

Jericho Recreation Committee Website Design & Development Request for Proposal

This RFP is for design and development services for a new website for the Jericho Recreation Committee.

Jericho Recreation Committee Overview

The mission of the Jericho Recreation Committee is to improve the well-being of our community by expanding and supporting a variety of recreational opportunities for young and old, and bringing cohesiveness to the diverse recreational activities already provided in the community. The committee was formed in the fall of 2015 in Jericho, VT. We are currently made up of 7 volunteers.

Our Audience

Our primary audience are the residents of Jericho.

New Website Functionality Requirements

The primary objective of the new website is to present a user-friendly, searchable catalog and calendar for recreation information, events, clubs, and classes in Jericho and surrounding areas. Please note this website will not be related to the Town of Jericho's site.

- **Landing page & subpages** — The ability for admin users to add pages and control navigation throughout the site.
- **Navigation & menus** — Preferably, we'd have 3-5 item top menu bar, as well as a side menu that can be updated and edited.
- **Website keyword search** — A keyword search form allows users to find pages and resources quickly
- **Member registration & login** — Users should be able to submit their recreation activities by filling out a form. Administrators will have the ability to review those submissions before publishing to the site.
- **Activities directory, searchable by multiple fields** — The main feature of the site will be a robust list of all the recreation activities available to Jericho residents. This directory should be searchable by fields such as: Keyword, Date, Venue, Age, Type of Recreation. (See <http://nofavt.org/find-organic-local-food/csas> for example of this type of search.)
- **Events calendar** — User-submitted calendar of events, with multiple searchable fields.
- **Interactive maps** — Map should be auto-populated with location information from the events calendar, and the activities directory.

Optional New Website Features

We would like to have the following in our new website, depending on how these elements would impact timeline and/or budget. Please provide cost for these elements separately, and note if any additional design or development time would be required.

- Homepage carousel, video, or interactive feature
- Survey or polling tool
- Blog / announcements / news
- Dynamic blog feeds throughout website
- Photo gallery
- Social media integration
- Email newsletter sign-up form

Budget Details

Our budget for this project is \$4,000 - \$5,000. While we of course prefer the most cost-effective solution, all proposals will be considered and weighed based on their merits. Proposals that offer flexibility in billing for non-required elements added to the website after initial launch will also be considered as we may be able to budget for additional funding for these additional website elements or ongoing marketing efforts.

Proposal Requirements

Please include the following in your proposal response:

- Overview of your company and team
- Explanation of your proposed platform/CMS
- Outline of your website design & development strategy
- Proposed website timeline from kickoff to launch
- Recent design & development examples and references
- Any key differentiators about you?
- Pricing with optional elements line-itemed
- Terms & conditions

RFP & Project Timeline Details

RFP Sent: 3/25/16

Responses Due: 4/25/16

Winner Selected & Contacted: 5/5/16

New Website Launch Target Date: Summer 2016

Send questions/proposals to: Kim Mercer | kimnormanmercercer@gmail.com
Chris Forleo | cforleo@gmail.com

*Thank you for your interest in responding to this RFP with a proposal for our new website.
We look forward to your response.*