



REQUEST FOR PROPOSAL
Website Redesign and Implementation
RFP Submission Deadline: February 28, 2025, at 5pm CST
to
Freeport Park District
Attention: Makenzie Blair
MBlair@FreeportParkDistrict.org

Freeport Park District Overview

Established in 1911, the Freeport Park District has a rich history of providing outstanding parks and recreation services. With over 700 acres of dedicated parkland under its management, the Park District is charged with maintaining an expansive system of natural resources and facility infrastructure. This includes, but not limited to, an aquatic center, 36-hole championship golf course, antique carousel, boat rental operation, historical museum, skate park, miniature golf course, picnic shelters, nature preserve, and athletic field complexes. This robust park system is a key factor in establishing Freeport, Illinois as a great place to live, work and play!



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Timeline for Vendor Selection and Project

February 17, 2025	RFP issued and open for proposals
February 28, 2025	RFP submissions close at 5pm CST
March 17-28, 2025	Selected Vendor Presentation
April 18, 2025	Vendor Selection
May 5–May 16, 2025	Project Kickoff
December 1, 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 District website while looking ahead for future needs/wishes of the District. 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 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.
 - Accessibility Help Button: A clearly visible button to assist users with accessibility needs.
- User testing of the prototypes to ensure design is speaking to the audience intended.
- Bulletin Board for Events: A prominently displayed section to share upcoming community events.
- Quick Glance Visuals: Easy-to-navigate icons or sections highlighting:
 - Programs
 - Events
 - Park Projects
- 'How-To Guide' for Program Registration: A dedicated, easy-to-follow guide for residents registering for programs.
- Simplified Navigation: Minimized number of top navigation tabs for better usability.
- Volunteer Box: A dedicated section listing upcoming volunteer opportunities.
- Online Form for Memorial Program: A streamlined application form for memorial donations and dedications.
- Staff Contact Form: A form allowing users to reach out to staff without publicly listing email addresses.
- Interactive Map of Park Amenities: A detailed, interactive map displaying amenities across park locations.

Requested Prototypes/Page Templates

- **3 design mock-ups of the following page templates:**
 - Home Page
 - Registration Tutorial
 - Calendar



Requirements – Technical

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

- **CMS Content Management** – Freeport Park District would prefer 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 Freeport Park District’s success:**
 - **WebTrac/RecTrac Program Registration**
 - The selected vendor will be required to integrate with WebTrac/RecTrac to pull data into www.freeportparkdistrict.org.
 - **Rainoutline**
 - Utilize Rainoutline’s *Statusified* API to display information related to event delays and cancellations directly on the District website.
 - **Constant Contact**
 - Freeport Park District 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 Park Freeport Park District programming.
 - **Calendar**
 - Event management that allows for regular purging of past events.
 - Allow District to define how long an event should be archived and have a background task run on a regular basis to clean archives.
 - **Site Translation**
 - Freeport Park District wants to offer the website in a variety of languages through an automated process. Powered by Google Translate, Freeport Park District 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 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 February 28, 2025, by 5pm CST sent to:

Makenzie Blair at mblair@freeportparkdistrict.org

Subject Line: 2025 Freeport Park District 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.
- Payment - includes clear breakdown of costs for initial specified work, recurring expenses for maintenance, and hourly rate for additional customization and future expansion. Half will be paid before April 1, 2025, and half will be paid upon completion.
- 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.



Proposals to include, at a minimum continued:

- 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.
- 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 the District.

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.