



CROW'S SHADOW
INSTITUTE OF THE ARTS

Request for Proposals: Website Redesign

Introduction:

CSIA was founded in 1992, and provides a creative conduit for educational, social, and economic opportunities for Native Americans through artistic development. Our programming is two-fold: we offer 3-5 artist-in-residencies per year with full access to our print studio while working with a Tamarind trained Master Printer. Each resident completes either a suite of monoprints or monotypes, or a set of editioned lithographic prints. These prints are then sold to private collectors and public institutions. The proceeds are shared with the artist and help to fund our operating costs. The other half of our programming comes in the form of traditional arts workshops, offered by community leaders and artists, to fellow community and tribal members. Crow's Shadow acts as a facilitator for these workshops.

Purpose:

The purpose of this request is to redesign/rebuild Crow's Shadow's current website to better serve the organization and the community. This new website will allow a more responsive approach to our online presence: better end-user access to art images and information, more comprehensive artist information, interactive schedule and class/workshop registration, and more in-depth organizational information and historical archives. Our current website (crowsshadow.org) uses Ruby on Rails, but is outdated and does not reflect our high-quality approach to print-making and community based arts programming. Crow's Shadow aims to create a secure, flexible, informative website that is easy to maintain.

Budget and Cost Estimates:

Our budget range is \$10,000 to \$15,000 for the entire project. Our funding is secure and work can begin immediately.

Terms and conditions:

1. Crow's Shadow must own or have full access to and have the right to customize site code.
2. Terms for proposal:
 - Proposals should be complete and delivered to CSIA by April 15. Hardcopies can be postmarked by April 15, (see timeline below)
 - All proposals must include a statement of authorization to bid, signed by a principal of the responding company
 - All proposals must use the format outlined in this RFP
 - Parties submitting separate proposals may not discuss pricing information or they will be ineligible to bid on the project.
 - Bidder status: bidder must disclose any relevant conflicts of interest and/or pending lawsuits.

Audience and users:

Our audience is comprised of artists and collectors seeking information about our printmaking residencies and prints for sale. We also serve the local community through our traditional arts workshops. The entire site will be accessible to the public, but only paid staff will have administrative rights to edit content. If possible, there will be a way for the public to register for classes and workshops.

Currently there is only a staff of two: the Master Printer and Executive Director. We rely on volunteers to run the workshops and assist in the print studio. We are pursuing grants to fund a part time administrative assistant.

Essential tools and functions:

- Individual pages for entire art inventory with links between artists' pages and their respective prints.
- Site will have an interactive calendar of events, exhibitions, workshops and classes (either integrated or using web app module).
- Site will have a donations page linked to our PayPal account
- Site will have information pages for the history of Crow's Shadow, contacts page, and Board and Staff pages.
- Site will have news listings with staff access for updating, sorting, and archiving news items.
- Organization staff will have access to easily upload and update inventory, images, artist information, and calendar information.

Non-essential tools and functions and possible future additions:

- The site will have e-commerce capability. Users could order and pay for specific artworks through the website.
- Ideally, but not required, users will be able to register and pay fees for classes and workshops through the website calendar.
- Access control with different levels of editing ability for unique users.
- Ability to track changes, history of uploads and page/content date stamp for archival purposes.

Design Parameters and Existing Technology:

Site will adhere to any current accessibility/usability standards. Platform will be determined by accessibility, usability, and cost. The current website is using a custom Ruby on Rails platform, but is severely outdated. The bulk of the website has approximately 40 artist pages with links to multiple images of art and associated information. Site should be responsive to mobile devices, browsers and different operating systems.

Proposed Timeline:

March 5: Distribute RFP

March 20: Submission of questions on RFP

April 1: Notification of Intention to bid

April 5: Answers to questions emailed to all bidders

April 15: Proposals due

May 1-10: Finalist interviews

May 15: Proposal award date
May-July: Design and review
August 15: Drop-dead date (feature complete)
September 1: Beta site launch
October 1: Proposed site launch

Format for Proposals:

1. Executive Summary

2. Technical Volume

- Web development process: explain the process you will follow to build the Website, including major milestones and evaluation.
- Address usability standards and testing.
- Address any important technology information and specifications used in your solution (languages, platform, etc.).

3. Management Volume

- Organizational structure: communication process; including lines of reporting and any special tools used.
- Schedule of deliverables; include major milestones and testing proposal.

4. Budget Volume

- Break down cost by production hours, tools and functionalities.
- Maintenance and support: identify any costs that should be assumed as part of the site and ongoing costs for maintenance and support we need in the future.
- License fees: identify any licensing costs to develop or host the site.
- Hosting: identify whether we are required or highly encouraged to host with your company. If hosting is provided as an option or requirement, provide pricing options.
- Training: Identify costs to train our staff to use site tools and manage content.
- Other charge areas: Identify any other fees or costs, including consulting fees, future work, etc. to complete this project.

5. Attachments

- Qualifications and Experience: relevant case histories with information on accessing online demos or examples.
- Biographies of all who will work on account.
- Professional references.
- Statement of authorization to bid, signed by principle of responding company.

Direct all proposals/enquiries to:

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