



## Durham Arts Council - Website Redesign RFP

### Introduction

The Durham Arts Council has initiated a Request for Proposal (RFP) process to identify a vendor qualified to plan, execute, and deliver the redesign of the Durham Arts Council 's website ([durhamarts.org](http://durhamarts.org)) and have it also encompass our 5 satellite sites ([centerfest.durhamarts.org](http://centerfest.durhamarts.org), [durhamartwalk.com](http://durhamartwalk.com), [durhamartscouncilcamps.org](http://durhamartscouncilcamps.org), [durhamartscouncilcaps.com](http://durhamartscouncilcaps.com), and [smartdurham.org](http://smartdurham.org)).

The Durham Arts Council requires a vendor who has demonstrated experience in managing website projects and expertise with best practices regarding successful website design, development, and deployment.

The amount budgeted for the website redesign is \$15,000-\$20,000. We would like the new website to launch January 1, 2020. The RFP deadline is Friday, June 21, 2019.

### About The Durham Arts Council

The Durham Arts Council (DAC) is a 501(c)(3) nonprofit and leading local arts agency in North Carolina dedicated to supporting the arts in Durham and the entire Triangle Region. For 65 years DAC has served the community as a catalyst in the cultural development of Durham - it leads, inspires, and promotes excellence in and access to the creation, experience and active support of the arts for all the people of our community. We do this through:

- Serving the Public: Providing and supporting arts programs, classes, exhibits, festivals, arts integration programs in schools, and arts events for residents, students and visitors of all ages.
- Serving the Arts & Cultural Community: Providing facility space, grant support, employment, exhibition, sales and performance opportunities, training, advocacy and information services for artists and arts and cultural organizations.
- Leading Arts and Cultural Planning, Advocacy and Creative Placemaking: Providing arts and creative economy research, arts advocacy, and development of the SmART Initiative downtown arts corridor.

Each year DAC serves over 400,000 visitors and program participants, over 2,000 artists, and more than 300 arts and cultural organizations through its services. DAC's service to the community has grown substantially in the last ten years with 153% increase in number of people served through existing and new programs. DAC seeks to grow support for its mission and current programs and develop support for new initiatives in a rapidly growing arts and cultural scene in Durham.

### Target Audience

Our organization supports two different major customer groups, the public and artists/arts organizations. The general public accesses our website to either participate in one of our educational programs including onsite classes/camps and offsite residencies or they are looking for information about upcoming events or exhibits, ability to donate, to volunteer or to rent the facility. Artists/arts organizations access our website for information about grants, calls for artists/art organizations, other support services or facility rentals.

### Current Website

Our current website is on an outdated platform that does not support reliable analytics nor allow staff members to update content in a timely manner. DAC's scope and audience for programs has grown causing our current website format to become cumbersome and difficult for our audience to navigate.

### **Project Goals**

The scope of this project is for website redesign only. The Durham Arts Council will launch a rebranding campaign in the future and therefore proposals do not need to include this aspect. The goal of this redesign is to ensure that the Durham Arts Council staff can manage content and track website usage through google analytics and other available technologies and for it to be more visually appealing and provide a better navigation experience for our customers on all devices. Our preferred platform is WordPress.

### **Third Party Sites**

We use the following third party systems: Class registration system: Proclass, Donation platform: Acceptiva, CMR: Bloomerang, and our artist/art organization database: Artsopolis. Currently these systems are linked from our website; we do not anticipate integrating the platforms. We will continue to utilize these vendors or comparable vendors for these transaction types.

### **Search Engine Optimization**

Proposal should include a plan for search engine optimization for DAC's target audiences.

### **ADA Compliance**

The website should be compliant with the requirements of the Americans with Disabilities Act.

### **Budget**

The budget for the redesign of the website includes a content audit on our current website. We plan to repurpose content from our existing websites and the Durham Arts Council staff will be responsible for updating any current copy and providing any new copy if it is needed. We would like the design team to input all content for the initial website launch. We welcome proposals for new content marketing to implement in the future. The new website will be hosted by WorkSmart, who currently hosts our website.

### **Proposal Instructions**

All proposals should be received by 5pm on June 21, 2019. Submit your proposal by e-mail to Fay Marin [fmarin@durhamarts.org](mailto:fmarin@durhamarts.org)

As part of your proposal, please address the following:

- Sample Project Plan
- Project Budget
- Your approach to website design
- Details regarding your website design project management process
- A summary of website development experience
- A list of existing client references
- A successful example of a site and how it improved business operations for that client.
- Identify who will be involved on your project team, including their relevant experience and credentials

Please be sure to include the name and contact details of persons to be approached for clarification of the proposal if needed.

**Finalist will be selected and asked to do an in person presentation.**

**Timeline:** RFP deadline is June 21, 2019. Desired launch for new website is January 1, 2020.

**Additional Information or Clarification:** Fay Marin at [fmarin@durhamarts.org](mailto:fmarin@durhamarts.org)