



**NORTH PINELLAS
CULTURAL ALLIANCE**

REQUEST FOR PROPOSAL

WEB SITE DESIGN & SOCIAL MEDIA DEVELOPMENT
January 6, 2016

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Summary

The North Pinellas Cultural Alliance (NPCA) is accepting proposals to design and develop NPCA's web site and direct their social media effort for the coming year. This will be a concept to completion production. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

The existing DFAC web site (www.dfac.org) was originally designed in-house in 2006. Custom registration software running Cold Fusion was added in 2008. The front end site is maintained in-house. The registration software is maintained by its creator.

Proposal Guidelines & Requirements

This is a by invitation and competitive process.

Proposals received after 5:00pm EST, Friday January 29, 2016, will not be considered and will be returned unopened.

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

If you wish to submit alternate solutions, please do so.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name, address, and EIN of the sub-contractor. NPCA will not refuse a proposal based upon the use of sub-contractors; however we retain the right to refuse the sub-contractors you have selected.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

Contract Terms

The North Pinellas Cultural Alliance (NPCA) will negotiate contract terms upon selection. All contracts are subject to review by NPCA legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

Purpose, Description & Objectives

Purpose

NPCA currently has no web or social media presence. An opportunity exists to engineer a site and social media strategy from the ground up that will reflect NPCAs mission and brand, while incorporating the latest web technologies. Upon completion of the development of the site, NPCA will assume full responsibility for web site content maintenance and administration. All content, coding and graphics will become the sole property of NPCA.

Description

Create a flexible, informative web site that is easy to maintain. We must develop a friendly site that can ultimately deliver large amounts of constantly changing information to our key audiences. In addition to designing a user-friendly site with an intuitive interface, we must also develop a web-based, content management interface that allows key personnel to easily update content without directly accessing source code. We imagine this will be a WordPress based site, though we are open to reviewing compelling alternatives.

To be effective, our web site must be:

- Easy and intuitive
- Visually reflective of our brand
- Safe and secure
- Quick to load and operate
- Able to smoothly deliver rich visual and audio/visual content
- Mobile Device Friendly through responsive design and coding

Social Media Planning

- Our social media strategy must be as comprehensive as possible within the constraints that budget and limited staff/volunteer time require. What platforms MUST we be on? Which should we be looking to as our capabilities grow? Why?

Purpose, Description & Objectives *continued*

Objective

Our primary Internet objective is to begin to build brand identity, awareness, and interest in the organization and the services and events it provides.

How We See It

- Maximize latest web-based technologies
- Build member loyalty and enhance customer relationships
- Improve program delivery and service
- Provide focused web-based solutions

Specific Strategies

- Increase awareness of NPCA & promote involvement through programs
- Attract new members and program participants
- Strengthen relationships with community partners, donors, & members
- Present comprehensive information and resources in an easy to use format
- Increase site promotion activities through social media strategies
- Integrate brand messaging
- Deliver a consistent image
- Deliver a scalable, maintainable foundation

In short we must tell our story through the use of compelling visuals, intuitive navigation, and concise messaging.

Make it easy

Design the site and Social Media platforms to deliver intuitive navigation, an exceptional graphical user interface, and easy-to-find content organization.

Make it compelling

Develop tools to deliver timely, relevant information for members and visitors across

Make it happen

Help build and reinforce NPCA's brand and give visitors incentive to take action.

Timeline

- This RFP is dated **January 6, 2016**
- Proposals are due no later than 5:00 pm EST, Friday, **January 29, 2016**.
- Proposals will be evaluated immediately thereafter. During this time we may require interviews at our office. You will be notified if this is requested.
- The name of the candidate firm who has been selected will be decided on or about **February 15, 2016**.
- Negotiations will begin immediately with the successful candidate and should conclude no later than **February 29, 2016**.
- All other candidates will be notified on or about **March 15, 2016**.
- Phase I of the project must be completed and delivered by **March 31, 2016**.
- Phase II of the project must be completed and delivered by **May 31, 2016**.
- Phase III will be ongoing

Budget

Please provide a set of line item cost proposals to accomplish the scope outlined below. The budget must encompass all design, production, and software acquisitions necessary for development and maintenance of the web site, as well as building our social media presence and following. Availability of and work with a college intern for 60 hrs/semester should factor into the proposal.

Hosting will be addressed separately and costs for hosting are not included in the budget for this project.

List pricing for:

- Phase I: Discovery, Requirements Planning & Site Definition
- Phase II: Site Development, Testing and Deployment
- Phase III: Social Media Development and Maintenance

Audience

Primary:

Current members, municipalities, donors, students, volunteers and community members.

Secondary:

Prospective members, donors, volunteers and partner companies & organizations.

NPCA Overview

The **mission** of the North Pinellas Cultural Alliance is to unify and promote arts, historical and cultural initiatives in North Pinellas to improve the profile and image of participating organizations and municipalities.

The **vision** of the North Pinellas Cultural Alliance is to combine North Pinellas arts, historical and cultural organizations by advocacy, preferment, and sharing resources and creative concepts. NPCA is structured to provide guidance for the artistic, intellectual and financial success, diversity and organizational stability of the arts, historical and cultural community of North Pinellas. Collaborate with like-minded associations for the benefit of innovative advancement.

Short Description of NPCA

“We are providing leadership for the success of culture in North Pinellas and its municipalities. We are promoting its collaboration and strive unify the region for arts.”

We are ESSENTIALLY:

- Membership
- Events
- Digital Presence
- Press/Media Promotion

Scope & Guidelines

The scope of this project is to build the inaugural NPCA web site and map out and implement the social media activity that will foster awareness and use of the new site. NPCA will work with the winning bidder to create/provide all of the site copy and provide the successful candidate with the most necessary original and stock photography. A firm that can handle all site planning, interface design and production is required. The successful candidate will also be able to work with ongoing college interns as available to NPCA to map the social media engagement and implementation.

Discovery:

Confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, and budgetary constraints.

Design:

Web site information architecture, graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links.

Development Guidelines:

The **web site** designed by the successful candidate must meet the following criteria:

- Create a content management system that will permit non-technical staff to instantly update assignable web site content.
- Be SEO optimized including SE friendly page naming constructs
- Visually Appealing – The site must have an attractive mix of text and graphics.
- Common Theme – Each section of the site should have a common look and feel. NPCA logo should be prominently displayed on every page as a common header.
- Consistent Design – As stated above, each section of the site should have a common look and feel. The use of photographs, fonts and layouts should be consistent throughout the site.
- Easy to Navigate – The site should be easy to navigate. Information should be grouped and presented in a logical manner and require no more than three levels of “drill down” for the user to find the desired information.
- Development of web pages to accommodate the proposed navigation scheme.
- Provide necessary software and licenses to maintain site internally or externally, as decided by NPCA
- Provide search capabilities using key words or phrasing that will identify content from throughout the site.
- Develop appropriate meta data for all pages
- Successfully integrate 3rd party content into site structure, including but not limited to: email, facebook, google +, twitter and other social media, youtube,, etc.
- Deliver dynamic data for featured calendar of events.
- Project Management – An assigned project manager will be made available to present information and coordinate with NPCA, including a reasonable number of meetings to present design and development solutions.
- Once the web site has been completed and accepted by NPCA the web site design and all of its contents, software and architecture become property of the NPCA.

The **Social Media Plan** must include recommended platforms and rationale, proposed analytics and metrics for evaluation as well as timelines and estimates for implementation.

Site Specifications:

NPCA encourages creativity in the proposals submitted; however there are certain requirements for the web site project. Your proposal must account for all of these.

Scope & Guidelines *continued*

Site must be compatible with current desktop & mobile versions of iexplorer, foxfire, google chrome and safari.

Web site must not require plug-ins as a default.

Meets ADA Requirements – The site should be developed to meet all Federally-mandated access requirements adopted by the Federal Access Board under section 508 subsection 1194.22 of the Rehabilitation Act.

Site must be built in accordance to the Web Content Accessibility Guidelines 2.0, provided by the W3C and should also be easily accessible to the novice as well as the experienced Internet user.

Testing:

Testing of site on all applicable platforms to ensure web site works as promised. Explain testing plan through development process (i.e. focus groups, etc.).

Delivery:

Delivery and uploading of site to an outside third party, hosting company.

Tracking:

Implementation of tracking software to produce user defined site log reports. We need tools to help us better understand and measure web visitor behavior and improve web site performance and availability. We assume this will be google analytics, though would entertain compelling arguments to change.

Staff Resources

It is our intent to make staff and volunteers available as needed for development input. All contact will be through NPCA's Executive Director, Colin Bissett.

Colin Bissett
North Pinellas Cultural Alliance
156 S. Fort Harrison
Clearwater, FL 33756

727.599.5688
bissettcolinj@gmail.com

Qualifications

- List the five web sites your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. The URL should be submitted. Only sites that are live will qualify during evaluation.
- Describe your experience in producing sites for non-profit and/or other community-focused projects.
- Provide reference information for three former or current social media clients.
- Briefly describe your firm's organizational capacity to produce our web site (e.g. staff, equipment, software, physical space, office location, etc.).
- Provide a company profile, length of time in business and core competencies.
- What type of team will be assigned to this project? What will each person's role be?
- Briefly describe your firm's project management process.
- Please discuss your testing and support plan.
- Time frame for completion. The time frame for completion of the project will be evaluated. In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is requested.
- Terms and conditions.

Evaluation Criteria

The following criteria will form the basis upon which NPCA will evaluate proposals. The mandatory criteria must be met and include:

Two (2) copies of your proposal must be received no later than 5:00 EST, Friday, January 29, 2016. Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format.

Deliver proposals to the attention of:

Colin Bissett
North Pinellas Cultural Alliance
156 S. Fort Harrison
Clearwater, FL 33756

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- Suitability of the Proposal – the proposed solution meets the needs and criteria set forth in the RFP.
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Aesthetic Capabilities – Prior work demonstrates artistic and innovative, user friendly interfaces that engage communities and viewers.
- Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Value/Pricing Structure and Price Levels – The price is commensurate with the value offered by the proposer. As a non-profit organization, NPCA is able to accept pro bono service and recognize the provider to the full extent allowed by the Internal Revenue Service, including naming the proposer within the web site and other collateral as a NPCA supporter and partner.
- Depth and Breadth of Staff – The candidate firm has appropriate staff to develop the site in the time frame needed and to maintain ongoing social media development while working with available interns as required.
- Proposal Presentation – The information is presented in a clear, logical manner and is well organized.

Proposal Format

Frankly we don't really care what format your proposal takes... We'd actually LOVE to be surprised.... and WOWED!

Your proposal should probably include the following in some format:

- Title Page:
North Pinellas Cultural Alliance Web Site/Social Media Development Proposal, your company name, address, web site address, telephone number, fax number, e-mail address and primary contact person.
- Cover Letter:
Signed by the person or persons authorized to sign on behalf of the company
- Proposal:
Discuss your proposed solution, including the features, benefits and uniqueness of your solution. You should also touch on your ability to deliver the project in the timeframe noted.
- Qualifications:
Provide the information requested
- Budget and Fees:
List budgets as requested above.
- Attachments: If any.



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