



Request for Proposals (RFP)

Website Design Services

Issued by: Friedman Memorial Airport Authority (FMAA)

Issue Date: 1/27/2026

Proposal Due Date: 2/26/2026

1. Introduction

The Friedman Memorial Airport Authority (FMAA), operator of the Friedman Memorial Airport (SUN) in Hailey, Idaho, is soliciting proposals from qualified firms to redesign and modernize the Airport's official website. The objective of this project is to create an easy-to-navigate, user-friendly, visually appealing, and information-rich website that serves not only to provide time-critical information to the traveling public, but also, serve as a reliable public library for airport documents, plans, and studies while effectively representing the Airport's role in providing the Wood River Valley, surrounding communities, and traveling public a safe, reliable and friendly aviation facility.

2. Background

Friedman Memorial Airport serves as the primary commercial service airport for the Wood River Valley and South-Central Idaho. The Airport accommodates both commercial airline and general aviation operations and is jointly owned by the City of Hailey and Blaine County, Idaho.

The existing website has served the Airport well for many years; however, FMAA intends to update the site to improve usability, ease-of-navigation, transparency, and communication with stakeholders, tenants, and the traveling public.

3. Project Goals

The redesigned website should:

- Serve as a **comprehensive, well-organized library** for public documents, reports, studies, master plans, environmental assessments, meeting materials, and policies.
- Provide a **clean and intuitive user experience** with clear navigation menus and responsive design optimized for both desktop and mobile devices.

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- Reflect the brand and character of the Friedman Memorial Airport and the Wood River Valley, emphasizing its connection to our heavily tourism-driven economy.
- Include easy-to-use content management tools allowing Airport staff to upload, edit, and archive materials without specialized coding knowledge.
- Ensure compliance with ADA accessibility standards and best practices for public transparency and cybersecurity.
- Incorporate robust search functionality and clear document categorization (e.g., by year, topic, or department).
- Provide straightforward integration with public meeting schedules, news updates, and alerts (e.g., closures, public notices).

4. Scope of Work

The selected consultant or firm will be responsible for:

1. **Discovery and Planning**
 - Review the current website and content.
 - Meet with Airport staff to identify needs, pain points, and priorities.
 - Recommend a sitemap, structure, and visual design approach.
2. **Design and Development**
 - Create mockups for review and approval.
 - Develop a modern, responsive website consistent with best practices and compatible with current browsers and mobile platforms.
 - Migrate and organize existing content and documents.
3. **Implementation and Training**
 - Test for ADA accessibility, security, and mobile optimization.
 - Provide training to select Airport staff on how to manage and update content.
 - Deliver full documentation of system architecture and maintenance instructions.
4. **Hosting and Maintenance (Optional)**
 - Proposals may include options for website hosting, maintenance, and technical support.

5. Proposal Requirements

Proposals should include:

- **Cover Letter** summarizing understanding of the project and firm qualifications.
- **Project Team** with resumes or bios of key personnel.

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- **Relevant Experience** with examples of comparable airport or municipal websites, especially those for tourism-focused communities.
- **Approach and Work Plan** outlining steps to deliver the scope of work.
- **Timeline** identifying major milestones and completion targets.
- **Cost Proposal** including design, development, implementation, and optional hosting/maintenance.
- **References** from at least three recent clients.

6. Evaluation Criteria

Proposals will be evaluated based on the following:

1. Understanding of project goals and scope.
2. Demonstrated experience with public agency and airport websites.
3. Quality and usability of past website designs.
4. Project management approach and ability to meet deadlines.
5. Cost proposal and overall value.
6. Local presence and familiarity with the Wood River Valley community.

Preference may be given to firms based in or with offices in Blaine County or surrounding areas, or firms with established knowledge of the local economy and community.

7. Submission Instructions

Proposals must be received by **February 26, 2026** and may be submitted electronically in PDF format to:

Eliana Wolper
Airport Business Operations Coordinator
Friedman Memorial Airport Authority
Email: Eliana@iflysun.com
Mailing Address: 1616 Airport Circle, Hailey, ID 83333

Late proposals will not be considered.



8. Additional Information

FMAA reserves the right to reject any or all proposals, to waive informalities, and to select the proposal that best meets the needs of the Airport. All materials submitted in response to this RFP become the property of the Friedman Memorial Airport Authority.

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Attachment A – Proposal Evaluation Scoring Matrix

Friedman Memorial Airport Authority (FMAA) Website Redesign Services RFP

Evaluation Criteria	Description	Maximum Points	Score (0-5)*	Weighted Score
1. Understanding of Project Goals and Scope	Demonstrated understanding of FMAA's objectives, focus on document accessibility, user experience, and public transparency.	20		
2. Relevant Experience and Qualifications	Experience designing websites for airports, public agencies, or tourism-driven communities. Includes firm and key personnel qualifications.	20		
3. Design Quality and Innovation	Quality, usability, and aesthetics of previous website designs. Evaluation of proposed approach and creativity.	15		
4. Technical Approach and Functionality	Proposed technical solution, content management system, ADA compliance, mobile responsiveness, and long-term usability.	15		
5. Project Management and Timeline	Clarity of proposed schedule, milestone identification, and ability to meet deadlines.	10		
6. Cost Proposal and Value	Overall cost competitiveness and value for services offered, including optional maintenance/hosting.	10		
7. Local Knowledge and Community Familiarity	Knowledge of the Wood River Valley community, local presence, and understanding of tourism-based economy.	10		
Total		100		



***Scoring Key (0–5):**

- 0 = Does not meet requirements
- 1 = Poor; incomplete understanding
- 2 = Fair; partially meets requirements
- 3 = Good; meets requirements
- 4 = Very Good; exceeds some requirements
- 5 = Excellent; exceeds all requirements

Notes for Evaluators:

- Each evaluator independently scores each category.
- Weighted scores are calculated as $(\text{Score} \div 5) \times \text{Maximum Points}$.
- Final rankings are based on total weighted score across all categories.
- Interviews or presentations (if held) may account for up to an additional 10 bonus points, at FMAA's discretion.