



## **Additional Information for the RFP for the Baxter State Park Website, April 2026**

We are unable to schedule calls with interested contractors prior to proposal submissions. We hope that the following will provide additional useful information for those considering submitting a proposal. Contractors who have already submitted proposals are welcome to re-submit if the following information substantively changes what they wish to propose.

**Project Budget.** We are not providing a specific budget, rather asking all applicants to submit their best offer that could meet our needs, as described in the RFP. Baxter State Park is a small, independent state agency. Fit with the contractor and their ability to accurately convey our mission are high priorities for us; we will review all proposals and find the one with the best fit that fits within our budget constraints. Proposals with a range of prices (e.g., due to various technical support levels) are acceptable.

**Project timeline.** It is our goal to launch a fully functional new site by the end of 2026 or early in 2027. We will work with the selected contractor to agree to a timeline that will meet BSP and the contractor's needs.

**Technical guidance.** There will be room for the selected contractor to guide our decisions, especially technical aspects, to achieve the best outcome as we work together on this project. For example, the contractor may advise us on whether to use cloud or onsite hosting or the pros/cons of different CMS platforms.

**Page Hierarchy & Content.** BSP staff will propose the new website's structure and provide content, including images. We will accept recommendations from the contractor for adjustments to improve the site's usability.

**E-Commerce.** The new website's E-Commerce will be used for limited retail sales only, similar to its current use (<https://baxterstatepark.org/shop/>).

**Reservations.** The new website will link to the existing reservations website (i.e., a new reservations platform is not part of the scope of this project).

**Accessibility standards.** The current BSP website has not undergone an accessibility audit. The new website must be fully compliant with the Americans with Disabilities Act Title II Web and Mobile Application Accessibility Rule at the time of launch.

**CMS platform.** The current BSP website uses WordPress, but we will consider all proposed platforms.

**International vendors.** As a place-based state agency, we typically work with local contractors. Our ability to work with international vendors is yet to be assessed.