



Request for Proposal

From: Edmonds Center for the Arts

Date: July 10, 2017

Re: Website Redesign

Edmonds Center for the Arts wants to redesign its website currently found here:

<http://www.edmondscenterforthearts.org/index>

The following RFP includes a background of our organization and describes the purpose of the redesign, its desired functionality, and specific requests relating to the proposal. We understand that details may be subject to change upon vendor recommendation and / or research of more optimal solutions. In your proposal, please feel free to suggest alternatives where noted.

Guide to this RFP

Our expectation is that this document will convey our vision for the new site and specific challenges with the existing one. It includes a background section about our organization, suggests an outline for organizing the content of the new site, and desired technologies. In providing these details, our intent is not to convey that we have all of the answers in creating the best possible site. The ideal and preferred vendor will bring its own ideas and vision based on industry expertise, technical capability, and client relations, guiding us to incorporate our goals into that vision. Please feel free to email Wendy Clark at wendy@ec4arts.org with questions or comments.

Project Overview

Edmonds Center for the Arts (ECA) opened its doors to the public in 2006. ECA, a non-profit organization hired by the City of Edmonds Public Facilities District, manages the facility. ECA presents an array of outstanding performing artists from around the world, provides space, production management, and technical expertise for a variety of community partners and rental clients, and serves more than 75,000 patrons who enjoy the facility annually.

ECA's mission is to celebrate the performing arts, strengthen and inspire our community, and steward the development and creative use of the ECA campus.

ECA presents approximately 26-29 presented events each season. Our season is October through May, however as we grow as a regional performing arts center, we are increasingly a year round facility demonstrated by the additional of a Summer Engagement series this summer, 2017 and approximately 250 rental events each year.

Our biggest pain point is that our current site is not mobile friendly. We have a large amount of information to communicate and the current site does not allow for a user friendly experience. The calendar is cumbersome and there is no search function on the site.

Background

ECA just celebrated its 10th Anniversary year. October 2017 marks the beginning of our 11th Season. In addition to presented events, ECA has a progressive Education and Outreach program that includes summer arts enrichment camps, a dementia-inclusive series, Saturday Matinees, Education workshops and a Film Cabaret Series. We bring diversity, acceptance and inclusive programs to the community.

Project Goals

Desired outcomes:

Mobile friendly

Increased website traffic.

Increased ticket sales through website.

Seamless integration with social media.

Reduce amount of phone calls to box office from patrons having difficulty with website and needing assistance.

Who do we serve with our website?

As a non-profit performing arts center, we serve our patrons. We must also be able to demonstrate our programs' efficacy to donors, sponsors and advertisers. We have a number of different audiences we reach within our organization due to the diversity of our programs.

Scope of Work

Here's where you want to provide more detail about the project. To the extent you can, describe all the services you know that you'll be hiring a web team for. For example, with a web redesign project, you might be paying for:

- Information design
- Visual design
- Search engine optimization

- Mobile device optimization
- Testing & quality assurance

Technical Requirements

We recognize this is a broad subject. Below are technical requirements we are currently aware of. Overall the site is cumbersome to navigate through. We have a large amount of information that needs to be presented in a clean, concise way with user friendly capabilities.

E-commerce

Vendini is our ticketing system. We are set up with SSL. We are set with etap for our online donation system and would like that to be integrated more seamlessly with the website. Do you expect to sell products or charge credit cards?

Mobile Responsive Design

Site needs to be mobile-friendly.

Navigation

Navigation through the site is not intuitive. The calendar on the Tickets & Events page is particularly 'clunky'.

Multi-Media

As a performing arts center, we want to be able to provide a streamlined experience to our users to include video/audio files directly on the site.

Project Timeline

Timeline for Desired Completion: October 2017

Format & Proposal Details

Please submit proposal via email to Wendy Clark at wendy@ec4arts.org no later than Friday, July 21, 2017.