

Request for Proposals

Invitation

The Minot Park District (hereinafter referred to as "MPD") invites proposals for services to provide the design and development of the MPD website. Specific services sought include evaluation of website content needs, website design, and website development.

Proposal Submission Deadline

Proposals must be received by Elly DesLauriers, Director of Marketing and Development, Minot Park District, no later than 10:00am on Tuesday, February 12 and be clearly marked or labeled on the outside of a sealed envelope "Minot Park District Website Design and Development Proposal" at which time they will be publically opened.

Interviews

Interviews will be conducted by MPD at its own discretion. MPD may elect to interview one or (up to) all of the qualified firms or individuals providing proposals. Proposers selected for an interview will be interviewed at a mutually agreed upon time at the MPD Main Office.

General Conditions

The successful proposer shall comply with all applicable federal, state, and local laws and regulations. Proposals that are conditional, obscure, or contain additions not called for in the specifications or irregularities may be rejected. If any additional conditions or considerations are accepted by MPD, all proposal submitters will be given an opportunity to provide the same conditions or considerations for review as a final proposal. All questions relating to the proposal shall be directed to Elly DesLauriers and, if warranted, the question, along with information or answers provided, will be made available to all proposal submitters.

MPD reserves the right to reject all proposals, to waive technicalities, to advertise for new proposals, and to make awards as may be in the best interest of MPD.

Design materials developed by the successful proposer after acceptance and award are for the use of MPD and are considered public information to be used solely by MPD.

Fee

Design services shall be provided at a flat rate, not to exceed \$15,000. Proposals will be evaluated based on many criteria, not just cost.

Contract Period

The initial contract period shall be from the Notice of Award until completion of the design, which is anticipated to be a one-month project.

Goals

MPD has established the following goals for the proposed MPD website:

1. Create a strong, classic, and timeless visual web identity for MPD and its partners;
2. Provide visually consistent, efficient, and user-friendly content; and
3. Provide a framework that allows MPD to easily update and revise content.

Please note that MPD has already created a website blueprint and (attached).

scope of project

Proposal Requirements and Evaluation Criteria

Applicants must submit an original proposal, along with one copy, and include the following information:

1. Name, location, type of organization, and years in business for the designer(s) and all consultants;
2. Name and past experience of all key persons who will be directly involved with this project including professional certifications;
3. Project title and contact information for three (3) website design projects undertaken in the past five years, including descriptive material of comparable projects completed (with emphasis on public agency website development).
4. Proposed project approach of organizing and executing project (the proposal shall demonstrate the firm's ability to undertake this project in a timely manner with respect to other on-going projects);
5. Cost for design services;
6. Signature of submitter along with contact information including name, address, and phone number.


Contract

The successful proposer will be required to execute a contract within three (3) business days of offer of the contract by MPD. If selected firm does not execute the contract within three (3) business days, MPD will retain the right to award in the best interest of MPD.

Minot Park District
Web Development SCOPE OF PROJECT

Web site URL:	www.minotparks.com
Company / Organization Name:	Minot Parks District
Address:	420 3 rd Ave SW
City, State, Zip:	Minot, ND 58701
Main Contact Name:	Elly DesLauriers
Title & Department:	Director of Marketing & Development
Direct Phone:	701-857-4136
Email	elly@minotparks.com

Development Considerations

 <p>Programming:</p>	<p>It is preferred that the site be built with a content management system (CMS) allowing multiple users to update the site from any web browser without proprietary software installed on their desktop. This system should allow the staff to add additional pages to the site at any time.</p> <p>We would like a WordPress Blog integrated into the site. It can be installed on a subdirectory such as www.minotparks.com/blog</p> <p>For SEO purposes, we would like control over the following for each page on the site:</p> <ul style="list-style-type: none"> Page Title Page Description Navigation Text (it is preferred that the Nav is not graphical, but not mandatory) Marketable SEO-friendly URLs (example: minotpark.com/contact) <p>We ask that ADA compliance is considered.</p>
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The purpose of this site is to:

- Provide the essential information (times, locations, facilitates, etc) about parks, facilities and events so that users can quickly find relevant content regarding their interests
- Increase awareness and participation in MPD events so that we remain sustainable, support the facilities, and continue to be a vital part of the community for citizens, user groups and visitors.
- Improve the participant experience by providing training on the physical, social and emotional elements of Parks. ● Improve the user's ability to connect socially with MPD by interacting on our social media sites and providing valuable feedback on our events and facilities so that we can continue to develop and improve events and facilities for our community.

Minot Park District Web Development SCOPE OF PROJECT

Here are our Audiences for the Site

Audience type		Brief Description of audience type	
Participants		Anyone who participates in MPD activity or uses one of our facilities. Visitors and temporary guests to the area that may be looking for something to do during their stay.	
Parents/Guardians		Parents and guardians of participants who are ultimately responsible for the participants attending activities.	
Visitors		Anyone who is visiting the Minot Area including leisure travelers, tournament participants & spectators.	
User Groups		We have multiple different user groups including runners/walkers, skiers, families, golfers, and many more.	
Primary	Domain (URL)	URL it points to	Notes
X	Minotparks.com	Home page	

Technical Needs: Additional Needs (Describe what is needed for each of the following)

Printer friendly pages:	Trail maps need to be printer friendly
Breadcrumb navigation:	Preferred but not mandatory

Basic Site Map:

Based on our planning and blueprint development, here are some sections/pages of the website that we feel will give us the functionality our audiences desire.

Nav Title	URL
Home	minotparks.com
Contact Us	/contact
About Us	/about
News	"blog
Parks	/parks
Facilities	/facilities
Trails	/trails
Jobs	/jobs
Departments	/volunteer
Shelter Rentals	/shelterrentals
Donate	/donate

Design

Your team will work closely with our Director of Marketing and Development as well as our multimedia coordinator on design. While the site is being developed, we will be working to generate the content to go into the various sections of the site. Please follow the link below for Lynchburg Parks and Recreation. It is a great example of design and functionality.

Minot Park District
Web Development SCOPE OF PROJECT

<http://www.lynchburgparksandrec.com/our-parks/>

Below are some of the pages that will require some special functionality that we will be seeking in the development. Please review the functionality.

Minot Park District

Web Development SCOPE OF PROJECT

Home Page: Featured Items

What we would like:	<p>Here are some of the items we would like featured on the home page.</p> <p>News feeds, based on the blog categories: Latest News</p> <p>Social Media and RSS Subscription buttons Facebook Twitter - Instagram - RSS (blog)</p> <p>Graphic Banners— We will let your graphic artists determine the size of these banners. That we are able to change out through the year. The initial banners will include: Reserve a Shelter(seasonal — can enable/disable as needed) - Make a Tee Time (seasonal — can enable/disable as needed) Job & Volunteer opportunities Find a park or trail</p>
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Footer Information

What we would like:	<p>Links and information including: Privacy Policy (to be discussed with developer) Disclaimer (to be discussed with developer) Copyright (automatically changes each year so it's always current) - Address and Phone information - Site created and maintained b Minot Park District</p>
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Contact Us Page

	<p>fill in all of the required fields and click the submit button.</p> <p>Once the submit button has been clicked, the user will see a Thank You message indicating that someone will be in contact with them shortly.</p> <p>We will receive an email containing all of the information from the fields filled out. It is also preferred that a copy of the record be stored in the back-end admin as a backup and for retrieval at a later date, if needed.</p>
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What we would like:	<p>We would like to include all of our contact information at the top of this page.</p> <p>Below this information will be a contact form. When the visitor comes to this page, they will</p>
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Minot Park District Web Development SCOPE OF PROJECT

Fields:	*Email address *Name Phone Address City State Zip Code *Subject *Message
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Trails Page

Trails Page	Interactive Trail Maps
	The Minot Park District has an extensive trail system that is used by many different groups. Currently we have an interactive trail map: http://minotparks.com/trails/ , We would like to see something more user friendly. We would also like printable versions of the map and the ability to send these maps to your smart phone.

News

Component:	WordPress Blog
Blog Categories	Latest News Special Events Facility Articles Employment Featured Partners Project/Construction Updates

Event Calendar

Component:	Calendar
	This calendar will be used for park events, arts in the parks, scheduled events such as walks, runs & concerts.
What we would like:	We would like the calendar to be easily updates and searchable for our users.

Picnic Shelter Rental

What we would like:	We are currently working on new software for all of our online shelter rentals, program registration, on line tee times, and point of sale. This will need to integrate into our new website.
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Mobile Component

Mobile Site:	In the world of smart phones we believe we are missing a key audience with our current site. Please include your recommendations for a mobile component for the District.
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Future development consideration: Online job application submission:

We have PDF downloads of our standard job applications and would like people to have the ability to fill out the same form online and submit. Our staff would be able to print out this application and file it along with the other applications that are turned in via mail or in person.

Minot Park District
Web Development SCOPE OF PROJECT

If you wish to submit your costs for this development at this time, please include them as a separate line item so that we can move it to a second phase development project.

MINOT PARKS STYLE GUIDE

COLOR PALETTE



PRIMARY

HWT ARTZ

ABCDEFGHIJKLMN ABCDEFGHIJKLMN
OPQRSTUVWXYZ OPQRSTUVWXYZ

Monserrat

AaBbCcDdEeFfGg
I-lhIiJjKkLlMmNn
OoPpQqRrSs
TtUuVvWwXxYyZz

SECONDARY

BEBAS NEUE

Raleway

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSs
TtUuVvWwXxYyZz

IMAGE INSPIRATION

