

# Request for Proposals

Town of Gate City

Webpage Redevelopment Project



October 31<sup>st</sup>, 2023

SEALED PROPOSAL MUST BE DELIVERED TO:

Town of Gate City  
Attn: Greg Jones, Town Manager  
156 East Jackson Street  
Gate City, VA 24251

**Proposals Due: December 6th, 2023 by 3:00 PM EST**

**ADVERTISEMENT FOR REQUEST FOR PROPOSALS**

**Project Overview:**

- **Issued By:** Town of Gate City
- **Project:** Redesign of MyGateCity.com, YourGateCity.com, and gcvaproperties.com
- **Location:** Within Town Limits of Gate City
- **Deadline:** December 6th, 2023, by 3:00 PM EST

**RFP Documents and Notices:**

- **RFP and Public Notices:** <https://www.mygatecity.com/rfps/>
- **Insurance:** Must be insured at the time of proposal submission.

**Contact Information:**

- **Contact:** Greg Jones, Town Manager
- **Address:** 156 East Jackson Street, Gate City, VA 24251
- **Phone:** (276) 386-3831
- **Email:** [townmanager@mygatecity.com](mailto:townmanager@mygatecity.com) (For Queries Only)

**Proposal Guidelines:****Section 1: Introduction**

The Town of Gate City (hereinafter referred to as the "TOWN") invites qualified design firms or professionals (hereinafter referred to as "CONTRACTOR") for website redevelopment. Proposals must be submitted by the specified due date.

Redesigns should incorporate consistent branding and messaging across all sites, restructure the sites' hierarchy for improved user experience, direct to portals for citizens' bill transactions, and encourage visitors to explore the TOWN's businesses.

At launch, all sites will need to be optimized for search engine indexing and configured for analytics tracking. As it is imperative that the TOWN personnel be equipped to make content management updates, training sessions should be factored into proposals.

The CONTRACTOR should be able to perform technical website updates, as needed, and provide ongoing performance reporting on key user metrics.

It is imperative that the CONTRACTOR have previous website development experience with a municipality or county agency, preferably within Southwest Virginia. Familiarity with the TOWN is preferred. The CONTRACTOR must be registered with the Commonwealth of Virginia State Corporation Commission.

**Section 2: Proposal Submission**

Submit sealed proposals to Greg Jones, Town Manager. Proposals must be received by the deadline and be clearly marked "Webpage Redevelopment Project."

**Section 3: Contractor Qualifications**

Contractors must meet various standards including adequate financial resources, relevant skills, and a satisfactory performance record.

**Section 4: Timeline**

Proposal submissions are due by 3:00 PM on December 6th, 2023.

**Section 5: Town's Rights**

The Town reserves the right to reject any or all proposals and is not committed to awarding a contract based on this RFP.

**Additional Requirements****Insurance and Bonds**

Proof of insurance is required for award consideration.

**Payment Terms**

Monthly invoices should represent the actual value of the services provided.

**Ownership**

All project materials including logos, pictures, and artwork will be the property of the Town.

**Legal and Termination Clauses**

Standard legal clauses regarding indemnification, dispute resolution, and contract termination apply.

**Proposal Components**

- Transmittal/Cover Letter
- Company Profile
- Key Personnel
- Proposed Analytics Tools
- Implementation Plan
- Experience & References

**Proposal Deadline**

No Pre-Proposal Meeting. Proposals should be sealed and submitted by 3:00 PM on December 6th, 2023.

This document is issued with the approval of the Gate City Town Council.

For full RFP, including all terms, conditions, and appendices, visit:

<https://www.mygatecity.com/rfps/>