



Susan Montenegro

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COUNCIL COMMUNICATION:

TO: Mayor Garrett and City Council Members

FROM: Susan Montenegro, City Administrator

DATE: May 15, 2023

RE: Website Update Recommendation

Apptegy has provided a proposal to fully update and host the city's website and create a mobile app. Revize has provided a proposal to upgrade the city website and provide additional features that it currently doesn't have.

The annual fee for the current website with Revize is \$3,625. Additional fees in both a one-time and annual fee would be incurred to update the website and are listed in the attached proposal. Council can choose from a list of options through the Revize proposal.

The one-time development fee with Apptegy is \$6,500 plus an annual fee of \$6,200 for all the services outlined in their proposal. Apptegy's annual rate is locked in with no more than a possible 5% increase per year. Apptegy serves around 3600 clients, mostly in school districts; they currently have around 40 municipalities they serve. Apptegy has been in business for 8 years and they have a 99% retention rate.

The MEDC's Redevelopment Ready Communities program has awarded a \$25,000 grant to the City to redesign its current website. The goal is to have a user-friendly website where residents can easily find information.

Staff's recommendation is to select Apptegy to do the website update.

Suggested Motion:

A motion to select the Apptegy proposal and authorize the city administrator to sign the Master Services Agreement with Apptegy.