



Request for Proposal

**Website Design
Revised 11/24/25**

2:00 pm December 4, 2025

Minot Park District Call for Bids

Notice is hereby given that sealed bids will be received by Jarrod A. Olson, Director of Operations, at the Minot Park District Office, 420 3rd Ave SW, PO Box 538, Minot, ND 58702, until 2pm December 4th, 2025, at which times bids will be opened and read for furnishing the Park District with the Following.

Project: Minot Park District Website

Bid – “Website Design”

Copies of Specifications may be obtained from the Park District Office at above address or at www.minotparks.com under About us- board documents

Envelope containing the bid shall be plainly marked on the outside - **“Bid – Website Design”**.

The Board of Park Commissioners reserves the right to reject any and all bids and waive any irregularities therein, and to award the contract as they deem to be the best interest of the Minot Park District.

Bidders are invited to be present at the above-mentioned time and place for the opening of the bids. Bids’ results will be presented to the Minot Park Board on December 16th at 5:30pm at the regularly scheduled monthly meeting.

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Technical Questions Contact

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While price will be a leading component of awarding the project, it will not be the only component. Customer reserves the right to choose bids based on the overall structure of the proposal, history of the company, size of the company, location of your company, proprietary manufacturing, past projects and ability to provide future service. All Bids should include the following:

PART 1 GENERAL

1.1 DESCRIPTION

1. The Contractor shall be responsible for providing all design, development, testing, deployment, and ongoing support for a fully functional website for the Minot Park District.
2. The Contractor shall be responsible for the migration of content from the existing website to the new website, including text, images, and documents, and ensuring proper formatting and functionality.
3. The Contractor shall ensure the website is fully responsive, accessible, secure, and compatible across major web browsers and devices.
4. The Contractor shall provide project management, testing, training, and deployment services to ensure a complete and fully operational website.

5. The Contractor shall provide content management system (CMS) training and documentation for District staff.
6. The Contractor shall provide all support for website hosting, backups, security updates, and maintenance.

1.2 BIDDER QUALIFICATIONS

1. The Owner seeks a bidder capable of full delivery of the services described and long-term support of the website. Bidders must demonstrate experience in municipal, public sector, or recreation websites. Failure to provide the required information will eliminate the bidder from consideration.

- A. Bidder must have a minimum of three (3) years of experience providing website design, development, and support services for municipalities, parks, or public organizations.
- B. Bidder shall provide a list of at least six (6) references of websites developed within the past five (5) years, including organization name, contact name, title, email, and phone number.
- C. Bidder shall demonstrate experience with accessible website standards (WCAG 2.1 Level AA) and responsive design.
- D. Bidder must develop websites in-house; use of third-party development companies for core components is not acceptable.

1.3 SUBMITTAL REQUIREMENTS

- A. Initial Submittals and Project Plan
 1. Contractor shall provide submittals and project plan within sixty (60) calendar days of award notice. Owner must review and approve all project documents prior to start of work.
 2. Required submittals include, but are not limited to:
 - a. Detailed website project plan including timelines, milestones, deliverables, and approval process.
 - b. Mockups of key website pages.
 - c. Site architecture diagram with proposed navigation, content hierarchy, and backend functionality.
 - d. Technical documentation outlining CMS, hosting, security, and integration approach.
 - e. List of required content from Owner, including text, images, and forms.
 - f. Project schedule

1.4 EQUIPMENT/TECHNOLOGY GENERAL SPECIFICATIONS

- A. The website and supporting technology must be:
 1. Fully responsive for mobile, tablet, and desktop services.
 2. Compatible with all major web browsers.
 3. Built to comply with WCAG 2.1 Level AA accessibility standards.
 4. Secure and protected against common web vulnerabilities
 5. Optimized for search engines (SEO best practices).

1.5 QUALITY ASSURANCE

- A. Contractor must comply with latest best practices and standards in web development, including:
 1. Web Content Accessibility Guidelines (WCAG 2.1).
 2. HTML5, CSS3, JavaScript standards
 3. Data privacy and security best practices (e.g., HTTPS, GDPR/CCPA compliance if applicable)
 4. Cross-browser testing and responsive design validation

5. Contractor shall review all provided content and advise Owner of any potential issues affecting functionality or user experience.

1.6 WARRANTY AND SERVICE

- A. Contractor shall provide a minimum one-year warranty on the website following final acceptance, covering:
 1. Functionality of website features, forms, and integrations
 2. Resolution of bugs, errors, or performance issues
 3. Security updates and CMS patches as required
- B. Contractor shall provide ongoing support options for hosting, maintenance, updates, and additional development work at rates agreed upon in contract

1.7 TRAINING

- A. Contractor shall provide training for designated Minot Parks staff covering:
 1. CMS usage, content creation, editing.
 2. Website security and backup procedures.
 3. Analytics and reporting tools
- B. Training shall be conducted on-site or via web conference.

PART 2 - PRODUCTS

2.1 WEBSITE DESIGN AND DEVELOPMENT

- A. The website shall include:
 1. Custom home page and up to 15 internal pages (expandable if required).
 2. Interactive event calendar.
 3. Online forms for various submissions.
 4. Integration with social media platforms.
 5. Search functionality across website content.
 6. CMS with intuitive interface for content updates.
 7. Image and media gallery support.
 8. Blog/news section for announcements.
 9. Integration with email marketing tools.
 10. Preferred integration of current trail maps
 11. Ability to integrate current Roosevelt Park Zoo and Souris Valley Golf Course website.

2.2 HOSTING AND SECURITY

- A. Contractor shall provide:
 1. Secure web hosting with SSL certificate.
 2. Daily backups with offsite storage.
 3. Monitoring for uptime and security vulnerabilities.

PART 3 – SCOPE OF WORK

3.1 SCOPE OF WORK

- A. Contractor shall provide turnkey website design, development, deployment, and support including:
 1. Planning and discovery meetings with Owner.

2. Ability to integrate Roosevelt Park Zoo and Souris Valley Golf Course websites.
3. Meet Web Accessibility Guidelines.
4. Implement current trail maps
 - a. Minot Parks is open to a more functional solution to these maps.
5. Content migration and formatting.
6. Full website design, including graphics, navigation, and interactive elements.
7. CMS installation and configuration.
8. Testing for performance, security, accessibility, and cross-browser/device compatibility.
9. Final deployment to Owner's hosting environment.
10. Staff training.

3.2 ENGINEERING

- A. Contractor shall ensure:
 1. Security and performance optimization.
 2. Compliance with relevant laws, codes, and accessibility standards.

3.3 TESTING AND ACCEPTANCE

- A. Contractor shall perform testing to verify:
 1. Functionality, responsiveness, and accessibility of all pages.
 2. Correct operation of interactive features, forms, and integrations.
 3. Page load speed, SEO compliance, and security,
- B. Owner shall review and approve the website before final acceptance.
- C. Contractor shall address any punch-list items identified by Owner prior to project closeout.

PART 4 - QUESTIONS

4.1 QUESTIONS AND ADDITIONAL INFORMATION

- A. Contractor shall include answers to the following questions within their proposal:
 1. Describe the experience and qualifications of the involved staff, including experience specific to municipalities, parks, or public organizations.
 2. Provide examples of 6 websites developed within the past 5 years, including organization name, contact name, email address, and phone number.
 3. Describe your firm's approach to meeting the listed requirements. Please include your process for meetings, content review, design and development, quality assurance, and anything that would explain your process.
 4. List any additional options or suggestions beyond the initial scope of work. These optional items should be included in the cost proposal section.
 5. Provide an estimated timeline, factoring in items such as meetings and client feedback.
 6. Please provide a cost proposal that includes, but is not limited to, the anticipated cost for all items within the listed requirements, ongoing costs (hosting, subscriptions, anticipated widgets), and any add-on options that are recommended for this projects.