STAFF REPORT
City of Dripping Springs
PO Box 384
511 Mercer Street
Dripping Springs, TX 78602

Submitted By:	Lisa Sullivan, Communications Director & Michelle Fischer, City Administrator

Council Meeting Date:	February 16, 2021
Agenda Item Wording:	**Discuss and consider approval of an Ordinance of the City of Dripping Springs, Texas Amending the Current 2020-2021 Fiscal Year Budget.**

Agenda Item Requestor:	Lisa Sullivan, Communications Director

Summary/Background: We are currently budgeted to move our website and content management system (CMS) to a new provider. We based our current budget on the Municode website platform. However, since the budgeting process, we've had numerous demonstrations with CivicPlus, the leader in the field for municipality websites. While the cost for CivicPlus is more than Municode, given their focus in city government and included features and training, we believe this is the best platform to grow with us.

CivicPlus is a leading developer of municipal websites in the United States, with over 4,000 clients. Their sole focus is the municipal sector, including counties, cities, townships, villages, boroughs, special districts, and municipal related associations.

Their platform and CMS is very intuitive and easy to use. It will be easy for staff to complete tasks, while also providing a design that is user-friendly for residents and businesses in Dripping Springs.

CivicPlus can grow with the City, with modules that can be added such as Civic Rec for Parks and Community Services, HR employee modules, and more.

We have 2-3 current employees in the City of Dripping Springs who have used CivicPlus before and recommend it.

Their proposal and cost also includes three separate and customized subsites: Ranch Park; Founders Day; Rodeo.

They also have intranet options, so internal communication is more seamless and easier.

Cost/Budget Difference

The fee for Municode is $4,425 vs $6,625 for CivicPlus.

We have budgeted $4,425, so the additional for CivicPlus is $2,200 per year.

We did a survey of our site, and 33-percent of the content can be categorized as visitor/tourism content. Given that, a third of the total cost for website development can be paid through Local Hotel Occupancy Tax (HOT) Funds. A third of $6,625 is $2,208 – the difference needed to cover the budget deficit.

So, HOT funds are recommended to be used to cover the cost difference.

Commission Recommendations:	N/A
Recommended Council Actions:	Staff recommends approval.
Attachments:	CivicCMS proposal for website redesign, development, and implementation services and CivicPlus Agreement.
Next Steps/Schedule:	Send ordinance to City Secretary for execution; send CivicPlus agreement to City Attorney to review.