

SHARON COMMUNITY DEVELOPMENT CORPORATION

REQUEST FOR PROPOSALS (RFP)

COMMUNITY WEBSITE DESIGN, DEVELOPMENT & IMPLEMENTATION

Issue Date: 6/22/26

Proposal Due Date: 7/10/26

Estimated Project Budget: \$10,000–\$15,000

1. INTRODUCTION

The Sharon Community Development Corporation (SCDC), in partnership with the City of Sharon, seeks proposals from qualified website design and development firms to create a modern, accessible, mobile-responsive website that serves residents, visitors, businesses, developers, investors, and community stakeholders.

The selected firm will be responsible for translating existing or future branding and marketing materials into a comprehensive digital experience that promotes community engagement, economic development, tourism, business attraction, and resident resources.

This RFP is focused on website design, development, implementation, training, and support. Community branding, stakeholder engagement, logo development, and related branding services may be procured separately.

2. PROJECT OBJECTIVES

The new website should:

- Promote Sharon as a destination for visitors, residents, businesses, and investors.
- Improve access to community information and resources.
- Support economic development initiatives and business attraction.
- Provide event, business directory, and community storytelling capabilities.
- Be easy for SCDC staff to maintain and update.
- Meet modern standards for accessibility, performance, and search engine optimization.

3. SCOPE OF SERVICES

The selected firm shall provide the following services:

Discovery & Planning

- Project kickoff meeting
- Review and audit of existing website content
- Information architecture and sitemap development
- User experience recommendations
- Wireframes for key pages
- Technical specifications document

Design

- Custom website design aligned with existing or future branding
- Mobile-first responsive design

- Homepage design
- Up to twelve (12) unique page templates
- Minimum of two design review cycles

Development

The website shall include:

- Content Management System (CMS)
- Mobile-responsive functionality
- Website search functionality
- Contact forms
- Event submission forms
- Newsletter signup integration
- Social media integration
- Analytics integration
- Search engine optimization (SEO) best practices
- Accessibility compliance
- Performance optimization

Content Migration

- Migration of approved content from existing platforms
- Formatting and optimization of text and images
- SEO metadata implementation

Testing & Launch

- Accessibility testing
- Browser and mobile device testing
- Performance testing
- Launch support
- Post-launch monitoring

Training

- Staff training sessions
- Administrative documentation
- Website maintenance guidance

4. DESIRED WEBSITE FEATURES

Proposers should address their ability to provide the following features:

Community Directory

- Business listings
- Attractions
- Services
- Search and filtering functionality

Events Calendar

- Community event listings
- Event submission capability
- Category filtering
- Calendar and list views

Community Stories & News

- Blog/news platform
- Categories and tagging
- Featured content functionality

Economic Development Section

- Commercial property resources
- Development opportunities
- Incentives and grant information
- Business assistance programs

Interactive Mapping & Third Party Plug-Ins

Firms should identify optional solutions for:

- Business mapping
- Event calendars
- Interactive community guides
- Third-party platform integrations

5. TECHNICAL REQUIREMENTS

The proposed website should:

- Utilize a widely supported CMS platform
- Be fully responsive
- Meet WCAG 2.1 AA accessibility standards
- Integrate with Google Analytics and Search Console
- Support email marketing integration
- Support future third-party integrations
- Include XML sitemap generation
- Include social sharing metadata
- Include privacy and cookie compliance features

6. DELIVERABLES

The selected firm shall provide:

- Discovery report
- Sitemap and information architecture
- Wireframes
- Final website designs
- Fully developed website
- Content migration
- Testing and quality assurance
- Staff training
- Documentation
- Launch support
- Warranty period

7. OPTIONAL SERVICES

Provide separate pricing for:

- Interactive mapping solutions
- Business directory enhancements
- Event management tools
- Ongoing website maintenance
- Hosting services
- Additional content migration
- Photography and videography coordination

Resident & Visitor Resources

- Relocation information
- Neighborhood information
- Community amenities
- Tourism content

8. PROPOSAL REQUIREMENTS

Proposals should include:

Firm Information

- Company overview
- Years in business
- Key personnel
- Office location

Relevant Experience

- Similar municipal, nonprofit, tourism, or economic development websites
- At least three references

Project Approach

- Proposed process
- Communication plan
- Timeline
- CMS recommendation

Project Schedule

Provide an anticipated timeline including:

- Discovery
- Design
- Development
- Testing
- Launch

Pricing

Provide:

- Fixed project cost
- Itemized pricing
- Optional service pricing
- Post-launch support pricing

9. EVALUATION CRITERIA

Proposals will be evaluated based on:

- Relevant experience
- Project approach and methodology
- Technical capabilities
- Cost and value
- References and past performance

The SCDC reserves the right to interview finalists prior to selection.

10. TENTATIVE PROJECT TIMELINE

Proposals Due Date: 7/10/26

Project Start: Upon selection and signature of agreement

Website Launch Goal: 10-14 weeks

11. SUBMISSION INFORMATION

Submit proposals electronically to:

Angie Urban, Executive Director of the Sharon Community Development Corporation

Email: Angie@SharonCDC.org

Questions regarding this RFP should be directed to: Angie Urban

The SCDC reserves the right to reject any or all proposals, negotiate scope and pricing, and award the contract in the best interest of the organization and the City of Sharon.