

Cover Page

CITY OF LOCKHART, TEXAS

RFQ/RFP 2026-07



REQUEST FOR QUALIFICATIONS / PROPOSALS FOR
Tourism Website and Mobile Application Design and Development

PROPOSAL DATE ISSUED:

July 23, 2026

RFQ SUBMITTALS DATE DUE:

August 14, 2026, 3:00 p.m.

RFP SUBMITTALS DATE DUE:

September 2, 2026, 3:00 p.m.

DEPARTMENT CONTACT FOR QUESTIONS:

Tiffany Hutchinson-Padilla
Downtown and Tourism Director
tpadilla@lockhart-tx.org

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**RFQ/RFP # 2026-07 Invitation for Qualifications and Proposals
Tourism Website and Mobile Application Design and Development
City of Lockhart, Texas**

The City of Lockhart is soliciting Statements of Qualifications (SOQs) and proposals from qualified firms to provide professional tourism website and mobile application design and development strategy, content implementation, launch, and related technical services for:

Tourism Website and Mobile Application Design and Development

This solicitation will be conducted through a two-phase selection process. Phase One consists of the submission and evaluation of Statements of Qualifications. Selected firms may then be invited to participate in Phase Two and submit a detailed proposal.

Mark envelope in the lower left corner with the corresponding RFQ/RFP Number; and name project, so the SOQ/proposals will not be opened until the appointed hour.

Mailed SOQs/proposals must be received as 1 (one) original and 3 (three) copies, prior to the closing date and time to be considered. Mailed SOQs/proposals must be submitted in sufficient time to be received and time-stamped at the above location on or before the published date and time shown on the RFQ/RFP. The City of Lockhart is not responsible for delays caused by the U.S. Postal Service, couriers, or any other delivery method. Proposals received after the published time and date cannot be considered and will be returned unopened.

- A sealed submission may be submitted by courier or hand delivered to the Economic Development/Tourism Office.
- A **digital copy must** be submitted; however, a digital *submission* cannot be emailed.
- Faxed proposals will not be accepted.

All proposals submitted by courier or hand delivery must be delivered to:

215 E. Market Street.,
Lockhart, Texas 78644

All mailed proposals must be mailed to:

P.O. Box 239,
Lockhart, Texas 78644.

If you have questions regarding the preparation of your SOQ/proposal or for technical questions, you may contact the Department Contact on the cover page. All questions must be submitted in writing.

GENERAL CLAUSES AND CONDITIONS

Two-Phase Selection Process: This solicitation will be conducted as a two-phase selection process. In Phase One, interested firms shall submit a Statement of Qualifications (SOQ) in accordance with the requirements of this solicitation. The City will review and evaluate the SOQs and may select a shortlist of the most qualified firms to advance to Phase Two. Only firms selected by the City following the Phase One evaluation will be invited to submit a detailed proposal in response to the City's project requirements. Advancement to Phase Two does not guarantee contract award, and the City reserves the right to reject any or all submissions at any stage of the selection process.

1. Protection of Resident Workers: The City of Lockhart actively supports the Immigration and Nationality Act (INA), which includes provisions addressing employment eligibility, employment verification, and nondiscrimination. Under the INA, employers may hire only persons who may legally work in the United States (i.e., citizens and nationals of the U.S.) and aliens authorized to work in the U.S. The employer must verify the identity and employment eligibility of anyone to be hired, which includes completing the Employment Eligibility Verification Form (I-9). The Contractor shall establish appropriate procedures and controls so no services or products under the Contract Documents will be performed or manufactured by any worker who is not legally eligible to perform such services or employment.
2. Laws and Ordinances: The Contractor shall at all times observe and comply with all Federal, State and local laws, ordinances and regulations which in any manner affect the Contract or the work and shall indemnify and save harmless the City against any claim arising from the violation of any such laws, ordinances and regulations whether by the Contractor or his employees.
3. SOQ/Proposals will be received and publicly acknowledged at the location, date and time stated above. Only the name of the respondents responding to this request for proposal shall be released at the proposal opening. Other information submitted by the proposer shall not be released by the City during the proposal evaluation process or prior to contract award. At no time will confidential information, as noted by the proposer, be released.
4. Respondents claiming M/WBE status should attach official documentation from the State of Texas or another qualified certification agency. This information is requested for informational purposes only and will not affect the award.
5. A completed W-9 form will be required within five business days by the apparent most qualified proposer once notification has been received.
6. In submitting an offer, respondent certifies that they have not participated in nor have they been party to any collusion, price fixing or any other illegal or unethical agreements with any company, firm or person concerning the pricing offered.
7. The attached Non-Exclusion Affidavit must be signed, notarized and submitted with bid proposal.
8. A representative of the responding entity who is authorized to enter into contract on behalf of the proposing entity must manually sign applicable submissions in ink. The person signing the proposal must indicate his/her title along with signature. Submissions received without proper signature will not be considered.
9. Any ambiguity in the bid proposal as a result of omission, error, lack of clarity or non-compliance by the proposer with specifications, instructions and all conditions shall be construed in favor of the City.
10. The City of Lockhart reserves the right to reject any or all Statements of Qualifications or proposals, waive formalities and to make an award as deemed to be in the best interest of the City. No proposal may be withdrawn within forty-five (45) days after date of opening.

11. The City reserves the right to select one or more firms under this solicitation and may award different components of the project to different firms when determined to be in the City's best interest.
12. This Contract may be terminated at any time with thirty-(30) days written notice by either the City of Lockhart or successful respondent.
13. The City is not liable for any costs incurred by respondents in replying to this solicitation. This includes costs associated with determining the nature of the solicitation, preparing or submitting an SOQ or proposal, participating in interviews or presentations, negotiations, or any other costs incurred in connection with the selection process.
14. Respondents shall complete all information requested and blanks provided shall be filled in on the provided forms. Failure to provide all requested information may result in the submission being deemed non-responsive.
15. The City is exempt from all sales and excise taxes.
16. The City of Lockhart reserves the right to evaluate deviations from the requirements of this solicitation. Any exceptions or deviations must be clearly identified and fully explained in the respondent's submission. Failure to disclose material deviations may result in the submission being deemed non-responsive.
17. It shall be understood that all SOQs, proposals, responses, inquiries, correspondence, reports, and supporting materials submitted in connection with this RFQ/RFP shall become the property of the City and will not be returned. The City will use discretion with regard to disclosure of proprietary information contained in any response but cannot guarantee information will not be made public. As a governmental entity, the City is subject to making records available for disclosure.
18. All restrictions on the use of data and all information claimed to be confidential or proprietary must be clearly identified in the respondent's submission. Proprietary information submitted in a proposal, or in response to the RFQ/RFP, will be handled in accordance with the Texas Open Records Law and other applicable state statutes.
19. It is the respondent's responsibility to check for any addenda that might have been issued before the proposal closing date and time.
20. Following each applicable submission deadline, the City's evaluation and clarification process will commence. Submissions will be evaluated in accordance with the criteria identified in this solicitation. The City may request additional information, clarification, interviews, presentations, or other materials as part of the selection process.

Financial terms will not be the sole determining factor in the final award. The City will consider the evaluation criteria described in this solicitation, along with any other factors the evaluation team determines may affect a firm's suitability to meet the City's project requirements. Submission of an SOQ or proposal constitutes acceptance of the City's evaluation and selection process.

SPECIAL PROVISIONS

1. DISCLOSURE OF CONFLICT OF INTEREST AND COMPLIANCE WITH ALL OTHER APPLICABLE LAWS
 - a. Respondent shall at all times observe and comply with all Federal, State and local laws, ordinances and regulations including all amendments and revisions thereto, which in any manner affect Bidder/Proposer or the services and/or items to be provided, specifically and not limited to any laws relating to conflicts of interest. In particular, Bidder/Proposer is put on notice that City will require compliance with Chapter 176 of the Texas Local Government Code (hereinafter referred to as the "Act") requiring any person who contracts or seeks to contract with the City to disclose potential conflicts of interest as defined in the Act by completing the Conflict of Interest Questionnaire included in this bid proposal and returning it to the City in accordance with the provisions of the Act. Failure to comply with any applicable laws, including the provisions of the Act, may result in: i) the forfeiture by Bidder/Proposer of all benefits of the Contract; ii) the retainage by City of all services performed by Bidder/Proposer, and iii) the recovery by City of all consideration, or the value of all consideration, paid to Bidder/Proposer pursuant to any awarded contract.
 - b. The attached Conflict of Interest Questionnaire shall be submitted with the SOQ/bid proposal submittal. It is the responsibility of the vendor to submit the form.
2. The successful respondent's rights and duties awarded by the contract may not be assigned to another without written consent of the City signed by the City's authorized agent. Such consent shall not relieve the assigned of liability in the event of default by the assignee.
3. Any deviations from specifications and alternate proposals must be clearly shown with complete information provided by the respondent. They may or may not be considered by the City.
4. No oral statement of any person shall modify or otherwise change, or affect the terms, conditions or specifications stated in the resulting contract. All change orders to the contract will be made in writing and shall not be effective unless signed by an authorized representative of the City.
5. The City shall have the right to modify this order subject to an adjustment in the price in accordance with the applicable provisions of the purchase order, if any, or pursuant to mutual agreements. No agreement or understanding to modify this order shall be binding on the City unless it is in writing and signed by an authorized representative of the City.

6. The City reserves the right to require additional technical and pricing information and negotiate all elements which comprise the Vendor's proposal to ensure that the best possible consideration be afforded to all concerned. The City reserves the right to accept all or part of any proposal, to reject any or all proposals and to re-solicit for proposals.
7. The following RFQ/RFP Schedule of Events represents the best estimate of the schedule the City will follow. The City plans to meet the dates described below. If a component of the schedule is delayed, it shall be anticipated that the remaining components will be delayed by a similar number of days. Any significant change to the schedule will be published via RFQ/RFP Addendum.

ANTICIPATED PROCUREMENT SCHEDULE

The anticipated procurement schedule for this two-phase selection process is provided below. Because of the condensed schedule between notification of selected firms and the Phase Two proposal deadline, firms are encouraged to prepare proposal materials in advance.

Event	Date
Solicitation Published	July 23, 2026
Deadline for All questions- must be submitted via email	August 5, 2026, 5:00 p.m.
SOQ Submission Deadline	August 14, 2026, 3:00 p.m.
Public Opening/Acknowledgment of SOQs Time and Location	Immediately after deadline Large Conference room 105 S Colorado St Lockhart, TX 78644
Evaluation of SOQs	August 17, 2026
Notification of Selected Firms and Invitation to Submit Proposals	August 19, 2026
Proposal Submission Deadline	September 2, 2026, 3:00 p.m.
Initial Evaluation of Proposals	September 4, 2026
Interviews, if Applicable	September 7 – September 11, 2026
Selection of Firm(s) to proceed to Council	September 14, 2026
City Council Approval	October 6, 2026
Tentative Start Date	October 7, 2026

8. Respondents shall complete the following required documents as applicable to this solicitation. Failure to include required forms may result in the submission being deemed non-responsive.

DISCLOSURE OF CERTAIN RELATIONSHIPS WITH LOCAL GOVERNMENT OFFICERS; PROVIDING PUBLIC ACCESS TO CERTAIN INFORMATION

Check List:

- ☐ Conflict of Interest Questionnaire
- ☐ Non-Exclusion Affidavit

Chapter 176 is an ethics law that requires certain local government officials to disclose employment and business relationships with vendors who conduct business with local government entities. The law defines a “vendor” as any person who enters or seeks to enter a contract with the city. The term also includes an agent of a vendor.

Local government officers subject to this law are a city council member, director, superintendent, administrator, president, city manager, or any other person who is designated as the executive officer of the local government entity. A municipal officer’s family member would include the officer’s spouse, father, mother, son, daughter, father-in-law, mother-in-law, son-in-law, daughter-in-law, or step-child.

The law applies to any written contract for the sale or purchase of real property, goods, or services. A contract for services would include one for skilled or unskilled labor, or for professional services.

A vendor is required to file a conflict of interest questionnaire if the vendor has a business relationship with the city and has:

1. An employment or other business relationship with an officer or an officer’s family member that results in that person receiving taxable income that is more than \$2,500 in the preceding twelve months; or
2. Has given an officer or an officer’s family member one or more gifts totaling more than \$250 in the preceding twelve months.

A vendor is required to file a questionnaire not later than the seventh business day after the later of the following:

1. The date the vendor begins discussions or negotiations to enter into a contract with the city or submits an application or response to a bid proposal; or
2. The date the vendor becomes aware of a relationship or gives a gift to an officer or officer’s family member.

CONFLICT OF INTEREST QUESTIONNAIRE

CONFLICT OF INTEREST QUESTIONNAIRE

For vendor or other person doing business with local governmental entity

FORM CIQ

This questionnaire reflects changes made to the law by H.B. 1491, 80th Lag., Regular Session.

This questionnaire is being filed in accordance with Chapter 176, Local Government Code by a person who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the person meets requirements under Section 176.006(a).

By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the person becomes aware of facts that require the statement to be filed. See Section 176.006, Local Government Code.

A person commits an offense if the person knowingly violates Section 176.006, Local Government Code. An offense under this section is a Class C misdemeanor.

Name of person who has a business relationship with local governmental entity.

OFFICEUSEONLY

Date Received

Check this box if you are filing an update to a previously filed questionnaire. _____

(The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date the originally filed questionnaire becomes incomplete or inaccurate.)

1. Name of local government officer with whom filer has employment or business relationship.

Name of Officer

This section (item 3 including subparts A, B, C & D) must be completed for each officer with whom the filer has an employment or other business relationship as defined by Section 176.001(1-a), Local Government Code. Attach additional pages to this Form CIQ as necessary.

A. Is the local government officer named in this section receiving or likely to receive taxable income, other than investment income, from the filer of the questionnaire?

____ Yes ____ NO

B. Is the filer of the questionnaire receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer named in this section AND the taxable income is not received from the local governmental entity?

____ Yes ____ NO

C. Is the filer of this questionnaire employed by a corporation or other business entity with respect to which the local government officer serves as an officer or director, or holds an ownership of 10 percent or more?

____ Yes ____ NO

d. Describe each employment or business relationship with the local government officer named in this section.

Signature of person doing business with the governmental entity

Date

Adopted 06/29/2007

Non-Exclusion Affidavit

Federal, state, and local government agencies, not-profits, and other organizations that use federal money to fund all or part of any program or project are required to follow specific requirements regarding the use of such federal funds. One of these requirements is that no contract, subcontract, grant, financial assistance, or other forms of assistance provided using federal funds may be awarded to individuals or entities that have been suspended, debarred, or otherwise excluded from participation in federally funded programs.

The U.S. federal government maintains a Web site known as the "System for Award Management" (SAM) at www.sam.gov. One of the purposes of the SAM Web site is to provide a comprehensive list of all individuals, firms, and other entities that have been suspended, debarred, or otherwise excluded from participation in federally funded contracts, subcontracts, grants, etc. SAM provides a simple means of helping government, non-profit agencies, and other organizations ensure that they do not award federally-funded grants, contracts, subcontracts, or other financial or non-financial benefits to any individual, firm, or other entity that has been excluded by any agency from participation in such federally funded activities.

I, _____ (Contractor Representative), hereby certify that neither I nor _____ (Name of the company or organization I represent) nor any subcontractors that I or said company may employ to work on any federally funded activity have been suspended, debarred, or otherwise excluded by any federal agency from participation in any federally funded activity. I further acknowledge my understanding that, before entering into a contract with me or with the company or organization I represent, City of Lockhart staff will perform a search on www.sam.gov to verify whether I, the organization I represent, or any subcontractors I may employ to work on any federally funded activity, have been excluded from participation in any federally funded activity.

Signature of Contractor Representative

Date

Sworn to and subscribed before me this _____ day of _____, 20_____

Notary Public in and for _____ County, _____ (State Name)

QUALIFICATION / PROPOSAL EVALUATION

Statements of Qualifications and proposals will be evaluated according to the applicable criteria outlined below. The City intends to select the respondent determined to provide the best overall value and be best suited to meet the City's project requirements. The City reserves the right to make an award without further discussion or negotiation. Respondents should therefore submit their strongest and most complete SOQ or proposal, as applicable.

Sealed Proposal Submission

Proposals shall be sealed and clearly marked with the Proposer's name and return address and indicate the proposal number and title. Facsimile or e-mail submitted proposals will not be accepted. Proposals received after the deadline cannot be considered and will be returned unopened. The City is not responsible for delays by the U.S. Postal Service, the internal mail delivery system of the City, or any other delivery method employed by the Respondent.

Respondents or their authorized representatives are expected to be fully informed as to the general terms and conditions, requirements and specification of this Proposal Invitation before submitting proposals. Failure to do so will be at the proposer's own risk.

CRITERIA FOR EVALUATION:

Phase One: Evaluation of Statements of Qualifications

Category	Weight
Completeness and Responsiveness of SOQ	5
Relevant Experience, Qualifications, and Portfolio of Work	45
Tourism, Destination Marketing, and/or Municipal Experience	20
Qualifications and Experience of Proposed Project Team	15
References and Past Performance	15
Total	100

Phase Two: Evaluation of Proposals

Category	Weight
Understanding of Lockhart's Tourism Goals and Project Vision	25
Website Strategy, User Experience, Design, and Technical Approach	20
Scope of Services, Methodology, and Deliverables	20
Project Timeline and Ability to Complete the Work	15
Cost and Overall Value	20
Total	100

Negotiations may be conducted with responsible respondents whose proposals are determined to be eligible for award. All respondents will be accorded fair and equal treatment with respect to any opportunity for negotiation and revision of proposals. Revisions to proposals may be permitted after submission and before award for the purpose of obtaining best and final offers.

TERMINATION FOR DEFAULT

The City of Lockhart reserves the right to enforce the performance of this contract in any manner prescribed by law or deemed to be in the best interest of the City in the event of breach or default of this contract. The City reserves the right to terminate the contract immediately in the event the successful proposer fails to:

- meet delivery or completion schedules
- otherwise perform in accordance with the accepted proposal and contract

Breach of contract or default authorizes the City to award to another proposer, purchase elsewhere, and charge the full increase in cost to the defaulting proposer.

NON-PERFORMANCE CONDITION

If the services, deliverables, website, or related work product do not conform to the specifications and requirements of the City, the vendor shall correct and complete any work necessary to bring the services and deliverables into compliance at the vendor's expense.

NOTICE

The following blank spaces in the contract **are not to be filled in** by the Proposer at the time of submitting his proposal. The contract form is submitted at this time to familiarize the Proposer with the form of the contract, which the successful Proposer will be required to execute. A final contract will be negotiated and executed upon a final selection of a proposal

DRAFT CONTRACT FOR PURCHASE OF SERVICES AND DELIVERABLES

***Do not fill out**

THIS CONTRACT is made and entered on _____, by and between the City of Lockhart, Texas, a Municipal corporation located in Caldwell County, Texas, (hereinafter called CITY), acting through its duly authorized City Manager, Joseph Resendez and _____ located at _____, hereinafter called COMPANY), acting by and through its duly authorized agent.

WITNESSETH: That for and in consideration of the mutual covenants hereinafter set forth, the CITY and COMPANY agree as follows:

I. DESCRIPTION OF SERVICE AND DELIVERABLES

The CITY agrees to purchase and the COMPANY agrees to provide all of the services and deliverables as specified in the contract documents, such services and deliverables generally described as follows:

RFQ/RFP 2026-07

Website and Mobile Application Development for City of Lockhart Tourism

for the bid sum of _____ dollars and _____ cents (\$00.00), paid in current

funds at the unit or total prices, at COMPANY'S own proper cost and expense, including all personnel, labor, research, travel, materials, software, equipment, subcontractors, insurance, and other resources necessary to complete the services and deliverables, in accordance with the contract documents, hereinafter defined, and subject to such additions and deductions as provided therein.

II. CONTRACT DOCUMENTS

The contract documents shall consist of this written agreement or Contract, provisions of this Contract including General Clauses and Conditions, Special and all other Provisions, the selected firm's Statement of Qualifications and proposal, all addenda issued prior to contract award, the final negotiated scope of services, fee schedule, project schedule, and all other documents identified by the CITY and COMPANY as pertaining to this agreement. The contract documents constitute the entire agreement between the CITY and COMPANY, and all are as fully a part of the Contract as if attached to and repeated in this agreement. The contract documents may be altered, amended or modified only as provided herein.

III. PURCHASE/WORK ORDER

The services and deliverables to be provided under this Contract shall be commenced by COMPANY upon final execution of this Contract and on a date to be specified in a written "Purchase Order" or "Work Order" (whichever applicable), in accordance with the contract documents. Time is of the essence for this Contract.

IV. MODIFICATION AND ASSIGNMENT

This Contract may not be altered; modified or amended except in writing properly executed by the parties and may not be assigned to a third party.

V. TERMINATION

Unless otherwise provided in the contract documents, CITY may terminate this Contract at any time without cause with thirty-(30) day's written notice. Additionally, CITY shall have the right to cancel this Contract if COMPANY fails to provide the services and deliverables in accordance with the Contract Documents after giving seven-(7) day's prior written notice. Irrespective of which party shall effect termination or the cause therefore, CITY shall within thirty-(30) days of termination compensate COMPANY for any delivery of services and deliverables made up to the time of termination. No amount shall be due for lost or anticipated profits.

VI. TERM

The term of this Contract shall begin upon final execution and continue through completion and acceptance of all services and deliverables, unless earlier terminated in accordance with the Contract Documents. Any extension of the Contract must be agreed to in writing by both parties.

VII. GOVERNING LAW AND VENUE

The parties agree that the laws of the State of Texas shall apply to and govern this Contract and venue for any legal proceeding shall be in Caldwell County, Texas.

VIII. INDEPENDENT CONTRACTOR/INDEMNITY

It is agreed for all purposes hereunder, the COMPANY is and shall be an independent contractor and shall not, with respect to their acts or omissions, be deemed an agent or employee of CITY.

COMPANY agrees to indemnify and hold harmless and defend CITY, its officers, agents and employees, from and against liability for any and all claims, liens, suits, demands, and/or actions for damages, injuries to persons (including death), property damage (including loss of use), and expenses, including court costs and attorneys' fees and other reasonable costs arising out of or resulting from COMPANY'S work and/or activities conducted in connection with or incidental to this Contract and from any liability arising out of, or resulting from, the intentional acts or negligence, including all such causes of action based upon common, constitutional, or statutory law, or based in whole or in part upon the negligent or intentional acts or omissions of COMPANY, including but not limited to its officers, agents, employees, subcontractors, licensees, invitees, and other persons.

COMPANY further agrees that it shall at all times exercise reasonable precautions on behalf of, and be solely responsible for, the safety of its officers, agents, employees, subcontractors, licenses, invitees and other persons, as well as their property, while engaged in the delivery of such purchases and/or services pursuant to this Contract or while on City's premises where the services are being provided. It is expressly understood and agreed that CITY shall not be liable or responsible for the negligence of COMPANY, including but not limited to its officers, agents, employees, subcontractors, licensees, invitees, and other persons.

Further, CITY assumes no responsibility or liability for harm, injury, or any damaging events which are directly or indirectly attributable to premise defects, real or alleged, in the vicinity where such purchases and/or services are to be delivered by COMPANY, which may now exist or which may hereafter arise upon the premises, responsibility for any and all such defects being expressly assumed by COMPANY. COMPANY understands and agrees that this indemnity provision shall apply to any and all claims, suits, demands, and/or actions based upon or arising from any such premise defects or conditions, including but not limited to any such claim asserted by or on behalf of COMPANY, including but not limited to its officers, agents, employees, subcontractors, licensees, invitees, and other persons.

It is further agreed with respect to the above indemnity, that CITY and COMPANY will provide the other prompt and timely notice of any event covered which in any way, directly or indirectly, contingently or otherwise, affects or might affect the COMPANY or CITY, and CITY shall have the right to compromise and defend the same to the extent of its own interests.

IX. DISCRIMINATION REGULATIONS

COMPANY, in the execution of this Contract and particularly in the employment practices engaged in, agrees that it will not discriminate on the basis of race, color, religion, national origin, sex, age, handicap or disability.

X. NOTIFICATION

All notices and communications required herein shall be personally delivered or mailed to the other party by United States certified mail, return receipt requested. Unless otherwise changed in writing by the respective party, notice intended for COMPANY shall be sent to the COMPANY's address as shown on COMPANY's Proposal; notice intended for CITY shall be sent to:

Department Contact, City of Lockhart, P.O. Box 239, 308 W. San Antonio St., Lockhart, Texas 78644. Mailed notices shall be deemed to have been received three-(3) days after mailing.

IN WITNESS WHEREOF, CITY and COMPANY have executed this Contract in **three (3) counterparts**, each of which shall be deemed an original, the day and year first written above.

[Signature page to follow]

CITY OF LOCKHART

COMPANY

Joseph Resendez, City Manager

Signature

ATTEST:

Printed Name: _____

Printed Title: _____

Julie Bowermon, City Secretary

Acknowledgment

State of Texas, County of Caldwell: Before me the undersigned authority on this day personally appeared _____, known to be the person whose name is subscribed to the foregoing document and known to me to be the _____ (title) of _____ (company name) and acknowledged to me that (s)he executed said document with full authority to do so and for the purposes and consideration expressed therein. Given under my hand and seal of office the _____ day of _____, 20____.

APPROVED AS TO FORM:

City Attorney or designee

Notary Public in and for the State of Texas

PROPOSAL INFORMATION

RFQ/RFP

City of Lockhart is seeking a qualified development firm(s) to design, develop and launch a new official tourism website and mobile application for the City of Lockhart. The website and mobile application will serve as the City's primary visitor-facing digital platforms and should inspire travel, improve access to visitor information, showcase Lockhart's unique character and experiences, and provide City staff with a flexible and easy-to-manage content management system.

The City seeks a highly visual, mobile-responsive, accessible and search-optimized website that presents Lockhart as a compelling visitor destination and supports the City's broader tourism-development goals.

This solicitation is limited to Tourism Website and Mobile Application Design and Development strategy, content implementation, launch and related technical services. Destination branding and broader marketing strategy services are being addressed separately and are not included in this scope unless specifically identified herein.

Background

Lockhart is a rapidly growing Central Texas community with a strong identity rooted in barbecue, history, downtown, music, arts, culture, outdoor recreation, events and authentic small-town character. The City recently established a Downtown and Tourism Department to strengthen destination development, visitor services, tourism marketing and economic impact.

The City seeks to create a new official tourism website and mobile application that serves as Lockhart's digital front door for visitors. The website and mobile application should provide engaging and intuitive visitor experience while allowing the City to tell a broader and more complete story about Lockhart beyond any single attraction or experience.

The website and mobile application should inspire visitation, encourage longer stays, connect visitors with local businesses and attractions, and provide useful travel-planning information before and during a visit.

The City envisions a highly visual and inspiration-driven website and mobile application rather than a traditional governmental or directory-style website.

Firms are encouraged to review the City's existing websites, tourism materials, and other publicly available resources to become familiar with Lockhart and the community's visitor offerings. [City of Lockhart, TX \(lockhart-tx.org\)](https://www.lockhart-tx.org).

Scope of Work

This solicitation will be conducted through a two-phase selection process. Phase One consists of the submission and evaluation of Statements of Qualifications. Firms selected to advance will be invited to submit a detailed proposal and fee schedule during Phase Two. Submission requirements for each phase are provided below.

Phase One — Statement of Qualifications Submission Requirements

Interested firms shall submit a Statement of Qualifications (SOQ) demonstrating their experience, capabilities, and suitability to perform the services described in this solicitation. The SOQ should be concise and include the following:

1. Firm Profile

Provide the firm's name, address, primary contact information, year established, number of employees, office locations, and a brief overview of the firm and its areas of expertise.

2. Relevant Experience

Describe the firm's experience designing and developing tourism, destination, municipal, downtown, economic development, cultural, hospitality, or other place-based websites. Experience working with public-sector entities and destination-focused organizations is preferred but not required. Experience with mobile applications are a plus.

3. Portfolio of Relevant Work

Provide examples of relevant website projects completed within the past five years, including live website links where available. For each example, briefly identify:

- Client name.
- Project scope.
- Firm's role.
- Services provided.
- Content management system or platform used, where applicable.
- Project completion date.

4. Project Team

Identify the key personnel expected to be assigned to the project and briefly describe their roles, qualifications, and relevant experience. Identify any anticipated subcontractors or outside partners.

5. Technical Capabilities

Describe the firm's capabilities and experience related to:

- Website strategy and user experience.
- Responsive and mobile-first design.
- Content management systems.
- Accessibility compliance.
- SEO, AEO, GEO, local search, and AI-powered discoverability.
- Structured data and schema markup.
- Analytics and performance tracking.
- Website hosting, security, maintenance, and technical support.
- Third-party integrations.

6. References

Provide a minimum of three and no more than five references for comparable projects completed within the past five years. References should include the client name, contact person, phone number, email address, project dates, and a brief description of services provided.

7. Additional Information

Provide any additional information the firm believes demonstrates its qualifications or ability to successfully complete the project.

Phase Two – Proposal Submission Requirements

Firms selected to submit proposals must include the following components: Organizational Profile, References, Proposal and Fees for Services.

The City is seeking a distinctive, custom-designed tourism website and mobile application to be built using stable and commercially supported platforms. The new website will replace the City's existing basic tourism website, VisitLockhartTX.org. The project includes review and selective migration of approved content and digital assets from the existing website but does not require preservation of its current design, page structure, functionality, or underlying technology. Extensive custom software development is not anticipated.

The contractor shall provide, at a minimum, the following services:

1. Discovery, Strategy and User Experience

The selected firm shall conduct a focused discovery and planning process to understand the City's tourism goals, priority visitor audiences, available content, functional needs, and desired visitor experience.

The base scope should include:

- Review of relevant City tourism materials, visitor information, digital assets, and selected Lockhart tourism resources.
- Review of the content and available digital assets currently published on VisitLockhartTX.org.
- Meetings with designated City staff.
- Identification of primary visitor audiences and website needs.
- Development of a recommended sitemap, navigation structure, visitor pathways, and calls to action.
- Wireframes or comparable layout planning for major page types.
- Consideration of mobile-first use, including visitors accessing information while in Lockhart.

The base proposal should assume no more than two discovery meetings and one sitemap or structure-review meeting. Extensive market research, destination branding, and broad stakeholder engagement are not included unless separately proposed.

2. Website Design, Development and Mobile Application Experience

The selected firm shall design, develop, test, and launch a new tourism website for the City of Lockhart to replace the existing VisitLockhartTX.org website. The website will serve as the City's primary digital tourism platform and is the principal focus of this solicitation.

The website shall be:

- Highly visual, visitor-focused, and custom designed for Lockhart.
- Mobile-first and responsive across common devices and screen sizes.
- Accessible in accordance with applicable requirements and current best practices.
- Built on a stable, secure, and commercially supported platform.
- Optimized for performance, search visibility, and future growth.
- Capable of integrating with appropriate third-party tools and future digital visitor services.

The base proposal shall include:

- One custom home page.
- Approximately six to eight reusable interior page templates.
- Approximately 25 to 35 launch pages.
- A clearly stated number of design concepts and revision rounds.

The City is not seeking a separate custom design for every page. Proposals relying primarily on an unmodified or lightly modified off-the-shelf theme or municipal template are not desired.

Experience developing tourism, destination, or visitor-focused mobile applications is preferred and may be considered an additional qualification. Respondents should describe relevant mobile application experience, including examples of completed work and any experience integrating a mobile application with a tourism website, events calendar, interactive map, business listings, or other shared content.

The base proposal should focus on the tourism website. Respondents may separately propose and price an optional companion mobile application or recommend an appropriate future approach.

Any proposed mobile application shall clearly identify:

- Whether it would be a native application, progressive web application, or other mobile solution.
- Its relationship to and integration with the website.
- Proposed features and functionality.
- Initial development costs.
- Hosting, licensing, maintenance, and recurring costs.
- App-store submission and update responsibilities.
- Content-management requirements.
- Ownership, portability, and third-party dependencies.

The City reserves the right to proceed with the website only, include mobile application services in the initial award, or consider mobile application development as a future phase.

3. Content, Limited Migration and Initial Site Population

The City will provide available factual information, approved business and attraction data, photography, logos, event information, and other source materials.

The selected firm shall:

- Review existing content and digital assets available on VisitLockhartTX.org.
- Migrate, revise, or repurpose City-approved content and assets from the existing website.

- Organize, lightly edit, and implement content provided or approved by the City.
- Provide original copywriting for no more than eight to ten priority pages.
- Develop reusable formats for businesses, attractions, lodging, events, and itineraries.
- Implement approved content within the new website.
- Coordinate with City staff for factual review and final approval.
- Structure content to support visitor usability, traditional search, local search, and AI-assisted discovery.

The base scope may include a limited number of priority itineraries agreed upon during discovery.

The migration is limited to approved text, photographs, contact information, links, and other usable assets from the existing tourism website. The selected firm is not required to reproduce the existing website's design, page layouts, navigation, forms, software, plugins, or underlying technical configuration.

The project does not include migration or consolidation of all tourism-related content published by other Lockhart organizations or third parties. Additional copywriting, research, interviews, itinerary development, or data entry shall be separately priced.

4. Calendar, Interactive Map and Required Features

The website shall include the capability to present:

- Things to Do.
- Barbecue and Dining.
- Shopping and Downtown.
- Arts, Music, and Culture.
- History and Heritage.
- Outdoor Recreation.
- Places to Stay.
- Visitor Itineraries.
- Business and Attraction Listings.
- Maps, Parking, Directions, and Visitor Information.
- Contact and Visitor Inquiry Forms.

The website shall also include:

Events Calendar

An integrated public events calendar using a proven third-party platform, licensed module, or supported content-management-system feature.

The calendar should provide:

- Event detail pages.
- Date and category filtering.
- Recurring-event capability.
- Mobile-responsive display.
- Links to registration or ticketing.
- A City-approved event-submission and review process.

Custom development of a proprietary event-management system is not required.

Interactive Visitor Map

A mobile-friendly interactive map using a proven mapping platform.

The map should provide:

- Basic category filtering.
- Location descriptions and contact information.
- Links to directions.
- Up to 75 to 100 City-provided locations.

Custom GIS development, real-time transportation information, user accounts, and advanced route planning are not required.

Respondents shall identify the calendar and mapping platforms proposed, setup costs, annual fees, usage limits, and update procedures.

If the City elects to include a companion mobile application in the initial project or a future phase, the mobile application may incorporate or provide access to any of the content, listings, calendar features, interactive mapping functions, visitor information, itineraries, inquiry tools, or other elements described above. Respondents proposing a mobile application shall identify which features would be shared with the website, which would require separate development, and whether website and application content could be managed through a common platform or coordinated update process.

5. Technical Standards, Analytics, Testing and Launch

The website shall include:

- Mobile-responsive design.
- Accessibility compliance and current best practices.
- SSL security, secure forms, spam protection, and secure administrator access.
- Compatibility with current major browsers and common mobile devices.
- Backup and recovery procedures.
- Performance and image optimization.
- Technical SEO, metadata, XML sitemap, headings, and relevant structured data.
- Social-media links and newsletter integration, if requested.
- Google Analytics 4 and Google Search Console, or approved equivalents.
- Basic tracking for agreed-upon actions such as lodging referrals, visitor inquiries, newsletter sign-ups, event engagement, and selected outbound links

The base scope does not include ongoing SEO campaigns, paid advertising, link-building, continuous content production, a custom analytics dashboard, or ongoing monthly reporting unless separately proposed.

Prior to launch, the selected firm shall conduct appropriate quality assurance and testing to confirm website functionality, responsive performance, accessibility, browser and device compatibility, forms, links, integrations, analytics, redirects, security, and other agreed-upon technical requirements.

The proposal shall identify the firm's launch process, anticipated City responsibilities, any warranty or post-launch correction period included in the fee, and the process for addressing defects or technical issues identified following launch.

6. Hosting, Webmaster Services and Ongoing Support

The City anticipates using the selected firm for ongoing website administration rather than performing frequent day-to-day updates internally.

The proposal shall include a recommended hosting, maintenance, technical-support, and webmaster agreement addressing:

- Hosting and infrastructure.
- Security monitoring.
- Software, platform, and plugin updates.
- Backups and uptime monitoring.
- Technical support and error correction.
- Response times.
- Major upgrade requirements.
- Annual or recurring fees.
- Third-party licenses and subscriptions.

The City prefers a monthly webmaster agreement that includes approximately four to six hours for routine updates.

Routine updates may include text corrections, photograph replacements, contact updates, link changes, approved events, business and attraction listings, and map-location updates that do not require substantial redesign or new functionality.

The proposal shall identify:

- Monthly included hours.
- Whether unused hours expire or carry forward.
- Standard and urgent turnaround times.
- Hourly rates for additional work.
- The distinction between routine updates, enhancements, and new development.
- Monthly and annual pricing.

7. Pricing, Documentation and City Ownership

Pricing shall clearly distinguish:

- One-time strategy, design, development, limited migration, and launch costs.
- Hosting.
- Maintenance and webmaster services.
- Technical support.
- Third-party software, licenses, and subscriptions.
- Optional services.
- Hourly rates for additional work.

Respondents shall clearly state the quantities and assumptions included in the base fee, including:

- Meetings.
- Design concepts and revision rounds.
- Page templates.
- Launch pages.
- Existing pages or assets to be migrated or repurposed.
- Copywriting.
- Itineraries.
- Listings and map locations.
- Calendar and mapping platforms.
- Content revision rounds.
- URL redirects.
- Warranty period.
- Monthly webmaster hours.
- Services excluded from the base fee.

The selected firm shall provide administrator credentials, essential documentation, account information, license and renewal details, and sufficient information to allow the website to be transferred to another qualified provider if necessary.

The City shall retain ownership and control of the VisitLockhartTX.org domain, City-created content, City-provided assets, website accounts, analytics data, listing and map data, and website-specific work created for the project, subject to clearly disclosed third-party or proprietary licensing restrictions.

The proposal shall explain which portions of the website are owned, licensed, proprietary, transferable, or dependent upon the selected firm.

Organizational Profile

1. Company name, address and contact information
2. Federal Identification Number
3. Overview of firm
4. Individuals assigned to manage and execute the engagement (location and resources)
5. Samples of previous tourism related work.
6. Any other useful information
7. If company is a partnership, state the name and address of all general and limited partners associated with the office responding to the RFQ/RFP.

References

Include five (5) work references with the following information: name of client, address, phone numbers/emails, dates of contract period, description of services provided and contract amounts. Municipal clients preferred.

Proposed Services and fees for services

If selected to submit a proposal, please provide proposed fees for the complete services and deliverables described in the Scope of Work.

Proposed fees should be provided on an Excel spreadsheet with the following format:

Service	Price	Unit	Frequency*	Additional Info

*Frequency = One-time, Annual, Monthly, etc.

Questions

Respondents are asked to examine this RFQ/RFP upon request. All questions or clarifications shall only be directed in writing via e-mail to Department Contact on the Cover Page, before the designated deadline for written questions. Questions received after the date specified above may not receive response. Any contact or attempt to contact any other employee of the City regarding this RFQ/RFP may result in the immediate disqualification of the Proposer. Oral and other interpretations or clarifications will be without legal effect. Only questions answered by formal written addenda will be binding.