



Addison Park District
Request for Proposals (RFP)
Website Redesign, Implementation, Hosting &
Ongoing Support

Introduction

The Addison Park District (“The District”) is seeking qualified professional website design and development firms to **redesign, develop, host, and support** a modern, user-focused, mobile-first website that meets the communication and engagement needs of our residents, staff, and community stakeholders. The selected vendor will create a website that enhances our online presence, improves the user experience and increases accessibility, as well as provide ongoing consultation services for future development needs and site maintenance.

Addison Park District Profile

Addison, located in DuPage County, is positioned 20 miles west of downtown Chicago and approximately 10 miles southwest of O’Hare International Airport. The Village is easily reached via Interstate 290, Interstate 355, and major regional routes including Lake Street (U.S. Route 20), and North Avenue (Illinois Route 64). Public transportation needs are served by Pace Suburban Bus routes and nearby Metra Milwaukee District/West Line stations in Itasca, Wood Dale, and Elmhurst.

According to the 2020 U.S. Census, Addison had a population of 35,702 residents across 12,110 households and 8,381 families. The population density was 4,113.9 inhabitants per square mile. Addison’s demographic composition included 60.3% White, 4.1% African American, 1.1% Native American, 8.3% Asian, 18.6% from other races, and 7.6% from two or more races. Hispanic or Latino individuals comprised 36.5% of the population. Among households, 33.7% included children

under age 18, 54.2% were married couples, and 13.2% were female householders with no husband present. The age distribution featured 22.8% under 18, 9.1% aged 18–24, 28.4% aged 25–44, 26.3% aged 45–64, and 13.4% aged 65 and older, with a median age of 38.2 years. The median household income in Addison was \$72,809, while the median family income was \$85,628. The per capita income was \$32,015, with 6.7% of families and 8.8% of residents below the poverty line.

The Addison Park District (APD) boundary encompasses approximately 9 square miles and serves the residents of Addison as well as portions of Wood Dale, Bensenville, Elk Grove Village, and unincorporated areas of Addison Township and DuPage County. The District serves roughly 36,000 residents and manages more than 25 park sites totaling over 280 acres of open space, playgrounds, athletic fields, natural areas, and neighborhood parks.

The District operates a diverse array of facilities, including:

- **Community Recreation Center (CRC)** – housing administration offices, gymnasium, preschool/playschool, multi-purpose rooms, dance studio, and rental spaces.
- **Centennial Recreation Center** is host to **Club Fitness** – a full-service community fitness center offering strength, cardio, functional training, group exercise, and personal training. There is a 6-lane lap pool, hot tub, sauna, indoor track and exercise equipment for members to use. The Recreation Center also houses 4 preschool classrooms, a dance studio, a small conference room and rents space to Athletico Physical Therapy. The facility is shared with Northeast Dupage Special Recreation Association (NEDSRA) and the two agencies share a double gymnasium with an elevated walking track.
- **Links & Tees Golf Facility** – featuring a 9-hole golf course, award-winning indoor golf dome featuring a Top Tracer Range, the latest in virtual technology, outdoor driving range, practice areas, golf programming and an 18-hole mini-golf course.

Across these facilities and parks, the District employs full-time, part-time, and seasonal staff who collectively deliver hundreds of recreation programs, events, leagues, camps, and services throughout the year for residents of all ages and abilities.

Website User Personas

Addison Park District has four primary personas, each representing a key user group that frequently interacts with our website:

- **Parents:** Parents use the website to look up program information, search for community events, and register their children for activities. They often find it challenging to navigate the registration process due to multiple steps and unclear pathways.
- **Fitness Adults:** Fitness center members and prospective members visit the site to learn about membership options, check class schedules, and register for programs. They face challenges when trying to clearly define memberships, waivers, and commitments.
- **Seniors:** Active Adults 55+ primarily use the website to find information about upcoming trips and programs. They tend to rely on straightforward navigation.
- **Stakeholders/Media:** Stakeholders, such as community members, local businesses, and media representatives, use the website to stay informed about District news, meeting notifications, agendas, and community updates. They rely on easy access to information and appreciate features that allow them to opt-in for updates and alerts.

Project Overview and Objectives

The new website should be mobile device centric, have a dynamic, engaging modern design that can accommodate embedded video, and be user friendly. Navigation should be easy to understand and intuitive, and the overall experience should be accessible to a diverse audience.

Scope of Services

The selected design firm will work collaboratively with Addison Park District staff to create a new website that includes the following:

Layout & Design

- **Mobile-First, Edge-to-Edge Layouts:** The design must prioritize mobile responsiveness with edge-to-edge layouts optimized for all devices. The website should offer visually dynamic experiences across mobile, tablet, and desktop platforms.

- **High-Impact Visuals:** Design must feature high quality, full-screen visuals, primarily in the hero section and on key pages. These images should be eye-catching, engaging, and drive CTA (calls to action.) Models we like are Elk Grove Village Park District at <https://www.elkgrovetparks.org/> and Park District of Highland Park at <https://www.pdhp.org/>
- **Dynamic Hero Section with Video Shutoff Capability:** The homepage should include a full-screen hero section with an autoplay video, such as Homepage | Forest Preserve District of DuPage County, which includes the ability for users to toggle between the video and a statics edge-to-edge image. Prominent CTAs must drive users to key sections like program registration, program details, and facility rentals.
- **Card-Based Layouts:** Use a card-based layout to showcase key programs, events, facility rentals, and promotions. These cards should be visually appealing and feature strong CTA's that encourage user interaction.
- **Sub-brand templates for Club Fitness and Links & Tees Golf Facility.**
- **Parks & Facilities Map:** Develop an interactive, searchable parks and facilities map. The map should allow users to filter parks by amenities, location, and facility type. It must be mobile-responsive, easy to navigate, and visually appealing, providing detailed information on park locations and features. Our current map can be found at <https://addisonparks.org/parks-facility-map/>

Integration with other software and vendors

- **Calendar Integration:** Develop a Calendar page for programs, events, gym schedules, rentals, that is user friendly, visually appealing, and allows for filtering and integration with external domains.
- **Vermont Systems RecTrac/WebTrac API Integration:** Seamlessly integrate with Vermont Systems RecTrac/WebTrac API to program data seamlessly and ensure the API matches the rest of the site branding.
- **Banner Alert System for closures, weather updates and outages.**
- **Integration of Social Media Live Feeds.**
- **Embedded Program Guide with flip-view functionality and direct registration hyperlinks.**

Navigation, Search & User Experience

- **Simplified Top Navigation Menu:** Implement a clean, user-friendly top navigation menu that allows users to quickly access key sections like programs, events, memberships, and facility rentals.
- **Advanced Search & Filtering Functionality:** Implement a robust, intuitive search engine with advanced filtering capabilities that enable users to filter results by categories such as programs, events, facilities, locations, and dates, while providing search functionality across the main domain and subdomains (RecTrac/WebTrac pages). The functionality should include administrative reporting metrics capabilities to track search queries and improve content strategy based on user behavior. A model we like is the Park District of Oak Park at <https://pdop.org/>
- Clean UI to ensure intuitive access to key content such as **Programs, Events, Parks, Rentals, Fitness and Golf** offerings.

Hosting, SEO & Metadata Control

- Quick loading and responsive design across all devices (mobile, tablet and desktop)
- **Load Management:** Implement caching, load balancing, or other performance optimization strategies to handle high traffic during peak periods.
- **SEO Capabilities:** The website must be built with SEO best practices in mind, ensuring fast load times, mobile-friendly design, optimized images, and clean URL structures.
- **Admin Metadata Control:** Admins must have the ability to edit metadata (e.g., page titles, meta descriptions, and keywords) through an SEO management tool such as Yoast SEO or a comparable platform.

Performance & Scalability

- **GTmetrix Performance:** The website must be optimized to score at least a Grade A on GTmetrix testing.

Content Migration

- Provide a plan for transferring the current website content (text, images, documents, and metadata) to the new platform.
- Ensure existing SEO metadata (page titles, descriptions) is preserved or improved during migration.
- Handle URL redirects from old pages to new ones, with monitoring and fixing any broken links.

Accessibility & Webpage Translation Capabilities

- Site must comply with **WCAG 2.1 AA** accessibility standards.
- Site must have an Accessibility Tool Bar, such as Acessibe or comparable product (example: Wheeling Park District at wheelingparkdistrict.com).
- Implement a web translation tool (e.g. Google Translate, or comparable platform) that allows non-English speaking users to easily translate the entire website into their preferred language. The feature should be easily accessible and prominently displayed to ensure inclusivity for diverse users.

Analytics & Reporting

- Utilization of GA4 Analytics or a comparable platform to analyze customer behavior and prioritize pages.
- Statistical reporting capabilities.
- Search feature and optimized landing pages to improve SEO.
- URL remapping for simplified verbal navigation.

Content Management

CMS Requirements

- The CMS must support multiple users with varied permissions, version history tracking, scheduling updates, and document management. Add/Edit/Publish permissions with a rich text editor that requires little to no HTML knowledge for average users to edit content. The system should include a calendar, full text search functionality, document/PDF management, and an agenda module for notifications. Site map should be easily sortable and filtered with the ability to publish or hide pages. CMS vendor should provide an ongoing support plan. Fees associated with these services must be included in proposal.
- CMS must be easy to update and retain content history.
- Ability to schedule in advance.
- Capability to update information from mobile devices.
- Pages with expiration dates to automatically unpublish content
- Customizable forms with CMS submittal, automations, and a downloadable forms page.

Beta Testing & Rollout

Beta Testing: Manage a beta testing phase for the new website before launch. Collect feedback, make adjustments based on testing, and fix any issues.

Updates: Outline your plan for post-launch updates, including bug fixes or performance improvements.

Ongoing Monitoring, Maintenance, and Support

- **Training:** Provide a comprehensive training plan for the Park District staff to manage CMS, update content, and use site features.
- **Ongoing Monitoring:** Vendor must provide a plan for ongoing monitoring of the website to ensure optimal performance, including regular checks on uptime, speed, overall site functionality and accessibility. The proposal should outline how the vendor will monitor issues such as broken links, server outages, or degraded performance over time.
- **Maintenance:** The vendor must provide details on regular maintenance services such as security updates, software patches, CMS updates, and performance optimization tasks. Proposals should specify the frequency of maintenance tasks and how any downtime will be communicated and minimized.
- **Technical Support:** Vendor must include the level of technical support that will be provided post-launch, such as response times for support requests, escalation procedures for critical issues, and how vendors will handle urgent matters like site outages. Vendors should also detail any available support packages (e.g., 24/7 support, business hours only, etc.).
- **Performance Reporting:** Proposals should include a strategy for delivering regular performance reports, covering key metrics such as website uptime, traffic, and user engagement. Vendors should provide details on how often these reports will be shared and what they will include (e.g., security incidents, speed optimization).

Deliverables

The selected vendor shall provide a plan that includes a fully functional mobile centric website that is user friendly, utilizes a CMS that is easily understood by APD staff and is accessible to a diverse audience. Plan shall include: **Discovery & Planning**

- Kickoff meeting with Addison Park District staff
- Project timeline and milestone schedule

- Sitemap and information architecture
- Content migration plan (including SEO preservation and URL redirects)

Design

- Mobile-first, edge-to-edge responsive layouts
- High-impact visual design mockups (desktop, tablet, mobile)
- Dynamic hero section with video toggle capability
- Card-based layout templates for programs, events, rentals
- Sub-brand templates for Club Fitness and Links & Tees Golf Facility
- Accessibility compliance design (WCAG 2.1 AA)

Development

- Fully functional website built on selected CMS
- Integration with:
 - Vermont Systems RecTrac/WebTrac API
 - Calendar system with filtering
 - Social media live feeds
 - Banner alert system
 - Embedded flip-view program guide
 - Customizable forms with CMS automation
- Advanced search and filtering functionality with reporting metrics
- SEO optimization tools (e.g., Yoast or equivalent)
- Web translation tool integration

Performance & Hosting

- GTmetrix Grade A performance optimization
- Load management strategies (caching, load balancing)
- Hosting setup and DNS configuration

Content Migration

- Migration of all existing content (text, images, documents)
- Preservation/improvement of SEO metadata
- URL remapping and broken link monitoring

Accessibility & Inclusivity

- WCAG 2.1 AA compliance verification
- Accessibility toolbar implementation
- Language translation feature

Testing & QA

- Cross-browser and device testing
- Beta testing phase with feedback collection
- Security and performance testing

Training & Documentation

- CMS training for staff
- User manuals or video tutorials
- Documentation for integrations and maintenance

Launch

- Deployment to live environment
- Final QA and approval before go-live

Post-Launch Support

- Ongoing monitoring and maintenance plan
- Regular performance reports (uptime, traffic, engagement)
- Technical support details (response times, escalation procedures)
- Security updates and CMS patches

Project Timeline

The planning process is anticipated to begin in early 2026, with desired completion no later than December 2026. The vendor will be expected to provide a detailed project timeline and milestones as part of their proposal.

Proposal Submission and Deadline

The Request for Proposals (RFP) will be released on **January 9, 2026**. All submissions must be received by 12:00 p.m. on **February 6, 2026**. Proposals received after this date and time will not be considered. Firms are responsible for ensuring timely delivery of their submissions.

Proposal Requirements

Proposals should include the following information:

- Cover letter with firm name, address, and contact person
- Company profile including history, size, practice philosophy and areas of expertise
- Project understanding and approach
- Detailed scope and methodology
- Project schedule and timeline, with an anticipated start date no later than March 15, 2026 (contingent upon final scope negotiation)
- Qualifications and resumes of key personnel along with anticipated availability over the next 6-12 months
- Summary of at least three (3) similar projects completed within the last 3 years
- References from at least three (3) comparable clients
- Proposed fee structure and a comprehensive “not to exceed” cost estimate (subject to negotiation)
- Explain the method for billing additional services beyond the approved “not to exceed” cost estimate
- Any additional information demonstrating firm’s capacity and capability

Evaluation Criteria

Proposals will be evaluated based on the following weighted criteria:

- Qualifications and experience of firm and personnel
- Demonstrated understanding of the project and scope
- Past performance and references
- Quality and completeness of proposal
- Ability to meet project deadlines and deliverables
- Local and national experience
- Current workload and availability of resources
- Overall value and fee proposal

Selection Process

The Addison Park District will review all submitted proposals and it is anticipated that up to three (3) firms will be selected for interviews based on the evaluation criteria listed above. Interviews will be conducted by the Park Board, Executive Director and select key staff the week of February 9, 2026. It is anticipated that the selected firm will be recommended for approval at the **February 23, 2026**, Board of Commissioners meeting. The Board retains the authority for all final assessments and judgments regarding selection, including the right to reject all proposals.

All proposals will receive fair and equitable treatment with respect to any opportunity for discussion and revision. At the discretion of the District, revisions may be permitted after submission and prior to award, if necessary to obtain the best and final offer. The selected bidder will be expected to enter into a written agreement on terms and conditions that meet the approval of the District. During negotiations, the District will maintain confidentiality and will not disclose information from proposals submitted by competing firms.

Once the Park Board has approved and entered into agreement with the selected vendor, the firm will not be authorized to assign or subcontract the whole or any part of the contract without prior written consent of the District. The selected consultant shall operate as an independent contractor and will not be considered employee(s) of the Addison Park District.

Payment will be made on actual invoices as work is completed.

Submission Instructions and Contact Information

Proposals should be submitted electronically in PDF format or as one hard copy to:

Addison Park District

Attn: Pam Hamil, Sr. Manager, Marketing & Communications

120 E. Oak Street

Addison, Illinois 60101

Email submissions to: phamil@addisonparks.org

Questions regarding this RFP must be submitted via email no later than **January 23, 2026**. Responses to all questions will be shared with all firms that have received the RFP and/or submitted a proposal.

Reservation of Rights

The Addison Park District reserves the right to reject any or all proposals, to waive technicalities, and to accept the proposal that is deemed to be in the best interest of the District. The District is not responsible for any costs incurred by firms in preparing or submitting proposals.