



Request for Proposals

April 6, 2026

Baxter State Park (BSP), an independent agency of the State of Maine, seeks proposals and cost estimates for **the design of a new website and website hosting and technical maintenance services**. Proposals should include:

- Separate, itemized cost estimates for the one time (1) and ongoing (2) deliverables.
- A brief description of how each deliverable will be met.
- Pricing for available tech support models including service level agreements.
- Proposed software and hosting structure (cloud vs. on-site)
- Date of availability to initiate the project and an estimate of the total length of time required to complete it.
- Three examples of completed website designs and corresponding references.
- The qualifications of individuals or team members that will complete the project.

Proposals must be submitted electronically by May 20, 2026 to Nava Tabak at BSP:

nava.tabak@baxterstatepark.org

Deliverables

1. A custom designed new website- fully functional and activated (one-time cost)
 - Approximately 45 unique pages, including:
 - o E-commerce functionality
 - o A search bar for the site
 - o Semantic tags for accessibility and search engine optimization
 - o Potential integration of social media accounts
 - o News/Post section
 - Responsive design (with priority for mobile device compatibility)
 - User interface (UI) and user experience (UX) design
 - Compliant with the Americans with Disabilities Act Title II Web and Mobile Application Accessibility Rule
 - A pre-production environment
 - A content Management System
 - Guidance on best design practices, SEO and relevant AI strategies
 - Support the full transition from the current to new website, with performance testing
 - BSP owner rights

Refer to the current BSP website for existing content: baxterstatepark.org

BSP staff will propose a new website structure/page hierarchy, and will provide all website content (including images).

2. Web hosting and maintenance (ongoing cost)
 - Seamless software upkeep
 - Reliable tech support (365 days/year)