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Notice of Addendum
Addendum #3
RFP #25-03
Website Design Services
City of Mayville, WI
July 9, 2025
(total 5 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.

Questions & Answers:

Question 1: Cross-Promotional Cost-Share Opportunity

- We understand that municipal budgets are often constrained, and we've seen recent RFPs express interest in creative partnership models. In certain cases, we have offered to build websites at or near cost in exchange for the ability to showcase the work as a flagship case study and use it to expand responsibly within the government sector.
- Would the City be open to exploring this kind of value-based partnership, or do you prefer to proceed via a traditional vendor-client engagement structure?

Answer: Prefer to proceed via a traditional vendor-client engagement structure.

Question 2: Training Scope and Expectations

- Approximately how many City staff members will require training on the new CMS?
- What is the expected level of depth for the training (e.g., basic content editing vs. admin-level management)?
- Would the City require in-person training, virtual sessions, recorded modules, or a mix of formats?

Answer: Approximately five (5) City staff will require training. These employees have basic technical knowledge of website functionality. A combination of in-person and virtual training session would be sufficient.



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Question 3: Hosting Requirements

Is the City seeking a full-service, vendor-managed hosting solution, or would a hybrid option (City-managed with vendor support) be acceptable?

- Are there any existing hosting preferences or constraints we should be aware of (e.g., on-premises policy, state compliance requirements, cloud vendor preferences)?

Answer: Prefer hybrid (city-managed with vendor support). The city does not have any existing hosting preferences or constraints.

Question 4: Third-Party Software Integration

The RFP mentions integration with systems such as GIS, permit tracking, online payments, and potentially others. Could the City please provide the names of the current systems or vendors used for:

- Online payment processing
- Permit tracking or code enforcement.
- GIS

Additionally, is there any available API or technical documentation for these systems that can be shared?

Answer: The integration that would be needed for the City of Mayville website design are the typical features like other municipalities and should not be a burdensome addition to the upgrade. The technical documentation and vendor contracts will be shared when a firm(s) are selected for additional presentations.

Question 5: Page Inventory and Prioritization

The RFP notes that the current website has approximately 150 pages and that the redesigned site should aim to streamline and downsize where appropriate. To help us assess scope and propose an effective content migration strategy, would the City be able to provide:

- A current sitemap or list of existing pages?

Answer: This information will be shared when a firm(s) that are selected for additional presentations after the CDA Committee has reviewed the technical proposals.

Question 6: Emergency Notifications & Multilingual Support

- Will multilingual emergency notifications be displayed solely on the website (e.g., banners, pop-ups), or is the City also looking to distribute these messages to the public?



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- If these messages need to be distributed, what methods of distribution would the City like?

Answer: Displayed solely on the website.

Question 7: Business Licensing: Are there any specific business licenses or state registration required to be eligible to work on this contract in Wisconsin?

Answer: No.

Question 8: Personnel Location: Is it permissible for the selected vendor to engage personnel located outside the United States (e.g., in India) to fulfill the project requirements?

Answer: The CDA Commission's decision will be based on the City's specific needs and evaluated on the firm's capabilities and reliability.

Question 9: In-Person Meetings: Are there any requirements for in-person meetings either before or after the contract is awarded? If so, how frequently are these meetings expected to occur?

Answer: This is dependent on the direction of the CDA Committee after the initial review of the technical proposals.

Question 10: What is the anticipated budget range for this project? This will help ensure our proposed solution aligns with the City's investment expectations and allows us to recommend the most appropriate feature set and timeline.

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

Question 11: What CMS platform is the current website built on, and what specific third-party systems currently require integration (payment processors, GIS systems, permit tracking software, etc.)? Understanding existing technical constraints will inform our integration strategy.

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 12: Given your emphasis on "non-proprietary" CMS and "vendor independence," would an open-source solution like WordPress, which offers complete code ownership and unlimited hosting flexibility, aligning with the City's long-term digital strategy?



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Answer: The CDA Commission's decision will be based on the City's specific needs and evaluated on the firm's capabilities and reliability.

Question 13: How many staff members will need CMS training, and what are their current technical skill levels? For the role-based permissions mentioned, can you describe your preferred content approval workflow (e.g., department editors → supervisors → final approval)?

Answer: Approximately five (5) City staff will require training. These employees have basic technical knowledge of website functionality.

Question 14: Regarding the current ~150 pages that need streamlining: are there specific pages or sections you've identified as priorities to maintain versus consolidate? Understanding your content priorities will help us develop an efficient migration strategy.

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 15: We did not find any online payment system integrated into the current website.

- The preferred payment gateway(s)
- The intended user flow for directing customers to the payment checkout.
- Specific functionality requirements
- Examples of references of similar payment systems you expect.

This will help us better plan the integration for online payments. Also, could you share similar information on GIS and permit tracking features as well?

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 16: Could you please provide more information regarding the alert system? Specifically:

- What type of alert system is needed?
- What are the functional requirements?



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- Do you have any reference alert systems or references that you can share to help us better understand the topic?

This will enable us to plan and implement the required functionality accurately and effectively.

Answer: There aren't any particular reference alerts/notification systems planned. It was the intent to allow for such alerts to be displayed on the new website.

Question 17: You mentioned that there are approximately 150 pages on the website, but we found only 47 pages.

Please confirm.

Answer: The City is looking to streamline the current website. 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 18: Do we need to keep all the PDF posts?

Answer: No.

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.