



# **City of Lake Ozark**

At Bagnell Dam — Lake of the Ozarks

## **Request for Proposals –** **Website Design, Development**

The City of Lake Ozark, Missouri is seeking proposals for the design and implementation of a new municipal website.

**RFP Issue Date:** 10/14/20

**Proposals Due:** 11/6/20, 5:00 P.M.

**Submissions Due To:** Kathy Vance, City Clerk

3162 Bagnell Dam Boulevard, Lake Ozark, MO 65049

ATTN: Website Bid Enclosed

## **Introduction**

The City of Lake Ozark, Missouri was incorporated in 1966 and sits in both Miller and Camden Counties in central Missouri. With a population of approximately 1,800, the city boasts an abundance of shoreline on the Lake of the Ozarks and the Osage River, highlighted by the Bagnell Dam, constructed in 1933. Today, the Dam leads to the famous Bagnell Dam Strip, a highlight for locals and tourists alike due to its family-friendly businesses and recreational opportunities. “The Strip” is host to a number of large events through the year, with motorists and boaters at the forefront.

With a team of seven elected officials serving the city, and a staff of roughly 40, the community and its needs are growing quickly. Due to close proximity to numerous recreational opportunities, state highway access, and low tax rates, the commercial and residential portions of our town are quickly expanding.

The City recently (2020) underwent an in-house website update to accommodate the increased volume of traffic and need for public information access. City leadership has seen the benefits of this update become evident and hope to step into the modern era for municipal websites as a means of public service. The current website can be viewed at [cityoflakeozark.net](http://cityoflakeozark.net)

## **Purpose**

Because the city’s website has become a larger avenue for service provision, city staff are hoping to increase citizen accessibility, engagement, and quality of service for all of our key customers. The City envisions a cost-efficient website with a simple content management system that can be accessed by a number of employees, is a searchable and useable database for citizen inquiries, and has the option of flexibility and expansion as future need becomes apparent. The City is seeking a vendor that will deliver on all of the expectations identified in this RFP with the understanding that budgetary constraints may lead to the need for this project to be implemented in phases, across multiple budget periods.

## **Services and Features**

The following are a list of desired outcomes for the final product that should be considered when preparing a proposal:

1. ADA Section 508 accessibility
2. Presented in a manner that the average citizen would be able to navigate with ease
3. Provides a platform for sharing relevant information on a department-by-department basis, as well as city-wide communications
4. Easily utilized by desktop and mobile users on all major browsers
5. Hosts a large amount of documents, including but not limited to: applications and forms, meeting agendas and minutes, newsletters, maps, budgets, and technical reports
6. Includes a web hosting solution
7. Integrates with social media platforms used by the City

8. Simple content management system that can be accessed by designated users with varying access permissions
9. Showcases consistent and engaging themes throughout the website
10. Features a community calendar, controlled by a centralized user
11. Visitors will be able to subscribe to an opt-in email service
12. Reports on site analytics for staff to review
13. Serves as a secure tool for residents and staff to use without foreseeable cybersecurity risk
14. Provides consistent software updates at scheduled intervals

## **Selection Process**

1. Proposals are submitted to Kathy Vance, City Clerk by close of business on November 6, 2020.
2. Proposals will be reviewed by a staff review committee, made up of representatives from key staff areas, for one week (November 13, 2020).
3. The staff review committee will meet on November 16, 2020 to discuss individual evaluations and identify the top three proposals submitted.
4. Firms will be notified on November 17, 2020 regarding their selection as one of the top three most qualified proposals. Those selected will be asked to prepare a presentation up to one half-hour in length with a half-hour response period to follow. Format of the presentation (virtual meeting or in-person delivery) will be at the discretion of the firm, with staff approval.
5. A city representative will arrange presentations to occur during the week of November 30-December 4, 2020.
6. Following all presentations, the staff review committee will select a preferred company to contract for the scope of services presented, should a proposal meet all necessary expectations. [Decisions will be made in accordance with the City's purchasing policy.](#)
7. Once the contract has been agreed upon with the company's representative, it will be sent to the Board of Aldermen for the City at their next scheduled meeting (December 8, 2020). Contract for services will begin following approval by the governing body.  
**Selection by the staff committee and recommendation to the Board of Aldermen is not a guarantee of project award.**

## **Submission Requirements**

Submissions should include the following elements:

1. A cover letter introducing the history of your company, recent projects, relevant staff members, and pertinent performance standards
2. A detailed description of how your company intends to meet listed project goals
3. Establishment of a project timeline and budget (including design/startup costs, ongoing maintenance fees, and additional items necessary to the project's success)

4. A description of what your company would need from city staff (including training time needed) to ensure completion of the project
5. A listing of any conditions/guarantees that your company intends to include in a final contract

***Questions regarding this RFP should be directed to [IT@cityoflakeozark.net](mailto:IT@cityoflakeozark.net).  
Responses will be issued as soon as reasonably possible, and a compilation of  
queries/responses will be published on the current city website by 11/6/2020***

Submissions are to be mailed in an envelope addressed to Kathy Vance, City Clerk, with one hard copy for record and one digital copy for staff distribution (PDF on flash drive preferred).