

**TOWN OF WINDERMERE  
EXECUTIVE SUMMARY**

**SUBJECT:** RFP: 2012-02 Website Design, Development, and Hosting

**REQUESTED ACTION:** Staff Recommends Approval

Work Session (Report Only)

Regular Meeting

**DATE OF MEETING:** 4/10/12

Special Meeting

**CONTRACT:**  N/A

Effective Date: \_\_\_\_\_

Managing Division / Dept: \_\_\_\_\_

Vendor/Entity: \_\_\_\_\_

Termination Date: \_\_\_\_\_

**BUDGET IMPACT:** \$4,900

Annual

Capital

N/A

**FUNDING SOURCE:** \_\_\_\_\_

**EXPENDITURE ACCOUNT:** \_\_\_\_\_

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**HISTORY/FACTS/ISSUES:**

Mayor and Council,

The Town Staff accepted written proposals from 23 qualified and interested firms to provide website design, development, and hosting services for the Town of Windermere. All firms were required to demonstrate qualifications, experience, abilities, and cost to successfully accomplish and support all aspects of the prescribed scope of work within the RFP. The goal of the Town's website is to provide simple and intuitive electronic access to the Town's residents and customers and eventually include capabilities to streamline business activities and reduce transaction costs. Specifically, the Town would eventually like the redesigned site to support online permitting and online payments. The current website [www.town.windermere.fl.us](http://www.town.windermere.fl.us) is challenging to navigate and cumbersome for staff to maintain.

A Selection Committee was formed comprising of Amanda Click, Finance Clerk I and current Web Master, Robert Smith, Town Manager, and Bob Rielly IT Director City of Winter Garden.

After a short list was comprised the committee reviewed samples of sites that met the cost and qualifications of the RFP. The Committee then selected Municipal CMS based upon the presented sites and online demonstration.

Staff would recommend moving forward with a contract with Municipal CMS LLC for Web Site Design, Development, and Hosting. (\$4,900)





MunicipalCMS  
*Click and go!*

**Town of Windermere  
Website Redesign Proposal**

MunicipalCMS LLC  
19570 County Line Road  
Smithville, MO 64089  
Phone: 816.885.1421  
Toll-Free: 1.877.879.0007

Contact: Toni Oesterle  
Tonio@MunicipalCMS.com  
[www.MunicipalCMS.com](http://www.MunicipalCMS.com)

February 24, 2012



# MunicipalCMS

*Click and go!*

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# MunicipalCMS

*Click and go!*

February 24, 2012

Robert Smith  
Town of Windermere  
614 Main St.  
Windermere, FL 34786

Dear Mr. Smith,

We are excited to learn of your interest in redesigning the Town of Windermere website. With over 14 years of website development experience, we are always excited to find new communities with whom to share our talents and expertise.

MunicipalCMS is pleased to offer an industry leading package that gives you the tools you need to market your community to potential residents, visitors, and business owners while keeping your current residents informed and engaged. Our proven municipal content management system streamlines your website duties and reduces the time needed to handle routine inquiries.

Our turn-key system is designed with non-technical staff members in mind, allowing communities with few or no IT staff members to update and maintain their own professional websites with ease. There is no software to install, no programming skills are needed, and technical support is always just a click or a phone call away.

With MunicipalCMS, you enjoy all of the benefits of cutting edge technology and more...

- **Fully hosted, turn-key solution**—with onsite training available.
- **24/7 technical support**—we're always just a phone call away!
- **Automatic roll-out of upgrades and new tools**—your site evolves with technology.
- **Unlimited access to all of our tools and features**—you'll never be left behind.
- **Lifetime warranty**—we stand behind our sites 100%!

With MunicipalCMS, you get personalized attention, custom design, top-notch online tools, and a website partner for the long term. We have built wonderful websites and relationships with communities across the country—and just started working with your neighbors in Longboat Key. We would love to partner with you!

I would be happy to answer any questions or schedule an online demonstration of our website management system at your convenience. Please give me a call toll-free at 1-877-879-0007. I look forward to speaking with you.

Sincerely,

Toni Oesterle Director of Client Services



## Overview

MunicipalCMS helps you efficiently deliver online services and increase interaction with the Windermere community. Your non-technical staff members can easily upload documents, add pages, update images, and create whole new sections using our intuitive system. No programming knowledge is required and there is no software to install or maintain. Updating your website is as easy as typing an email.

"This is a company that not only delivers everything it promises, but does so with an attention to detail that is unsurpassed by all others!"

– Richard Mooney,  
Pattonburg, MO

But content management is only part of the process. To provide you with the most effective solution, our team of experts will work with you from day one to evaluate your needs and implement a solution that accounts for the expansion and growth of your website for years to come.

We understand the importance of appealing design, well-organized content, and intuitive navigation. We know how to capture the essence of Windermere and convey that sense of character throughout your website. We know the value of providing multiple intuitive paths to your information to help citizens and visitors locate information even when they may be unfamiliar with your organizational structure. And we know how to design a website that grows with your needs supporting the expansion of content and features as your needs change.

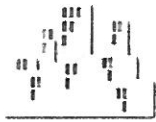
### MunicipalCMS – The Government Website Solution

- Professional, Custom Graphic Design
- Complete E-Government Suite™ with Automatic Updates and Enhancements
- Secure, Dedicated Hosting with Nightly Backups
- Hands-on Training
- 24/7 Technical Support
- Lifetime Warranty
- No hidden fees. No extra charges.



After logging in, authorized users can edit pages by simply clicking the button at the bottom the page. Only users who have permission to edit a specific page will see the Edit button.

[Edit this Page](#) [Return to Admin](#)



## Our Approach

With 14+ years of website development experience, we take the guesswork out of building a new website.

### Getting to Know Your Community

Our design team will work closely with you from the start to understand the image and character you would like your new website to convey. We'll capture the spirit of your community through both the graphical elements and the site's overall structure.

### Information Gathering and Site Structure

Early on, we'll work with your staff to complete a few simple worksheets that will help us collect and organize the information needed for the various sections of your new site—information from your existing site as well as new information that needs to be added. We'll build a site structure that organizes all of your information to better enable the various types of visitors (residents, businesses, and visitors) to easily locate the information and online services they need. Our extensive experience with local governments gives you a tremendous advantage as we already know what works, what doesn't work, and how the latest trends in government websites might affect your plans.

### Design Options

With your needs and expectations clearly in mind, our designers will create three unique design concepts for your new site. Each design strives to capture the spirit and character of your community in a different way so you have plenty of choices in how you present your town online. (Our clients often tell us that limiting themselves to just one design is the hardest part of the web design process!)

### Development

We'll format your text and images following the industry's best practices and incorporate all of the tools and features you need to meet your community's needs. From calendars and the news center to bids, jobs, e-notifications, and the Request Center, we'll make sure you have the tools you need to succeed. And as your needs change down the line, you will always have access to other MunicipalCMS features at no extra charge.

### Testing

You can view your new site in a testing environment as soon as it is built. Here you'll be able to watch as the site progresses from the initial design to the full-blown site. You can provide feedback along the way if you see things you'd like to change. Of course our staff will also be working its way through the site, checking the content, tools, and features to insure that everything goes off without a hitch on launch day. Your staff can also begin creating additional content once they attend training.

### Training and Support

A typical user needs only a brief two-hour training session to learn all of the standard features—page editing, images, documents, calendar items, news items, job and bid posting, etc. Site Administrators will spend another 60-90 minutes going over the system's more advanced features. All tasks are also explained step-by-step in the web-based help guide and through onscreen help buttons located within each administrative tool. Our Microsoft Certified support team is available 24/7 by phone and email.

### Launch

Once the new site is approved, your domain name is redirected to the new server and your old site can be removed. There is no downtime.



## MunicipalCMS E-government Suite™

### Agenda and Minutes Manager

The fully searchable archive keeps agendas and minutes for any number of committees, boards, or councils organized and within reach 24/7.

- Upload and store agendas and minutes for multiple committees and councils
- Automatically archived and fully searchable
- Includes option to automatically convert .docs to PDF during upload
- Link to audio and video files of meetings
- Automatically link agendas to calendar items



### Bid Center

Publicize open bids and requests for proposals on your website, increasing your potential vendor pool and response rate. Set publish and delete dates, insuring that only current information is listed on your site. Bid listings can be completely customized to fit your specific needs. Vendors can sign up to receive e-mail notifications, alerts, and RSS feeds.

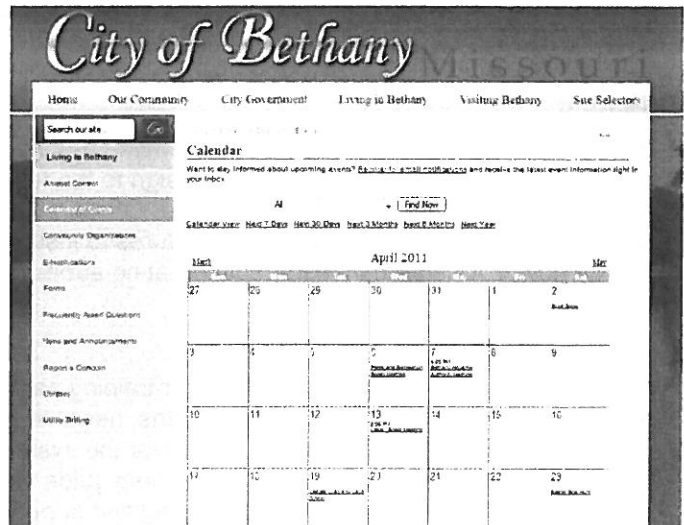
### Business/Resource Directory

Search by category, company name, or keyword. Display listings with as much or as little detail as you desire, including automatic address mapping and extended profiles. Individual organizations can be granted access to update and edit their listings at any time through the secure, easy-to-use online interface, insuring that all directory information is up-to-date.

### Calendar of Events

Keeping the public informed about upcoming events could not be easier. Our dynamic calendar tool automatically removes outdated items, provides links to more detailed information about any event, and can be incorporated into any page of your website. Features include:

- Recurring events function
- Add photos, links, or documents
- Automatically link to an Agenda document
- Automatic archiving
- Integrate with E-Notifications and RSS
- Create multiple calendar categories
- Search the calendar by keyword
- Control which type of events are included on any page of the site
- Link to online forms for event registration
- Insert departmental calendars on any page
- Apply different calendar formats including standard monthly calendar or event listing



### Custom Maps

Our built-in map tool allows you to create and edit your own Google maps to help visitors find points of interest, historic sites, government offices, recycling centers and more.



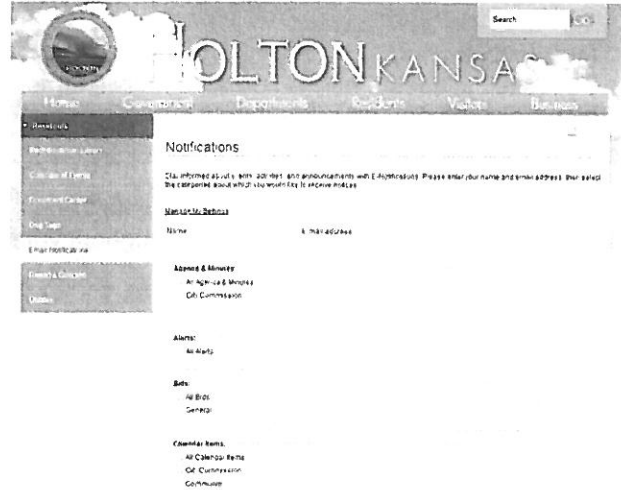


## Document Center

The Document Center makes it easy for you to maintain a single copy of a document and reference it throughout the site as needed. The Document Center accepts standard document formats such as .doc and .xls and includes a tool to automatically convert uploaded documents to PDF.

## E-Notifications

Help subscribers stay informed about upcoming meetings, events, emergency alerts and more by providing E-Notifications. Site visitors subscribe to select categories of your alert system and automatically receive email notices when items have been added to those pages. Bids, jobs, news, and more, you set the categories and notifications are automatically sent to subscribers. Users can change their alert settings or unsubscribe online at any time. Your website administrator can access subscriber lists to evaluate use and export subscriber data for use in other applications.



## Facilities Reservation Center

Allow visitors to see at a glance whether a town-owned facility is available for rental on a selected date. Accept inquiries and reservations online reducing phone calls, paperwork, and trips to your offices.

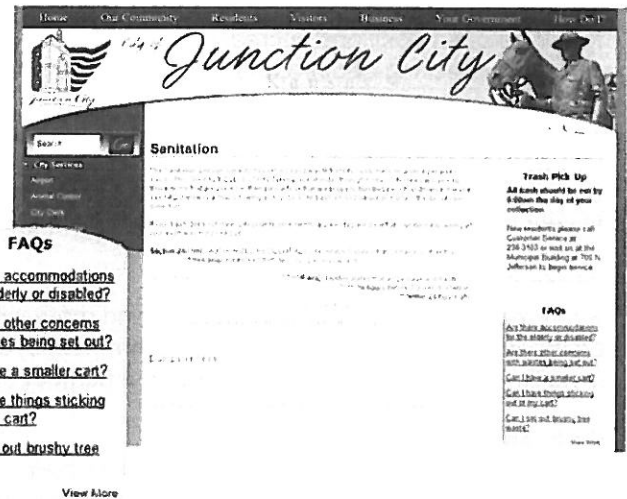
## Frequently Asked Questions

FAQs are managed through a simple interface, making it easy to add and update FAQs at any time. Pages can display an FAQ highlight—prominently displaying the department's most asked questions.

## Highlights

MunicipalCMS Highlights allow you insert special call out boxes on any page of your site to highlight important information. Choose from a variety of predetermined content types—from FAQs or documents to RSS feeds, news or calendar items—or create a custom highlight containing the text and images of your choice.

Highlights using the automated content are dynamically updated as those content sources are modified. When you add news items, calendar items, documents, or even FAQs, all related highlights are instantly, automatically updated throughout the site.



## Image Library

The Image Library organizes all of your images in a central location. To ensure Section 508 compliance, alt-tags are automatically added to each photo. The Image Library features built-in cropping and resizing tools eliminating the need for additional photo editing software. Creating animated slideshows is easier than ever with our built-in drag-and-drop slideshow creator.

## Intranet

MunicipalCMS offers a password-protected sister site with similar interactive features for internal use.



## Instant Forms

Create an unlimited online forms without any programming knowledge or special software. Preset fields allow you to create a contact form or online application for any department or program in seconds. Add customized question and answer boxes as well. You can set required fields and even select default answers. Choose different recipients for each form, multiple recipients, and database collection.

## Mobile Site

Your site includes a fully automated mobile template that reformats your content for easy viewing on smart phones and other handheld devices.

## News Center

Turn newsletters and announcements into front page news and syndicate content throughout your site automatically.

- Schedule content for automatic publication on a given date
- Set expiration dates to automatically remove content
- Include photos, documents, and attachments
- Automatically archived and fully searchable
- Highlight departmental news on any page
- Automatically broadcast news to interested subscribers with E-Notifications
- Automatic RSS feeds broadcast to subscribers, Twitter, Facebook and more.



## Online Job Center

Publicize open positions, increasing your potential applicant pool and reducing the number of phone calls you receive asking about openings that do not exist. Set publish and delete dates, insuring that only current information is listed on your site.

## Online Payment Center

Our experienced staff can help you select the payment processing company whose terms and fees best fit your needs and establish the links and/or templates needed to implement online payments.

## Photo Gallery

Share photos of your facilities, events, and more with an easy to update photo gallery. Your staff can create multiple galleries for different departments, events, or topics and update images at any time. There is no limit on the number of photos or the number of galleries.

## Polls and Surveys

Maintain a consistent, professional look with built-in survey forms and opinion polls. Create new polls and surveys with the click of a button. Display poll results instantly on your website.

## Real Estate Database

Whether providing a central property information center for potential business owners to locate available commercial sites or listing available town-owned properties for sale or lease, the Real Estate Database allows you to present timely information to interested parties.

## RSS Integration

Pull in local news and events with existing RSS feeds or automatically create RSS broadcasts of your site's news, calendar items, jobs, and more.



## Request Center

Allow visitors to report problems or request assistance through one easy-to-use online form. From reporting potholes to requesting a residence check while a citizen is away on vacation, the Request Center opens up a 24/7 helpdesk.

Simply define request categories, designate recipients, for each inquiry type, and requests are automatically forwarded to the appropriate department or employee.

## Site Search with Search Log

Our search tool provides site-wide searching by keyword and searches within documents including PDFs. A site search log is available to your website administrator showing popular search terms and helping to identify information which may need better placement within the site.

## Social Media Integration

Popular social media sites such as Facebook and Twitter can be synced with your site, adding a new dimension to traditional websites. With automated feeds from MunicipalCMS, these sites can be dynamically updated, expanding your online presence without increasing your workload.

## Third-Party Tools and Databases

MunicipalCMS can easily work with web-enabled third-party programs for class registrations, online payments, streaming video, and other applications. We will provide HTML templates which these third-party applications can use to maintain a consistent look with your main website. Should you require a custom interface for your third-party program, our experienced staff of Microsoft Certified Developers is available to assist you. Contact us with project details for pricing.

## Additional Included Tools and Features

- Automatic ADA compliance features
- Browser-based administration for easy access any time, any place
- User settings to limit privileges by page, section, individual feature, and more
- History log showing user activity
- Content scheduling to publish or remove data even when you're out of the office
- Self-updating menus, breadcrumbs, and site map
- Roll back to previous versions of a page with a single click
- Automatic Spellchecker
- E-mail/Share this Page, and Printer Friendly Page tools
- PDF Converter for automatic converting of selected documents and spreadsheets
- Search Engine Optimization Tools
- Staff Directory
- Web Statistics by Google Analytics



## Sub-Sites

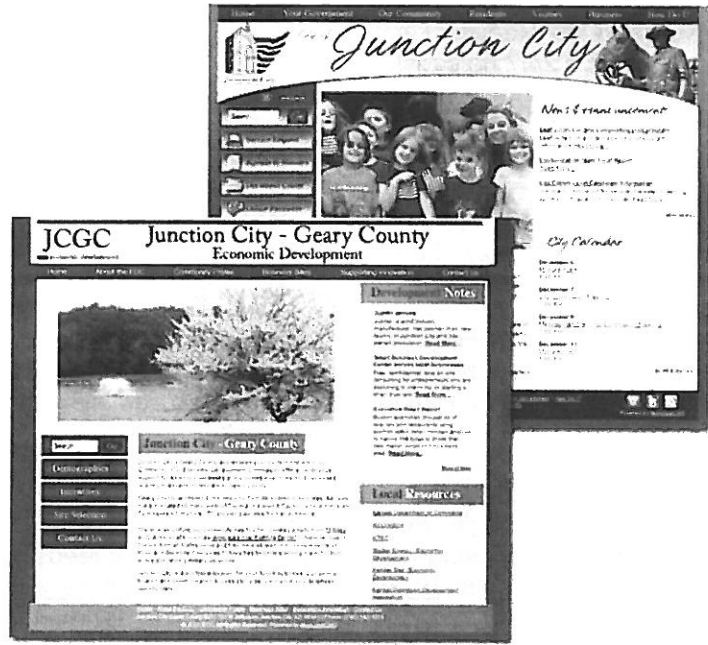
MunicipalCMS understands the need for a consistent layout and a common theme that runs throughout your website. At the same time, we recognize that some town departments and related agencies need their own look and feel and their own website structure.

For these groups, we offer Sub-Sites—freestanding websites that offer the same tools and features as your official website with a design and menu structure all their own.

Sub-Sites are a great option for:

- Library
- Police Department
- Economic Development Council
- Chamber of Commerce
- Town-Owned Facilities and more!

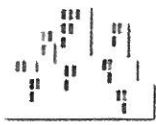
Fees associated with sub-sites are noted below.



## 508 Compliance

MunicipalCMS strives to provide ADA accessible websites that offer all internet users easy access to your town's information. Our system is designed to automatically handle many common Section 508 concerns.

- **Menu items are clickable** enabling visually impaired visitors to tab through your menus.
- **Dynamic submenus are displayed on every page** of your website giving visitors an accessible way to locate and navigate to related information.
- **The site map is automatically updated** when pages are added, deleted or moved, providing an up-to-date navigation tool for visitors who prefer to use the site map for navigation.
- **Data tables are labeled with the appropriate row and column headings** allowing screenreaders to accurately describe the data contained within a table.
- **"Skip-navigation" links are available** to help screenreaders bypass the navigation on a page.
- **Text-equivalents (alt-tags) are automatically assigned to all images** giving visually impaired visitors an understanding of photos and graphical elements on the page as the screenreader reads these descriptive tags.
- **Descriptive HTML tags are assigned to form elements** to help visitors complete online forms.
- **Links can be set to open in the same window.** ADA guidelines state that links and documents should open in the same window rather than opening a new window. MunicipalCMS allows you to select this option or open links in a new window, if you prefer.



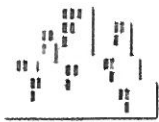
## Timeline

The schedule below shows the estimated timeframe for your project. Some stages overlap. Please note that this schedule can be adjusted to better meet your needs and goals.

<b>Stage One: Site Evaluation and Needs Analysis</b>	<b>1-2 Weeks</b>
<ul style="list-style-type: none"> <li>• Distribute surveys and worksheets to client representatives</li> <li>• Gather information and opinions regarding your current site</li> <li>• Collect data and documents for the new site</li> </ul>	
<b>Stage Two: Navigation and Architecture</b>	<b>1-2 Weeks</b>
<ul style="list-style-type: none"> <li>• Categorize information to form an overall site plan</li> <li>• Develop a user-friendly navigation system</li> <li>• Generate a sitemap</li> </ul>	
<b>Stage Three: Design</b>	<b>2-3 Weeks</b>
<ul style="list-style-type: none"> <li>• Presentation of up to <u>three custom design concepts</u></li> <li>• Design of custom icons, graphics and buttons</li> <li>• Enhance for ADA Section 508 accessibility compliance</li> </ul>	
<b>Stage Four: Development</b>	<b>3-5 Weeks</b>
<ul style="list-style-type: none"> <li>• Implement MunicipalCMS E-government Suite™</li> <li>• Incorporate dynamic elements</li> <li>• Migrate content to the new site</li> </ul>	
<b>Stage Five: Testing and Quality Assurance</b>	<b>1-2 Weeks</b>
<ul style="list-style-type: none"> <li>• Test and review all pages and functions</li> <li>• Client personnel explore and evaluate site in a testing environment</li> </ul>	
<b>Stage Six: Training and Documentation</b>	<b>1 Week</b>
<ul style="list-style-type: none"> <li>• Detailed instruction on using MunicipalCMS tools</li> <li>• Provide Administrator and user training to client personnel</li> <li>• Provide a custom electronic training manual tailored to your site</li> </ul>	
<b>Stage Seven: Launch</b>	<b>1 Week</b>
<ul style="list-style-type: none"> <li>• Upload site to the internet</li> <li>• Perform final testing</li> <li>• Submit new site to major search engines</li> <li>• Gather feedback from client personnel</li> </ul>	
<b>Total Estimated Time to Launch</b>	<b>8-12 Weeks</b>

*This schedule may vary depending on the time your team requires for decision making.*

**NOTE:** *MunicipalCMS websites are built, tested, and launched on our secure servers. While your old site remains accessible throughout the development process, your new site is prepared by our staff and reviewed and polished by your staff. Once the new site is approved, your domain name is redirected to the new server and your old site can be removed. There is no downtime.*



## The MunicipalCMS Team

Our team members have diverse skill sets guaranteed to make your project an overwhelming success. By applying our years of experience, diverse expertise, and personal attention to your project, we can guarantee a successful website project that lives up to your expectations and more!

The following members have been selected to work on the Town of Windermere website project:

### **Toni Oesterle, Director of Client Services – Windermere Project Manager**

Ms. Oesterle has managed development teams on countless projects for commercial clients, government organizations, and non-profits. Her dedication to providing superior websites has created an atmosphere where exceeding our clients' expectations is standard practice.

Ms. Oesterle has more than 14 years of experience in the web development field. She has a Master of Arts degree and has led projects for nationally recognized organizations including the American Medical Association, Farm Bureau, and the United Way. Ms. Oesterle is our government website expert, serving as project manager for websites for the City of Junction City, the City of Waupaca, Benton County Washington, Rockingham County North Carolina, and currently the Town of Longboat Key.

"We worked closely with Toni Oesterle on our project. She was great to work with, and her comments and ideas were invaluable."

- Terri Abel,  
Walnut, IA

### **Lou Oesterle, Director of Technology, MCSD, MCDBA, MCAD**

Mr. Oesterle has more than 15 years of programming and management experience. For nine years he managed software development for one of the top 100 law firms in the country. He is a Microsoft Certified Solutions Developer, a Microsoft Certified Database Administrator, a Microsoft Certified Applications Developer, and an MBA. Mr. Oesterle's ongoing dedication to refining processes and developing new solutions is the driving force behind our ever-evolving technology.

Mr. Oesterle is devoted to walking a mile in our clients' shoes to better understand their changing needs and find new ways to meet them. His attention to detail and superior programming knowledge make him an exceptional technology manager, keeping MunicipalCMS at the forefront and insuring that each project is a success.

### **Yawen Brown, Senior Programmer, MCDBA, MCAD**

Ms. Brown brings more than 12 years of programming experience to the project. She is a Microsoft Certified Database Administrator, a Microsoft Certified Applications Developer, and holds an MBA. Ms. Brown has been responsible for the development of major software projects including online applications and stand-alone products. Her expertise in Visual Studio, SQL, and .NET provides the perfect foundation for the continued enhancement of our system and the successful completion of any custom project.

### **Bob Farley, Graphic Designer**

With more than 15 years of experience in the graphic design field, Mr. Farley has worked on identity, print and interactive projects for major corporations including DreamWorks and Penguin-Putnam Publishing. His creativity and attention to detail provide an unmatched framework that perfectly complements the technology of MunicipalCMS. Mr. Farley holds a bachelor's degree with advanced training in professional design.



# MunicipalCMS

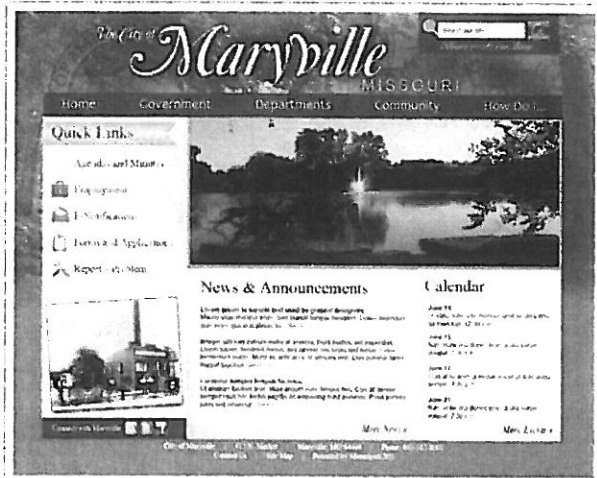
Click and go!

Proposal for  
the Town of Windermere

## Some of our Work



[www.junctioncity-ks.gov](http://www.junctioncity-ks.gov)



[www.maryville.org](http://www.maryville.org)



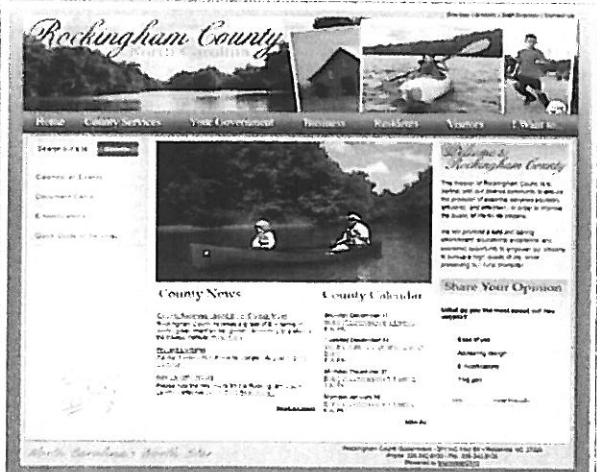
[www.townofaberdeen.net](http://www.townofaberdeen.net)



[www.townofatoka.com](http://www.townofatoka.com)



[www.co.benton.wa.us](http://www.co.benton.wa.us)



[www.co.rockingham.nc.us](http://www.co.rockingham.nc.us)

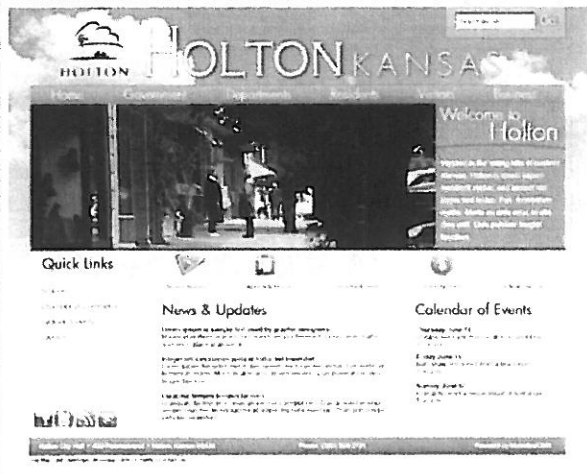


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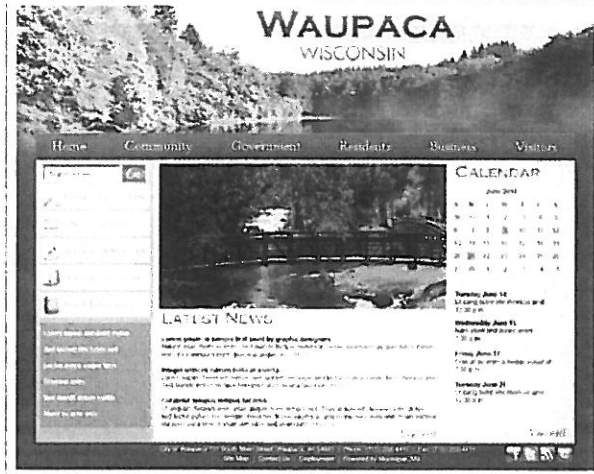
Click and go!

Proposal for  
the Town of Windermere

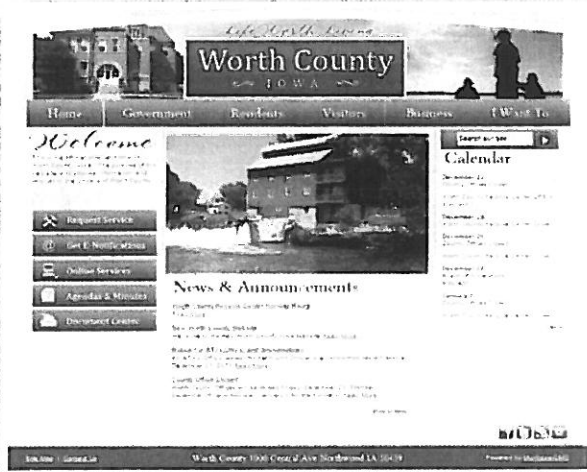
## Some of our Work (Continued)



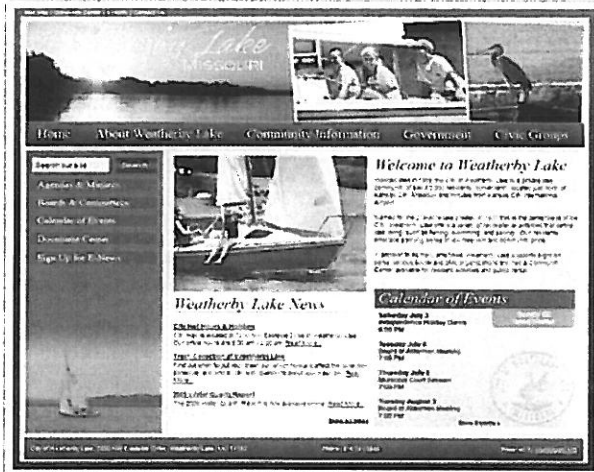
[www.holtonkansas.org](http://www.holtonkansas.org)



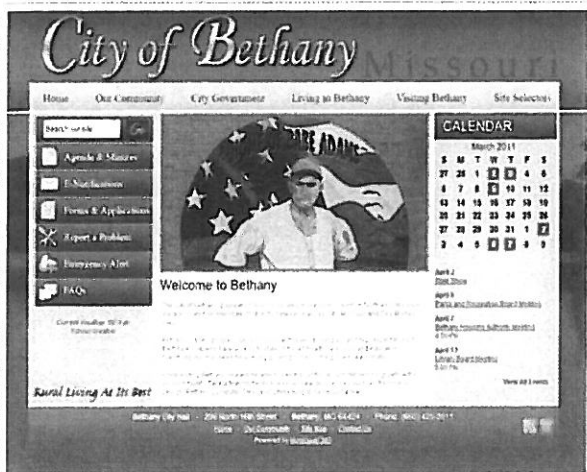
[www.cityofwaupaca.org](http://www.cityofwaupaca.org)



[www.worthcounty.org](http://www.worthcounty.org)



[www.cityofweatherlylake-mo.gov](http://www.cityofweatherlylake-mo.gov)



[www.bethanymo.com](http://www.bethanymo.com)



[www.cheltenhamtownship.org](http://www.cheltenhamtownship.org)





## References

### City of Junction City, Kansas

Population 23,000

**Contact Name:** Jim Germann, Information Systems Director  
**Address:** 700 N Jefferson, Junction City, KS 66441  
**Phone Number:** 785.210.2950  
**Service:** Complete website development and MunicipalCMS integration  
**URL:** [www.junctioncity-ks.gov](http://www.junctioncity-ks.gov)

### Town of Atoka, Tennessee

Population 8,400

**Contact Name:** Brian Koral, Town Administrator  
**Address:** PO Box 505 Atoka, TN 38004  
**Phone Number:** 901.837.5300  
**Service:** Complete website development and MunicipalCMS integration  
**URL:** [www.townofatoka.com](http://www.townofatoka.com)

### City of Holton, Kansas

Population 3,300

**Contact Name:** Bret Bauer, City Manager  
**Address:** 430 Pennsylvania, Holton, KS 66436  
**Phone Number:** 785.364.2721  
**Service:** Complete website development and MunicipalCMS integration  
**URL:** [www.holtonkansas.org](http://www.holtonkansas.org)

### City of Waupaca, Wisconsin

Population 6,000

**Contact Name:** Henry Veleker, City Administrator  
**Address:** 111 South Main Street, Waupaca, WI 54981  
**Phone Number:** 715.258.4411  
**Service:** Complete website development and MunicipalCMS integration  
**URL:** [www.cityofwaupaca.org](http://www.cityofwaupaca.org)

### City of Smithville, Missouri

Population 8,500

**Contact Name:** Steven Garrett, City Administrator  
**Address:** 107 West Main, Smithville, MO 64089  
**Phone Number:** 816.532.3897  
**Service:** Complete website development and MunicipalCMS integration  
**URL:** [www.smithvillemo.org](http://www.smithvillemo.org)

### Benton County, Washington

Population 170,000

**Contact Name:** Randy Reid, IT Manager  
**Address:** PO Box 608, Prosser WA 99350  
**Phone Number:** 509.786.5603  
**Service:** Complete website development and MunicipalCMS integration  
**URL:** [www.co.benton.wa.us](http://www.co.benton.wa.us)



## Cost Proposal

MunicipalCMS offers two options for your new website—full service site development or a quick site with pre-built pages. Both options include all of our e-government tools, 24/7 technical support, and live online training.

MunicipalCMS Implementation includes:

- Agenda & Minutes Manager
- Bid Center (Unlimited Categories)
- Business/Resource Directory
- Calendars
- Custom Map Builder
- Document Center with PDF Converter
- Email Notifications by Subscription
- Emergency Alerts
- Event Registrations
- Facility Reservation Calendar
- FAQs
- Featured Items
- Forms Development Tool (Unlimited Forms)
- Job Postings (Unlimited Categories)
- News Center
- Online Job Applications
- Online Payments (transaction fees apply)
- Opinion Poll
- Photo Gallery
- Police Most Wanted
- Postcards
- Quick Links
- Real Estate Database
- Request Center (Unlimited Users)
- Staff Directory
- ADA Compliance Features
- Audit Trail / History Log
- Automated PDF Converter
- Automatic Menu and Site Map
- Broken Links Finder
- Built-in Image Cropping and Resizing Tools
- Content Scheduling
- Dynamic Breadcrumbs
- Dynamic Mobile Version
- Dynamic Page Highlights
- Dynamic Site Map
- HTML Editing for Advanced Users
- Mouse-over Menu Structure
- Online Editing and Page Creation
- Page Rollback (Restore Previous Versions)
- Printer Friendly / Email Page
- Rotating Content
- RSS Feeds
- Search Engine Optimization Tools
- Search Engine Registration
- Site Search & Search Log
- Slideshows
- Spam Controls
- Social Media Syncing
- Spellchecker
- User Permissions
- Web Statistics with Google Analytics

- **Option 1**  
**Full Service Development (and 12 months hosting/support).....\$9,495**

Our staff will work with you to organize your online information and create a website structure that meets your specifications. We will migrate up to 50 pages of content and 500 documents from your existing website to the new site. We will set up your initial frequently asked questions, calendar items, staff directory, and miscellaneous forms and documents. When our work is complete, your site is ready to go live—with no work required on your part.

**Development Timeframe: 8-12 weeks**



<b>Development Services:</b>	
❖ Custom Graphic Design	\$4,495
❖ Site Organization and Architecture	\$600
❖ MunicipalCMS Implementation (see below)	\$1,500
❖ Content Migration (up to 50 pages and 500 documents)	\$1,700
❖ Quality Assurance and Testing	\$600
❖ Online Training (see below for onsite training option)	\$600
<b>One-Time Development Fee Not to Exceed:</b>	<b>\$9,495</b>

- **Option 2**  
**Quick Site (pre-built customizable pages and 12 months hosting/support).....\$4,900**

We will provide the framework for your new website including approximately 30 pages of pre-built information which can be customized by your staff. After attending an online training session, simply log in and begin updating the prewritten pages with your town's information. There are pre-built pages for numerous town departments, town council and government information, visitor information, residents and even businesses. Your staff can remove unneeded pages, add new pages with the click of the mouse, and upload documents and photos in seconds.

**Development Timeframe: 2-3 weeks + customization by your staff**

**Hosting and Support in Subsequent Years.....\$2,400 per year**

MunicipalCMS websites are hosted on multiple servers in top level national data centers with redundant connections to multiple Tier 1 ISPs and a 10GB / OC-192 SuperNetwork™ backbone. The annual fee includes all system maintenance, daily backups, and 24/7 technical support. The fee stated above includes 20GB of data storage with no limit on the number of pages or users.

<b>Optional Services</b>	<b>One-Time Fee</b>	<b>Annual Fee</b>
Onsite Training (One day)	Additional \$1,900	N/A
Sub-Site using the same site design Same look and feel with its own navigation menu and custom page banner	Additional \$2,000	Additional \$600
Sub-Site with a unique design Essentially a separate custom website	Additional \$4,500	Additional \$600

MunicipalCMS is excited to build a long-term relationship with the Town of Windermere. Our commitment to your success enables us to provide the following at no additional cost:

- ❖ Lifetime warranty on website code
- ❖ First 12 months of hosting and support
- ❖ All travel expenses



## Optional Zero Interest Installment Plan

Reduce your upfront cost by spreading the one-time development fee over three years with our zero interest installment plan.

	Quick Site	Full Service Site
<b>Annual Payment in Years 1-3</b>	\$3,234	\$4,765
<b>Annual Payment in Subsequent Years</b>	\$2,400	\$2,400

## Hands-On Training

Live online training is included in your project. During this time, your website administrator(s) will receive training on the management functions of the site. Additional staff members will be instructed in the day-to-day use of MunicipalCMS. From editing pages to uploading agendas, we'll walk your non-technical staff through the processes they'll be using on a regular basis.

**In about two hours, everyone from the clerk to the police chief will know exactly what to do to update their department's online information.**

To make sure everyone get the hands-on experience they need, MunicipalCMS offers onsite training for an additional fee. We will provide up to five laptop computers for use during the onsite training sessions.

Additional training can also be purchased as needed during the year.

"Our staff was amazed at how easy the system is to use and are confident in the ability to update and maintain the website."

– Pamela Stecker,  
Mason City, IA

### Dare to Compare

As you evaluate other website companies, ask these questions:

- Are you getting a completely custom site design?
- Will the content be organized and uploaded for you?
- Is the annual fee guaranteed not to increase?
- Are newly developed tools or modules provided at no extra charge?
- Can non-technical staff get started in less than two hours?
- Is the site hosted in national data centers with connections to multiple Tier 1 ISPs?
- Is technical support available 24/7?

**With MunicipalCMS, the answer is simply YES!**



## Additional Programming and Enhancements

All improvements, software updates, and new tools and features are included as part of the annual agreement. This means that your website will always have the latest tools and features as long as you continue your partnership with MunicipalCMS.

We love to hear our clients' ideas and suggestions for new tools and features. This valuable feedback allows us to continuously develop new tools to help you keep up with your community's changing needs.

With free updates and new tools and affordable design refreshing options, your MunicipalCMS website may be the only website you ever need!

"The responsiveness during the web site development and to questions since the web site was launched has been **second to none.**"

- Mary Zishka,  
Mason City, IA

## Notes

### ➤ **Hosting Facilities**

MunicipalCMS websites are hosted on multiple servers in top level national data centers with redundant connections to multiple Tier 1 ISPs and a 10GB / OC-192 SuperNetwork™ backbone. Access to the hosting facilities is restricted with biometric handscan access control, monitored closed circuit TV, 24x7 on-site security personnel, and military-grade pass card access. The data centers have battery power backup with UPS, diesel generator power backups, fully redundant HVAC systems, and regulated climate control with full particle filtering and humidity control.

### ➤ **Software**

Our websites are built upon standard Microsoft ASP.NET and SQL Server technology and incorporate a variety of customizable Javascript and jQuery tools. Additionally, MunicipalCMS supports integration with most third-party web-enabled applications meaning the possibilities for your new website are truly endless.

### ➤ **Florida Public Records Retention Regulations**

MunicipalCMS websites have numerous built-in features to help comply with Florida Public Records Retention Regulations. In addition to keeping user logs, form responses, and request ticket logs, our system maintains archived copies of all web pages, even those which have been deleted by your staff.

### ➤ **MunicipalCMS Ownership**

This agreement is not a sale of the MunicipalCMS system and its associated applications and modules (the proprietary system). MunicipalCMS LLC owns the proprietary system and provides a right of use to the client during the period of this agreement. Rights are non-transferable.

### ➤ **Insurance**

MunicipalCMS is fully insured with \$1 million General Liability Insurance, \$1 million Auto Insurance, and \$1 million Commercial Liability Insurance – Errors and Omissions.

### ➤ **Terms of this Offer**

This quote is valid for 120 days.

Toni Oesterle, MunicipalCMS LLC Authorized Representative



### CERTIFICATE OF INSURANCE

This certifies that  STATE FARM FIRE AND CASUALTY COMPANY, Bloomington, Illinois  
 STATE FARM GENERAL INSURANCE COMPANY, Bloomington, Illinois  
 STATE FARM FIRE AND CASUALTY COMPANY, Scarborough, Ontario  
 STATE FARM FLORIDA INSURANCE COMPANY, Winter Haven, Florida  
 STATE FARM LLOYDS, Dallas, Texas

insures the following policyholder for the coverages indicated below:

Name of policyholder MunicipalCMS LLC  
 Address of policyholder 19570 County Line Rd., Smithville, MO 64089-3068  
 Location of operations \_\_\_\_\_  
 Description of operations Information Technology

The policies listed below have been issued to the policyholder for the policy periods shown. The insurance described in these policies is subject to all the terms, exclusions, and conditions of those policies. The limits of liability shown may have been reduced by any paid claims.

POLICY NUMBER	TYPE OF INSURANCE	POLICY PERIOD		LIMITS OF LIABILITY	
		Effective Date	Expiration Date	(at beginning of policy period)	
95-B1-M098-8 F	Comprehensive Business Liability	04/19/2011	04/19/2012	BODILY INJURY AND PROPERTY DAMAGE	
This insurance includes:					
<input checked="" type="checkbox"/> Products - Completed Operations <input checked="" type="checkbox"/> Contractual Liability <input checked="" type="checkbox"/> Underground Hazard Coverage <input checked="" type="checkbox"/> Personal Injury <input checked="" type="checkbox"/> Advertising Injury <input type="checkbox"/> Explosion Hazard Coverage <input type="checkbox"/> Collapse Hazard Coverage <input type="checkbox"/>				Each Occurrence	\$ 1,000,000
				General Aggregate	\$ 2,000,000
				Products - Completed Operations Aggregate	\$ 2,000,000
EXCESS LIABILITY		POLICY PERIOD		BODILY INJURY AND PROPERTY DAMAGE	
<input type="checkbox"/> Umbrella <input type="checkbox"/> Other		Effective Date	Expiration Date	(Combined Single Limit)	
				Each Occurrence	\$
				Aggregate	\$
Workers' Compensation and Employers Liability				Part 1 STATUTORY Part 2 BODILY INJURY	
				Each Accident	\$
				Disease Each Employee	\$
				Disease - Policy Limit	\$
POLICY NUMBER	TYPE OF INSURANCE	POLICY PERIOD		LIMITS OF LIABILITY	
		Effective Date	Expiration Date	(at beginning of policy period)	

THE CERTIFICATE OF INSURANCE IS NOT A CONTRACT OF INSURANCE AND NEITHER AFFIRMATIVELY NOR NEGATIVELY AMENDS, EXTENDS OR ALTERS THE COVERAGE APPROVED BY ANY POLICY DESCRIBED HEREIN.

If any of the described policies are canceled before its expiration date, State Farm will try to mail a written notice to the certificate holder 10 days before cancellation. If however, we fail to mail such notice, no obligation or liability will be imposed on State Farm or its agents or representatives.

*Cassie Cretchen LSAS*  
 Signature of Authorized Representative  
 Agent \_\_\_\_\_ Date 01/31/2012  
 Title \_\_\_\_\_

Agent's Code Stamp

AFO Code F442



# CERTIFICATE OF INSURANCE

**State Farm**  
Specialty Products

ISSUE DATE: February 21, 2012

<p>Producer          Matthew M Kelly          MATTHEW M KELLY STATE FARM AGENCY          888 Haines Ste 206          Liberty, MO 64068-1008          Producer Code #: 2591E7          Producer Fax #: (816) 415-9978</p>	<p>THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE, TERMS, EXCLUSIONS AND CONDITIONS AFFORDED BY THE POLICIES BELOW.</p>	
	<b>INSURER AFFORDING COVERAGE</b>	
<p>Named Insured          MUNICIPAL CMS LLC          19570 County Line Road          Smithville, MO 64089</p>	<p>State Farm Fire and Casualty Company          BLOOMINGTON, IL</p>	
<p><b>COVERAGES</b>          THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICY(IES) DESCRIBED HEREIN IS SUBJECT TO ALL THE COVERAGE, TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.</p>		
POLICY NUMBER	POLICY EFFECTIVE DATE	POLICY EXPIRATION DATE
PS0000003919602	December 23, 2011	December 23, 2012
TYPE OF INSURANCE	LIMIT OF LIABILITY	
Technology Services Errors and Omissions Liability Insurance Policy	<p>\$1,000,000 - Limit of Liability            Each Wrongful Act            \$1,000,000 - Total Limit of Liability</p>	
<p><b>CANCELLATION</b>          SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL 30 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO MAIL SUCH NOTICE SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.</p>		
 AUTHORIZED REPRESENTATIVE		

## Dorothy Burkhalter

---

**From:** Robert Smith  
**Sent:** Tuesday, February 21, 2012 2:37 PM  
**To:** Dorothy Burkhalter  
**Subject:** FW: Official Proposal for Website Design, Development, & Hosting Services  
**Attachments:** KRAUPPINC\_FinalWebsite.pdf

Regards,

Robert Smith  
Town Manager  
Town of Windermere  
614 Main St.  
Windermere, FL 34786  
[rsmith@town.windermere.fl.us](mailto:rsmith@town.windermere.fl.us)  
Cell: (407) 797-5004  
Main: (407) 876-2563 x24  
Fax: (407) 876-0103

Florida has a very broad Public Records Law. Virtually all written communications to or from State and Local Officials and employees are public records available to the public and media upon request. This means email messages, including your e-mail address and any attachments and information we receive online might be disclosed to any person or media making a public records request. E-mail sent on the Town system will be considered public and will only be withheld from disclosure if deemed confidential or exempt pursuant to State Law. If you are an individual whose identifying information is exempt under 119.071, Florida Statutes, please so indicate in your email or other communication. If you have any questions about the Florida public records law refer to Chapter 119 Florida Statutes.

**From:** Tyler Kraupp [<mailto:tyler@krauppinc.com>]  
**Sent:** Tuesday, February 21, 2012 1:59 PM  
**To:** Robert Smith  
**Subject:** Official Proposal for Website Design, Development, & Hosting Services

Hello,

Attached please find our official proposal to be put into consideration for the Website Redesign Project for the Town of Windermere. We are extremely excited about this opportunity and we await your decision. If you have any additional questions or comments, don't hesitate to contact me.

If you can send me a confirmation that you have in fact received our proposal and it will be put into consideration for the project, it would be much appreciated.

Thanks again for your time and the opportunity.

Thanks,  
**TYLER KRAUPP**  
**Chief Executive | Kraupp Inc.**  
208.520.5285



[tyler@krauppinc.com](mailto:tyler@krauppinc.com)  
[www.krauppinc.com](http://www.krauppinc.com)

## Dorothy Burkhalter

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Town Manager  
Town of Windermere  
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Windermere, FL 34786  
[rsmith@town.windermere.fl.us](mailto:rsmith@town.windermere.fl.us)  
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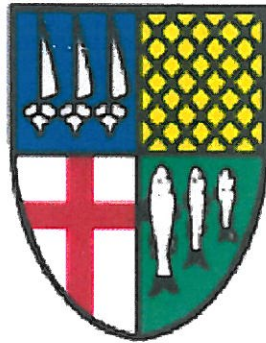
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Thanks again for your time and the opportunity.

Thanks,  
**TYLER KRAUPP**  
**Chief Executive | Kraupp Inc.**  
208.520.5285

[tyler@krauppinc.com](mailto:tyler@krauppinc.com)  
[www.krauppinc.com](http://www.krauppinc.com)





**TOWN OF WINDERMERE**  
**REQUEST FOR PROPOSALS**  
**WEBSITE DESIGN, DEVELOPMENT, AND HOSTING**  
**SERVICES**

**RESPONSES ARE DUE BY 5:00 PM FEBRUARY 24, 2012**

**MAIL, E-MAIL OR DELIVER RESPONSES TO:**

ATT: Robert Smith, Town Manager  
614 Main St.  
Windermere, FL 34786  
Rsmith@town.windermere.fl.us

**CONTACT:**

Robert Smith, Town Manager  
614 Main St.  
Windermere, FL 34786  
Phone: (407) 876-6480, Fax (407) 876-0103  
Email: rsmith@town.windermere.fl.us

## **1. OVERVIEW**

The Town of Windermere is accepting written proposals from all qualified and interested firms to provide website design, development, and hosting services for the Town of Windermere. All successful parties will demonstrate qualifications, experience, abilities, and cost to successfully accomplish and support all aspects of the prescribed scope of work. The goal of the Town's website is to provide simple and intuitive electronic access to the Town's residents and customers and eventually include capabilities to streamline business activities and reduce transaction costs. Specifically, the Town would eventually like the redesigned site to support online permitting and online payments. The current website [www.town.windermere.fl.us](http://www.town.windermere.fl.us) is challenging to navigate and cumbersome for staff to maintain, the redesigned site should have a theme that promotes the Town of Windermere with a welcoming, friendly, and professional feel. The Town will consider streaming video (Council meetings) in the future. The Town will be in charge of content management and will own all content.

Those firms interested in providing this service are instructed to submit a proposal of their qualifications, examples of work, recommendations, and cost pertinent to the scope of work prior to 5pm on February 24, 2012, to the attention of Robert Smith, Town Manager 614 Main St. Windermere, FL 34786 ([rsmith@town.windermere.fl.us](mailto:rsmith@town.windermere.fl.us)). Proposals received after this date and time will not be considered. The Town of Windermere reserves the right to reject any and all qualification documents received, to solicit new qualification documents, or take any other such actions that may be deemed to be in the best interest of the Town of Windermere. The Town of Windermere is an Equal Opportunity Employer. MBE/WBE/DBE businesses are encouraged to participate. The Town of Windermere strictly enforces open and fair competition.

## Scope of Services

### PROJECT SCOPE:

The Town of Windermere is requesting proposals for three services related to the Town of Windermere website: (1) Professional design of the site; (2) Implementation of an infrastructure that allows Town Departments to maintain their specific information within a common framework; (3) Hosting of the City website.

Proposals will be evaluated on the basis of price and the scope of service listed below.

### Design Objectives:

- The new design will successfully portray the Town of Windermere's image and include a large library of photos/videos illustrating services and programs.
- The new design will appear throughout the site, providing a seamless presence.
- The main design will be the basis for several entry and navigational points within the site (i.e. splash page, menu pages, department home pages, etc)

### Minimum Requirements:

Proposed application/system must meet the following minimum requirements:

- Respondent currently provides website services to a local government entity.
- Respondent must be able to maintain current website listing of [www.town.windermere.fl.us](http://www.town.windermere.fl.us)
- Public access to all of the features on the website is not dependent on specific browser, that is, the web interface is browser agnostic and works with commonly used browsers found on Windows, Linux and Mac computer systems.
- Website is capable of being organized into multiple departments and divisions within the departments with the ability for Town website administration to add divisions.
- Intuitive and consistent options for navigating the website especially moving from department to department and department to general information/home page.
- Multiple level security, completely contained within the website infrastructure, and not reliant on existing Town network security or peer to peer connectivity.
- Flexibility within the portion of the site assigned to a department or function for designated staff to add, remove and update content using tools and templates that do not require extensive knowledge of web development languages or technical structures.
- Pages and features compatible with limited bandwidth access by the public.
- Web interface options that can accommodate individuals with disabilities in accordance with the Americans with Disabilities Act (ADA). See rules and an example at [http://www.ada.gov/websites2\\_scrn.pdf](http://www.ada.gov/websites2_scrn.pdf)

# RFP #2012-02 Website Design, Development, and Hosting Services

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- **Capability of the general website administration staff to**
  - Control size of individual web pages
  - Control size and types of images used within the site
  - Control publishing of links to other websites
  - Report website maintenance activity and statistics on content type; updates, downloadable documents, web pages, calendars, and broken links.
  - Report number of visits to site generally and to each department.
- Respondents proposing to host the Town website must not be on any e-mail or website “black lists” as a source of unwanted solicitations or objectionable content.
- Respondents proposing to host the Town website must comply with the State of Florida’s Public Records Retention Regulations and keep historical and archival copies of all web pages. These must be complete and easily searchable by Town employees needing to recover information.
- Web hosting must include enough content storage capabilities for agendas, minutes, photos, videos, documents, etc.
- The site must be designed for continuous operation 24 hours a day, 7 days a week with express maintenance windows clearly defined. Host must have adequate redundant equipment to minimize down time.
- Technical support must be inclusive in the contract and available on a 24/7/365 basis.
- Website must be able to provide, in the future, on-line payments. Host is expected to work with subcontracted company Town chooses and ensure the online payment service would be available, secure, and reliable for the public.

## Training:

- Adequate training to maximize the website is mandatory.
- Training shall include administrator and security level as well as department heads and department user level.
- Training can be onsite or in an interactive Webinar format. Onsite training would be ideal.
- Adequate training manuals must be provided, electronic format is acceptable.

## Annual Support:

- Services such as refreshing the design elements, updating technology in the website design, engineering, search engine optimization, content management and other elements associated with the Town’s website.
- The Town would like to have these elements included with this project beginning with the first day of “go live” for the Town website for 1 year and, as an optional ongoing item and cost, the continuation of this support in 1 year increments thereafter.



# RFP #2012-02 Website Design, Development, and Hosting Services

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## Additional Features and Capabilities:

The following is a list of additional features and capabilities the Town of Windermere is seeking in website services. The list is not intended to be all inclusive, nor is it intended to represent a minimum of features and capabilities.

- Capability for easily searching the website for key words or phrases
- Graphic files should be relative to the site and designed with simplicity to allow for the quickest loading.
- Mechanism for members of the public to convey comments, suggestions, or questions concerning website design or information.
- Mechanism for members of the public to convey comments, suggestions or questions concerning the Town Government to appropriate departments through a contact us link.
- Content Management System (CMS) that provides for a database of information common to all Town departments, for example, locations and descriptions of facilities.
- CMS that provides a uniform means of managing web documents whether posted web pages or downloadable files. Database needs to include items like the document/page title, description, posting information, expiration date.
- Meeting/event calendar system that allows for each department to add content to a department specific calendar that maintains a composite calendar of all Town departments. Flexibility in scheduling recurring appointments is desirable. (2<sup>nd</sup> Tuesday of the month).
- Ability to upload data in preformatted web pages or document locations, for example, daily police logs produced from a records management system.
- Allow creation of functional groupings of web pages or portions of web pages from multiple departments in order to facilitate public access to information that crosses departmental lines.
- Option for creation and maintenance of multiple blogs and/or newsgroups both restricted within a department's portion of the website and made available generally while hosted by a specific department.
- Allow authorized staff that maintains a specific department's web pages to make some pages available only to visitors with user name and passwords supplied by the department.
- Support and restrict users to a consistent design strategy throughout the website and all departments.
- Ability to use current interactive and social networking mediums such as Facebook, Twitter, and RSS feeds, as well as flexibility to add these types of features in the future.
- Master composite calendar should contain a sort feature for both the end user and updater.

## PROPOSAL FORMAT

All proposals are to include the following for evaluation purposes:

- Contact information of Respondent
- Location of Respondent Corporate Office
- Number of years of experience respondent has in installing and supporting similar systems
- List of current customers using the proposed service/system the Town can contact. Must include a customer of less than 6 months and one longer than 1 year. Include website addresses for those customers.
- Description of a proposed process for website design including how you intend to gather all of the required information, format preferred, and assistance expected from the Town in order to complete the project.
- Whether or not respondent has a graphic design specialist on staff.
- Accessibility features of the proposed website.
- Specifically state how the company will adhere to Florida Public Records Regulations.
- Description of infrastructure, utilities, and tools proposed for web page creation and maintenance. This should include the backroom content organization, link finders, etc.
- Proposed phases or steps in implementation of the website design, infrastructure hosting.
- Proposal for migration of current website content to the new website
- Options for training the staff in creating and maintaining website content.
- Description of ongoing support provisions.
- Statement that product configures with current Town workstations and network configuration.
- Statement that product meets current Town bandwidth capabilities to reasonably support reasonable performance of website.
- Information on hosting site including specifications on security, disaster recovery, historical data preservation, and procedures for handling outages.
- Costs: Website Design, Development, Training, and Hosting. Please note that the Town expects this to be a “not to exceed” price.

## **CONDITIONS OF WORK**

- Final agreement will be drafted and approved by Town Council
- Vendor will be responsible for all licenses, permit fees, and taxes associated with system installation.
- All hardware, network, and software installation and configuration must be performed in cooperation with the Town Manager.
- The implementation must be accomplished in a reasonable time frame contractually agreed upon.
- The implementation must be accomplished in a manner that minimizes disruption of Town business.

## **EVALUATION OF PROPOSALS**

Price will be significant, but not the only, criteria in evaluating proposals.

Consideration will be given to the following:

- Ability to provide all aspects of the proposal: design, development, hosting
- Compliance with the minimum requirements outlined above
- The extent to which the proposed system provides the features and capabilities outlined above.
- Degree to which system integrates with current Town computer capabilities.
- Degree to which proposed system is user friendly and can be easily maintained by Town staff.

As stated above, the award will be made to the qualified respondent whose proposal is most advantageous to the Town with price and other factors considered. The Town may reject any and all proposals.

## **Indemnification and Insurance**

### **Indemnification and Hold Harmless**

The Respondent agrees to indemnify and hold the Town harmless for any and all claims, liability, losses and causes of action which may arise out of its fulfillment of the contract awarded pursuant to this RFP. It agrees to pay all claims and losses, including related court costs and reasonable attorneys' fees, and shall defend all suits filed due to the negligent acts, error or omissions or Respondent employees and/or agents

In the event the completion of a project awarded pursuant to this RFP (to include the work of others) is delayed or suspended as a result of the Respondent's failure to purchase or maintain the required insurance, the Respondent shall indemnify the Town from any and all increased expenses resulting from such delay.

### **Insurance Requirements**

Respondent must provide a certificate of insurance with their response.

## SUBMISSION REQUIREMENTS

- Submission can be mailed, faxed, e-mailed to

Robert Smith, Town Manger

Re: RFP-2012-02 Website Design, Development, and Hosting Services

614 Main St.

Windermere, FL 34786

Phone: (407) 876-6480, Fax (407) 876-0103

Email: [rsmith@town.windermere.fl.us](mailto:rsmith@town.windermere.fl.us)

# Town of Windermere



Your Voice Matters! The Town Council will be holding a Visioning Workshop on Monday April 30<sup>th</sup> from 9am-4pm and we want to hear from you. The purpose and intent of the meeting is to create a unified vision for the Town and create a strategic plan for the future. Please answer the questions below and return to the Town Administration Offices by April 27<sup>th</sup> attention: Amanda Bird via fax 407-876-0103, PO Box 669 Windermere FL 34786 or email: [abird@town.windermere.fl.us](mailto:abird@town.windermere.fl.us)

- What are the (3) biggest challenges facing the Town in the next (5-10) years?
- What is the best thing about living in Windermere?
- What is the worst thing about living in Windermere?
- If you could change (1) thing immediately what would it be?
- As far as priorities, which areas should the Town focus on improving in the future? Please rank (1-4)  
Town Administration (procedures and policies)  
Police Department  
Public Works (Streets/Roads)  
Parks and Recreation
- For budgeting purposes, the Town will be creating a capital improvement plan. As a base of 100%, how much percentage should be allocated to each line item:
  - Streets/Roads Resurfacing and Improvement Projects
  - Parks & Recreation Improvements (Amenities, Recreational Activities)
  - Public Facility Improvements (Town Offices, PD Facilities, PW Facilities)
- What if anything else should the Town consider as we look to the future on how we can improve the quality of life and level of services to our residents

# Town of Windermere



Help us Help you! The Town of Windermere is currently looking at various grant opportunities to assist with Stormwater Improvement, Street/Road Improvements, Parks & Recreation Assistance, etc. In order to be eligible for grant funding, a socioeconomic survey must be completed to determine which grants the Town would be eligible for. Please review the attached survey, fill it out, and return to Town Administration Offices.

Att: Amanda Bird by April 27<sup>th</sup>  
via fax 407-876-0103  
Mail PO Box 669 Windermere FL 34786  
Email: [abird@town.windermere.fl.us](mailto:abird@town.windermere.fl.us)

If you have any questions or concerns as it relates to this survey, please feel free to call or email Town Admin and we will assist you.

# Town of Windermere



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**Household Income Verification and Certification Form**

**Form I-1**

**Section I**

Local Government: Town of Windermere	Map Key #:	Service Area #:	Description of Unit:
Name:	<input type="checkbox"/> RENT <input type="checkbox"/> OWN	Street Address:	City:
			Date of Survey:

**Section II**

(Circle your total household size and then answer whether total household income is or is not within each of the three ranges.)

Number of Persons in Household	2 Income Range (Moderate)	Is Total Household Income Within This Range?	4 Income Range (Low)	Is Total Household Income Within This Range?	6 Income Range (Very Low)	Is Total Household Income Within This Range?
1	0 - \$32,600	<input type="checkbox"/> YES <input type="checkbox"/> NO	0 - \$20,400	<input type="checkbox"/> YES <input type="checkbox"/> NO	0 - \$12,250	<input type="checkbox"/> YES <input type="checkbox"/> NO
2	0 - \$37,250	<input type="checkbox"/> YES <input type="checkbox"/> NO	0 - \$23,300	<input type="checkbox"/> YES <input type="checkbox"/> NO	0 - \$14,000	<input type="checkbox"/> YES <input type="checkbox"/> NO
3	0 - \$41,900	<input type="checkbox"/> YES <input type="checkbox"/> NO	0 - \$26,200	<input type="checkbox"/> YES <input type="checkbox"/> NO	0 - \$15,750	<input type="checkbox"/> YES <input type="checkbox"/> NO
4	0 - \$46,550	<input type="checkbox"/> YES <input type="checkbox"/> NO	0 - \$29,100	<input type="checkbox"/> YES <input type="checkbox"/> NO	0 - \$17,450	<input type="checkbox"/> YES <input type="checkbox"/> NO
5	0 - \$50,300	<input type="checkbox"/> YES <input type="checkbox"/> NO	0 - \$31,450	<input type="checkbox"/> YES <input type="checkbox"/> NO	0 - \$18,850	<input type="checkbox"/> YES <input type="checkbox"/> NO
6	0 - \$54,000	<input type="checkbox"/> YES <input type="checkbox"/> NO	0 - \$33,800	<input type="checkbox"/> YES <input type="checkbox"/> NO	0 - \$20,250	<input type="checkbox"/> YES <input type="checkbox"/> NO
7	0 - \$57,750	<input type="checkbox"/> YES <input type="checkbox"/> NO	0 - \$36,100	<input type="checkbox"/> YES <input type="checkbox"/> NO	0 - \$21,650	<input type="checkbox"/> YES <input type="checkbox"/> NO
8	0 - \$61,450	<input type="checkbox"/> YES <input type="checkbox"/> NO	0 - \$38,450	<input type="checkbox"/> YES <input type="checkbox"/> NO	0 - \$23,050	<input type="checkbox"/> YES <input type="checkbox"/> NO
	0 - \$	<input type="checkbox"/> YES <input type="checkbox"/> NO	0 - \$	<input type="checkbox"/> YES <input type="checkbox"/> NO	0 - \$	<input type="checkbox"/> YES <input type="checkbox"/> NO

Note: For households of more than 8 persons, insert the household size and the correct income range for each of the three income levels in the bottom row.



**Household Income Verification and Certification Form**

6/8/2011

Section III				
Indicate how many people in each of the following categories reside in the household. Some household members may need to be counted in more than one category.	Female Head of Household	Handicapped	Elderly (60+)	
			# Units Owner Occupied	# Units Renter Occupied
Indicate race and ethnicity below:				
Race	Total	# of Hispanic Ethnicity	For Housing Grants Only	
White				
African American				
Asian				
American Indian or Alaskan Native				
Native Hawaiian Pacific Islander				
American Indian/Alaskan Native and White				
Asian and White				
African American and White				
American Indian/Alaskan Native and African American				
Other Multi-Racial				
Totals				

**Certification:** I, the undersigned, certify that the information stated in this form is true and accurately reflects the household composition and income data as presented to me by the occupant. Additionally, each household has been advised that they may be required to hook up to any sewer or water facilities constructed as a part of this project and of any estimated costs or monthly fees associated with such hook up.

Interviewer: \_\_\_\_\_ Date: \_\_\_\_\_