



REQUEST FOR PROPOSALS (RFP 07-26)

MUNICIPAL AND TOURISM WEBSITE; CODE ENFORCEMENT SOFTWARE

1. GENERAL

The City of Walterboro is requesting proposals from qualified firms to design, develop, host, and maintain a modern municipal and tourism website that improves accessibility, transparency, communication, and online service delivery for residents, businesses, visitors, and stakeholders.

The firm will create a robust, user-friendly website solution that provides residents with easy access to information and services while offering city staff a simple and efficient content management system for ongoing updates. In addition to website services, the city seeks an integrated code enforcement software solution that streamlines case management, inspections, and reporting.

2. SCOPE OF SERVICES

WEBSITE

- a. Conduct interviews with key staff to gather input on desired website features, tools, content management needs, and primary user audiences.
- b. Design and develop refreshed versions of www.walterborosc.org and www.visitwalterborosc.org with an updated, dynamic look and improved functionality. Recommendations will include cost estimates and identification of upgrades necessary to implement new features within the project budget.
- c. Coordinate the migration of identified features and content from the existing site to the new site.
- d. Provide integrated code enforcement software and train key staff.
- e. **Content Management System Requirements:** The City of Walterboro requires that the website be built on an open, widely supported content management system, such as WordPress, that gives the city full ownership and control of its content. The selected platform must allow city staff to create, edit, and publish content without dependence on the vendor, and must not lock the city into proprietary systems that would restrict future migration or require vendor involvement for routine updates. Proposals should specify the CMS platform recommended, the



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rationale for that choice, and how staff will be trained to manage content independently following launch.

ONGOING SERVICES

- a. Post-Launch Support: Provide ongoing technical support and updates for a period of 3-6 months to address technical issues.
- b. Long-Term Maintenance: Ongoing website maintenance services, including content updates, security patches, and feature upgrades.
- c. Performance Optimization: Continued website performance optimization, including server updates and software patches.

3. PROPOSAL PROCESS

- a. All sealed proposals should include four (4) copies and be delivered to the Tourism Director and Main Street Manager, Patricia Fleming, at 242 Hampton Street, Walterboro, SC 29488, no later than 2:00 p.m., July 31, 2026. All proposals must be signed by an official agent or representative of the company submitting the proposal. Proposals should be clearly labeled “RFP 07-26 Municipal and Tourism Website.”
- b. Any proposals received after this date and time will be disqualified.
- c. All contractual terms and conditions will be subject to review by the City of Walterboro. This will include scope, budget, schedule, and other necessary items pertaining to the contract. This request does not commit the city to the award of a contract or to pay any costs incurred in preparing a response to this request.

4. PROPOSAL REQUIREMENTS

Each company shall submit the following documents as applicable to be considered a responsive bidder:



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1. **Statement of Basic Qualifications:** This shall include any applicable federal or state license, the business's size, and the office location from which the service is being performed.
2. **Background and Experience:** Describe the firm's background and experience in the activities listed in the Scope of Services section with a focus on experience with South Carolina municipalities. Please include names and contact information for prior and current clients.
3. **Identify Professionals:** Identify each individual whom your firm proposes to work with the city. Do not include any persons who would not have day-to-day contact with the city's work. Describe each individual's experience working with South Carolina municipalities.
4. **Scope of Services:** Describe and confirm your firm's ability to meet the Scope of Services.
5. **Compensation:** Describe your firm's fee structure and your rates for services. Comparative examples are encouraged, as is expressing fee structures as a range.
6. **References:** Provide four references (municipal references preferred), including email and telephone contact information.
7. **Outsourcing Statement:** If your organization must outsource or subcontract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Any proposals that call for outsourcing or subcontracting work must include the name, description, and contact information for the organization being subcontracted.
8. **Estimated Project Timeline and Milestones:** Provide a schedule with target dates for stakeholder interviews, design mockups and approvals, development and migration, code enforcement software integration and testing, soft launch and final launch. Also, highlight dependencies and potential delays.



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The City of Walterboro reserves the right to reject, in whole or in part, any bid submitted which, in the judgment of the City of Walterboro, would not be in its best interest. The city also reserves the right to waive minor deficiencies or reject any or all proposals.

5. OTHER REQUIREMENTS OF THE CONTRACTOR

If the contract is awarded, the contractor must be prepared to provide and agree to the following, at his or her own expense, before beginning work and at all times during the performance of services:

- a. Form W-9: Upon the city's acceptance of the proposal, the selected firm will be required to provide a current copy of IRS Form W-9.
- b. Compliance with all applicable federal, state, and local laws, ordinances, and regulations.
- c. The bidder selected will engage in a contractual agreement based on this proposal before any work is performed.
- d. Any modifications to the contract shall be in writing and signed by both parties.

6. RFP POINT OF CONTACT

Questions regarding this RFP shall be directed to:

Patricia Utsey Fleming
Tourism Director and Main Street Manager
City of Walterboro
Putsey@walterborosc.org
(843) 782-6080