

AMERICAN GUILD of MUSICAL ARTISTS, AFL-CIO

1430 BROADWAY
NEW YORK CITY, NEW YORK 10018
(212) 265-3687 (800) 543-2462
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www.MusicalArtists.org

Request For Proposal **Members Only Section Add-On**



June 6, 2009

WHAT IS AGMA?

AGMA is the labor organization that represents professionals in opera, concert, and dance. It was founded during the 1930s labor movement by a courageous group of artists that included the most notable performers of the time. AGMA is their legacy – the soloists, choristers, dancers, choreographers, stage managers, and stage directors of today are all protected by AGMA.

AGMA represents professionals at most of America's leading opera and dance companies. Our Members find that being a part of the Union significantly enhances their earning power.

AGMA negotiates collective bargaining agreements for its Members. These agreements provide them with vital benefits: guaranteed salaries; rehearsal and overtime pay; regulated work hours; vacation and sick pay; access to low-cost health insurance; good-faith dispute resolution; and protection of their legal and contractual rights.

AGMA artists throughout the USA enjoy greater prestige. They also experience better performing conditions and a higher quality of life because of the American Guild of Musical Artists.

AGMA's Mission:

The protection and enhanced image of music professionals everywhere.

**AMERICAN GUILD OF MUSICAL ARTISTS
REQUEST FOR QUALIFICATIONS:
WEB DESIGN SERVICES**

1.0 Notice

In response to this Request for Proposals for WEB Design Services, AGMA (American Guild of Musical Artists) is seeking proposals from firms specializing in Web design services preferably with Entertainment Labor Unions.

It is the intent of AGMA to award a contract to the vendor that offers the best value for the work listed in this RFP.

The term "Respondent" as used herein means any prospective Web design firm that will respond to this Request for Proposals.

The Respondent shall demonstrate expertise in the design of complex Web sites, preferably in a Entertainment Union setting, by providing at least three references that can be verified. The successful vendor will also be required to show active web sites that meet the scope of the sites required under this RFP. The scope of services is further described below.

**Proposals shall be received no later than 2:00 PM on Thursday, July 30, 2009.
Proposals shall be addressed and delivered to:**

**AMERICAN GUILD of MUSICAL ARTISTS
1430 BROADWAY
NEW YORK CITY, NEW YORK 10018**

Each Proposal shall clearly identify the Respondent's name and business address. One original, clearly marked as such, and four copies of each Proposal shall be submitted to AGMA. Please print the following in the lower left hand corner of all envelopes and/or packaging:

**Web Design Services
Proposal Submission Deadline: 2:00 PM, Thursday, July 30, 2009**

Proposals delivered late or to another location will be rejected and filed unopened in the procurement file.

Proposals shall be printed on both sides of the sheet (8 1/2" by 11").

All questions from prospective firms concerning this RFP shall be referred to both the Director of Operations and the Chair of the Membership and Member Relations Committee, by email only, by 5:00 PM, Wednesday July15, 2009. Their contact information is:

Gerry Angel
Director of Operations
Gerry@musicalartists.org

Sara Blann
Chair, Membership and Member Relations Committee
sara@anamcarachoir.com

2.0 Overview

AGMA is a labor union. Because performing artists live to perform, they are vulnerable to employer exploitation, unfair and unsafe conditions and illegal discrimination. They can find the protection they need by joining AGMA – the American Guild of Musical Artists. Performing artists support themselves with their talents and skill, but the beauty they create doesn't necessarily pay the rent or the doctor bills. It doesn't put food on the table or guarantee any of the other necessities of life. It doesn't even assure that the artists can continue to develop their craft. Without forceful advocacy of their interests, artists can be subjected to abuse, to unfair pay without benefits, to unsafe and unprofessional working conditions, and no job security.

AGMA negotiates collective bargaining agreements for its members that provide them with these vital benefits: guaranteed salaries; rehearsal and overtime pay; regulated work hours; vacation and sick pay; access to low-cost health benefits; good-faith resolution of disputes; and protection of their legal and contractual rights. AGMA represents all of the artists at most of America's leading opera and dance companies, and many other performing arts institutions. All of these performers have concluded that being part of our union has significantly enhanced their earning power. AGMA artists throughout the USA enjoy greater prestige; better performing conditions and a higher quality of life because of the American Guild of Musical Artists.

AGMA is unique among entertainment unions: Despite the fact that AGMA is the smallest of the talent unions, it is unique in several important respects: First, unlike SAG, AFTRA or Equity, AGMA recognizes the need for performers to accept as much work as is possible and, consequently, AGMA doesn't prohibit its members from working non-union jobs. Second, although it has the lowest initiation fees and dues of any talent union, AGMA has iron-clad, "real world" contracts and a staff of exceptionally skilled negotiators and attorneys to provide extensive services to our members. Third, it's the only entertainment union that, while being professionally administered, is actually run entirely by its members. Our leadership, members who are elected by other members, creates AGMA's policies, which are then, in turn, implemented by its professional staff. Fourth, AGMA does not have nationwide votes on its collective bargaining agreements. Only those members who actually work for any particular AGMA company can vote on the ratification of contracts that affect them. Fifth, AGMA doesn't "organize" in the traditional union sense. We don't attempt to convince performers to join. Rather, when a non-member asks us why it's good to belong to AGMA, we tell them to ask any member. Once they've worked in an AGMA house after working non-union, they'll immediately understand the kind of protections you get under an AGMA contract. Sixth, despite a nationwide decrease in union membership, AGMA's membership has continued to grow at a rate of 1% per month. Finally, and perhaps most important, AGMA is an entirely "open" union and membership in AGMA is available to artists at any time in their careers.

AGMA hereby requests the submittal of Proposals from highly qualified web design firms with previous Union experience to provide professional web design/content management services including all activities required to undertake and accomplish the goals stated in this RFP as well as provide services on an on-call basis to update the site as may be required.

3.0 Description

AGMA is seeking a professional web design firm, or team, with demonstrated expertise in providing professional web design/content management services, and to provide such ongoing services as are required on an On-Call basis after the initial design phase is complete. The Respondent shall highlight its experience in providing similar web design services for all types of clients, especially Union clients, for projects of similar size and complexity. The Respondent shall demonstrate its philosophy and expertise in cost control on projects of various sizes and complexity. The Proposal shall clearly identify the individuals responsible for each technical discipline.

4.0 Scope of Services

AGMA currently has a website that was recently re-designed to reflect our prestige and standing within the Arts community. We do not need a “re-design” of the current site. Rather, we require the addition of a “Members Only” section to be added to the existing site, accessible through the tab already created at the right-hand side of the site. The current site was created to allow this addition.

The new “Members Only” section will need to be a Content Management System, incorporating our current database software “MemberMax,” which contains all the information about our members.

The design of the “Members Only” section needs to look and feel like an extension of the current site in regards to design and feel. **We will not entertain proposals that include re-designs of the current site.**

The following features will need to be included in your proposal regarding the “Members Only” section:

1. A search box for easy access to deeper parts of the website.
2. A section where members can:
 - a) Pay their dues by credit card;
 - b) Vote in national elections;
 - c) Contact the national office, the membership department, or their representatives via an internal email system;
 - d) View and update their contact information;
 - e) Network with other members
 - f) Participate in polls to let the governors know what they think;
 - g) Read current and past issues of the *AGMAzine*, the union's members-only newsletter.
3. A news feed to keep both the public and our membership updated on current events and press releases.
4. A photo section.
5. An online portal/CMS with which a designated administrator within the national office can make content changes without having to contact the website designer.
6. A library of documents (Collective Bargaining Agreements for all signatories, handbooks, fillable forms, etc.), easily searchable, to keep our members as knowledgeable as possible.
7. Varying levels of administrative access and content versioning and approval.
 - a) Access to hyperlinks or forums within/outside of Members Only Section for members of various committees.

5.0 General Information

Goals for the enhanced website:

1. The website must clearly flow visually from one section to another.
2. Must present information in a manner that is intuitive and easy to follow.
3. Creates easy access to information, easy navigation around site and clear next steps for visitors to the site.
4. Clearly indicates which sections are intended for which users so that users don't waste time navigating around the wrong section of the site.

6.0 Evaluation Criteria

Request for Proposal submittals shall be responsive to and shall be evaluated based on the following Evaluation Criteria. The following criteria will be used, at a minimum, in the selection process. The criteria are listed in rank order of importance.

1. Professional qualifications of the firm.
2. Demonstrated experience of the firm, including references from previous/current clients to provide web design and related services that meet the Union's need.
3. Cost to the Union.
4. Prior experience working with Labor and/or Entertainment Unions.

Each respondent must include, at a minimum, the following information in their proposal:

1. COVER LETTER

To include the name of Firm, address and telephone number, signed in ink by an authorized representative of the vendor. Acknowledge any addenda, if any, and include an affirmation that the Respondent understands all sections and provisions of this RFP. Any exceptions must be clearly stated.

2. DESCRIPTION OF FIRM

History and description of firm. indicating principal business of firm and complete description of in-house services. Include both the total number of personnel in each discipline and the number of personnel holding professional registration.

3. PROJECT EXPERIENCE

Provide a list and description of similar project experience that demonstrate the firms' current qualifications for this project, organized in two sub-sections:

- Relevant experiences of the firm in working with Unions.
- Other relevant experience of the firm.

All experience summaries should include:

- a. Name of Project
- b. Owner representative
- c. General scope and dollar value of project
- d. Period of performance

4. COMPENSATION / FEES

Provide a listing of hourly rates all personnel identified or who would be assigned to this project.

5. ADDITIONAL INFORMATION

Provide any additional information deemed necessary by the firm to describe any characteristics or qualities beyond what is specified in the submission requirements in order to assist the Union in evaluating your proposal.

6. CURRENT CLIENT LIST

Provide a list of current clients including the name of the Principal-in-charge and their address and telephone number.

7.0 Selection Process

Evaluation of the Proposals will be conducted by a selection team including, but not limited to, the Operations Manager, the Chair of Membership and Member Relations Committee, and the National Executive Director. The judgment of the selection team will be based upon the evaluation criteria set forth in this RFP and shall be final.

AGMA plans to short-list an appropriate number of firms based upon its evaluation of the Proposals submitted in response to this RFP. The short-listed firms will be asked to provide presentations. Final selection will be made based upon the Selection Committee's evaluation of the Proposals and the Presentations.

Respondents whose submittals are determined to be not advantageous or did not meet the minimum requirements will not be interviewed. In accordance with those interviews, the evaluation team will then rank those finalists and make a recommendation of award to the Union President, and the Board of Governors, the awarding authority on this project. If AGMA is unable to negotiate a contract with the top-ranked finalist, AGMA will then reject the first placed finalist and commence negotiations with the next ranked finalist and so on, until a contract is successfully negotiated and approved by AGMA.

8.0 Proposed Schedule

Advertise Request for Proposals: Friday, July 10, 2009

Vendor Questions Due: @ 5:00pm (EDT) Wednesday, July 15, 2009

AGMA Responses Due: @ 5:00pm (EDT) Wednesday July 22, 2009

Request for Proposals Due: @ 2:00pm (EDT) Thursday, July 30, 2009

Vendor Interviews: August 2009

Vendor Contract Notification: September 2009

9.0 General Terms

This Request for Proposal is solely an invitation to web designers to provide information about professional qualifications to AGMA and is not an offer to contract. Furthermore, this request does not obligate AGMA to pay any costs that any Respondent may incur in the preparation of its response. All costs associated with the preparation of a response or a presentation to this request

shall be borne solely by the Respondent. All submitted responses shall become the property of AGMA and shall not be returned.

AGMA may cancel this RFP, in whole or in part, or may reject all Responses, or may procure only some services outlined in this RFP whenever such action is determined to be in the best interest of AGMA. AGMA may request that supplementary information be furnished to assure AGMA that a Respondent has the technical competence, the business and technical organization, and the financial resources adequate to successfully perform the necessary work.

Person signing below acknowledges that s/he is an authorized representative of the bidder and agrees to all terms and conditions listed in this RFP.

Company Name: _____

Address: _____

Submitted By (Please print): _____

Signature: _____ Date: _____

Fax #: _____ Telephone # _____

Email Address: _____

***** END OF REQUEST FOR PROPOSALS *****