

## **The City of Floresville, Texas**

### **Request for Proposals: Website Design, Redesign, Migration and Hosting Services for the City of Floresville website and other agencies.**

The City of Floresville is requesting proposals for a firm to provide services related to its primary municipal website including redesigning [www.floresvilletx.gov](http://www.floresvilletx.gov), migrating data and hosting the redesigned site as well as providing training and ongoing support for the site.

The deadline for submission of proposals is Thursday, April 30, 2026, at 4:00 PM.

City of Floresville is an Affirmative Action/Equal Opportunity Employer.

## **Introduction**

The City of Floresville seeks to engage the services of a qualified firm to provide design and content management services for a new website. The City's goal is to create a website that successfully promotes our brand, facilitates a user-friendly environment for accessing municipal services, creates two-way communication between the City and citizens and simplifies content management while meeting high standards for design quality and visual appeal. The new website will serve as the public face of Floresville's government and community while providing 24/7 services for a wide range of users.

## **Background and Context**

The major operating departments of the City are City Manager, City Secretary, Finance, Human Resources, Planning and Zoning, Public Works, Police, Event Center and Economic Development.

The current version of our website can be viewed at [www.floresvilletx.gov](http://www.floresvilletx.gov)

The City of Floresville seeks the bid of a vendor that can accomplish all of the functionality identified in this RFP and has the flexibility of providing this functionality over time, with respect to potential budgetary constraints. Qualified applicants must be equipped to integrate additional features that may be needed or new technologies that may be developed in the future. Finally, the City of Floresville's website must have the capacity to meet the State of Texas' Open Government Law Requirements.

## **Vendor Qualifications**

The City of Floresville seeks a vendor that has been in the business of municipal website design for at least five years. Additionally, the City seeks a vendor with proven capacity to provide the following: Content Management Systems (CMS) components and tools. Responders are to submit a written narrative corresponding to each of the outlined requirements:

### **1. Introduction**

- A. Company Overview and Summary

### **2. Company Profile**

- A. Company History
- B. Contact Information
- C. Office Location(s) (Include business address)
- D. Demonstrated company financial stability

### **3. Project Team Roles**

- A. Name, title, role (e.g., project management, training, design)
- B. Education, years of experience

### **4. Municipal Website Design Experience**

- A. Minimum five municipal references, including:
  - Client name
  - Website URL
  - Contract duration
  - Client contact person, title, phone number, and email
- B. Any municipal award-winning websites designed by vendor (please list city name and website URL)
- C. Design portfolio (minimum of three screenshots with URLs)

## **5. Project Development Approach**

- A. Proposed timeline
- B. Outline all project phases and the City's role
- C. Explain the design process, if not included in the project phases
- D. Explain the data migration process, if not included in the project phases
- E. Meets U.S. Federal Government ADA requirements, if not included in the project phases
- F. Training, if not included in the project phases
- G. Ability to integrate municipal branding into new site
- H. Ongoing technical assistance and training opportunities
- I. Cyber security

## **6. Support and Maintenance (describe all available)**

- A. System ownership
- B. Ongoing operations and maintenance
- C. Training opportunities
- D. Availability of robust self-service documentation and technical support (videos and training manuals, etc.)
- E. Beta testing
- F. Normal support hours and emergency support hours
- G. Software updates and site maintenance
- H. Software licensing (if any)

## **7. Ability to integrate the City's branding and aesthetics into the site design**

## **8. Integrated Content Management (CMS) Components and Tools**

The CMS listing in the Functionality Table below represents functional categories and is not comprehensive; others may be recommended or added. The City's new website vendor must be able to provide the desired components shown. Possible budgetary constraints may require that this project be implemented in phases.

**Table 1 – CMS Features**

<b>Component/Module Name</b>	<b>Function</b>	<b>Offered (Yes/No)</b>	<b>Vendor Comment</b>
Browser Based Administration	Create, edit, or delete and template-based web pages and news updates		
Calendar	Update/publish calendars w/ optional ability to import calendar feeds		
Departmental Home Pages	Ability to create landing pages for associated municipal departments		
Directories, listing for Staff	Dynamic Content		
Document and File Repository	Upload/download capability, back-end ability to search within		
Publicly Warned Meeting Document Management	Create, manage, and host agendas, minutes, videos, and other relevant documents		
Search / Archive Center	Searchable solution for live or archived content, documents, and news updates (internal site search engine.)		

<b>Component/Module Name</b>	<b>Function</b>	<b>Offered (Yes/No)</b>	<b>Vendor Comment</b>
News updates	Online publishing of blog style news updates with email subscription capability		
Alerts & Emergency Notification	Front page solution for emergency notification updates with a registration widget and the ability to share via social media		
Recreation Programming /Event Registration & Facility Management	Web-based registration software for Recreation and facility rentals		
Online Payment Solution	Secure online transaction by department		
Survey/Polling Capability	Web based software for polling, surveys, and answer tracking (or capability to embed third party programs)		
RFP/RFQ/Bid Posting	Dynamic Content		
Integrated Human Resources Solution(s) for Employment Opportunities	Applicants can view job openings and apply (fill out application, attach resumes and documents) to submit electronically via website		

<b>Component/Module Name</b>	<b>Function</b>	<b>Offered (Yes/No)</b>	<b>Vendor Comment</b>
Security Integration	SSL encryption		
Video Hosting	Ability to embed third party videos		
Site Statistics	Integration of comprehensive analytical status reports		
Sitemap	Dynamic		
Mobile Browsing	Website can be accessed from any mobile platform		
Online Forms	Forms, publishing, and tracking with email forwarding capability		
Photo Center	Optional – Display community photos in a central location on website		
Multi – Lingual Support	Dynamic content		
Printable Pages	Print friendly function		
Social Media Interface	All social media		
Real Estate Management	Properties commercial or residential can be organized by and searched		
Slideshow (Photos/Banners)			
Volunteer Management & Registration software	Provide web-based software or enable third party embeddable portal(s)		

**9. Description of Features and Functionality Included with the CMS at minimum include:**

- A. Description of page creation
- B. Page content template information
- C. Content scheduling and versioning information
- D. The different back-end user permission levels

**10. Hosting and Security (describe all available)**

- A. Site hosting (remote or local?)
- B. Hosting location
- C. Appropriate redundancy and scalability to avoid unexpected outages and to accommodate periodic maintenance, usage growth and sudden usage surges
- D. Company's commitment to operational time or limiting of downtime

**11. Project Pricing Estimate/Cost for Services Outlined (specify amounts of items below):**

- A. Days/hours of training, number of employees to be trained on site or webinar
- B. Amount of content migration (entire website or a specific number of pages)
- C. Hosting costs
- D. Any optional enhancements and consulting packages with deliverables and associated fees

**12. Guarantees/Warranties**

List any guarantees or warranties the company offers.

## **Procurement Schedule**

March 26, 2026 – Council Approval

April 8, 2026 – 1<sup>st</sup> Advertisement

April 22, 2026 – Questions Deadline [**4:00 PM CST**]

April 29, 2026 – Responses Issued

May 6, 2026 – Proposal Due [**4:00 PM CST**]

## **Submittal Requirements and Instructions**

Proposals must be submitted electronically by **4:00 PM CST on Wednesday, May 6, 2026**.

Cynthia Sturm

Finance Director

[financedir@floresvilletx.gov](mailto:financedir@floresvilletx.gov)

### **1. Questions and Clarifications:**

Please direct any questions regarding this RFP in writing to Cynthia Sturm at [financedir@floresvilletx.gov](mailto:financedir@floresvilletx.gov) by **4:00 PM CST on Wednesday, April 22<sup>nd</sup>, 2026**. All questions and answers will be shared with all prospective bidders to ensure fairness.

### **2. Addenda:**

If required, responses to questions will be issued by the city on the city website [www.floresvilletx.gov](http://www.floresvilletx.gov) to all those known to have received a complete set of proposal documents.

## Evaluation Criteria

The City of Floresville will evaluate the proposals with regard to the proposed services and the experience and qualifications of the firm. Specifically, proposals will be evaluated based on the following criteria:

- **Ability to provide integrated content Management Systems components (30%)**
- **Extent of experience in successfully implementing and managing existing municipal websites (20%)**
- **Demonstration of the website security credentials (20%)**
- **Cost (20%)**
- **Review of aesthetics of illustrative examples of design and layout capabilities in existing websites (10%)**

## Blackout Clause

During the period beginning with the issuance of this Request for Proposal (RFP) and ending with the final award of the contract (the “Blackout Period”), respondents and their representatives are prohibited from communicating with any employees and Council Members of the City of Floresville, or any affiliated entities, regarding this RFP, except through the designated RFP contact identified herein.

All communications, including questions or requests for clarification, must be submitted in writing to the designated contact person:

**Cynthia Sturm**

**Finance Director**

[financedir@floresvilletx.gov](mailto:financedir@floresvilletx.gov)

Unauthorized contact may result in disqualification of the respondent’s proposal at the sole discretion of the City of Floresville.

This restriction applies to all forms of communication, including but not limited to phone calls, emails, social media, in-person meetings, and informal discussions.