

**REQUEST FOR PROPOSAL  
BRUNSWICK COUNTY WEBSITE REDESIGN  
MAY 2011**

Brunswick County, Virginia is accepting proposals for professional services to redesign Brunswick County's website ([www.brunswickco.com](http://www.brunswickco.com)).

Copies of the specifications are available by contacting Ms. Charlette T. Woolridge, Brunswick County Administrator, 434-848-3107 or at [www.brunswickco.com](http://www.brunswickco.com).

Those submitting proposals shall list on a separate sheet of paper any variations from or exceptions to the conditions and specifications of this proposal. This sheet shall be labeled "Exception(s) to Proposal Conditions and Specifications" and shall be attached to the proposal.

Award of this project is dependent on approved funding from the Brunswick County Board of Supervisors.

Submit Request for Proposal to Charlette T. Woolridge, County Administrator, Brunswick County Administrator's Office, 100 Tobacco Street, Lawrenceville, Virginia 23868 no later than 2:00 p.m. on Friday, May 6, 2011.

Submitting Proposal: Each proposal shall be submitted in a separate sealed envelope and shall contain five (5) copies of the following information as a minimum.

- Completed Proposal Form
- Narrative describing proposal
- Outline of timeframe for completion of the project
- Maintenance plan
- Three references for similar projects with contact information

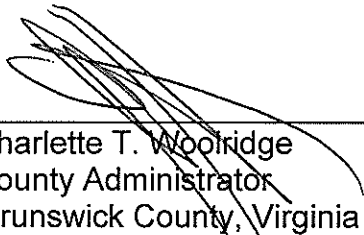
Review of Proposals: The proposals received will be referred to a committee for review, evaluation and recommendation to the Brunswick County Board of Supervisors.

### Evaluation of Proposals

FACTORS	WEIGHTED VALUE	CONSIDERATIONS
Layout and Design	30%	Exceeds minimum standards
Content and Presentation Design	30%	Exceeds minimum standards
Maintenance Plan	10%	Exceeds minimum standards
Experience	30%	Comparable projects

Minority business enterprises are encouraged to respond to this solicitation notice.

The Brunswick County Board of Supervisors, Brunswick County, Virginia reserves the right to reject any and all proposals, to waive any informality, or to select the vendor best suited for or in the best interest of Brunswick County.



---

Charlette T. Woolridge  
County Administrator  
Brunswick County, Virginia

**Proposal Form for Professional Services to Redesign  
Brunswick County's Website**

We, \_\_\_\_\_ propose to provide professional services to redesign Brunswick County's website in accordance with conditions and specifications set forth by Brunswick County, Virginia for the terms generally described below:

Vendor's Name: \_\_\_\_\_

\_\_\_\_\_

Proposal Submitted By:

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Date: \_\_\_\_\_

## SPECIFICATIONS

The vendor for this project will be selected based on the proposed plan for redesigning and improving the website to make it more effective in providing information to residents and visitors in a simple and visually attractive format. The vendor is expected to provide recommendations on how to accomplish this goal.

The existing website contains a significant amount of data that may be usable in redesigning the web site; however, some may require updating.

- Layout and Design: Focused professional overall presentation; presentation style should attract and hold the attention of web site user and be easy and enjoyable to read with pertinent information, photographs/local scenes and attractions. Include information of interest for residents and visitors.
- Domain Name: Ensure that the domain name used is effective in being found by search engines as the official Brunswick County web site.
- Determining Content and Presentation Design: With a fundamental goal of using the web site for general resident and visitor information about Brunswick County, the site should include, but not limited to: history, photographs, demographics, maps, calendar of events/meetings; government department listing with contact information, FAQ, links, etc.
- Web Site Maintenance (updates/corrections/addition of information): Define a plan that will outline how county staff can accomplish these tasks efficiently.