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Notice of Addendum
Addendum #1
RFP #25-03
Website Design Services
City of Mayville, WI
June 16, 2025
(total 2 pages)

Notice to all firms:

This Addendum is issued to modify, change, delete from, add to, explain or correct the original Request for Proposal and is hereby made a part of RFP #25-03. In case of conflict between the Request for Proposal and this Addendum, this Addendum shall govern. It is the firm's responsibility to pass on this addendum information to all involved in the proposal.

Add to: Please submit nine (9) bound copies of the proposal.

Questions & Answers:

Question 1: The RFP asks for the vendor to rewrite outdated or unclear content. Is the requirement for the vendor to rewrite outdated or unclear content an absolute requirement for this RFP?

Answer: No, the intent of the City of Mayville was to eliminate outdated and unclear content by mitigating the current content into an easy-to-use content management system that will allow staff to easily recreate pages and content.

Question 2: Page 7 has a provision that "The City of Mayville shall be the owners of any and all of the reports, plans, specification and documents resulting from the RFP and Firm shall provide both digital and hard copies of all reports, plans and documents as indicated in the RFP to Owner in a format usable to the City." As the site would be built on our proprietary CMS, we would like to confirm that the city understands that it cannot have ownership of the proprietary software per the language on page 7.

Answer: Sorry for the confusion but the intent of this boiler plate language was to ensure reports, plans and documents that are requested to be created via a contract awarded through the RFP process would become property of the City of Mayville. The City of Mayville is not seeking the ownership of the proprietary software through this RFP process.



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Question 3: Page 8 has a provision that “The City of Mayville will not agree to mutual indemnification or to indemnify vendor.” Is Mayville willing to be flexible on this provision?

Answer: No.

Question 4: Will the City provide a dedicated staff member for content review/rewrites, or is this fully vendor-managed?

Answer: There will be dedicated staff for content review and rewrites.

Question 5: Are there specific APIs or existing systems (e.g., payment processors, GIS platforms) requiring integration, or is flexibility allowed?

Answer: There are a few existing systems that will need integration. For instance, there is an online Payment Network System and a paperless agenda software program.

Question 6: For non-proprietary CMS recommendations, will the city host the site independently. Or is vendor-hosted support preferred?

Answer: The city prefers a vendor-hosted solution using a non-proprietary CMS that allows city staff to manage and update content internally. However, the vendor will be responsible for hosting, technical support, security patches, software updates, and data backups. This hybrid approach ensures that the city retains editorial control while leveraging the vendor’s expertise for infrastructure and maintenance.

Question 7: Given the 10% price weighting, how will cost differences be balanced against higher-scored technical proposals (e.g., is there a cost ceiling)?

Answer: The intent of the 10% price weighting was to strive more toward awarding a contract based on past performance, experience, qualification and finding a firm that can provide a creative and easy to use website based on approach and deliverables. However, the goal is to achieve this within a reasonable dollar amount.

Question 8: While the RFP requests lump-sum pricing, are there internal budget benchmarks or preferred cost ranges for the initial build and annual maintenance?

Answer: There are not any internal budget benchmarks or preferred cost ranges approved for the initial build and annual maintenance.

Question 9: Are you looking for a local vendor only?



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Answer: No.

Question 10: Is it mandatory that the vendor should have the working experience with municipalities or governments can only participate?

Answer: It is preferred that the vendor has experience with municipalities or governments.

Question 11: Could you please let us know the currently used CMS?

Answer: Our current City website is through Service Life.

Question 12: Is there any budget?

Answer: The City encourages vendors to propose a comprehensive and cost-effective solution that aligns with the scope of services outlined in the RFP. Proposals will be evaluated based on overall value, experience, approach, and alignment with the city's needs and priorities.

Question 13: Is hosting optional?

Answer: Please see answer to Question 6.

Question 14: What is the start and end date for this project?

Answer: There is not an established timeline, but a project timeline is laid out on page 4 of the RFP.

Question 15: Can we provide the commercial references or experience?

Answer: Commercial references and/or experience are acceptable.

Question 16: Is it mandatory to provide public sector experience.

Answer: See answer to Question 10.

Question 17: Is it mandatory to provide a local government experience.

Answer: It is preferred to provide local government experience.

Question 18: Is subcontracting allowed?

Answer: Yes, subcontracting is permitted. Please complete the attached Sub-Contractor form and submit with the proposal. The City of Mayville reserves the right to accept



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any proposal that is the most advantageous to the City.

Question 19: Do we have to submit the insurance proof at the time of proposal submission.

Answer: Yes.

Question 20: Could the City of Mayville provide some examples of other municipal or government websites that you admire or feel embody these characteristics? This would help us align our design vision with yours.

Answer: There is not any particular website desired. However, the layout of the website should follow the important municipal categories: Community, Business, Government, Departments and a “How Do I” section. Other important tasks/features: Employment Opportunities, City Directory and perhaps online bill pay.

Question 21: Are there any other existing or planned third-party services that are critical for integration into the new website that aren’t explicitly mentioned?

Answer: See answer to Question 5.

Question 22: What is the primary goal you hope to achieve with this new website beyond just a redesign?

Answer: Beyond a visual redesign, the primary goal of the City of Mayville’s new website is to significantly improve usability for both residents and staff. We are seeking a more user-friendly, intuitive platform that makes it easier for the public to find information and access city services. Equally important, the city is looking for a website that can be easily updated and maintained by internal staff without requiring advanced technical knowledge. Streamlined content management, accessibility, and improved navigation are key priorities for ensuring the site remains a reliable and efficient communication tool for the community.

Question 23: Beyond the technical aspects, what are the City’s long-term priorities for the CMS, such as budget predictability, community support, or specific functionalities?

Answer: Long-term priorities for the CMS have not been established.

Question 24: Regarding “Multilingual Support,” what languages are primarily anticipated, and is there a preference for how this functionality should be implemented (e.g., automated translation, manual content creation per language)?

Answer: The primary second language in Mayville is Spanish. The request is to provide any tools or an add-on option that your firm may have available to ensure inclusiveness.



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Question 25: Is the City of Mayville open to various hosting solutions (e.g., vendor-provided, third-party cloud hosting like AWS/Azure, or remaining on-premises), or do you have a strong preference?

Answer: See the answer to Question 6.

Question 26: Regarding “Content Migration and/or Rewriting,” what level of involvement does the city envision for its staff in this process? Will City staff be primarily responsible for providing the content, or are you looking for significant assistance from the vendor in content auditing, rewriting, and migration?

Answer: City staff will be able to assist with the content migration and rewriting process. While we anticipate providing much of the existing content and contributing to its review, we would also appreciate guidance and support from the vendor—particularly in content auditing, organization, and recommending improvements for clarity, accessibility, and user engagement. A collaborative approach will help ensure the final content is both accurate and effectively presented for our community.

Question 27: Are there any other unique or complex content structures or interactive elements that you anticipate needing on the new site?

Answer: At this time, we don't have any specific unique or complex content structures or interactive elements identified. However, it's important that the new website is built with flexibility in mind—allowing it to evolve and expand alongside the changing needs of the community. Scalability, ease of content management, and the ability to integrate future functionality will be key considerations as we move forward.

Question 28: For “Emergency Notification,” are there specific systems or communication channels (e.g., social media, email lists, text messages) that the new website's alert system should integrate with?

Answer: Currently, there are not any dedicated emergency notification systems in place; however, we do utilize a Facebook page as one of our primary communication channels. While we are open to exploring integration options in the future, we would value a website alert system that allows for straightforward updates and the potential to integrate with social media platforms or other emergency communication tools as our needs evolve.



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Question 29: Will the City be providing a content style guide or any specific editorial guidelines to ensure consistency in tone and voice across the new website?

Answer: At this time, the City of Mayville does not have a formal content style guide or editorial guidelines. However, the city’s staff will work closely with the chosen vendor to ensure that the website's tone and voice are consistent with the current branding, logo, and overall communication strategy. The goal is to create a cohesive and professional web presence that aligns with the city’s established identity and communicates clearly with residents and visitors.

Question 30: Could you provide an estimate for when the “Recommendation by CDA Committee” and “Final Approval by Common Council” might occur, to help us understand the full award timeline?

Answer: A tentative recommendation by CDA is scheduled for August 27, 2025, and the tentative approval by the Common Council is scheduled for September 8, 2025.

Question 31: Give the “Target completion” for launch, are there any critical dates or events for the City of Mayville that the website launch absolutely must precede or follow?

Answer: There is not a target completion date for launch currently.

Question 32: While we have extensive municipal experience, would experience with local governments in other states also be considered highly valuable?

Answer: The value of government work in other states will be recognized but, our focus is on identifying vendors who are familiar with Wisconsin-specific governmental structures, policies, and processes. Experience with Wisconsin-based entities is important to us to ensure a strong understanding of local nuances and expectations. That said, a robust portfolio—especially where there are parallels in regulatory or operational approaches—will certainly be considered an asset.

Question 33: Is there an anticipated budget range for this project that the city has allocated, or is this primarily a competitive bid where vendors propose their best price?

Answer: See answer to Question 12.



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Question 34: Could you elaborate on the City's typical approach to risk allocation in similar technology contracts, beyond this specific clause?

Answer: When contracting, the City's approach to risk allocation is to minimize legal and/or financial risks related to potential liabilities arising from the contract's performance.

Question 35: Are there any specific contractual terms or conditions, not already explicitly listed in Section VII, that are non-negotiable for the City?

Answer: Section VII lists General Information pertaining to the Request for Proposal. Contractual terms and conditions will be negotiated when a firm is awarded.

Question 36: Is the city looking for detailed, breakdown-deliverable, based pricing? Or can the offeror provide the hourly rates for the proposed personnel who will be working on this project?

Answer: The City is looking for a Total Project Cost to provide a website and non-proprietary content management system including all software and related services for the design, setup, customization, installation, content migration, training, implementation, and go-live.

Question 37: Is there a specific format you prefer for the proposal submission?

Answer: Preferred is bound booklet style.

Question 38: Are there any specific layout or formatting guidelines (e.g., required sections, Order of content, font sizes, margin requirements) that the City would like proposers to follow?

Answer: At this time, the City of Mayville does not have specific layout or formatting guidelines in place. However, the city's staff will collaborate with the chosen vendor to ensure the website's layout and formatting align with the current branding, logo, and overall communication style. The focus will be on creating a clean, user-friendly design that is consistent with the city's identity and meets the needs of residents and visitors. Proposals should consider best practices for accessibility, mobile responsiveness, and ease of navigation.

Question 39: Are there specific number of copies that should be submitted?

Answer: Nine (9) bound copies can be submitted.



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Question 40: Is there a specific individual, title, or department proposals should be addressed to (e.g., “Attention: City Clerk” or Website Review Committee)?

Answer: Sealed proposals should be marked “Website Design Services” and must be received in the City Clerk's office, 15 S School Street, Mayville, WI by 10:00 a.m. on or before July 23, 2025.

Return the completed and signed acknowledgement of this addendum with your proposal for this request.

Acknowledgement of the Addendum was included in the proposal documents.