

Dover, Vermont

home of mount snow 

Town of Dover, VT

Website Design & Development Request for Proposal

This RFP is for design and development services for a new website for the Town of Dover, Vermont.

RFP Sent: 12/1/2020

Responses Due: 12/31/2020

Send any questions on the RFP to:

Eric Durocher

Economic Development Director

econdev@doververmont.com – 802.464.5100 x4

Send proposals to:

Eric Durocher

Economic Development Director

P.O. Box 428

West Dover, VT 05356

econdev@doververmont.com

Budget for new website: \$14,000

Goal for new website launch: Spring 2021

Organization Overview

Town of Dover, VT –

Located in central Southern Vermont, the Town of Dover was founded in 1810. The town features abundant outdoor recreational activities, with Mount Snow Ski Resort being the centerpiece. It is located in the early stretches of Route 100, which is rated as one of the Top-50 drives in the USA. The entire town covers 35.8 square miles, which is characterized by mountainous terrain. These ranges have elevations reaching over 2500 feet. The town employs less than 20 full time employees. Together with our fine inns, restaurants, natural attractions and bucolic scenery, the Town of Dover provides a definitive Vermont experience. Our background and town culture are deeply rooted in year-round, outdoor recreational activities.

Our Audience

Our primary audience is current residents, potential residents and visitors of the Town of Dover. The demographic of users varies widely from young and more technologically competent users to older, less experienced we users. Dover uses its website to share

municipal, community, and residential logistics information as well as meeting and Town code information. The site is most commonly used to get information about the available functions of the Town Office, meeting schedules and info, and providing contact information.

New Website Objectives

The main objective of our website is to inform and educate visitors about important town information. This includes meeting information, zoning/regulatory information, direct contact information for departments, as well as a host of other types of information.

Current Website

Our current website, www.doververmont.com, is about 10 (?) years old and does not serve us well anymore. We feel that the site does not reflect our current brand. The site is also not responsive which we feel is leading to issues with visitation and overall use. Even employees in our own company have a hard time finding things on the website. Overall, it lacks a clear path for our visitors to follow to find what they want.

New Website Functionality Requirements

Our new website will need:

- An easy-to-use content management system (CMS)
- ADA compliant
- Responsive design
- Intuitive navigation
- Clean and focused design
- All applicable content imported from current site
- Optimized with SEO best practices
- Integration for Blog available
- Social media integration (share buttons, follow buttons, etc.)
- Email update sign-up form
- Contact Form

Optional New Website Functionalities/Wish List

We would love to have the following in our new website, depending on how these elements would impact timeline and/or budget. Please provide cost for these elements separately, and note if any additional design or development time would be required.

- Homepage video
- Dynamic blog feeds throughout website
- Advanced SEO work

Budget Details

As listed in the summary, our budget for this project is \$14,000. While we of course prefer the most cost-effective solution, all proposals that fall reasonably within this range will be considered and weighed based on their merits. Proposals that offer flexibility in billing for non-required elements added to the website after initial launch will also be considered, as we may be able to budget for additional funding for these additional website elements or ongoing marketing efforts after this fiscal ends in July 2021. All invoices for this project must be billed before June 30th, 2020.

Proposal Requirements

Please include the following in your proposal response:

- Overview of your company
- Overview of how you will meet our objectives
- Explanation of your proposed platform/CMS
- Outline of your website design & development strategy
- Proposed website timeline from kickoff to launch
- Details about your team
- Project timeline
- Recent design & development examples
- References
- Any key differentiators about you?
- Pricing with optional elements line-itemed
- Terms & conditions

RFP & Project Timeline Details

RFP Sent: December 1st, 2020

Responses Due: December 31st, 2020

RFP's will be reviewed after the close of submissions and scored on responses. Finalists may be contacted for additional questions and clarification. The three highest scoring bids will be reviewed and voted on by the Town of Dover Select Board at a public meeting, and a winning bid shall be contacted and announced.

Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response.

If you have any questions, please contact Eric Durocher at econdev@doververmont.com or via phone at (802) 464-5100 x4.