP at any time prior to execution of a contract and to accept any proposal it determines in its sole discretion to be in the best interest of Park Hills Golf Course.

The point of contact for all questions related to this RFP is Makenzie Blair. All inquiries related to this RFP should be directed to mblair@freeportparkdistrict.org.