

**ADDENDUM #1
to REQUEST FOR PROPOSALS
Municipal Website Design, Hosting, and Content Management System**

Please see the following addendum to the RFP, based on questions received today, April 22, 2022:

Question: Are you considering agencies based outside of state of CO? We are a minority-based organization in Texas, USA, so would you welcome our proposal in response to your RFP?

Answer: We will certainly consider agencies based outside of the state of Colorado, and would not discriminate against a company based in Texas, USA.

Question: Do you have a particular preference on what CMS you would want your new site to be powered with?

Answer: We do not have any specific preferred CMS, and are looking for a final solution that offers ease of use to an entry-level Town employee, security, and an ability to integrate with the existing digital tools we are already using (Xpress Bill Pay and Caselle Government Accounting.)

Question: Does your organization have an existing branding guidelines document in place to provide direction on logo, color schemes to be used and avoided, fonts etc.?

Answer: We have contracted with a designer who is currently working on the project of branding unification in CanvaPro. We have a well-established logo and several preferences for fonts and colors that we believe are recognizable as the Town's brand. But the style manual will be forthcoming and is not complete at this time. Our hope is that the new website vendor could interact with our existing designer to learn more about the visual goals. We envision a style manual being completed within the next three months, which could help guide website design decisions.

Question: Do you have a ballpark budget in mind for this initiative (both one-time project cost and on-going for hosting (if applicable) & maintenance)?

Answer: We are hoping to have a redesign of the website for the ballpark budget of between \$30,000 - \$40,000. We accept market rates for ongoing hosting as a necessary additional aspect of the project. At present, we are paying a consultant to assist us with technical aspects of the Town's existing website \$80 an hour. We would hope to keep this rate for any consultant we would pay for ongoing maintenance of a new website.