

Request for Proposal



Kirksville, Missouri

Professional Website Vendor Services

Respond By:

January 29, 2026

Request for Proposal

INTRODUCTION

The City of Kirksville, Missouri, is requesting proposals for professional website design and management services. This vendor must have demonstrated experience in the field and expertise with best practices of municipal website design and Content Management System (CMS) efficiency. The City of Kirksville is a city of more than 17,500 people that serves an audience of approximately 25,000 people. As the largest city in the northeast corner of Missouri, Kirksville is a hub of education, economic activity, and industry. The goal of this project is to provide a website that is easy to use so residents and visitors can efficiently find information they are searching for, including meeting agendas, a calendar of events, applications and forms, a staff directory, and a wide variety of other items. The backend CMS should also be easily navigable for staff to maintain.

Interested vendors should submit their proposal(s) to:

City of Kirksville
Attn: Communications Director Austin Miller
201 S. Franklin St.
Kirksville, MO 63501

All proposals are to be submitted by 5:00 p.m. on Thursday, January 29, 2026. Proposals received after this date and time will be considered null and void and will not receive further consideration.

Questions directly related to any matter contained within this RFP shall be directed to:

Austin Miller
Communications Director
amiller@kirksville.gov
660.627.1224

OBJECTIVES AND FUNCTIONS

- Design and develop a modern, responsive website that showcases our City's services and programs while reflecting our brand standards
- Create a microsite or similar option for the City's Tourism Department page
- Create a web experience that follows best practices and utilizes intuitive navigation and interactive elements to effectively display information
- Ensure compatibility with various accessibility tools and compliance with WCAG 2.1 standards

- Ensure scalability across devices and browsers, with an emphasis on mobile devices
- Showcase a modern calendar
- Demonstrate a citizen service request/311 system for residents to report issues
- Outline any add-ons that may be beneficial
- Show any AI tools that are/can be used with the website
- Exhibit a modern and easy-to-use CMS
- Provide page analytics for the various pages

GUIDELINES FOR PROPOSALS

Proposals should respond to the desired objectives listed above and cover the following points:

Executive Summary

This would present a high-level synopsis of the vendor's response to the RFP. This should cover the main features and benefits of the proposed work, and qualifications of the vendor.

Scope and Approach

Include information on technical expertise on the phases of the project, what a transition timeline would look like, and philosophies of design and function.

Detailed Pricing

Proposed pricing should be itemized and broken down by costs for services. It should differentiate between one-time costs and annual costs. If a multi-year contract is proposed, it should include amounts for the full length of the contract and include any additional terms and conditions that would apply.

Overview of Team

Include information on who would work with City staff on this project and what their roles are. Additionally, outline what support and training options you offer.

References

Provide five current references for communities you have done similar work for.

SELECTION PROCESS

The selection of the vendor for this project will be accomplished through the following process by the City of Kirksville.

1. Proposals will be evaluated by City Staff. The following criteria may be used to evaluate proposals:
 - a. The specialized experience and technical competence, including that of partners and associates, based upon completed similar projects;
 - b. The capacity and capability of the vendor to perform the tasks requested, as well as any specialized services, within the time limitations established for completion of the project;
 - c. Past record of performance with respect to quality of submission, design, appearance, utility, experience working with public agencies, and the ability to meet time schedules;
 - d. Quality of references from past customers;
 - e. Value to the City based on the cost of proposed packages.
2. During the evaluation process, proposal evaluators reserve the right, where it may serve the City of Kirksville's best interest, to request additional information or clarifications from potential vendors. Staff may want to view demos of the products, and they will reach out to schedule those during the review period.
3. Upon the recommendation of staff, the selected vendor's submittal materials will be reviewed by the City Council
4. Upon City Council approval, a contract for services will be sent to the selected vendor that will include the listed responsibilities by the vendor and the City of Kirksville.

By submitting a proposal in response to this RFP, respondents accept the evaluation process and acknowledge that the determination of "best proposal" may require subjective judgments by the City of Kirksville.

It is anticipated that the final selection of a vendor will be completed by March 9, 2026. The City of Kirksville will notify those vendors not selected. Any and all costs incurred for the preparation of a proposal in response to this RFP shall be the sole responsibility of the vendor submitting the proposal. The City of Kirksville reserves the right to accept or reject any proposal or any part thereof or any combination of proposals and to waive any or all formalities.

This RFP does not constitute an offer by the City of Kirksville. By issuing this RFP and receiving proposals in response, the City is under no obligation to accept any proposal resulting from this RFP. The City reserves the unilateral right to reject any or all proposals and to negotiate changes to proposals with any respondent. However, the City intends to use this RFP and the process herein described as the preferred method of soliciting and evaluating responses and of negotiating with short-listed respondents. The City of Kirksville also reserves the right to select any proposal that best meets its needs.

The City of Kirksville does not discriminate in its decisions on the basis of age, ancestry, color, disability, gender, gender identity, marital status, national origin, race, religion, sexual orientation, or on any other basis that would be in violation of any applicable

federal, state, or local law. Furthermore, the City of Kirksville will make reasonable accommodations for qualified individuals with known disabilities unless doing so would result in an undue hardship. This is an equal opportunity event.

TENTATIVE PROJECT TIMELINE

Advertise Request for Proposal – December 17, 2025

Receive Project Proposals - 5:00 p.m., Thursday, January 29, 2026

City Staff Review of Proposals Finished – Friday, February 20, 2026

City Manager Approval of Selected Proposal – Monday, March 9, 2026

Contract Sent to Vendor – Tuesday, March 10, 2026

PROPOSAL FORMAT AND DUE DATE

Open format is acceptable, but please be succinct. To be considered, proposals must be received by the Communications Director by 5:00 p.m. on January 29, 2026. Documents can be submitted by mail or electronically to the Communications Director at the email address listed below. Any documents received after the designated time listed above shall be refused and returned unopened. Any mailed proposals are to be sealed and on the face of the envelope clearly labeled “Professional Website Vendor Services.”

POINT OF CONTACT

Any questions, clarifications, or requests for general information should be directed to:

Austin Miller
Communications Director
amiller@kirksville.gov
660.627.1224