

Building a Web Connectivity System for Milwaukee's Creative Economy

Vision

All segments of the M7 regional creative economic sector are able to connect, communicate, collaborate, create and cultivate as an inter-related matrix.

Goal - To design, develop and implement a state of the art, interactive web connectivity system that serves the region's creative economic sector that can be readily and easily updated, modified and managed by the Cultural Alliance and Creativity Works! staff.

Purpose – The purpose is to link the people, the organizations, and the institutions that comprise the creative economic sector in order to leverage and maximize its economic and community development potential.

The end product will be an integrated system of web connections that enable any entity within the creative economy or seeking resources/services from the creative economy to find, link with, and leverage these resources for economic and community development.

The end product should demonstrate excellent synergy and connection to all current relevant web connections – regionally first and foremost, and then nationally as secondary resources.

Introduction

The Cultural Alliance of Greater Milwaukee has developed and is managing the ***Creativity Works! Milwaukee Regional Creative Economy Project*** – a partnership project with the Greater Milwaukee Committee, which commenced January 2010 and is scheduled to conclude January 2011. This project is beyond the current Alliance mission of helping to strengthen, advance and represent the region's nonprofit arts and culture sector and, as such, is a very large and complex undertaking. The organization has been managing both Cultural Alliance and *Creativity Works!* websites.

Also, *Creativity Works!* is just the name of the project. Once the project is completed, we will have moved into implementation and longer term development. The name may change, the website will then need to be running as the implementation program, and the Alliance will have shifted its mission to serve this larger community.

Further background on *Creativity Works!* is attached.

Proposal Process

Proposals will only be accepted for the entirety of this scope of work. If an organization wishes to create a working alliance with another organization, that is perfectly acceptable. However, there should be only one accountable and responsible organization with whom the Cultural Alliance contracts.

Scope of Work

1. Review current both Alliance and *Creativity Works!* websites design and activity; summarize how well the elements of each 'fit' the goal of this system.
2. Interview staff for full understanding of the proposed development.
3. Written review of other regional relevant websites – their pros and cons with respect to adaptability to our situation. What can we learn from what is already being done? Websites to be reviewed must be approved by Alliance. Some examples include berkshirecreative.org; and createdenver.org
4. Review and fully understand the current *Creativity Works!* website.
5. Sketch out scope of services for Alliance review. To include, but not limited to:
 - a. News about the creative economic sector
 - b. Job postings in the sector
 - c. Events being offered by CW
 - d. Opportunity for dialogue among users
 - e. Easy connection to all websites/contact information that would be useful for this community
 - f. Affiliation connections – enabling people to find (and communicate with) each other by occupation, by location, industry, etc.
 - g. 'Segment' tracking – opportunities to learn about, communicate and connect to activities and events within your segment, i.e. graphic artists, visual artists, nonprofit organizations, etc. Inter and intra linkages.
 - h. Identify collaborative opportunities; project postings similar to job postings
6. Work with an Advisory Council from the creative community to establish the parameters (what the site will be and what it will not be), and flush out specific goals.
7. Needs to be linked to the overall project's strategic implementation recommendations.
8. Needs to be flexible to adapt to development of this sector.
9. Need to incorporate data driven pages, like newsletter signup with automatic distribution connection; rsvp vehicle for events, etc.
10. Determine how to measure success and achieving the goal of the web system; set benchmarks for future development.
11. Social media – how should we use it within this site; provide links to existing sites and metrics to determine how often people share our site content and via which media (twitter, digg, facebook...etc).

RFP Response Expectations

- Background and Context of Work Summary
- Review of Other Relevant Websites
- Goals and Objectives of the new website (including how it relates to current site and the philosophical underpinnings)
- Description of the Proposed CMS (including examples of it currently in use)
- Detailed Site Flow Document
- List of Site-Related Deliverables
- Visualization of the Website Layout for Each Page
- Itemized Costs for Development
- Maintenance Activities and Estimate of Yearly Costs
- Training Manual for Staff Management

Plus, references and sample portfolio work that is relevant to this project.

Current Systems in Use

MODx (CMS)

Drupal (CMS) (Cultural Alliance site, which needs to be alignment or may disappear)

Google Docs (Spreadsheets, Forms, Word Processor)

Salesforce (CRM, contact management – but NOT wedded to this)

Google Apps Mail (e-mail)

Timing

Available for answering questions – as needed and at a meeting to be announced.

Proposal due September 3

Site up and running by January 1, 2011

Final timeline to be mutually determined.

Proposal Information

Please send an electronic proposal to:

Christine Harris

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Please send support, reference and portfolio materials to:

Christine Harris

Executive Director

Cultural Alliance of Greater Milwaukee

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