

# Village of Vicksburg

## Kalamazoo County, Michigan

126 N. Kalamazoo  
Vicksburg, Michigan 49097  
PH: (269) 649-1919 • FAX: (269) 649-3997

**Issue Date:** November 19, 2024

**Due Date:** December 19, 2024

**Contact:** Jim Mallery, Village Manager  
Email: [jmallery@vicksburgmi.org](mailto:jmallery@vicksburgmi.org)  
Telephone: (269) 365-8391

### REQUEST FOR PROPOSAL (RFP)

#### BRANDING AND WEBSITE DESIGN SERVICES

#### INTENT

This Request for Proposal (RFP), issued by the Village of Vicksburg (hereby referred to as “Village”) is for branding and website design services and all necessary functions described within this RFP.

#### TIMELINE

Activity	Target Dates*
Issuance of the RFP	Friday, November 22, 2024
Open for Questions by Potential Vendors	Friday, November 22, 2024
Deadline for Questions by Potential Vendors	Thursday, December 12, 2024
Deadline for Submissions	Monday, December 19, 2024
Staff Decision and Recommendation to Village Council	Monday, January 6, 2025
Selected Vendor Notification	Tuesday, January 7, 2025
Estimated Contract Start	Tuesday, January 13, 2025
<i>*All dates are subject to change</i>	

#### BACKGROUND

The Village is the fastest growing Village in Michigan. Located in Kalamazoo County – within a 10- and 20-minute drive respectively to the City of Portage and City of Kalamazoo, Vicksburg has a population of nearly 4000 residents.

The Village’s website has served us well for many years. It’s time to reimagine our web presence with more contemporary design principles in mind. We desire a website that is uncluttered and easily navigable. We want the public to have easy access to public notices, public records, development information, requests for service, upcoming events, and contacts. We also want to continue to archive agendas,

minutes, resolutions, and ordinances. Most, if not all, of the current Village's website's content should migrate to the new site although the architecture of the site itself may not remain the same.

As part of the website design, the Village is interested in establishing a new brand and image that show that Vicksburg is a great community where our residents and businesses thrive, our natural resources are protected and enjoyed, our visitors are welcomed and appreciated, and our high quality of life is promoted. The new brand will express the character of the Village. The Vendor shall offer brand concepts, graphics, Vicksburg images, colors, and typography.

The selected Vendor will work cooperatively with Village elected officials and staff as appropriate to create a new, intuitive, modern website that will incorporate the Village's new brand. The new brand will be carried forward in templates designed by the Vendor for documents, communications, reports, signs, etc.

## **PROJECT SPECIFICATIONS**

The project should include the following elements based on Village priority:

1. High Level Requirements
  - a. The design process should include opportunities for the Village's Council and staff input and/or feedback.
  - b. The design process should provide a new Village brand, including color scheme, typography, and imagery, which can be used for the website, documents, communications, reports, signs, etc.
  - c. The website should leverage responsive design to adapt seamlessly to screens of various sizes for a variety of devices, including cell phones and tablets.
  - d. The site should be configured so that content can be easily created and updated by Village staff with multiple permission levels.
  - e. The site should not rely on dependencies or technologies that are not publicly documented and openly available.
  - f. The site should adhere to security best practices. Effective spam mediation measures should be in place to stave off bots and malicious actors.
  - g. The site should include all content from the current Village website, excepting content identified as undesired by the Village.
  - h. The site should consider allowing users to make a payment to the Village.
2. Highly Desired Components
  - a. The site should provide a search feature for the site on the main page.
  - b. The home page should be able to feature rotating new content/ photos.
  - c. The site should make online resources, including any databases, downloadable, easily visible, discoverable, and well-organized.
  - d. The site should include a site map for the website.
  - e. The site should have the ability to easily create forms which can e-mail submissions to selected staff.
  - f. The site should have the ability to easily incorporate multiple photos and video to enhance the appearance of the site.
  - g. The site should have the ability to meet the most current requirements for accessibility purposes.

- h. The site should have the ability to translate site into multiple languages, to be identified by Village.
- 3. Current External Integrations and Embeds
  - a. The site should integrate with any current Village programs.
  - b. The site should include implementation of analytics.
  - c. Ability for seamless social media integration for common platforms such as Facebook, Instagram, and YouTube.
- 4. Desired New Features
  - a. Options for permitting and licensing.
  - b. Explore the possibility and advantages for a new domain.

## **DELIVERABLES AND COMPLETION**

The project should achieve the following phases and deliverables to be considered complete:

### 1. Definition Phase

The Vendor will work with the Village to finalize the information architecture for the site, including the site map, and develop a new brand and image for the site and templates for documents, communications, reports, signs, etc. The Vendor will work through revisions and suggestions with the Village. The Vendor will deliver final wireframes detailing the components and features of the homepage and interior pages.

#### *Potential Deliverables:*

- a. A method for feedback that will inform the design process.
- b. Findings summary that details how the new design will provide a new brand and image.
- c. Preliminary site map.
- d. Proposal of hosting plan. Details of what is included (server space, updates to CMS, security, application, and widget updates).

### 2. Design Phase

The Vendor will develop a clean, modern, high-quality design and brand that will serve the Village organization and audience.

#### *Potential Deliverables:*

- a. Final design with design mockups for any revisions.
- b. Selection of final design and brand by the Village.

### 3. Development Phase

The Vendor will implement the final approved design and build out site in a Content Management System. Vendor will test the system, fix bugs, and install web features. Vendor will have all third-party integrated programs in place and ready for seamless transitions. Vendor will deliver documentation to the Village articulating how all stated required and desired components have been incorporated into the design.

#### *Potential Deliverables:*

- a. Summary of findings for website team on the existing functionality with any notes, adjustments, or suggestions.
- b. Developed modules for content creation, custom or pre-existing, for testing.
- c. Staff training for adding/editing/deleting content.

- d. Development of templates for documents, communications, reports, etc.
- e. Development of a style manual and guidelines for use of the branding in print materials, website, public relations, and signage.

4. Deployment Phase

Before project completion, Vendor will provide appropriate documentation and training to the appropriate Village staff, detailing the features and functionality of the new site. The Vendor will train designated Village staff on the daily maintenance and upkeep of the site. The Vendor will warranty their work for a period of a year and will address technical problems that arise during the first twelve months after completion of the website. Hosting will continue past deployment.

*Potential Deliverables:*

- a. Website style guide.
- b. Collection of content which corresponds to each page, provided by the Village.
- c. Sample pages from the Vendor exhibiting layout, styles, and options.
- d. Summary of modifications presented by website team.
- e. Documentation of modification.
- f. All documentation and manuals for maintenance of the website.

**CONTRACT**

The selected Vendor will be required to enter into an agreement for this project. All requirements of the agreement, these specifications and the Vendor's proposal will become contractual obligations of the Vendor.

**SUBMISSION OF PROPOSALS**

Interested firms must submit an electronic copy (in PDF) via email which should include at a minimum the following information:

- Firm names and introduction.
- Qualifications of staff to be assigned to this project. Describe where personnel will be physically located while they are engaged in the project.
- Examples of experience with similar projects, including references.
- Narrative in which the firm delineates their understanding of what is being requested by the Village in this proposal including the items of work they will accomplish for the Village, noting any work items they may feel should normally be accomplished under or related to this request, but in their opinion are beyond the scope of what is being requested and therefore not part of this proposal.
- The methodology, approach or work plan which would be used to complete the project.
- Proposal Sheet with "Not to Exceed" project cost, an initial proposal of hosting, maintaining, and modifying for a 3-year period, with an option to renew for an additional 3 years.

**SUBMISSION DEADLINE**

An electronic copy (in PDF) via email must be submitted to Jim Mallery, Village Manager, [jmallery@vicksburgmi.org](mailto:jmallery@vicksburgmi.org) with "Village of Vicksburg Branding and Website Design Services Proposal" on the subject line, no later than 12:00 p.m. Noon (EST), on Thursday, December 19, 2024.

**QUESTIONS**

Any questions regarding this RFP shall be submitted via email to Jim Mallery, Village Manager via email at [jmallery@vicksburgmi.org](mailto:jmallery@vicksburgmi.org) from Tuesday, November 19, 2024 to Thursday, December 19, 2024.

Written answers to questions, which in the opinion of the Village may change or substantially clarify the RFP, will be emailed to all prospective Vendors.

### **EVALUATION OF PROPOSALS**

All proposals received shall be subject to evaluation by the Village. This evaluation will be conducted in the manner appropriate, as may be deemed by the Village, for the selection of a firm for the purpose of entering into a contract to perform this project. Price alone shall not be the basis for the award of this work but shall be only one of the components considered. The Village does not intend to award a contract for this work solely based on any response made to this request. The following facts, along with other items, will be considered:

- The firm's expertise and experience as related to the required work.
- The firm's understanding of the project scope and quality of the firm's project approach.
- The cost and time scheduled as proposed.
- Qualifications and availability of the key staff members proposed to work on this project.
- Involvement of the firm in similar types of projects, reference responses and quality of work on previous projects.
- Qualifications, availability, and commitment to provide appropriate hosting, maintenance, and modifications for the initial 3-year period of time after the project is operational.

All proposals must include “not to exceed” cost figures for the project.

### **INSURANCE**

The Vendor may be required to provide and maintain insurance for this project. Certified copies, setting forth the limits and coverage, may be furnished to the Village before commencing with any work.

### **SUPPLEMENTAL INFORMATION AND REQUIREMENTS**

The Village reserves the right to waive any informality or defect in any proposal, to accept any proposal or parts thereof or to reject any or all proposals, should it deem it to be in the best interest of the Village to do so. The Village reserves the right to revise the contents of the proposal and to negotiate all aspects of this proposal and any future agreement with the successful Vendor of the Village's choice. The Village further accepts no responsibility for expenses which may be incurred in the preparation of such proposals. The selected Vendor shall be expected to comply with all applicable State and Federal laws in the performance of services. Submittals to the Village are considered public information. The Village has the right to disclose information contained in the submittals. The Village further reserves the right to photocopy, circulate or otherwise distribute any material submitted in response to the RFP.

**REQUEST FOR PROPOSAL (RFP)**  
Village of Vicksburg  
**BRANDING AND WEBSITE DESIGN SERVICES**

TITLE: Village of Vicksburg Branding and Website Design Services Proposal

DUE DATE: 12:00 p.m. on Thursday, December 19, 2024

Having carefully examined the attached RFP and any other applicable information, the undersigned proposes to furnish all items necessary for and reasonably incidental to the proper completion of this proposal.

- The undersigned represents that they have experience with similar projects.
- The undersigned submits this proposal and agrees to meet or exceed all requirements and specifications listed on the RFP, unless otherwise indicated in writing and attached hereto.
- The undersigned certifies, as of the date of this proposal, not to be in arrears to the Village of Vicksburg for debt or contract or is in any way a defaulter.
- The undersigned understands and agrees, if selected to be awarded this work, to enter into an agreement with the Village to supply this work.
- The undersigned understands that the Village reserves the right to accept any or all proposals in whole or in part and to waive irregularities in any proposal in the interest of the Village. The Proposal will be evaluated and awarded based on the best value to the Village. The decision criteria to be used, but will not be limited to, is price, accessories, options, and overall capability to meet the needs of the Village.
- The undersigned agrees that the proposal may not be withdrawn for a period of 60 days from the actual date of the opening of proposals.

Not to Exceed Project Cost: \$ \_\_\_\_\_  
Not to Exceed 3 Yr Hosting  
Maintenance Cost: \$ \_\_\_\_\_

Submitted by:

Print Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Signature: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email Address: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Company Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_  
Zip Code: \_\_\_\_\_