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Notice of Addendum  
Addendum #4  
RFP #25-03  
Website Design Services  
City of Mayville, WI  
July 16, 2025  
(total 3 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:** There are a large number of PDFs on the website. Is there any desire to migrate this content into an HTML form that is more accessible and searchable?

**Answer:** The current PDFs do not need to be upgraded to a HTML form but going forward there may be a need to make any new PDFs for the website searchable.

**Question 2:** What specific privacy, data retention, or Wisconsin-specific compliances apply to the website, CMS, and hosting?

**Answer:** The data retention for the website will need to follow the Wisconsin Open Records law and will need to be retained according to those standards for specific records.

**Question 3:** What is the level of training required (e.g., simple page updates, full page development, component updates)?

**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.

**Question 4:** Can you please clarify which internal and/or external stakeholders should be included in interviews or workshops? For example, will we engage department heads, elected officials, administrative staff, or members of the public? Additionally, how many stakeholder groups do you anticipate participating in this phase?



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**Answer:** The CDA Committee will be the decision body for this RFP award. The committee is comprised of seven members.

**Question 5:** Is there an existing brand standard that has been developed, or is it expected that the vendor shall provide these?

**Answer:** The City has an adopted color scheme but does not have a particular brand standard. This information will be shared with the winning firm upon award.

**Question 6:** Would Mayville be interested in a phased rollout with an initial minimum viable product site being launched, followed by additional enhancements in the following months? This would allow for a faster rollout of a new design and CMS.

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

**Question 7:** Is the website intended for redevelopment and migration to a new platform?

**Answer:** Yes.

**Question 8:** Will the vendor be responsible for rewriting content on pages with outdated information? If yes, please provide an estimate of the volume or number of pages requiring new content.

**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 9:** For the community calendar feature, should it integrate with an external event management system, or will city staff manually input events into the CMS?

**Answer:** Currently city staff manually input events. If the new website platform allows this to integrate with an external event management system, it would be considered.

**Question 10:** What languages need to be supported specifically for alerts? Additionally, is full multilingual support required for the entire website content?

**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.

**Question 11:** Should the proposal include the cost for hosting and one year of post-launch maintenance?



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**Answer:** The fee proposal should include 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, & go-live. The fee proposal should also include cost for annual maintenance and support for the initial year (if needed) and for Year 2, Year 3, Year 4 and Year 5.

**Question 12:** Could you provide example websites that reflect the desired look, feel, or functionality to guide the design approach?

**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 task/features: Employment Opportunities, City Directory and perhaps online bill pay.

**Question 13:** Will the vendor be expected to create and manage content after launch, or will trained staff take over ongoing content updates?

**Answer:** Trained staff will take over ongoing content updates.

**Question 14:** Can our proposal include the relevant qualifications and past performance of our subcontractors to demonstrate compliance with the stated criteria?

**Answer:** The preference would be not to rely on subcontractors for this project.

**Question 15:** When is the Certificate of Insurance required to be submitted for this RFP.

**Answer:** For RFPs (Request for Proposals) the certificate of insurance is required prior to commencement of work. For RFBs (Request for Bids) the certificate of insurance is required to be submitted with the bid proposals.

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.