



CITY COMMISSION STAFF REPORT

DEPARTMENT: Administration (Communications)

DATE: May 27, 2025

SUBJECT: Motion to Approve Bid Waiver Contract No. BW2025-2 with Apptegy, Inc. for Website Design, Development, and Hosting Services. - **Administration**

CITY MANAGER RECOMMENDATION:

The City Manager recommends Commission approval to authorize award of Contract No. BW2025-2 with Apptegy, Inc. for website design, development, hosting, and associated content management system (CMS) services in the amount of \$73,019.00 for potential five year term; encompassing of a one year term, with four (4), one (1) year options to renew pursuant to Resolution 25-29 and Sec. 2-258(i) of the City's Procurement Code. . The award of this contract will allow a qualified and experienced web design and development firm to create, develop, and host a new website and mobile application for the City of Cooper City.

The initial contract term for one year will cost \$25,500, including implementation. Henceforth, the annual rate for the first option year will be \$11,025.00, the second option year will be \$11,576.00, the third option year will be \$12,155, and the fourth and final option year will be \$12,763.00

BACKGROUND OF ITEM:

The City of Cooper City issued Request for Proposals (RFP) 2024-7-CM under full and open competition on September 25, 2024, to procure website design, development, and hosting services. Thirteen responses were received and evaluated. Apptegy, Inc. was ranked as the top proposer following a thorough evaluation of technical and pricing criteria. After careful consideration, the City rejected all proposals at the May 13, 2025, Commission meeting.

Pursuant to Sect. 2-258 (i) of Cooper City Procurement Code, it is in the City's best interest to waive competition and enter into a contract with Apptegy, Inc., as this vendor best meets the City's needs based on their capabilities, pricing, and prior evaluation ranking.

ANALYSIS:

Apptegy's "Thrillshare" platform offers a comprehensive CMS solution with seamless integration across web, mobile, and social media channels. The platform includes:

- Website design and hosting with responsive, ADA-compliant templates
- Content publishing tools that connect web, app, and social channels
- A dedicated mobile application with push notification and alert capabilities
- One free redesign per contract year
- Unlimited users, training, and technical support

STRATEGIC PLAN:

This contract supports Cooper City's goal to modernize its digital infrastructure, enhance public communications, and expand online services. Apptegy's solution is designed to increase user engagement, simplify site administration, and deliver consistent branding across all platforms.

This project supports multiple goals in Cooper City's Strategic Plan, particularly in the areas of public engagement, innovation, and operational efficiency. A modern, accessible, and integrated web platform will strengthen transparency, streamline online service delivery, and improve the overall user experience for residents, businesses, and visitors.

FISCAL IMPACT:

The proposed agreement is a 5-year contract for a total of \$73,019 that is set to be renewed on a year-by-year basis. The initial term at a total of \$25,500, includes Apptegy's "Thrillshare" platform, implementation, and training. The Fiscal Year (FY) 25 Budget has \$32,000 earmarked for Website Hosting and Implementation. If we were to need additional funding, an option could be utilizing General Fund Contingency.

<u>General Ledger Acct.</u> <u>Number</u>	<u>Budgeted</u> <u>Amount</u>	<u>Current</u> <u>Balance</u>	<u>Requested</u> <u>Amount</u>	<u>Remaining</u> <u>Amount</u>
001-110-534410-512 Maintenance-Contracts	\$32,000	\$32,000	\$25,000	\$6,500

DUE DILIGENCE:

Due diligence was conducted in accordance with Procurement Procedures to determine vendor responsibility, including verifying corporate status and that there are no performance and compliance issues through various vendor responsibility lists and a keyword internet search. The lists that were referenced included convicted vendors, debarred vendors, delinquent contractors, suspended vendors, and federal excluded parties. There were no adverse findings relating to vendor responsibility.

ALTERNATIVES:

Alternatives include re-advertising a new RFP, which could delay implementation by several months and potentially leave the City without a website. Staff does not recommend this option.

ATTACHMENTS:

1. BW2025-2 – Agreement
2. BW2025-2 – Apptegy Master Services Agreement
3. Resolution 25-29