



REQUEST FOR PROPOSALS

Website Design Services

May 23, 2023

Purpose

The Pennsylvania Recreation and Park Society (PRPS) is seeking a firm to redesign the existing PRPS website and provide integration to the current iMIS CMS system. The current PRPS website does not meet our goals for accessibility, appearance, and functionality. The new site should be responsive and engage visitors by presenting attractive visual images, intuitive navigation, and concise messaging, while at the same time increasing functionality and ease of use for members. The tools that are incorporated must allow for timely delivery of content using basic technical skills and limited personnel.

Organization Background

PRPS.org

PRPS is the Voice of Pennsylvania Recreation and Parks, as the principal statewide association providing industry leadership, professional development, advocacy and resources for those working and volunteering in the parks and recreation field.

The Society's members include managers of municipal and state recreation and park systems, recreation therapists and wellness specialists, higher education professors and students, managers and programmers of commercial recreation facilities, suppliers and manufacturers of recreation and park products and services, and citizen members of community recreation and park boards across the Commonwealth.

PRPS serves its members and corporate, organizational and community partners by providing industry news and trends, legislative advocacy, technical assistance and resources, and many professional development opportunities and networking forums each year.

Founded in 1935, PRPS is a nonprofit 501c3 professional membership association with more than 2100 members statewide.

Mission: PRPS empowers recreation and park professionals and citizen advocates to enhance life-enriching services for all Pennsylvanians.

Vision: PRPS will improve environmental, economic, and social health and wellness for current and future generations.

Scope of Work

Create a flexible, informative, up-to-date website that is easy to maintain and is responsive (viewable on desktop, tablets, and mobile devices). In addition to designing a user-friendly site with an intuitive interface, you must also incorporate a web-based, database-driven content management system that allows key personnel to easily update content without directly accessing source code.

PRPS will provide a draft sitemap for review and seek recommendations to simplify and streamline website content and navigation.

In addition, we are seeking a design partner that provides tools for search engine optimization and social sharing.

To be effective, the ideal website should be:

- Informative
- Secure

- Visually pleasing
- Easy and intuitive
- Quick to load and operate
- Responsive on all platforms (mobile, desktop, etc)
- Accessible
- Search Engine Optimization

To meet our goals, our new website must:

- Serve as an ambassador for the PRPS brand
- Provide a modern, relevant design update
- Improve customer service and engage site visitors
- Establish a clear path for visitors to access information relevant to them
- Present clear and concise information to end-users
- Integrate with agency social media platforms
- Provide an easy-to-use fit into the CMS platform
- Leverage limited human resources through improved efficiencies in web management
- Maximize search engine optimization through strategic mark-up language and content
- Provide an archival system for park and recreation related resources, press releases, photos, videos and move historical data to a searchable database

Term

PRPS plans to contract with a new agency/consultant partner(s) for a six (6) month term beginning **July, 21, 2023**.

General Terms & Conditions

This is an invitation for proposals only.

PRPS shall not be obligated in any manner to any vendor until a written agreement has been duly executed.

PRPS may reject the lowest proposal, or any and all proposals.

PRPS shall not be liable for any costs of preparation or presentation of proposals.

The proposals, accompanying documentation, samples, etc, submitted by the suppliers automatically become the property of PRPS and will not be returned.

Proposals submitted shall be final and not be altered by subsequent offerings, discussions or commitments unless the vendor is requested to do so by PRPS.

PRPS reserves the right to accept any functional sub-set or super-set of the proposal, and to adjust the price proposal accordingly.

While sub-contracting any phase of the work may be considered, the vendor submitting the proposal must assume full responsibility of the end-to-end process.

A vendor, if any, with whom PRPS chooses to pursue a contractual relationship, shall not make any reference to PRPS in any literature, electronic media, promotional brochures or sales presentations without the express written consent of PRPS.

Any and all verbal discussions and responses are not binding on either party.

PRPS may issue addenda during the proposal period by the designated official. All addenda become part of the RFP documents and must be submitted with the proposal. It is the responsibility of the vendor to establish whether or not PRPS has issued any addenda.

PRPS reserves the right to accept or reject any and all responses at its complete discretion, and to negotiate the terms of any subsequent agreements.

The pricing for services received by the vendor should be valid for 90 days from the date of submission to PRPS.

Submissions

- Responses are due by **5:00 pm EST June 30, 2023** and must be delivered via email to: tour@prps.org
- Responses will be accepted via email only with no more than two (2) PDF attachments. Email attachments should not exceed 5 MB in total. Dropbox links or similar file share links are acceptable for files exceeding 5 MB.
- Please use the following subject line format when submitting your response: *RFP SUBMISSION - [AGENCY NAME]*

As part of your RFP response, please submit the following Agency experience information:

- 1. Clientele.** Please list and briefly describe up to ten of your current client relationships, years of service, industry, and scopes of work.
- 2. Services to parks and recreation.** Inform if the agency/consultant is currently providing OR has ever provided services to any organizations directly or closely tied to parks & recreation or related fields. If so, please list and briefly describe up to five of your current or past client relationships in order of years of service.
- 3. Key Personnel.** Please include your agency's key personnel biographies as an attachment. Include individuals that are likely to work directly with PRPS should your agency be chosen. Please indicate if any team members are subcontractors.
- 4. Portfolio.** Please include a portfolio of your agency's relevant and recent work, up to five (5) pages maximum, as an attachment. Please include the client name and a short description of the work. If necessary, to stay within file size requirements, please provide a URL to an online portfolio or web-hosted PDF.
- 5. References.** Please provide three (3) current or recent client references: name, organization, title/role, email address, and telephone number.
- 6. Approach.** Describe your approach and process to fulfilling and delivering the scope of work detailed on three pages, maximum.
- 7. Fees.** Provide a pricing proposal for the scope of work including fees and costs. Proposals must include an estimate for all work related to the deliverables outlined in the scope of work, and should clearly outline how any time and cost overruns will be handled.

Confirmation

You will receive a reply from PRPS no later than **5:00 pm EST on July 5, 2023** confirming receipt of your submission. If you do not receive a confirmation and you have submitted your response by the aforementioned deadline, please send an email to tour@prps.org or call 814-234-4272.

Selection & Presentations

PRPS staff and advisors will review and rate the RFP responses. Following review of the RFP, PRPS may invite a select group of agencies or consultants to present their proposals. PRPS will select a new agency/consultant by **July 21, 2023**.

Questions

If during the course of completing your response you have any questions on these instructions, please email tour@prps.org with subject line format: *RFP QUESTION – [AGENCY NAME]*