



Request for Proposal Website Design and Implementation Services

A. Summary of RFP

The City of Delaware's Economic Development department is currently seeking proposals from qualified Web designers to develop new templates for its stand-alone economic development website. The templates for the website must be designed with the "WildApricot" website content management system. The templates must utilize the City of Delaware's adopted branding. The designer also will need to implement the designs into the WildApricot system. The templates will need to be designed in such a way that the staff, with the appropriate software, can easily develop future templates using existing templates if necessary.

Electronic proposals will be accepted until 5:00 p.m. on March 31st, 2022. Responses must address all of the items listed in this request for proposal and submitted via email with the subject line "Website Design and Implementation Services Proposal" to chatten@delawareohio.net.

Questions or request for clarification may be directed to Cody Hatten at (740) 203-1014 or email at chatten@delawareohio.net.

B. Governmental Background

The City of Delaware is a full service community providing a high level of services to its residents. Services include: Police, Fire/EMS, Street Maintenance, Public Utilities, Refuse, Parks and Recreation, Municipal Court, and other administrative functions. The City operates under and is governed by its Charter, adopted by the voters in 1951 and which has been and may be amended by the voters from time to time. The Charter provides for a Council-Manager form of government. The City is also subject to some general laws applicable to all cities. Under the Ohio Constitution, the City may exercise all powers of local self-government, and police powers to the extent not in conflict with applicable general laws.

Legislative authority is vested in a seven-member Council, of whom three are elected at-large and four are elected from wards, for four-year terms. The Council fixes compensation of City officials and employees, and enacts ordinances and resolutions relating to the City services, tax levies, appropriating and borrowing money, licensing and regulating businesses and trades, and other municipal purposes. The presiding officer is the Mayor, who is elected by the Council for a two-year term. The City's Charter establishes certain administrative departments; the Council may establish divisions of those departments, and additional departments.

The City's chief executive and administrative officer is the City Manager, who is appointed by the Council to serve at its pleasure. The City Manager may be removed by a vote of four members of the Council. The City Manager appoints the directors of City departments including the Director of Finance. City Council shall have no power by ordinance or otherwise to direct or require the City

Manager to award any contract to any person, firm, or corporation as a condition of authorizing such contract, or otherwise.

The Director of Finance shall administer the Treasury of the City. All money received by any officer or employee of the City, for or in connection with the affairs of the City, shall be paid without delay into the City Treasury. Public money, other than that of the City coming into the hands of any officer or employee of the City, shall be paid into and kept in the Treasury and administered as other moneys therein, except as may be otherwise required by law applicable thereto.

C. Timeline for Procurement Process

The following is the RFP Schedule & Key Dates

TIMELINE

Distribution of RFP	March 1 st , 2022
Proposal Submission	March 31 st , 2022
Storyboard Presentations	April 21 st , 2022
Design Company Chosen	April 29 th , 2022
Project Start Date	May 20 th , 2022
Project Completion Date/Deliverables Submitted	November 1 st , 2022

D. Scope of Work

Website Design Templates

- Develop first and lower level graphical templates for the following:
 - Economic and Business Development Stand-alone Website (www.delawaremeansbusiness.com)
- Utilize City of Delaware brand when creating design, however keeping Economic and Business Development Stand-alone site unique in its aesthetics and navigation.
- Must be designed for staff chosen content management system: Wild Apricot. The economic development site will be managed by staff within Wild Apricot.
- Must be designed with a target audience (including, but not limited to site consultants, C-suite Executives, Business Owners, Entrepreneurs, Developers, Real Estate Professionals, Bankers, etc.) approach.
- Must be designed to utilize navigational architecture developed by the staff to address the target audiences above.
- Must be designed to be responsive for mobile devices and cross-browser compatible.

E. Submission Requirements

All proposals should include, but are not limited to the following:

- Executive Summary
- Vendor Qualifications and References
- Description of proposed service / technical scope of work
- Project management
- Identification and resumes of key personnel to be assigned to the project (and alternate personnel in the event that team changes are necessitated)
- Pricing Section (fixed fee proposal)
- Contact Information/ location of office where key personnel will be located

F. Vendor Qualifications and References

The preferred vendor must demonstrate:

- Capacity to assume this assignment and deliver within agreed timelines in addition to other commitments.
- Relevant experience in business incubation needs assessment, business planning and development of proven successful incubation models,
- Ability to project costs based on recommended strategies,
- Superior written and oral communication skills, including ability to summarize, analyze and synthesize, integrate, compare and contrast information in a lucid and logical format.
- Ability to work with multiple stakeholders and challenge existing thinking to develop recommendations customized to meet the existing needs of the community

G. Pricing

Bid must include the cost of the following services and anticipated expenses including any applicable taxes referencing (but not limited to) the following key areas of delivery:

- Scoping the project with the Selection Committee
- Developing an industry consultation strategy, including methodology and critical path
- Project management and interaction with Selection Committee
- Completion of deliverables as described in this RFP's scope section

H. Selection Timeline & Criteria:

We anticipate a selection committee approach made up of key stakeholders to make the selection of a firm by April 29th, 2022. This will include a review of submitted proposals and an in-person storyboard presentation on April 21st, 2022.

The selection is solely at the discretion of the City of Delaware based upon the following criteria:

- The firm's ability, qualifications, and fit to Delaware to perform the scope of work based on similar experience of size of project, City, and timelines involved.
- The firm's demonstrated ability to complete project tasks within timelines outlined within this document.
- The firm's storyboard presentation on April 21st, 2022 showing the firm's vision for our next version website utilizing the criteria set forth in the "Scope" section of this RFP.
- Firm's vision for the Economic Development Department's website and the vision's compatibility with the department's vision and needs.
- Recommendations from references.
- Fee
- Any other criteria determined to be important by the City of Delaware.

The City of Delaware reserves the right to consider all parts of any proposal and is under no obligation to accept any or all proposals. The City further reserves the right to negotiate further with any firms after receipt of the proposals. Timelines are subject to change at the discretion of the City of Delaware.

All documents and designs produced for the project (both RFP submission and the plan documents including the Final document and construction documents) shall become the sole property of the City of Delaware. The City will not reimburse firms for their costs in preparing documents or proposals in response to this RFP. All materials and communication will be public information and subject to requirements for such and shall be reproducible by the City.