



Request for Proposal **Website Design, Implementation and Support**

Introduction

The Hoffman Estates Park District (HEParks) is hereby soliciting responses from qualified vendors for the design and implementation of a new website. The selected vendor will also serve as an ongoing consultant for future updates/revisions to the site. HEParks is looking for a partner to build a new website and improve the overall customer experience for our diverse culture. The new site should be launched by end of November 2022.

Website RFP and Project Timeline

Wednesday, June 1, 2022: Public Notice announced and copies of RFP available.
Thursday, June 23, 2022 at 5pm CST: RFP submittals due
Tuesday, June 28, 2022: Notification of semi-finalists
Friday, July 8 – Wednesday, July 13, 2022: Interview/presentations from semi-finalists
Friday, July 15, 2022: Selection of vendor
Tuesday, July 19, 2022: Recommendation to Recreation & Facilities Committee
Tuesday, July 26, 2022: Board approval of vendor.
Project commences after board approval.

Company Background

The Hoffman Estates Park District (HEParks) was founded in 1964 and proudly offers first-class parks, facilities, programs, and services to meet the needs of a diverse and dynamic population. The award-winning district serves a community of over 50,000 with over 217,000 square feet of community centers, clubhouse and maintenance facilities.

HEParks remains committed to providing the best recreation and leisure services to our community. With our Satisfaction Guaranteed pledge, residents and their guests can be assured that HEParks staff will work to not only meet expectations, but to exceed them.

Website Audience

The HEParks website audience is diverse in needs and wants. Our primary audience are the Hoffman Estates, Illinois, residents who are looking for information about the park



district's operations. The audience is researching and looking for information concerning recreation programs, services and facilities for themselves or family members. Examples include fitness memberships, pool memberships, recreation programs, child care and special events. The audience may also include businesses looking to partner with HEParks, by researching the website for bid information or sponsorship opportunities. The website serves an audience that is diverse in both age and spoken languages

New Website Objectives and Functionality Requirements

- Meet the needs of the community participants and visitors
- Quick loading
- Supported equally on both desktop and mobile devices
- Work well on all web browsers
- Meet ADA standards - total site at 80% or higher compliance level
- Must maximize our search engine optimization
- User-friendly navigation
- Modern CMS for simplified updating by staff members from multiple disciplines without a heavy investment in additional software. Must be compatible with PC and Mac.
- Ability to show photo and video content
- Ability to translate using Google Translate function
- Robust search function that includes document search
- Email contact collection integration
- Ability to add global announcement header message
- Ability to add pop-up window when needed
- Ability to integrate third party sites:
 - o WebTrac for online registrations
 - o Social media accounts
 - o Bridges of Poplar Creek Country Club (HEParks golf course)
 - o The Club at Prairie Stone (HEParks fitness facility)
 - o Quickscores for athletic league tracking
 - o Rainout Line
- Allow for online form submissions
- Customizable tables
- Designed to blend with HEParks branding
- Adaptable for future business needs
- Interactive map system
- Exportable / downloadable calendar function



- Event Module
- Integration with Rectrac to display program information

If any objectives can not be met, it is not a guaranteed disqualification. Proposal must include why specific objectives can not be met.

Current Website

The current HEParks website is almost ten years old. The website uses a Word Press template with block system to update content. While it provides the basic service to our viewers, it does not have the ability to integrate social media or videos. Recent updates to the current HEParks website include an interactive park map, live integration of registration program offerings from RecTrac, and an updated search function.

Requirements for Qualified Final Vendors:

HEParks will not consider a partial submittal. If your firm provides either design, implementation, hosting or support, not all, you are asked to seek out a partner with which to provide the proposal.

- Project pricing is to include overall strategy, development, programming, testing and launch.
 - Site hosting fees and equipment/software should include first year expenses, subsequent year expenses, and annual maintenance support costs.
 - Support costs must include a monthly service call as well as monthly service hours.
 - First year costs should include staff training on the new site.
 - A detailed listing of what is covered by the annual maintenance support agreements
 - Any warranty services, length of warranty and services included in the warranty
 - Provide information on any necessary updates, if needed, to equipment/software are included and how often these updates are performed.
- A complete description of on how the current website (data/text/pages) will be transitioned to the new website.
- A complete schedule of activities showing estimated start and completion dates for this project.



- Concepts for theme and design
- Recommend at least three (3) Web Hosting Providers to host the website.
- A list of URL's of three (3) websites your firm has designed/implemented within the past two (2) years along with contact names/phone numbers for each site listed.

Proposal and pricing should be based upon a complete turnkey system for which nothing remains to be purchased or completed.

HEParks will ask final vendors to make a presentation that help meet our goals and prepare for future growth.

Proposals must be submitted via email to:

Hoffman Estates Park District

Katie Burgess, Superintendent of Communications & Marketing
kburgess@heparks.org

RFP Response Preparation Costs

HEParks accepts no financial responsibility for costs incurred by any vendor in responding to this RFP or for costs incurred during negotiations with finalists. All responses will become the property of HEParks and reasonable precautions will be taken to ensure the confidentiality of the material. Each vendor shall indicate clearly any propriety information that is submitted as part of the proposal. HEParks reserves the right to disqualify vendors that do not provide the above listed information. HEParks reserves the right to reject any and all proposals submitted.

Questions should be directed to:

Katie Burgess, Superintendent of Communications & Marketing
Kburgess@heparks.org
847-781-3672

Any responses to questions, or changes in this RFP, shall be issued in writing as an addendum or a memorandum. Respondents **MUST** acknowledge addenda / memorandum received as part of their submissions.