



REQUEST FOR PROPOSALS (RFP) FOR:

**Provide Website Redesign Services and New
Content Management System (CMS) Solution**

Issued By:

**Village of Bellevue
3100 Eaton Road
Bellevue, WI 54311**

**Proposals must be submitted
no later than 12:00 pm Central Standard Time
January 23, 2026**

LATE PROPOSALS WILL BE REJECTED

**For further information regarding this RFP, contact:
Tim Hennig, Information Technology Manager at**

(920) 468-5225

Issued: December 3, 2025

I. General Information

A. Introduction

The Village of Bellevue, Wisconsin, is soliciting proposals for the purpose of obtaining the necessary services for redesigning the Village's website, off-site hosting, and maintenance or technical support options from web development firms that have more than five (5+) years of experience with municipal entities. Additionally, the Village aims to provide transparent, accessible, and interactive digital services to all its residents, businesses, and other public entities.

The Village of Bellevue is a progressive community located within the Green Bay, Wisconsin, Metropolitan Area; it is one of Brown County's fastest-growing municipalities, with a population of approximately 16,926+ residents. Bellevue is an ideal place to raise a family, build a business, and enjoy a high quality of life. The Village is a full-service municipality that provides quality municipal services across a range of areas, including economic development, community planning, inspections, parks and recreation, public works, public safety, finance, information technology, and other governmental services.

The Village is seeking a long-term relationship with a web development and hosting company that can fulfill the organization's needs and grow with it. All detailed information needs are outlined in the following section of the request for proposal (RFP). Offshore proposals will not be considered for this project; only proposals within the United States will be considered.

II. Current Website Information

A. Current Website Information

Bellevue's current website (www.villageofbellevuewi.gov) was launched in the early 2000s and has undergone several redesigns since then. The most recent redesign was in 2016. The website was developed by an outside vendor who specializes in government websites and services. All departmental content is managed within each department, and two web administrators help oversee all Village content. The current website comprises approximately 150 pages (The vendor should visit the Village's website to confirm the number of webpages), including static images, tables, videos, hyperlinks, text, and e-services (e.g., ActiveNet, online payment).

Some key current challenges on the existing website are as follows:

1. Lacks ADA compliance.
2. User friendliness regarding website navigation.
3. Discontinued mobile application.
4. Website is not mobile-friendly.

5. Lacks compatibility with other applications when managing content.
6. Lacks a set or multiple templates for managing new content; no templates are used, and all were customized.
7. No opportunity to grow within the site regarding other services provided or modular capabilities. For example: chatbots, AI integration, or other future additions.
8. Websites have not been refreshed since 2016.

Some key factors regarding professional redesign and a search for a new website solution are:

1. Must follow and implement ADA compliance, and the content management system must have capabilities to meet ADA compliance.
2. User friendliness and aesthetically pleasing regarding website navigation.
3. Better mobile content and interaction based on a mobile or tablet device.
4. Better calendar capabilities.
5. FAQs for web users to use when learning about Village services, code requirements, and so on.
6. Village staff directory that allows for easy access to staff phone numbers and bio information.
7. Bid posting portal for Village staff to post bids and for potential contractors or vendors to access publicly.
8. Quickly load and operate webpages.
9. User-friendly Content Management System (CMS) for all departments and administration to help manage departmental content.
10. Seek technical/maintenance support when needed within the organization.
11. Seek professional development pertaining to the user friendliness of the municipal website relating to governmental services, documents, and information.
12. Seek graphic and media interactions, recommendations, and implementations.

Some future considerations, but are not required for the overall project cost(s):

1. An AI Chatbot that can be used with the Village's website content.
2. AI Search capability.
3. A notification center that allows for citizen communication in the event of technical, utility, or natural disasters.
4. Job application portal capabilities to eliminate the need for applicants to send PDF and Word document files.
5. Provide interactive forms, where citizens can access publicly.
6. Other module capabilities that would help enhance the Village's online presence for future implementation.
7. An agenda and minutes section to keep existing legacy PDF documents of past

meetings. Please note: An agenda, minutes, and meeting system that allows staff to manage agendas, post minutes, meetings, and/or recorded sessions for the public to access. Please note that the Village is issuing a separate RFP for this system. The agenda and minutes system is a separate project and should not be included in the project that follows.

The existing key components of the Village's website are:

1. Standardized content management system and web administrative capabilities that the organization can perform, and when needed, staff can contact Vendor support for web development and technical support issues.
2. Access to governmental information for Village residents and the public about all departmental services, electronic documents, and custom web forms.
3. Access to economic development information regarding community census, businesses, videos, properties, etc., from outside vendors or sources.
4. E-Services that allow online payment, newsletter, permits and reports, municipal code, building permits, recreation program registration via ActiveNet, online court payment, tax payment portal, online GIS, Open Data Portal via ArcGIS Hub, and other mapping, and so on.
5. Information for new residents and businesses that have settled within the Village.
6. Public access to Village Board and other board and commission agenda and minute PDF documents and downloads and allow for existing and legacy meetings to be available for the public, until a new system is in place. Please note that the Village is also looking for an Agenda, Meeting, and Minutes system to be used in the future, but not part of this project. If the vendor has such a system, they should also respond to the Village's RFP for Agenda, Meeting, and Minutes Management System. Please visit the Village's RFP webpage for more information.
7. Hyperlinks to electronic documents that include PDFs, videos, and other common formats.
8. Social media integration using Facebook, blogs, e-newsletter/MailChimp, YouTube, and LinkedIn.
9. Other current services are the interactive calendar, the bids and RFPs site, staff directory, links to other web services, and so on.

III. Scope of Project

The following lists the tasks to be completed by the firm selected to provide the requested professional services. The consultant should fulfill as many of the listed services as possible. The consultant is expected to identify any additional services necessary to complete this project. **The overall goal of the RFP is to revamp the Village's website. The Vendor is recommended to list any additional add-ons or modular services in the RFP, but exclude them from the total project cost.** Vendors replying to this RFP will be asked to organize the itemized proposals into five

(5) main areas for the Village's consideration of their services: (1) website design and features, (2) content management system (CMS) application, (3) Off-site hosting, (4) implementation of website, CMS software, and training, (5) Total cost of project and implementation, and identify yearly maintenance and support.

A. Website Design and Features

The Village of Bellevue is seeking a company to rebuild a website that will provide:

1. Public access to all the features on the website that work with all commonly used browsers found on Windows, Linux, and Mac computer systems and mobile devices that include Android, Apple, and Microsoft systems. A printer-friendly view of every page should be available.
2. Implement a Village website, including artwork and graphics that are user-friendly, eye-catching, and informative, but avoid the use of complex elements that would increase page-loading times or require advanced browser features. The vendor must provide design planning and review sessions with the Village of Bellevue staff.
3. Migration of existing web content (at www.villageofbellevuewi.gov) to the new web design. The Vendor is responsible for reviewing, updating, migrating, and organizing all existing web content, including text, hyperlinks, PDFs, videos, and other files, from the previous website to the new website systematically and logically.
4. Integration of the existing web system into the new website. For example, payment gateways, GIS, recreation, municode, permitting, etc., are online systems.
5. Website must be mobile device that is compatible. The website must scale to the screen size or device the public will use, as well as all supported resolutions.
6. Website must be Americans with Disabilities Act (ADA) compliant by following the ADA.gov web accessibility compliance and have the capability of maintaining the compliance when developing new web content. For example, Alt-text for images, video captions, color contrast, zoom functionality, and so on.
7. Provide citizens and visitors with information about the Village and the services it provides.
8. Focus on municipal economic development and recruitment tools, marketing, business-friendly, and community-based web environment.
9. Full integration with social media, blogs, RSS feeds, YouTube, and other online social media forms. Integration of social media icons for easy access to Village accounts.

10. Easy navigation and information searching of the website for keywords or phrases based on the Village content and services identified within the website.
11. Provide efficient hyperlinking of information, videos, pictures, documents, and other electronic information available within the website or within multiple webpages.
12. Include Web Submission/Contact the Village access for members of the public to convey comments, suggestions, or questions concerning village services and be directed to the appropriate department head or web administrator.
13. Meeting/event calendar system(s) that allow each department to add content to a department-specific calendar that appears in the department's portion of the website and that maintains a composite calendar of all Village departments on the homepage.
 - a. Options to display events in a list format or a conventional grid. Events can be filtered by category. Categories should be distinguished by color, an icon, or some other means. The order of events can be set so that more significant events will appear first.
 - b. The ability to control the time range of the calendar display (e.g., one week, two weeks, etc.).
 - c. The ability to create recurring events as well as identify and list those in a recurrent series for editing purposes.
 - d. Able to provide a heading, description, location, department, activity, meetings, etc., to the calendar events.
14. Latest news or alert stream(s) on the home page.
15. Migrate all existing agendas and minutes to a portal that allows the public to access legacy PDF documents. Please note that the Village is also seeking an Agenda, Meetings, and Minutes system in a separate RFP.
16. URL Redirect capabilities. For example, using old villageofbellevue.org to the new villageofbellevuewi.gov domain or other redirects as needed.
17. Website capable of being organized into multiple departments and divisions within departments, with the ability for the village website administrator(s) to add web editor users, departments, divisions, web pages, add-ons, modules, and other elements of the website that a web administrator is capable of managing.
18. Provides 128-bit encryption (or higher) over Secure Socket Layer (SSL) for displaying specific web pages and for information transmitted to and from the website by Village staff, if needed.
19. Website must be capable of implementing a multilingual support that allows more capabilities of reaching out to Bellevue's citizens who are not English-speaking.

Additional Web Features & Capabilities

The following is a list of additional features and capabilities the Village of Bellevue is seeking in website services. The list is not intended to be all-inclusive, nor is it intended to represent a minimum of features and capabilities.

1. Ability to upload data into pre-formatted web pages or document locations.
2. Fast-loading pages. The website must be designed with a balance of text and graphics so that the average page loads within an acceptable time on the average home computer or mobile device, given network bandwidth.
3. Include an employee directory for the public that provides the option of including photos, text, and links, and allows the public to filter by department, as well as random search.
4. Future flexibility – The site should include a flexible design template that can easily accommodate the addition of new functionality or web protocols at a later date.
5. Ability to integrate with payment services, ActiveNet, Village's web GIS, MuniCode, etc. via hyperlink.

B. Content Management System (CMS)

The CMS must:

1. Flexibility within the portion of the site assigned to a department or function for designated staff to add, remove, and update content using tools and templates that do not require extensive knowledge of web development languages or technical structure. Must be user-friendly so that anyone can help manage the Village's web content. Departments or staff must be able to:
 - a. Add or modify content to department webpages. Staff must be able to control fonts (e.g., bold, underline, color), text, create tables, hyperlink, and use other features.
 - b. Upload/hyperlink pictures, videos, documents, PDFs, other content, or webpages, etc.
 - c. Control regarding placement of text, images, video, tables, and links.
 - d. Allow images to be cropped, resized, and optimized directly in the CMS, if possible.
 - e. Vendors must identify and provide a rationale for the preferred CMS.
2. Web administration must be user-friendly and transferable. The administration capabilities must include (but not be limited to):

- a. Adding and managing users by username/password, access to webpages for editing content, authoring, and moderating. Able to group users by department, user type, etc.
 - b. Ability to add or change content, pages, departments, menu options or menus, modules, add-ons, access control, delegation, etc.
 - c. Ability to gather site statistical data (Village has Google Analytics), change settings, use various tools, etc.
 - d. Optional – Access to embed HTML, JavaScript, PHP, XML, JAVA, CSS, and other web development tools within webpages, which allows more customization as needed.
 - e. Website should be able to use Google Analytics or some type of analytics.
 - f. Allow creation of functional groupings of web pages or portions of web pages from multiple departments in order to facilitate public access to information that crosses departmental lines.
 - g. Allow authorized staff who maintain a specific department's web page to edit, create some pages, or upload documents available only to visitors with usernames and passwords supplied by the department.
 - h. Ability for authorized staff to create and/or edit new website pages, including uploading of photographs, PDF, Excel, etc. documents. Easily incorporate streaming video, animations, slideshows, webcams, or other types of multimedia content.
3. CMS that provides a uniform means of managing web documents, whether posted as web pages or downloadable files. The database should include items such as the document/page title, description, posting information, and expiration date.
 4. Management of the website should be available through any modern web browser without the need for additional software or plug-ins. Personalized content, such as a list of articles an editor or author recently edited or items pending approval, would be a plus.
 5. CMS should have the capability of ADA accessibility tools or capabilities, or any recommendations from the Vendor for the Village to ensure the web content is ADA compliant.

C. Offsite Hosting

1. The Village of Bellevue is requesting proposals for website hosting, which can be identified in this section. The vendor must provide web hosting for the Village website. The website can be hosted on the Vendor's servers. The Vendor must provide information on uptime (24/7, 365 days), backup, and security protocols, and verify that the Village of Bellevue has complete ownership of the content,

code, application, etc.

D. Implementation of Website, CMS, Training, and Product Support Requirements

1. Provide a project plan for the design phase of the website replacement project. Project completion is expected in the fourth quarter of 2026.
2. Conduct testing prior to launch with Village staff and make changes to the site as needed prior to going live.
3. The vendor must provide user training to Village staff on the content management solution. Training can be conducted onsite or via a virtual online meeting format.
4. Vendor must include administrator training for the GIS/IT Manager and Web Administrator on the content management solution.
5. The Village requires vendors to provide an eight (8) hour response for service issues between the hours of 7:00 am – 4:30 pm, Monday through Friday.
6. Provide regular maintenance and updates to the content management system and associated applications for the purpose of keeping the website updated, web hosting, introducing new functionality and applications when available, providing technical support, and redesigning programs that may (or may not) be included in the maintenance plan. The vendor must include this in their response to the RFP. The selected firm will provide ongoing technical support for CMS troubleshooting.

IV. Virtual or Onsite Meetings

1. Prior to commencing website development, the Vendor will meet with each Department Head/Staff and GIS/IT Manager (no more than six (6) thirty-minute meetings) to determine crucial elements needed for future design (what worked and didn't work with the previous website). The overall information must be provided at a group meeting with all Department heads, the Web Administrator, and the GIS/IT Manager.
2. Additional meetings will be needed regarding the introduction, design strategies, testing, implementation, training, etc. of the website.
3. During the development process, the Vendor will provide bi-weekly progress reporting to the GIS/IT Manager and hold meetings with municipal officials, as considered necessary. The meetings will be used to discuss/review work to date, ensuring that deliverables are consistent with the Village of Bellevue's RFP requirements. Meetings can be in person, via phone, or online virtual meeting.

V. Incurring Costs

1. The Village or the Committee is not liable for any cost incurred by proposers in responding to the RFP.

VI. Right to Reject Proposals and Negotiate Contract Terms

1. The Village and the Committee reserve the right to reject any and all proposals. The Village and the Committee reserve the right to negotiate the terms of the contract, including the award amount, with the selected proposers prior to entering into a contract.

VII. Pricing Statement

1. Vendor must provide a line-item cost structure regarding:
 - i. A lump sum of the overall project cost is required from start to finish; the Village will not accept hourly rates and other charges for the website redevelopment project. It is recommended that the Vendor structure the costs for each section related to redesign and training. The Vendor may add estimated hours to complete the project and training.
 - ii. Website redesign fee from start to finish based on the requirements stated in this proposal. If the website is module- or add-on-based, please identify the requirements, descriptions/summaries, and pricing for each module or add-on. The vendor may include additional services, modules, and add-ons in a separate appendix, along with their pricing.
 - iii. Estimate on-site or virtual staff training based on hours and estimated cost. About seven or more people will be part of the training session.
 - iv. Yearly maintenance/ technical support fees should be identified but not part of the overall cost. If there is no yearly maintenance support fee, please identify in the quote as "No Yearly Maintenance Fee".
 - v. Consulting fees for help after project completion, per hour, and identified separately. Identify if block hours must be purchased. If this is part of support yearly maintenance, please identify it in the quote as "Part of Yearly Maintenance".
 - vi. Price statement must include an overall project total at the end.

I. PROPOSAL SUBMISSION & EVALUATION

1. Proposals shall include the following:

1. Provide a work plan and timeline explaining how services (outlined in this proposal) will be designed, approached, and executed for the Village of Bellevue based on the above line items.
2. An explanation of how your company will transfer Bellevue's information/data from its current website to the new site.
3. A sample home page of what you envision the Village's site would look like.
4. Firm's History, longevity, and staff experience. All proposals must include a brief history of the firm, detailing staff qualifications, experience, and relevant accomplishments pertinent to the scope of services outlined in this proposal. Include the name and contact information of the person overseeing this project on behalf of your firm.
5. All proposals shall include a separate pricing statement. The pricing statement will include all fees and charges necessary to undertake your proposed activities from start to finish. The price quoted should be inclusive. If the price excludes certain fees or charges, please provide a detailed list of the excluded fees along with a complete explanation of their nature and purpose. Proposals should clearly differentiate between core and optional scope items and include any additional enhancements recommended.
6. Insurance. Provide a summary of the insurance coverage provided by your firm.
7. Provide three (3) references from your past customers and include their municipality or company name, website URL, and name and contact information of the appropriate website manager. References must utilize a finished website, CMS functionality, and have received training from the Vendor.
8. Indicate availability for interviews during the selection process and project.
9. A contact name, phone number, and email address of the person who will respond to questions during the evaluation.

2. Timeline

1. RFP Release: December 3, 2025
2. Questions Due: January 16, 2026
3. Proposal Submission Deadline: January 23, 2026
4. Vendor Selection: February 13, 2026 (or later, based on review and finalization)

5. Implementation Start: February 20, 2026 (or later, based on review and finalization)

Proposals will be evaluated based on the firm's and staff's experience, the quality of previous website designs submitted with the proposal, the quality of the designed sites, the time to completion, and the price. The Village reserves the right to reject any proposals. Proposals must state that each remains valid for at least Ninety (90) days. We will post any questions and answers we receive on our website.

Proposal can be submitted to:

Attention: Tim Hennig
Website Redevelopment Proposal
3100 Eaton Road
Bellevue, WI 54311

Or

Please submit your PDF proposal to thennig@villageofbellevuewi.gov, with the subject heading: Website Redevelopment Proposal – Company Name. PDFs are the required format; all other formats will be rejected.

Questions regarding the RFP can be directed to: thennig@villageofbellevuewi.gov. No phone calls.