



Windmill Island GARDENS

City of Holland - Windmill Island Gardens

Request for Proposals (sealed RFP process)
Website Design, Development, and Hosting

www.windmillislandgardens.com

Issued:
October 9, 2025

Proposals Due:
November 17, 2025
3:00pm

Project Contact

Andrea Bork
Programs Coordinator
1 Lincoln Avenue
Holland, MI 49423
a.bork@cityofholland.com

The City of Holland officially distributes bid documents through the Michigan Intergovernmental Trade Network (MITN) and through the *Bids and RFPs* page on the City's website. **Bid documents are available at <https://www.cityofholland.com/Bids.aspx> or BidnetDirect <https://www.bidnetdirect.com/mitn/cityofholland/>**

Organizational Overview About Windmill Island Gardens

Windmill Island Gardens is a unique location in downtown Holland that is not only home to the historic De Zwaan windmill from the Netherlands, but is also a city park with 36 acres of historical exhibits, manicured gardens, natural areas, and so much more. A group of City Fathers in the 1950's and 60's recognized the importance of keeping Dutch heritage alive as well as providing a place where community members and visitors could gather together. Procuring the last working windmill allowed to leave the Netherlands in 1964, 'de Zwaan' was disassembled, shipped to the United States, and reassembled in Holland, Michigan, creating Windmill Island with the park opening to the public in 1965. De Zwaan still turns and grinds grain. Into flour, and the mill is open for self-guided tours to explore all 5 floors of the unique landmark.

While Windmill Island Gardens is home to the popular De Zwaan windmill, visitors can enjoy a variety of other Dutch historical attractions, special programming, rent spaces out for private events, and more. Other Dutch attractions include the working street organ that was a gift from the City of Amsterdam after World War II, an antique children's carousel with hand painted wooden animals, over 150,000 blooming tulips in the spring or thousands of annual and perennial plants through the fall, replica structures, an informational movie, a 'Little Netherlands' replica display, a conservatory, a Dutch gift shop, and more. Programming includes both free and ticketed events for the community and visitors to enjoy all year long from classes to festivals to children's events and more. Private event rentals are also available for events such as corporate picnics or weddings surrounded by beautiful, historic scenery.

Project Overview

Windmill Island Gardens is seeking a qualified firm with a proven track record of creating successful marketing and website campaigns to design, develop, and host a new website for the organization using our current logo and branding. The web design should reflect the following:

- We are a unique destination for visitors to learn about Dutch culture.
- The wide variety of plant life growing and thriving in the park.
- The numerous Dutch attractions and historical aspects the park has to offer.
- Our ever-growing programming calendar with events for the community and visitors alike to attend.
- Our role in the City of Holland as an organization and community partnerships including but not limited to the Holland Area Convention and Visitors Bureau, Tulip Time, and others.

Project Scope and Deliverables

Windmill Island Gardens will require the design, development, and hosting of a new website that will serve as a resource to both visitors and Holland residents along with travel agencies wishing to book planned visits for larger groups.

The website must be fully accessible to those with disabilities and able to be translated into multiple languages using Google translate. The site must be mobile responsive and designed to maximize SEO potential.

The website must also be developed with user friendly content management system that allows staff to edit most (if not all) webpages on a regular basis. The website must also integrate with additional plug ins including but not limited to MailChimp for newsletter sign-up capabilities, Wufoo for online forms, and payment processing connecting to Square or Stripe accounts.

Firms should familiarize themselves with the current site plans for Windmill Island Gardens. The selected firm will work closely with Windmill Island Gardens staff to review the current site and discuss current challenges and necessary areas of improvement with the new site.

Proposals should address a firm's ability to potentially extend website design, development, and hosting to include additional event websites at a future date. (Not to be included in the price for this project.)

Proposal Requirements

Your final proposal must include the following;

Completed Bid Form (Attached)

Firm Bio/Background

Project Proposal

Project Timeline

Three References for Similar Projects Complete by Your Firm (Include Contact Information)

Only electronic proposals in PDF format will be accepted and must be submitted via

BidnetDirect by 3pm on Monday, November 17, 2025 at 3pm.

<https://www.bidnetdirect.com/mitn/cityofholland/>

Selection Process

Windmill Island Gardens staff reserves the right to designate proposers as qualified and to prepare a list ranking those designated as qualified on the basis of Windmill Island Gardens' determination, in its sole discretion, of the best interest of the City. Windmill Island Gardens staff will evaluate proposals in a fair, consistent, and objective manner. Selection of the firm shall be based on the response to questions or requirements identified in this RFP and potential negotiations related to scope of project in consideration of available budget resources. The final staff recommendation will be made to City Council for consideration and approval.

Ownership

Once completed, Windmill Island Gardens (City of Holland) will retain complete and sole ownership of the website design, and website domain, along with all website content, including, but not limited to photographs, design elements, and copy.

Proposed Timeline

RFP Open	October 9, 2025
Questions Due	October 24, 2025
Consolidated Q&A Distributed	October 31, 2025
Proposals Due (No Exceptions)	November 17, 2025
Staff Recommendation to City Council	December 1, 2025
Project Implementation Begins	January 1, 2026

Questions

Qualified firms are encouraged to send an email to a.bork@cityofholland.com upon receipt of the RFP to indicate their intent to submit a proposal.

Questions regarding this RFP must be made in writing to Programs Coordinator Andrea Bork at a.bork@cityofholland.com according to the above timelines.

Questions and answers will be collected and published via Bidnet Direct.

Phone calls and other solicitation will not be accepted.

Required Bid Form

Firm Name:

Main Contact:

Mailing Address:

Phone:

Email Address:

Website:

Year Company Founded:

Number of Employees:

Estimated Length of Time for Project Completion (In Weeks):

Proposed Total Project Cost:

\$

Website Host Name:

Annual Website Hosting Fee Per Site: \$

(To be paid separately by the City of Holland)