

Request for Proposal:

Open Studio Tour Website & Online Media

Date of issue: Wednesday, June 25, 2014

Proposal submission deadline: Friday, July 14, at 12 Midnight (AzMST)

The Tucson Pima Arts Council (TPAC) is accepting proposals for website design and development services. TPAC seeks an experienced and talented individual or team with demonstrable design and programming skills to conceptualize, plan, develop and manage all online aspects of its 2014 Open Studio Tour, scheduled for the weekend of Nov. 8th and 9th.

Every November, the Tucson Pima Arts Council (TPAC) hosts its annual Open Studio Tour, during which some 200 Tucson and Pima County artists open their studio doors to the public. Listed as one of 30 reasons to go to Tucson by moveto.com, the Tour brings in well over 10,000 visitors every year.

This is a high-visibility project that demands excellent interface design, programming and problem-solving skills. Candidates should be able to demonstrate capacity to create dynamic, multifaceted and user-friendly websites, using CMS programs such as WordPress or Drupal; Google or other mapping applications; and ticket/registration forms or apps. In addition, interface design skills are sought that enhance the user experience and reinforce the TPAC and Open Studio Tour brands in a fresh, contemporary way.

The project fee is estimated at \$7,000, to cover all research, design, production and maintenance work. Project components may include, but are not limited to:

- Setting up and coordinating Artists' registration
- Designing/developing a year-round 24/7 website that provides:
 - 12-month live Artists' Directory (no updates post-event)
 - Online gallery of artwork thumbnails that link to individual artist pages
 - Online interactive 'area' maps (e.g. Downtown, Central, West, North and South/East), with map points that link back to artist pages
 - Smartphone compatibility
 - Artist resource pages, for example, FAQs
 - Online end-of-Tour artists' survey form (with secure link)
 - Installation of Google analytics
- Creating excel files that can be sorted by fields for a third-party print-map designer. Fields might include, for example, name, studio name, area location, street address, city, zip code, website, etc.
- Disseminating confirmation, reminder and other email communications to registered artists, as needed. (Text to be provided by TPAC.)

- Designing/distributing Evite for TPAC and artists to distribute, and sharing original graphic files with TPAC to create print advertising and/or collaterals.
- Webmaster email support.
- Year-long website maintenance and client support, as required.

The submission deadline is: Friday, August 14th. Proposals must include:

- Letter of Interest
- Work plan and timeline with deliverables/benchmarks
- Estimated budget
- Bios for lead Web team members
- Project Portfolio, including links to live websites

Questions? Email skrommes@tucsonpimaartscouncil.org with “ATTN: OST RFP” in the subject line or call (520) 624-0595 x16.

ABOUT TPAC

The Tucson Pima Arts Council (TPAC) serves as the designated arts agency for Tucson and Pima County. As a nonprofit 501c3, TPAC strengthens the arts in Southern Arizona. It provides arts organizations and artists with grants and professional training; oversees the Percent for Art program for public art; facilitates arts-based community engagement; and advocates for the arts as a mainspring of economic vitality. Learn more by visiting www.TucsonPimaArtsCouncil.org or calling (520) 624-0595.