



Request for Proposal
Website Design and Support Services for:
www.silverthorne.org
and all Town-associated domains

Released: May 6, 2008

Proposals Due: May 22, 2008, 5:00 p.m., MST.

Bidders are required to email their proposal in Microsoft Word or PDF format. Bidders are also required to submit one (1) hard copy. Both electronic and hard copies of proposals are due no later than May 22, 2008.

Please mail and email your proposal to the following address:

Ryan Hyland
Assistant to the Town Manager
Town of Silverthorne
Post Office Box 1309
Silverthorne, CO 80498

e-mail: ryan.hyland@silverthorne.org

Any questions regarding procedure or proposal request must be made by May 12, 2008. Submit questions via email to ryan.hyland@silverthorne.org.

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Town of Silverthorne – Financial Policy V. 17. d. Bids and Contracts

The Town recognizes the need to use outside sources for providing Professional Services (consultants), for constructing Capital Projects (vendors & contractors) and for providing services for day-to-day operations and maintenance. The Town requires staff to solicit bids for any purchase of goods over \$100K or services over \$50K; however, Council may waive the bid requirement for purchases of services less than \$100K. Selection of vendors, contractors or consultants may be based on past experience with the Town, knowledge of the Town and region, philosophy of the nature of the job, availability of time, quality of product, quality of service and material, maintenance, warranties, price, and such other criteria as deemed appropriate for a particular public project. Once a vendor has been chosen, the Town Council shall approve the contract by resolution.

When bids are required, an "invitation for bids" shall be published in a local newspaper within 45 days and not less than 15 days from the bid deadline. The request for the invitation for bids shall include an adequate description of the work to be completed, any specifics which may be required of the vendor, all contractual terms, and conditions applicable to the public project. Bids shall be opened publicly at the time and place

designated in the invitation for bids. The amount of each bid and such other relevant information as may be specified by rules, together with the name of each bidder, shall be entered on a record and open to public inspection. After the time of the award, all bids and documents shall be open to public inspection. The Town shall not be obligated to select the lowest bidder, but shall select based on the established criteria in the invitation to bid.

1. Introduction

The Town of Silverthorne, a Colorado mountain town, is seeking an experienced and innovative firm to reinvent the Town's existing website, www.Silverthorne.org, along with all associated sections, including SilverthornePavilion.org. The Town's existing website, which includes a variety of domain names, is dated in both its look and functionality. The selected firm must be able to create a website that provides everything from fundamental municipal service information for our residents, to effective marketing information for our tourism visitors and prospective Silverthorne businesses.

Nestled along the Blue River, surrounded by the majestic high peaks of the Rocky Mountains, and only an hour's drive from Denver, the Town of Silverthorne provides outstanding scenery, services and amenities for residents and visitors alike.

We will require our new site to have a fresh look, with outstanding functionality including the ability to do online business with Town departments. The site should have a unified theme, but allow for some level of individuality and functionality between Town departments and functions.

Given Silverthorne's identity as both a residential community and a tourist destination, the website must provide different messages and information, but do so in a clear and unified manner. The Town is interested in working with professionals who can demonstrate their understanding of the demands placed on municipalities and the wide range of customers we serve.

The Town of Silverthorne expects the selected vendor to assist the Town in making sensible, informed, and cost efficient choices necessary to design and develop a website that allows us to accomplish our goals.

Respondents should visit www.silverthorne.org and www.silverthorne.biz to gain an understanding of the features and scope of information currently offered on our existing website. In addition to new features, the existing website information will likely all be replicated in some form on the new website.

A brief description of Silverthorne and its amenities as highlighted in our marketing materials follows:

As you travel west across the Continental Divide on Interstate-70, the anticipation of your mountain adventure builds as you descend into a beautiful valley surrounded by the legendary Gore Range Mountains. Nestled along the Blue River in this lush valley you will find the Town of Silverthorne, offering you unparalleled access to both amenities and mountain adventures. Silverthorne is home to some of the best shopping, dining, fishing and golfing in Summit County, and just a few steps outside of town you will find convenient access to wilderness areas offering every activity imaginable.

Silverthorne recently celebrated its 40th Town birthday, so the Town is a relative youngster in municipal terms, but the community's history is rich and spans back to a time of ranching and mining pioneers. Silverthorne is also known for the rough and tumble personalities who once lived there while building the Dillon Reservoir and the Eisenhower Tunnel. Today, Silverthorne balances Old West charm with a contemporary mountain style and modern conveniences, creating a lively town center and shopping district that weaves along the Blue River.

While shoppers delight in almost 60 top-brand outlet stores, anglers from around the world flock to Silverthorne's Gold Medal Blue River for renowned trout fishing. These fish are exceptionally healthy, feisty and large due to the water temperature and other favorable local conditions.

Silverthorne's restaurants boast a variety of Western-flare cuisine, and affordable lodging offers convenient access to all of Summit County. At the heart of Silverthorne's Town Center sits the Silverthorne Pavilion, a beautiful banquet and performing arts venue surrounded by riverside retail and dining.

Across the river you can find Silverthorne's award winning 62,000 square foot recreation center, which features kid-friendly pools, gyms, hot tubs and an array of classes and activities. Silverthorne also boasts a skate park, providing challenging terrain for the boarding enthusiasts, and several parks, trails and playgrounds. In fact, the town of Silverthorne boasts an exceptionally strong Recreation and Culture Department, which is reflective of most local residents' healthy and active outlook on life. From a free Nordic Center and ice rink in the winter to more than 35 acres of outdoor parkland, Silverthorne is rich with scenic outdoor adventures.

Home to a U.S. Forest Service Ranger Station, Silverthorne is a wonderland and perfect base camp for the outdoor adventurer. Silverthorne offers easy access to more than 25.5 miles of National Forest and state trail heads including the Eagles Nest and Ptarmigan Wilderness areas.

Don't forget to enjoy world-class golf at the Tom Lehman-designed Raven Golf Club at the north end of town. This finely manicured public course allows golfers to tee off from late May through September, surrounded by local wildlife including a pair of moose, nesting osprey and a rare black fox.

The spectacular autumn colors of September are backdrop for the Town's signature Blue River Festival held from September 12 - 14. The event raises funds to assist with restoration efforts of the Blue River and includes a popular Golf Trout Tournament. For more information log onto www.blueriverfestival.com.

2. Project Goals

- a) Create a website that is the central source for Town information, is easy to navigate and reflects the Town's mission statement: *To provide a year-round, family community with economic, recreational, and social opportunities for all citizens to have a mountain quality of life.*
- b) Achieve a website that impresses our online visitors both visually and in terms of functionality.
- c) Implement a website that will be a unique example of the next wave of exceptional and innovative municipal websites.

- d) Provide a content management tool that is easy to use and gives all Town departments the flexibility to effectively manage their content – including text and images - in real time.
- e) Increase the number and types of business and informational transactions visitors can conduct online, and provide capacity for future online transactions and interactions the Town may wish to provide.

3. Project Objectives

- a) Benefit residents and businesses by reducing calls and trips to Town Hall through an online “Town Hall” which is available 24 hours a day, 7 days a week.
- b) Benefit tourists and potential tourists by marketing our inviting locale as one which people will want to visit and by highlighting our many amenities.
- c) Benefit employees by giving them a reliable source of reference information and the ability to update pertinent information quickly and serve residents more rapidly with web resources.

4. Scope of Services

- a) Work closely with five Town departments, and employees representing key functions within those departments, to ascertain each Town department’s specific website needs, and design the site accordingly. Town Departments include the Town Manager’s Office, Administrative Services, Community Development, Public Works, Recreation and Culture, and Police.
- b) Develop an attractive, unique, cost-effective, easy-to-navigate, searchable, interactive, dynamic, and architecturally sound website that supports the Town’s needs.
- c) Create a website that incorporates all of the web domains currently used by the Town, assist with proper registration of domain names, and acquire additional domains if necessary. Some of the current domains are unique, but most simply point to specific content contained on www.silverthorne.org. (silverthorne.biz, silverthornelodging.org, silverthornemountaingetaway.org, silverthornepavilion.org, silverthornepavilion.net, silverthornerecreationcenter.com, silverthornerecreationcenter.net, silverthornerecreationcenter.org, silverthornesummers.org, townofsilverthorne.biz, townofsilverthorne.net, visitsilverthorne.org, blueriverfestival.com, gatewaytothewesternslope.com)
- d) Ensure that the Town’s website domains are registered with all major search engines and that key search terms are tagged.
- e) Create a standard format for all pages to project a unified theme throughout the website, but allow for some level of individuality and/or functionality between various Town departments.

- f) Create a website that allows multiple users (most with non-technical backgrounds) in different departments to easily manage their specific content through a universal content management system.
- g) Create easy to understand written User's Guide and Operations Guide for content managers.
- h) Provide a website that offers automated mailing list features for various topics of interest to site visitors.
- i) Provide a site that offers "printable versions" of select content.
- j) Provide a site that offers an events calendar.
- k) The site must have the ability to maintain an archive of existing and past records, such as agendas, minutes, press releases, and newsletters.
- l) The site should include hidden template pages and hidden links which can be available for quick publication in emergency situations, including an easy option to preempt the standard homepage.
- m) Create a website that incorporates the Town's capabilities for e-commerce functions including secure online credit card purchases. (The Town of Silverthorne has already procured software and services for this feature, so the website will simply need to integrate this feature.)
- n) Create a site that allows content managers to imbed video clips.
- o) Provide a framework and architecture that will accommodate future expansion and the addition of new online services as the Town's budget, technology needs, and customer demands dictate.
- p) Provide a secure site that meets emerging industry standard guidelines on privacy and accessibility.
- q) The site should have the capability to add or remove features or content automatically based on a previously scheduled date and time.
- r) The site must have the latest industry security measures in place, and have the ability to upgrade these features as needed.
- s) The Town must be able to control the levels of permission and approval for Town employees uploading information to the site, and have the ability to immediately delete permissions for terminated employees.
- t) The Town must be able to track site visits, including distinct visits by time period, page, and content, to evaluate possible changes to layout needed as time passes.
- u) The website must be compatible with the variety of browsers customers may be using.

- v) Upon completion of website development provide source code to the Town of Silverthorne.

5. Requested Information:

1. The proposal must contain details on the firm's years of service and highlight specific employees or consultants that would be involved in the project including their roles and responsibilities.
2. Prospective vendors shall list at least three reference websites which the Town may contact. All references shall be fully operational sites that are using the same content management systems that are proposed for the Town of Silverthorne. Reference sites should be municipal or government sites if possible.
3. The proposal must outline the firm's planned approach to the project and a timeline for the completion of the project with a delineation of tasks/activities required of Town staff. Town tasks should include an expected time commitment.
4. The proposal submitted should include a base bid which includes:
 - a) Meeting with Town staff to clearly discern the website needs of the Town as a whole, each department, and functions within each department.
 - b) Designing of website
 - c) Developing the website, including migrating content (where appropriate) from the old website.
 - d) Implementation of a content management system which allows Town staff to easily update content and images.
 - e) Annual web content management software licensing and support costs.
 - f) Costs for any staff training needed for content management system and general website use
 - g) Technical support costs

Alternate bid item:

- g) Cost of hosting website, if recommended by the respondent.
5. Proposals and pricing shall be valid for a period of 90 days from the date the proposals are due. Pricing must be comprehensive, including all components involved in the project.

6. Selection:

The following will be used in evaluating responses to this RFP:

- Experience – The Town will consider respondents' experience in designing websites, particularly municipal websites, and overall understanding of site architecture, navigation, search capabilities, e-transactions, and other components of website design.
- Value to users – The Town will evaluate the respondent's proposal to add value to users, both employees and customers, including recommendations on visual appeal, design consistency, features offered, and technical support.
- Maintenance and upgrades – The Town will consider how easy the site is to maintain by various users, including non-technical staff, and the ease with which additional features may be added later.
- Investment – The Town will consider the total cost of ownership of each proposal, including annual support, licensing fees, and the effort required to maintain the site. Staff time required to complete the project will also be considered.
- Project management – The Town will evaluate the team and the methodology proposed for carrying out the project.

7. Ownership and Intellectual Property:

- a) All pages, graphics, domain names, content, code, and general look and feel of the site developed will be the property of the Town of Silverthorne. All source files must be delivered at the completion of the project.
- b) All intellectual property developed in connection with the website will be owned solely by the Town of Silverthorne
- c) In developing the website, the contractor will not infringe or violate the copyright or other intellectual property of third parties.
- d) The contractor is responsible for securing various rights, licenses, clearances and other permissions related to works graphics or other copyrighted materials to be used or otherwise incorporated in the website.
- e) All applicable copyright notices will be displayed on the website.

8. Town's Responsibility:

- a) A Town representative will be designated to monitor all technical aspects and assist in administering the contract.
- b) The Town will be responsible for providing the contractor with the specific information on the content of the website.
- c) The project team, made up of Town departmental representatives will be available as needed to answer questions and provide resources.