

REQUEST FOR PROPOSAL (RFP)

Website Ecosystem Redesign & Development for Osage LLC

Release Date: 07/20/2026

Proposal Due Date: 08/07/2026

Introduction

Osage LLC, the business arm of the Osage Nation, is soliciting proposals from qualified web design and development firms to redesign, develop, and deploy a modern, scalable website ecosystem that supports Osage LLC and its portfolio of business units and operating companies.

The objective of this project is to create a centralized digital presence that strengthens the Osage LLC brand while allowing each business unit to maintain its own unique identity, functionality, and market focus. The proposed solution should improve user experience, streamline content management, enhance accessibility and compliance, and provide a scalable framework for future growth.

Organizational Background

Osage LLC is responsible for advancing economic development on behalf of the Osage Nation through a diverse portfolio of businesses operating in federal contracting, aerospace, environmental services, agriculture, broadband, professional services, and other industries.

Current operating companies include:

- Osage Government Services (OGS)
- Osage Nation Environmental Solutions (ONES)
- Osage Broadband
- Osage Nation Ranch (ONR)
- Skyway Range
- Real Estate

The website ecosystem should reflect Osage LLC's mission, professionalism, commitment to economic development, and connection to the Osage Nation.

Project Objectives

The selected vendor shall provide a comprehensive strategy, design, and development solution that:

- Establishes a unified digital ecosystem for Osage LLC and its business units.
- Creates a modern and professional online presence.
- Improves navigation and user experience across all brands.
- Enables centralized administration and governance.
- Strengthen and modernize the Osage LLC brand through consistent messaging, visual identity, and storytelling across the website ecosystem.

- Develop clear, professional, and audience-focused content that communicates the mission, capabilities, and economic impact of Osage LLC and its business units.
- Provides a scalable framework for future growth, acquisitions, and new business units.
- Supports accessibility and federal compliance requirements.
- Enhances security, data ownership, and platform control.
- Improves search engine visibility and performance.
- Allows non-technical staff to easily manage content.

4. Scope of Work

4.1 Discovery, Strategy & Information Architecture

The selected vendor shall:

- Conduct discovery sessions with Osage LLC stakeholders.
- Review existing websites, content, and digital assets.
- Develop a comprehensive sitemap.
- Create user journey maps and navigation recommendations.
- Define content architecture for both corporate and business-unit content.
- Provide recommendations regarding governance, content ownership, and publishing processes.

4.2 CMS & Technical Architecture

Proposals should include recommendations for a modern content management system capable of supporting:

- Centralized administration and governance.
- Flexible permissions and role-based access.
- Scalability for future business units and organizational growth.
- Secure hosting environment.
- Complete ownership and control of website data.
- Consistent branding and navigation across the organization.

Vendors should explain how their proposed solution supports centralized management of Osage LLC's digital presence while allowing individual business units to maintain distinct branding, content, and functionality where appropriate.

4.3 Website Design & User Experience

The selected vendor shall:

- Create a modern, professional design system.
- Develop UX/UI standards that support all business units.
- Develop responsive designs optimized for desktop, tablet, and mobile devices.
- Establish a scalable visual framework balancing business-unit branding with the overall Osage LLC identity.
- Create wireframes and design mockups for review and approval.

4.4 Corporate Website Development

The primary Osage LLC website should include, at minimum:

- Home Page
- About Osage LLC
- Mission, Vision & Values
- Leadership & Staff Directory
- Board of Directors Information
- Economic Impact Overview
- News, Media & Press Releases
- Careers & Job Opportunities
- Contact Information
- SBA 8(a), HUBZone, and other certifications as applicable
- Public Relations Resources

4.5 Business Unit Content & Functionality

The website ecosystem should support the current and future business units of Osage LLC.

Vendors should address how their solution supports the following business-specific requirements:

Skyway Range

- News and events functionality
- Rental, reservation, or booking capabilities
- High-tech and innovation-focused presentation

Osage Government Services (OGS)

- Government contracting focus
- Capability statements and contract vehicles
- Procurement-friendly design

Osage Nation Environmental Solutions (ONES)

- Project galleries
- Past performance showcases
- Environmental initiatives and service offerings

Osage Broadband (OB)

- Service information
- Service area maps
- Service status and deployment information

Osage Nation Ranch (ONR)

- Agricultural and land-management initiatives
- Ranch operations overview
- Project and program highlights

The solution should also be flexible enough to accommodate future business units, programs, or strategic initiatives without requiring a complete redesign.

4.6 Accessibility & Compliance

The selected vendor shall:

- Design and develop the website in accordance with WCAG 2.1 AA standards.
- Address Section 508 accessibility requirements.
- Provide accessibility testing and remediation.
- Document accessibility compliance efforts.

4.7 SEO, Performance & Security

The selected vendor shall:

- Implement foundational SEO best practices.
- Optimize metadata, URL structures, image tags, and site indexing.
- Ensure fast-loading pages.
- Implement security best practices.
- Recommend backup, disaster recovery, and monitoring processes.
- Describe how data ownership and administrative control will be maintained by Osage LLC.

4.8 Content Migration & Integration

The selected vendor shall:

- Migrate approved content from existing websites.
- Create page templates for future content development.
- Integrate approved third-party tools and systems.
- Coordinate content placement and formatting.

Osage LLC will provide final copy, photography, and approved creative assets unless otherwise proposed.

4.9 Training & Knowledge Transfer

The selected vendor shall provide:

- Administrator training.
- Content editor training.
- Documentation and user guides.
- Administrative credential transfer.
- Full handoff of project assets and source files.

4.10 Optional Ongoing Support

Vendors may propose optional recurring services, including:

- CMS updates
- Security monitoring
- Website maintenance
- Accessibility monitoring
- Content support
- Technical support

- Hosting services

4.11 Branding, Messaging & Copywriting

- The selected vendor shall:
 - Review existing brand standards, messaging, and marketing materials to ensure alignment across the website ecosystem.
 - Develop website messaging and content recommendations that support the Osage LLC brand while reflecting the unique identity of each business unit.
 - Collaborate with Osage LLC staff to create, refine, and organize website content.
 - Establish website content standards, tone, and voice guidelines to ensure consistency across all websites.
 - Provide copywriting, copy-editing, and content optimization services as needed to support website development and launch.
 - Develop page messaging, calls-to-action, and content recommendations that enhance user engagement and support organizational objectives.

Deliverables

At a minimum, deliverables shall include:

- Discovery findings and recommendations
- Information architecture and sitemap
- Wireframes
- Design mockups
- UX/UI design system
- Fully developed website ecosystem
- Accessibility audit documentation
- SEO implementation
- Quality assurance testing
- Mobile optimization
- Training materials
- Administrative documentation
- Brand messaging framework
- Content strategy and content governance recommendations
- Website copywriting and content development
- Tone and voice guidelines
- Copy-edited and optimized website content
- Go-live support

Vendor Qualifications

Vendors should demonstrate:

- Experience with enterprise website implementations.

- Experience serving tribal entities, government contractors, holding companies, or similarly complex organizations.
- Accessibility and Section 508 expertise.
- Strong UX/UI design capabilities.
- Expertise in CMS platforms suitable for non-technical users.
- Strong security and governance experience.
- Ability to deliver projects of similar scale and complexity.
- Experience with brand development and corporate messaging.
- Professional copywriting and content strategy capabilities.
- Demonstrated ability to develop content for tribal organizations, government contractors, and complex multi-company organizations.

Project Timeline

Vendors shall propose a project plan that includes:

- Discovery & Planning
- Architecture & Wireframing
- Design
- Development
- Accessibility Review
- Testing & Quality Assurance
- Content Migration
- Training
- Launch

Osage LLC anticipates a target implementation timeframe of approximately 10–14 weeks following project kickoff, subject to final scope and vendor recommendations.

Proposal Requirements

Proposals should include:

1. Company Overview
2. Relevant Experience
3. Similar Project Examples
4. Proposed Technical Architecture
5. CMS Recommendation and Justification
6. Accessibility Approach
7. Project Methodology
8. Proposed Team Members
9. Project Schedule
10. Detailed Pricing
11. Optional Maintenance or Hosting Services
12. References

Budget Proposal

Vendors should provide a detailed cost breakdown including:

- Discovery and Strategy

- Information Architecture
- Design
- Development
- Accessibility Compliance
- Content Migration
- Integrations
- Training
- Launch Support
- Ongoing Maintenance (if applicable)
- Hosting (if applicable)

Osage LLC seeks best-value solutions that balance functionality, scalability, compliance, usability, and long-term maintainability.

Submission Instructions

Please submit proposals in PDF format to: dsponsler@osagellc.com

Dawn Sponsler, Director of Administration, Osage LLC
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Evaluation Criteria

Proposals will be evaluated based on:

- Understanding of project objectives
- Technical solution and architecture
- Scalability and content management approach
- Accessibility and compliance approach
- Design quality and UX strategy
- Relevant experience
- Project methodology
- Cost and value
- References
- Long-term sustainability and maintainability

Questions

Questions regarding this RFP shall be submitted in writing to the designated contact identified above no later than the date specified in the project schedule.