



**REQUEST FOR PROPOSALS**

**WEBSITE REDESIGN & DEVELOPMENT**

**APRIL, 2022**

This RFP is for design and development services for a redesigned website for ArtsWorcester, <https://artsworcester.org>.

**RFP Sent:** April 14, 2022

**Responses Due:** May 10, 2022 at midnight EST

**Send any questions on the RFP to:** Allie Heimos, Assistant Director, Marketing & Communications, [allie@artsworcester.org](mailto:allie@artsworcester.org).

**Send proposals to:** Allie Heimos, Assistant Director, Marketing & Communications, [allie@artsworcester.org](mailto:allie@artsworcester.org), and Juliet Feibel, Executive Director, [juliet@artsworcester.org](mailto:juliet@artsworcester.org)

**Budget for new website:** \$15,000-20,000

**Goal for new website launch:** October 1, 2022

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## SUMMARY

ArtsWorcester is a non-profit art gallery in Worcester, MA, committed to exhibiting and advancing the work of contemporary artists from across the region. We seek a vendor partner to redesign and refresh our current website, <https://artsworcester.org/>.

This will be a concept to completion project. 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 ArtsWorcester website was produced in 2013. In the years since, minor modifications have been made to several key pages to reflect changes in our membership, facilities, and strategic goals.

## PROPOSAL GUIDELINES & REQUIREMENTS

This is an open and competitive process. Proposals received after May 10, 2022 will not be considered. The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal. The price you quote should be inclusive. If your price excludes 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 subcontractors, you must clearly state this in your proposal.

ArtsWorcester will not refuse a proposal based upon the use of subcontractors, but does retain the right to refuse the subcontractors you have selected. Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contract obligations.

All brand and creative assets, including copy, images, and videos, will be provided by ArtsWorcester.

## CONTRACT TERMS

ArtsWorcester will negotiate contract terms upon selection, 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**

As a contemporary art gallery, ArtsWorcester needs a website with bold, fresh appearance. The current theme is not mobile responsive, and does not meet the needs of our growing and diversifying audience. The site will also require a new menu and some shuffling of features. Much of the backend of the website is functional and in good working order.

Users have classified our current site as text-heavy and not mobile responsive, and there is confusion about opportunities for supporters and donors. ArtsWorcester's website needs to be more intuitive for mobile users, allow users to quickly and easily navigate, and more clearly illustrate the differences between artist and supporting memberships.

Upon completion of the development of the new site, ArtsWorcester will assume full responsibility for website content maintenance and administration. All content, coding, and graphics will become the sole property of ArtsWorcester.

### **Description**

Create a visually striking, user-friendly, ADA-compliant website that is easy to maintain and responsive across devices. In addition, ArtsWorcester seeks a design partner that provides

tools for e-commerce, search engine optimization (SEO), and social media sharing capabilities.

## **Objectives**

Beyond updating the look of the website and making navigation easier for the viewer, these are the main objectives the new site needs to address:

Responsiveness: Our membership is growing and diversifying, and audiences need mobile capabilities that our current theme either does not offer or requires us to add plugins and work-arounds.

Supporter options: ArtsWorcester offers multiple options for joining and giving. Most individuals join either as an artist member or as a donor (and there are options within each of those categories). Some individuals do both.

The Corporate Circle allows businesses to hold a membership, and institutional memberships are how colleges/universities join on behalf of their students and faculty.

All these distinctions should be clarified and reflected in the menu, and will likely require the creation of new pages.

Events calendar: ArtsWorcester holds public events for each exhibition, as well as private events for supporters and artist members. Users need to be able to easily find upcoming events, using some form of a calendar that fits our current visual styling.

Online exhibitions: For greater accessibility, our exhibitions are viewable online. We will require page templates set up for future exhibitions.

E-commerce capabilities: The current site does not support e-commerce, but we wish to make these tools available for artwork sales and ticketed events.

Artist portfolios: Data from Google Analytics does not support the need to retain individual artist portfolio pages. The desired solution is a single page that lists artist members with outbound links to their websites and/or social media..

Finding better "homes" for: information about gallery rentals, youth programming, "Art-at-work" (corporate art program), financials, and governance transparency

Other:

- Address times the galleries are open and work is on view
- Recognize major foundation supporters

- Expanded and necessary alt text for images
- Spanish translations for key pages

## TIMELINE

**RFP Sent:** April 14, 2022

**Responses Due:** May 10, 2022 at midnight EST

**Finalists Selected & Contacted:** May 30, 2022

**Winner Selected & Contacted:** June 7, 2022

**Project Kick-off:** July 1, 2022

**New Website Launch Target Date:** October 1, 2022

The completion and delivery dates of this project and its phases will be mutually agreed upon prior to signing a contract.

## VENDOR REQUIREMENTS

Please provide detailed information to accomplish the project scope outlined below. The budget and proposal must include all design, production, software acquisition, integrations, and website maintenance.

Proposals must address the following:

### **Executive summary:**

1. Describe your understanding of ArtsWorcester's current website challenges.
  2. Summarize your proposed solutions, and how they will resolve current challenges.
  3. Provide a summary of pricing for proposed services.
- **Company Overview** - Tell us about yourself/your company, and your experience in web design and production of projects similar to this one. The successful candidate should have prior experience with arts organizations and/or non-profits. Please provide links to your agency website and online portfolios.
  - **Team** - Identify the team members who will be responsible for working on this project. Include subcontractors if applicable.

- **References** - Please provide a list of three references who can speak to services requested in this RFP. We prefer at least one reference from a non-profit organization. Please include contact information and a brief description of work done for those clients.
- **Solutions Menu with Pricing** – Based on the elements included in the Project Scope/Objective section, tell us about your proposed solution in terms of creative design strategy, methodology, plan, and other important aspects of the redesign process. Include all project phases and tasks, along with a line-item breakdown of costs. Total development cost for your recommendations must come in under \$20,000. Please be sure to address the following:
  - **Deliverables** – Outline the products and/or services that will be delivered.
  - **Schedule** – Provide the suggested project schedule detailing the time required for each major step or phase of the project.
  - **User Training and Support** – Provide details on the user training and support included for our content editors along with the training support format (i.e., onsite/in-person, live web, chat, email, phone-based, hard copy, other documentation, etc.).
  - **Hardware** – List any hardware necessary to host and/or support the proposed solution. Also list any recommended configurations for a robust and reliable environment. Include hardware redundancy and/or disaster recovery recommendations.

## ORGANIZATION BACKGROUND

### Our Mission

ArtsWorcester engages artists and the public to advance and celebrate contemporary art.

### Background

ArtsWorcester is now in its fifth decade of exhibiting and advancing regional artists. Our operations include solo, small group, and members' exhibitions. Artist membership remains open to all, regardless of experience or practice. Our educational programs serve the professional needs of artists and address the public's increasing hunger for contemporary art. Our partnerships with regional museums offer important opportunities for artists and bring together new and different audiences.

## AUDIENCE

ArtsWorcester's primary audience is made up of art lovers and supporters. Supporters are often patrons of the arts looking to make meaningful connections. They are mostly women (62%), age ranges distributed evenly. Most work full time, and enjoy visual and performing arts, and engage with ArtsWorcester to establish a community in the arts. They are increasingly tech-savvy. Most are local to Worcester, and recognize that cultural institutions strengthen the local economy.

Our secondary audience is artists. Most artist members are active on social media, especially Instagram. Most feel strongly about equity in the arts, including fair compensation for artists and wider opportunities for BIPOC artists. They appreciate a sense of humor, but require straightforward communications (deadlines, requirements, etc.) Artists range from emerging to established, many without formal training. Most are based in Central MA, but an increasing number of members come from Boston, Providence, and greater New England.

## SCOPE & GUIDELINES

The scope of this project is to redesign the ArtsWorcester website, and to provide templates for landing pages and online exhibitions. ArtsWorcester's Executive Director and Marketing Director will provide the successful candidate with content and assets necessary to populate the new site.

### **Discovery**

Confirm audiences, objectives, visual look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints, resulting in a creative brief.

### **Design**

Disclosure of website information architecture, look and feel, user navigation, homepage and main page templates.

### **Development Guidelines**

The website redesign must meet the following criteria:

- Must be clean, contemporary, and attractive to reflect the nature of the organization's work. Pages should be graphic and engaging, while remaining compliant with ADA accessibility guidelines.
- Each page should align with ArtsWorcester's existing branding guidelines and style sheet as provided by the Marketing Director.
- The site should be easy to navigate, where information is grouped and presented logically with a minimal number of steps required to find desired information. Navigation design should complement touch-enabled and mobile devices.
- Templates should enable non-technical staff to add new content.
- Provide search capabilities using keywords or phrases that will identify content throughout the site and optimize search engine rankings.

### **Site Specifications**

ArtsWorcester encourages creativity in the submitted proposals. However, there are a number of requirements for this project. This website must:

- Be compatible with current and at least one (1) previous year's worth of versions of Firefox, Chrome, and Safari browsers,
- Not require users to install additional plugins,
- Be developed to meet all current federally mandated ADA web access requirements,
- Be built in accordance with the latest [Web Content Accessibility Guidelines](#) (WCAG),
- Be designed with a mix of text and graphics such that each page loads in a timely manner.

### **Testing**

Testing should be performed on all applicable platforms to ensure that the website works as promised, including explanation of the testing plan.

### **Delivery**

Successful delivery will provide approved designs to ArtsWorcester. ArtsWorcester technical personnel will act as the "go between" with the successful candidate to bring the site live.



## AVAILABLE TECHNOLOGY RESOURCES & INTEGRATIONS

- Written content and visual assets will be provided.
- The current ArtsWorcester website is a Wordpress site, and is hosted externally. The new site should be built in Wordpress for the ease of ongoing site management. SiteOrigin Page Builder is currently being used with positive results, but other page builders will be considered.
- We currently use Stripe to process payments for artist membership subscriptions.
- We currently embed a GiveLively widget for supporting memberships and donations, but are open to other solutions.
- We currently use a third party site (Submittable) to receive and manage artwork submissions, but are interested in bringing this functionality into the site.
- The site will link to our existing social media accounts.

## QUALIFICATIONS

- Please list five websites you/your firm has produced that reflect your work and relevancy to this project. Tell us about the role you played for each project. Please submit URLs for these sites (only "live" sites should be included).
- Describe your experience producing sites for non-profit organizations and/or arts organizations.
- Provide current reference information for three (3) former or current clients, including at least one reference from a non-profit organization.
- Provide company profile and core competencies.
- What type of team will be assigned to this project? What will each person's role be? Please include a brief breakdown of team members.
- If applicable, please detail any hardware or software vendor partnerships you already have.
- Provide an estimated timeframe for completion.
- Please state how you intend to communicate with the project lead at ArtsWorcester during the period of design/development, and at what intervals.

## EVALUATION CRITERIA

Proposals meeting mandatory requirements will be evaluated with the following criteria:

- The proposed solution meets the needs and criteria described in this RFP.

- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Prior work that demonstrates artistic, innovative and user-friendly interfaces that engage viewers.
- Candidate has successfully completed similar projects and has the qualifications necessary to undertake, and be successful with this project.
- The price is appropriate for the value being offered by the proposer.
- The candidate has the appropriate number of staff and necessary expertise to develop the site in a timely manner.
- The proposal is presented in a clear, logical manner, is well organized, and has the appropriate information the RFP calls for.

## CONTACT INFORMATION

For further information, please contact Allie Heimos, Assistant Director, Marketing & Communications, at [allie@artsworcester.org](mailto:allie@artsworcester.org).

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