SHOREWOOD PUBLIC LIBRARY
REQUEST FOR PROPOSAL: WEB REDESIGN
ISSUED: September 10, 2026

PROPOSAL REQUESTED

Shorewood Public Library is seeking a creative, qualified web design and development firm to create a dynamic and user-friendly website to effectively showcase the library's services and resources, maximize user experience, and align with the library's mission and branding. The current website can be found here: shorewoodlibrary.org.

PROJECT BACKGROUND

Shorewood Public Library serves the Village of Shorewood and the surrounding area. The Village of Shorewood is just over one square mile, and the library is located in the center of the community, both geographically and figuratively. Shorewood Public Library is a vibrant community hub, providing access to a wide collection of materials, digital resources, educational programs, technology services, and cultural events that support literacy, lifelong learning, and community engagement. The library serves a wide variety of patrons from the Village of Shorewood, the City of Milwaukee, and other nearby communities who have a variety of technological needs and experience levels.

Shorewood Public Library's current website was designed in 2013, and moved to its current updated content management system (CMS) in 2018. The library seeks expanded capabilities to the website, including integration of third-party resources such as event calendaring, online donation capabilities, program registration, and room reservation. Redesigning the library website to be accessible, Americans with Disabilities Act (ADA) compliant, and mobile-responsive is essential.

The goal of Shorewood Public Library's website is to serve as a public communications tool, and to provide intuitive electronic access to resources such as CountyCat, the library system's online catalog, e-reading materials, and digital learning resources. The redesigned website should be clean, easy to navigate, and visually appealing. Library staff are responsible for the majority of the content on the website, therefore the CMS should be easy for staff to maintain while flexible enough to update. Upon completion, the library will own all content, and the website will become the domain of Shorewood Public Library.

ESTIMATED TIMELINE

DATE	EVENT
Thursday, September 10, 2026	Request for proposal published
Friday, September 25, 2026	Deadline for proposal questions and notice of interest

Friday, October 9, 2026	Proposals due
Friday, October 16, 2026	Website designers notified of interview
Monday, November 2 and Tuesday, November 3, 2026	Interviews
Wednesday, November 11, 2026	Anticipated contract award approval by Shorewood Public Library Board of Trustees

The above schedule for review by the library is subject to change. Shorewood Public Library will not be legally obligated to adhere to the dates for recommendations and award.

PROJECT SCOPE

The key responsibilities of the selected website designer will include:

- Conducting a comprehensive analysis of the current website to identify strengths and weaknesses
- Engaging with stakeholders to understand the needs and expectations of the redesign
- Develop a modern, responsive, user-friendly website that aligns with the library's mission and organizational identity
- Integrating features for online catalog and website search, event registration, third party websites, digital library access, and room management
- Ensuring compliance with the ADA's Web Content Accessibility Guidelines (WCAG) Version 2.1, Level AA
- Providing training and support for staff members responsible for updating and managing website content
- Creating a maintenance plan for ongoing updates, security, and performance monitoring

The key features the website will include:

- Ability to grow pages with no space limitations
- Accessibility tools/menu
- A CMS that will allow non-technical staff members to easily update the website
- Document centers for policies and board meeting agendas, documents, and minutes
- Easy-to-use analytics in an accessible format
- Interactive forms for library card registration and renewals, event and program registration, e-newsletter sign up, and donations
- A search engine that generates high relevance results to users
- Social media integration
- Special alerts or notices capability on the homepage

PROPOSAL CONTENT

TRANSMITTAL LETTER

A signed letter briefly stating the proposer's understanding of the services to be provided, the commitment to perform the services, and a statement why the proposer believes itself to be best qualified to provide web design services to Shorewood Public Library.

DETAILED PROPOSAL

The proposal should include a detailed plan of work – including timeline – for conducting the website redesign described above. Descriptions of completed similar projects and other information demonstrating the contractor's qualifications for this work may be included.

PROJECT STAFFING
Include relevant experience of key staff, designers, and management personnel. Describe the qualifications and relevant experience of the individuals who would be assigned to this project by providing brief biographies of those staff members including related past experience, particularly experience of a similar capacity on projects of comparable size and/or scope.

EXAMPLES OF WORK AND REFERENCES
Please provide at least two portfolio samples demonstrating technical expertise and creative execution on projects similar in size and scope to this RFP. Experience with libraries, public agencies, service organizations, or nonprofits is preferred.

For references, please provide at least two current client references who can speak to the contractor's performance and qualifications. Please include organization name, contact name and title, phone number, email address, and a brief project description.

Contractors may also submit testimonials, recommendations, evaluations, or other supporting materials that demonstrate successful completion of similar projects.

ITEMIZED COSTS
Proposals must include an estimated cost for all work related to the tasks and deliverables outlined in the scope of work. A total estimate for deliverables is required. Proposals should clearly outline how time and cost overruns would be handled, including how the contractor alerts the client and negotiates unanticipated changes or delays.

All expenses for the respondent's preparation and participation in the RFP process, including, but not limited to, interviews, document preparation, communications, presentations, and demonstrations, are entirely the respondent's responsibility, and will not be billable to the library.

CONTRACT
Please attach a copy of your standard contract for these types of services.

INSURANCE
The proposal must include either a description of the contractor's insurance or a certificate of insurance outlining insurance policies.

TERMS AND CONDITIONS

PAYMENT TERMS
All invoices for services will be processed within 30 days based upon completion of defined deliverables to be confirmed within the contract, pending verification and the receipt of any required documentation of services provided in accordance with the terms of the agreement. Payment will be issued based on monthly invoices for payment based on an hourly rate and identification of percentage of tasks completed.

INSURANCE
The successful contractor shall agree that it will, at all times during the term of the agreement, keep in force and effect insurance policies required by the contract, issued by a company or

companies authorized to do business in the State of Wisconsin and satisfactory to the Village of Shorewood. Such insurance shall be primary. Prior to execution of the written contract, the successful contractor shall furnish the library with a Certificate of Insurance listing the Shorewood Public Library as an additional insured and upon request, certified copies of the required insurance policies. The certificate shall reference the contract and provide for thirty (30) days advance notice of cancellation or nonrenewal during the term of the agreement. Failure to submit an insurance certificate, as required, can make the contract voidable at the library's discretion. Additionally, the contractor shall not allow any subcontractor to commence work until the aforementioned documents, where applicable, have been obtained from the subcontractor and approved by Village of Shorewood.

NONDISCRIMINATION

In connection with the performance of work under this agreement, the contractor agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, marital status, sexual orientation, sex, disability, national origin or ancestry. This provision must be included in all subcontracts.

ASSIGNMENT OR SUBCONTRACT

The contract may not be assigned or subcontracted by the contractor without the written consent of Shorewood Public Library. If all or a portion of the contract work is proposed to be assigned or subcontracted, the name of the individual(s) to complete the work, address and contractor proposed shall be submitted within the scope of the proposal.

INDEPENDENT CONTRACTOR STATUS

The contractor agrees that it is an independent contractor with respect to the services provided pursuant to this agreement. Nothing in this agreement shall be considered to create the relationship of employer and employee between the parties.

AMENDMENTS TO CONTRACT

The contract may be modified only by a written amendment to the contract, signed by both parties.

WAIVER

One or more waivers by any party of any term of the contract will not be construed as a waiver of a subsequent breach of the same or any other term. The consent or approval given by any party with respect to any act by the other party requiring such consent or approval shall not be deemed to waive the need for further consent or approval of any subsequent similar act by such party.

INDEMNIFICATION AND DEFENSE OF SUITS

The contractor agrees to indemnify, hold harmless, and defend Shorewood Public Library, its officers, agents, and employees from any and all liability including claims, demands, damages, actions or causes of action, together with any and all losses, costs, or expense, including attorney fees, where such liability is founded upon or grows out of the acts, errors, or omissions of the contractor, its employees, agents or subcontractors.

CONTRACT PERIOD

The term of this contract will be specified in the contract based on the expected timeline to complete the required analysis and plan document.

TERMINATION OF CONTRACT

To be defined in the contract.

PROFESSIONAL SERVICES CONTRACT

If your proposal is accepted and a contract is issued, then this Request for Proposal and all documents attached hereto including any amendments, the contractor's technical and price proposals, and any other written offers/clarifications made by the contractor and accepted by Shorewood Public Library, will be incorporated into a contract between the library and the contractor. It shall contain all the terms and conditions agreed on by the parties hereto, and no other agreement regarding the subject matter of this proposal shall be determined to exist or bind any of the parties hereto.

The submission of a proposal shall be considered as a representation that the contractor has carefully investigated all conditions, has full knowledge of the scope, nature and quality of work required, and is familiar with all applicable state, federal, and local regulations that affect, or may at some future date affect the performance of this contract.

Acceptance of this proposal will take place only upon award by the Shorewood Public Library Board of Trustees, execution of the contract by the proper library officials, and delivery of the fully executed contract to the contractor. Acceptance may be revoked at any time prior to delivery of the fully executed contract to the successful contractor. The contract may be amended only by written agreement between the contractor and Shorewood Public Library.

SELECTION CRITERIA

A team likely comprised of one member of Shorewood Public Library Board of Trustees, the Director of Library Services, and two library team members will evaluate each proposal. Proposals will be evaluated on the following criteria:

1. Experience and technical competence of the web designer and project team assigned to the project including previous work samples and references.

2. Familiarity of the web designer with the types of issues typically encountered on projects within the context of website redesign and the recommended alternatives to address such issues.

3. General understanding and agreement with the web designer's approach to the project, including the library's confidence in the web designer's ability to satisfactorily perform the work.

4. Ability to complete the project within a reasonable time frame.

5. Cost.

6. Quality and content of the written proposal.

SUBMISSION INSTRUCTIONS

1. Please provide one (1) digital copy of the proposal via email only to:

Hayley Johnson
Email: hayley.johnson@mcfls.org

Identify proposal name in subject line of the email: Shorewood Public Library Website Redesign

Deadline: Friday, October 9, 2026

2. Proposals will be accepted on or before the deadline identified above. Proposals received after that date and time will be rejected. Proposals will not be opened publicly.

3. Questions regarding this RFP should only be directed to the staff member identified above. Contact with elected officials, committee members, and other staff members is grounds for disqualification.

This RFP does not commit Shorewood Public Library to award a contract, to pay any costs incurred in the preparation of a response to this request, or to procure or contract for services or supplies. The library reserves the right to accept or reject any or all proposals received as a result of this request, to waive minor irregularities in the procedure, to negotiate with any qualified source, or to cancel in part or in its entirety, this RFP, if it is in the best interest of the Shorewood Public Library to do so.

AMENDMENTS

Amendment of proposals may be done as follows:

BY SHOREWOOD PUBLIC LIBRARY
This Request for Proposals may be amended by the library in response to need for further clarification, specifications and/or requirements changes, new opening date, etc. Copies of the amendment will be mailed to prospective vendors.

BY FIRM
Proposals may only be amended by submitting a later-dated proposal that specifically states that it is amending an earlier proposal. No proposal may be amended after the proposal due date, unless requested by the library.

Proposals may be withdrawn only in total, and only by a written request to Shorewood Public Library prior to the time and date scheduled for opening of proposals.

PUBLIC INFORMATION NOTICE

Please note that all information submitted for review may be subject to Wisconsin Open Records Law, and may be made available upon request. Contractors should take care not to provide any confidential information, trade secrets, or intellectual property that could be disclosed to the public should an open records request be received by the library.

CONTRACT ADMINISTRATION

The primary contact for contract administration of this proposal:
Hayley Johnson, Director of Library Services

Email: hayley.johnson@mcfls.org

In the absence of the primary contact, the secondary contact for contract administration is:

Noah Weckwerth, Assistant Director
Email: noah.weckwerth@mcfls.org