

November 25, 2024

Request for Proposal  
Website Redesign for WoodstockVT.com

1. Introduction:

WoodstockVT.com is a website funded by the Woodstock Economic Development Commission and the Woodstock Chamber of Commerce which aims to provide comprehensive information about our region to three vital target audiences; visitors, individuals seeking to live in our town, and our existing local community.

As part of our ongoing efforts to reach wider audiences and provide the best experience for our users, we are seeking proposals from qualified Web Developers or agencies to assist us in redesigning our website.

2. Objectives

Developed in 2017, the latest version of WoodstockVT.com is in need of a refresh to accomplish our current marketing objectives. Our primary goals are to create a website that is easily updated and improved by non-technical users, strengthen our online presence, build awareness of events and small businesses in our region and deepen our engagement with users by enhancing the experience. In addition to these objectives, we aim to migrate most of our existing content to the new site without damaging our SEO rankings.

The site is currently built on Drupal but we are open to other platforms as an alternative, if there are solutions that provide better functionality and ease of use. We would like to be able to make edits to the content in-house so the CMS needs to be user-friendly. Additionally, WoodstockVT.com is growing its features

so this site should be able to accommodate its programmatic growth and display content in a user friendly and easy-to-navigate way. We also need to accept payment transactions for annual initiatives and will require integration with a safe and secure infrastructure to do so.

### 3. New Website Requirements

- A fresh, modern design
- Acknowledgement of, and separate information journeys for, our three target audiences; locals, visitors, potential home buyers
- A dynamic and intuitive Events Calendar that is easily filtered, and viewed, by month, week or day.
- Ability to embed pop up forms for email signups
- Ability to create password protected pages (current website has up to 200 for business owners to update their individual listing)
- Creation of preview links of edited/drafted pages that can be shared with team members to review before pushing them live
- Integration with payment processing software
- A strong blog that is easy to use
- Responsive design for mobile devices
- Compliance with accessibility standards
- Search Engine optimized for improved visibility
- Ability to have pop up banners for specific campaigns, events, or advertisements
- CMS functionality will include:
  - Ability to create new pages by non-technical content managers
  - Ability to edit pages by non-technical content managers
  - Multiple style sheet templates selectable by by non-technical content managers when creating / editing a page
  - Ability to assign headers by non-technical content managers
  - Ability to edit page directory structure / content architecture by non-technical content managers
  - Ability to add new subpage sections and to edit menu text and architecture by by non-technical content managers
  - Ability to tag pages by topic by non-technical content managers

## 4. Project Scope

- Project management
  - Creates timeline, key milestones, and deliverables for redesign project.
- Sitemap development
  - Recommends how to best organize content and navigation menus with a focus on improving user experience for all three target audiences
  - Build out and implement CMS with all necessary functionality as outlined in section 3 above
- Website redesign
  - Create new design, layout, and content modules
  - Events Calendar to be prominently featured with a user-friendly interface, intuitive design, and easy-to-use Events submission feature.
- Content migration
  - Migrates all content over to the new design
  - Create redirects of old URLs
- Integrations
  - Integrate website with payment processing platform
  - Set up site with analytics (google analytics, search console, and tag manager)
- Test all sites across desktop, mobile, and tablet before launching.
- Training for teams as needed.

## 5. Timeline

RFP submission deadline: 1/10/2025

Vendor Selection expected by: 2/10/2025

## 6. Proposal Requirements

Interested individuals and agencies are invited to submit proposals that include the following:

- Overview of individual or agency.
- General overview of website build process end-to-end.
  - Proposed timeline with key milestones and deliverables.
  - Description of project management approach.
- Examples of relevant projects that demonstrate the agency's capabilities and success, link to websites or case studies.
- Contact information for references or clients who can provide feedback on the agency's work.
- Project budget estimate. We will not be providing a budget, please submit your estimate or a range.

## 7. Submission Instructions

Proposals must be submitted electronically to WEDC commissioner Greta Thomas Calabrese, [gjthom@gmail.com](mailto:gjthom@gmail.com), no later than January 10, 2025. Late submissions will not be considered.

## 8. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Technical aptitude and creativity with the web design process.
- Reliable communication and strong project management skills.
- Ability to meet project objectives within the proposed timeline and budget.
- Quality of proposed deliverables and examples of past work.
- References and client feedback.

## 9. Selection Process:

After the submission deadline, the marketing committee appointed by the WEDC and Woodstock Chamber of Commerce will review all proposals in public meetings and may conduct interviews or request additional information from selected agencies. The marketing committee will then make a recommendation to both boards for their approval. The agency that best meets the requirements outlined in this RFP will be selected to provide these services.

## 10. Contact Information:

For inquiries or to request additional information, please contact:

Greta Thomas Calabrese  
Woodstock Economic Development Commissioner  
[gjthom@gmail.com](mailto:gjthom@gmail.com)

Beth Finlayson  
Woodstock Area Chamber of Commerce, Executive Director  
[bfinlayson@woodstockvt.com](mailto:bfinlayson@woodstockvt.com)

## 11. Confidentiality:

All information provided in response to this RFP is considered confidential and may only be used for the purpose of evaluating proposals for web redesign services.

## 12. Disclaimer:

The WEDC and Woodstock Chamber of Commerce reserve the right to reject any or all proposals received in response to this RFP, to negotiate separately with any source whatsoever, and to cancel or amend this RFP at any time.

Thank you for your interest in improving Woodstockvt.com. We look forward to receiving your proposals.

Woodstock Economic Development Commission & The Woodstock Chamber of  
Commerce  
November 2024