



Request for Proposal
Website Design, Implementation and Support
decatur-parks.org

Project Overview

The Decatur Park District is looking for a partner to enhance our web presence and improve the overall customer experience for our diverse audience. The Decatur Park District is therefore soliciting responses from qualified vendors for the design and implementation of a new innovative and cutting-edge website to serve the needs of the district. The selected vendor will also serve as an ongoing consultant for future development needs for the site. The new site should be launched by September 2023 and has a budget not to exceed \$120,000.

Company Overview

The Decatur Park District is a public park and recreation agency located in Decatur, Illinois, a community of 70,000, serving a jurisdiction of over 46 square miles. Owning over 2,000 acres of park land with 26 neighborhood parks and 10 community parks/nature areas. Decatur's parks provide wonderful outdoor venues for picnics, family reunions, sports activities, and community events.

The Decatur Park District also houses facilities including the Administrative Office, Decatur Airport, Decatur Indoor Sports Center, Fairview Tennis Center, Hickory Point Banquet Facility, Hickory Point Golf Course, Scovill Activity Center, Overlook Adventure Park, Poage Arts & Recreation Center, Red Tail Run Golf Club by Raymond Floyd, Schaub Floral Display Center, Overlook Adventure Park, The Devon G. Buffett Lakeshore Amphitheater, Splash Cove Aquatics Center, Scovill Banquet Facility, and Scovill Zoo.

The mission of the Decatur Park District is to enrich our community's quality of life, health & wellness, education, and economic vitality by providing outstanding parks, facilities, and recreational opportunities. Our vision is to be a park district of excellence that enhances our community's growth, prosperity, and quality of life.

Website's Audience

The Decatur Park District website audience is very diverse in needs and wants. Our primary audience is Decatur and Macon County residents (primarily 18 years & up) that are looking for information about the park district, programming, events, and its governmental business.

The second equally as important audience are individuals researching and looking to purchase recreational products or services for themselves or family members. Examples include fitness memberships, aquatic memberships, athletic leagues, recreation programs, and tickets to special events. These individuals are both Decatur residents and individuals within a 15-mile radius of the community.

The final audience the website serves are businesses looking to do business or sponsor inquiries with the Decatur Park District.

The website must serve an audience that is diverse both in age and languages spoken. It must also meet ADA standards and be fully accessible.

New Website Objectives and Functionality Requirements

The Decatur Park District website has many objectives and functionality requirements. To give a clearer picture, we have broken them down below.

Primary Objectives:

- Quick loading
- Work seamlessly on both desktop and mobile devices
- Work well on all web browsers
- Must maximize our Search Engine Optimization
- User-friendly navigation throughout the site
- Solid CMS system for easy updating that utilizes current technology with a history of regular/ongoing updates.
- Customizable layout
- Must showcase the assets of the district and our programs visually using photos and video content
- Clean and timeless design to blend with our branding
- Regular status and statistical reports (daily, weekly and monthly)
- Must meet ADA standards
- Contact us section to reach staff
- Site must be adaptable for future business needs
- Must be able to seamlessly integrate with third party sites
 - Examples include:
 - Vermont Systems Inc. (VSI) WebTrac for program registrations and memberships processing

Secondary Objectives:

- Increase sales-ready leads and drive people to register for programs or services
- Integrate social media sites
- Announce closures and notices along with other important alerts (Examples include: weather closures for pool, athletic fields and facilities; technology outages, etc.)
- Direct customers to easy ways to get answers to their questions possibly through web chat options if deemed necessary
- House and allow for easy navigation to reports, documents required to fulfill governmental legal obligations and other forms.

Current Website

The current Decatur Park District website has been functional for the district over the past six years. It has been flexible enough to adapt as the district has changed over the years. We feel the design is clean, but could use some modernization and better navigation. Our biggest challenge for the public is the inability to locate information quickly. Feedback from our staff say that they want to see more photos and videos of our programs and facilities. This includes visuals on our park map. People want to see what the parks look like and the facilities that they are interested in renting.

Our current event calendar is also difficult to work with. Each facility has its own calendar, and staff has to update each page individually, creating room for error.

Our current search bar does not search current pages, but brings up old calendar events as search answers.

Another challenge is that our e-commerce and household database are hosted through Vermont Systems Inc. WebTrac. We would like assistance integrating WebTrac better. This means all program searching and purchasing happens on the VSI side. The website should seamlessly integrate WebTrac into the design so the user does not recognize the difference in platforms.

New Website Wish List

We understand there are many desires and requirements for our new site. Below details the wish list of items that we would like to see line-item costs to determine which items we would actually pursue developing.

- Online proof of residency and household registration process
- Sales funneling system that can be used for multiple business units
- Fillable Forms (pavilion rentals, donation requests, etc.)
- Easy Navigation between facilities throughout the website
- User-friendly Calendar of events
- Easy Search Bar that processes the whole website, not just the event calendar.
- This is an example of a website we like <https://bolingbrookparks.org/>

Ecommerce Details

The e-commerce functions of the website are completed through Vermont Systems Inc (VSI) WebTrac. The new site will need to simplify re-direction in between WebTrac and the main site. We would like WebTrac and the main site to match visually.

Website Budget Details

Work is scheduled to begin as early as December 2022 and be complete in August/September 2023. The budget for the initial re-development is not to exceed

\$120,000.

This budget includes overall strategy, development, programming, testing, and launch. This budget should also include any necessary equipment/software, as well as annual and ongoing costs for site hosting and equipment/software. Site hosting fees and equipment/software should include first year expenses, subsequent year expenses, and annual maintenance support costs. A detailed listing of what is covered by the annual maintenance support agreements should be included as well as any warranty services, length of warranty and services included in that warranty. In addition, provide information on, if necessary, updates to the equipment and software are included, and how often these updates are performed.

Proposal Requirements

The Decatur Park District will not consider a partial submittal. If your firm provides either design, implementation, hosting or support, but not all, you are asked to seek out a partner with which to submit the proposal. It is also required that the vendor recommend at least three (3) Internet Service Providers (ISP) to host the website. Each recommended ISP should reflect costs and capabilities of each provider.

Listed below is a two-step process to determine interest, qualifications and a final vendor to partner with.

Step One: Pre-Qualification

The Decatur Park District will determine which vendors meet the basic qualifications to design, implement and serve as our website consultant based upon the information requested in this document.

Step Two: Semi-Finalists

The Decatur Park District will ask finalists to make a presentation detailing proposed changes to the Decatur Park District website that help meet our goals and prepare for future growth. This proposal should include line-item pricing (it is understood these are simply estimates and more detailed numbers will be given by the selected consultant during the investigation stage).

Step 1 – Requirements for Pre-Qualification

In responding to this RFP, all vendors must provide the following information for consideration in the first phase, Pre-Qualification:

- A narrative of the ability of the vendor to complete this project. This should include experience, equipment, programming, design ability and relevant personnel who will be assigned to the project.
- A description of the design process, including sample timeline.
- The average hourly rate of the web site development, the estimated number of hours required to complete the project and the total estimated cost is required.
- A portfolio (hard copies) and URL's of three web sites your firm has designed/implemented within the past two years. Also, please list contact

names and phone numbers for each site listed.

Proposals must also include:

- Cost the Decatur Park District will need to allocate for website software to be able to do this maintenance for three to five users. List of hardware requirements.
- Price quote for training Decatur Park District staff to be able to update the site. Hourly rate and estimated number of hours for three to five employees.
- Price quote for interactive map for easy access to view parks & facilities with links to pictures and park amenities. Mock-up preferred.

Detailed information about hardware and hosting service to host the site with the percentage of up time, information on redundancy, and security features.

- Detailed description of the beta testing that will be performed on the site.

Step 2 – Requirements for Semi-Finalists

All semi-finalist vendors must provide the following in an on-site presentation:

- Concepts and mock-ups for theme and design
- Line-item price proposals for all items. The Decatur Park District reserves the right to reduce quantities or delete items if necessary to keep the project within available funds.
- Proposal and pricing should be based upon a complete turnkey system for which nothing remains to be purchased or completed.
- A complete schedule of activities showing estimated start and completion dates for this project.
- Names, resumes and phone numbers of staff assigned to the project.

RFP Response Preparation Costs

The Decatur Park District accepts no financial responsibility for costs incurred by any vendor in responding to this RFP or for costs incurred during negotiations with finalists. All responses will become the property of the Park District and reasonable precautions will be taken to ensure the confidentiality of the material. Each vendor shall indicate clearly any proprietary information that is submitted as part of the proposal. A USB drive containing copies of all presentations and documents of the proposals shall be provided to the park district.

Website RFP & Project Timeline

- On Tuesday, September 20, 2022, a public notice will be announced and copies of the Request for Proposal (RFP) will be available.
- On Friday, October 14, 2022, the Pre-Qualification information is due back to the Decatur Park District by 4:30 pm.
- Semi-Finalists will be notified by Monday, October 31, 2022.
- Step 2 presentations will be made to the RFP Committee November 15-17, 2022.

- On Monday, November 28, 2022, the final candidate will be selected and all vendors will be notified of the outcome.
- Work to begin December 2022 with a final goal launch date of September 2023.

Send proposal information to:

Decatur Park District
Attn: Katie Myers, Director of Marketing
620 E. Riverside Ave
Decatur, IL 62521

Questions should be directed to Katie Myers at (217) 422-5911 / kmyers@decparcs.com.

