



## **Request for Proposal to Redesign**

[www.thebroadstage.com](http://www.thebroadstage.com)

The Broad Stage, a world class venue for the performing arts and film, as well as a community cross roads of arts education and creative experimentation, announces the following Request for Proposal for the re-creation of [www.thebroadstage.org](http://www.thebroadstage.org) website.

## **The Broad Stage Background**

Under the leadership of Director Dale Franzen and Artistic Chair Dustin Hoffman, The Eli and Edythe Broad Stage at the Santa Monica College Performing Arts Center offers an intimate yet grand experience for the audience. Performances range from theater shows, dance, film, operas, musicals, to symphony and chamber orchestras.

The Broad Stage's mission is to contribute to the cultural community through excellence in education and the arts, therefore a high level of importance is placed on our Arts Insights Education and Outreach programs. Arts Insights activities give students access to world-class artists and performance, for free or low cost.

## **Current Website**

The current website, located at [www.thebroadstage.org](http://www.thebroadstage.org), was redesigned two years ago to focus on the promotion of performances (functionality, design and content). It is built on a proprietary Content Management System. In this next redesign The Broad Stage would like to make the user experience richer and more in-depth – this includes content for many other programs, membership and development, but mostly this includes more user features where users can interact with The Broad Stage and social media integration. The current website is built on a proprietary platform with a content management system and hosted on the vendor's server.

## **Goals**

The goals for the new website re-design are:

- Represent The Broad Stage brand visually through the design
- Increase tickets sales online
- Increase fund-raising revenues

We want to activate the experience the user has on the website through tactics like these:

- Provide an enriched experience for the reader/viewer through video & audio content, expanded information on the performers, expanded information on the genres of music, and log-in areas for members, donors, and arts educators

- Create more opportunities for readers/viewers to communicate with the Broad Stage (two-way communication) through content participation (e.g. uploading their photos), providing feedback and comments on information and performances, “sharing” content via social media platforms accessible via the website, and the log-in areas described in the above bullet.
- Increase usability through better navigation, menu labels, and functionality of the season calendar.
- Provide an easy-to-use system to keep content up-to-date by non-technical users; ease of maintenance

## Budget

Budget for the design, initial content creation, development, and maintenance of the Broad Stage website is a range from \$50,000 - \$75,000. This amount includes the initial design and build of the website, including any contingency funds, licenses, and some amount for upgrades and improvements needed up to a year after the website goes live. This budget also includes cost for copywriting the initial content for the website launch based upon information and outlines provided by The Broad Stage staff for programs and performances. This is a competitive bidding process. Vendors should strongly consider providing a variety of options for review within that cost range.

## Websites We Like

The following are websites that members of our website committee like either because of their design or functionality – they are examples to keep in mind:

1. [BAM.org](http://BAM.org) – good example of visual impact for design of this website, the use of video and the size of the video.
2. [HollywoodBowl.com](http://HollywoodBowl.com) – good example of social media and users ability to interact with the website (community building)
3. [MusicCenter.org](http://MusicCenter.org) – good example of visual impact of the design and well organized home page
4. UCLA Live; <http://cap.ucla.edu/index.asp> - good example of presentation of the season and ability to filter/search by categories; calendar functionality and route planner
5. [BerkeleyRep.org](http://BerkeleyRep.org) – good example of organization of information on the site and the user of multi-media, in particular the archive of past seasons.

## Proposal Requirements

The proposal should provide information on the approach for development of each of the functional requirements listed in the RFP, and recommendations for a CMS. The proposal submitted by each vendor should include:

- Outline the vendors capabilities
- Approach to the website project
- Proposed high level timeline and
- A cost proposal, preferably options within the budget range provided

Vendors should submit one (1) original and four (4) copies of their proposal, plus a digital copy burned to DVD, to The Broad Stage at the below address:

Natasha Shrieves

The Broad Stage (At the Santa Monica College Performing Arts Center)

1310 11<sup>th</sup> St.

Santa Monica, CA 90401

## **Project Description/Scope**

Below, please find the scope of work for this RFP and the elements that should be included in each vendor's proposal:

### **Implementation of Content Management System (CMS)**

Provide recommendations for a CMS platform that provides easy-to-use site administration and maintenance by non-technical users. Vendors should list the software that would be used to create the site, including all graphics software, third-party plug-ins and recommend software and licenses that The Broad Stage will need to purchase for the continued maintenance of the website (see below functional requirements for detail). The CMS should offer customizable tiers/levels of access, rights and permissions for log-ins. Administration should allow for at least two levels of permissions: Site Admin with access to all administrative functions and the ability to assign content editing/publishing access for content owners of certain sections of the site. Site implementation should include development for the mobile versions of the website with selected functionality described below in the Functional Requirements. Included in the scope of work is the delivery of a User Guide for the CMS to be used in training upon launch and with future Broad Stage staff.

### **Information Architecture**

The vendor shall provide recommendations and development of high level site architecture, navigation schemes, content organization and page template wireframes.

## **Design**

Design of the overall look/feel of the website and design of page templates to be implemented in the chosen CMS to accommodate the functional requirements for The Broad Stage website. Design scope includes considerations and versions for mobile devices. Included in the scope of work is a style guide created for the website once the look/feel and the page designs are approved.

## **Integration of Software**

The Broad Stage uses the Blackbaud Suite of products: Patron's Edge for ticketing and also will be implementing NetCommunity, which has some capabilities around email and communication with the database. Integration of these products should be included in the development scope proposal for the website (design of frames to match the look/feel of the new site), in particular the ticketing functionality. Also, any opportunity to utilize available functionality should be explored through NetCommunity to leverage The Broad Stage's existing license.

## **Content**

The Broad Stage Staff will provide direction, information and basic outlines for the pages on the website for the major sections of the site: About, Performances/Calendar, Artists Donation/Membership, Arts Education Programs, Ticketing and Venue information. The proposal should include copywriting for web content in all of those sections.

## **Training**

The scope of work for this proposal should include training on the new site CMS and administration of plug-ins or modules included to achieve the functional requirements of the website. The vendor can assume one training session that will include up to five (5) Broad Stage staff members.

## **Technical Requirements**

Vendor should include in the proposal and hardware requirements needed for their proposed solution, also recommendations for hosting solutions, the cost should fall into the budget stated in this RFP. The Broad Stage prefers an off-site hosting solution, not tied to the vendor, with adequate back-up and disaster recovery services included in the hosting package.

## **Functional Requirements**

Listed in this section are the specific functional requirements requested by The Broad Stage for inclusion in the new website. Your proposal should take into consideration this list of required functions when recommending a CMS and any plug-ins/modules/widgets needed to complete the website project.

- Integration of ticketing system – Patron's Edge

- Ability to display photo galleries, video files, audio files
- Performance listings function that allows for multiple views (scroll through months, season at a glance, lists) and can be filtered by multiple categories. Event summaries, on all views, should be able to include graphics and be clickable to an interior detail page. In the current CMS an admin can enter all the details for a performance, photos, etc. in one form and that content is used to display all the other views such as the calendar view, summary view and performance detail page. It is preferable that the new system have a similar functionality.
- Calendar function for listing of all events by month
- Site search should allow for the ability of users to enter keywords in these categories to find information on performances: title of show, artist's name, series name, location/theater, or by genre
- Performance archive that allows for a performance to "move" from the active calendar to the archive once the event is over. Past performances archive that it is searchable on the site and through Google and other search engines (nice to have that this be automatic – does not have to be could be a manual item, don't want to have to completely rebuild the event)
- Ability to include downloadable files for users
- Integration of latest posts from Social Media platforms, also the ability to comment and "like" and "share" information read on the site
- Incorporation of tracking and a metrics plan for what/how to track users (at the minimum Google Analytics)
- Blogging capability
- Ability to sign up for classes (in NetCommunity)
- A place for visitors to provide feedback on the site, performances, etc.
- An intranet for the Staff
- Login areas for special audiences (members, donors, arts educators, etc.)
- Downloadable Press kit, financial report
- Accessibility - Vendors should include recommendations on using WCAG, 508 or best practices to be compliant with special needs including:
  - The elderly and visually or reading impaired
  - The deaf and hearing impaired
- Newsletter sign-up and link to database (Constant Contact now, will eventually be NetCommunity)
- After-purchase activities integrated into the user experience (for a similar example see GoldStar.com in the appendix of this document):
  - Ability to order-ahead from food vendors
  - A place for visitors to "share" via their social media platforms (e.g. after purchasing a ticket can click to create a post on their Facebook page) and provide feedback on the site, performances, etc.
  - Tell-a-friend (via email) that they have purchased a ticket (may be similar or packaged with the function above.
  - A place for visitors to upload photos of events that they have attended

- A place for buyers to view dining/parking information
- A place for attendees to go back and comment/review a performance or the venue
- Ability to create micro-sites for special projects
- Mobile versions of the site for smart phone and tablet users (design versions and the ability to do basic functions from mobile – ticket purchasing process and view calendar/performance information pages at the baseline, interact with social media platforms and “share”/forward to a friend)

### Key Dates

|                    |                                                                                                                                                                                                                                 |
|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Friday Sept 28 5pm | Questions on the RFP due to the coordinator at email address:<br>cherylhabbe@gmail.com                                                                                                                                          |
| Wed Oct 3, 5pm     | Answers to all questions will be distributed                                                                                                                                                                                    |
| Thurs Nov 1, 2pm   | Proposals due to The Broad Stage, hard copies delivered to:<br><br>Natasha Shrieves/Cheryl Habbe<br>The Broad Stage (At the Santa Monica College Performing Arts Center)<br>1310 11 <sup>th</sup> St.<br>Santa Monica, CA 90401 |
| Thurs Nov 8        | Companies requested to come in for in-person presentations are notified                                                                                                                                                         |
| Nov 15-16          | In-person presentations from selected companies                                                                                                                                                                                 |
| Nov 30             | Contract awarded                                                                                                                                                                                                                |
| Work begins        | December 2012                                                                                                                                                                                                                   |

### Assumptions and Agreements

- The Project Coordinator for The Broad Stage will communicate with vendor.
- The site should be constructed under the assumption that upon turnover one (1) Broad Stage staff member will be assigned the webmaster and responsible for completing or assigning maintenance activities.
- First Level training of The Broad Stage personnel will be limited to 5 staff.
- Vendor will provide a “User Guide” with documentation.
- Style guide, created collaboratively, will be part of the documentation.
- End of Project will be mutually agreed/negotiated.
- Vendor should provide online project management documentation that at a minimum includes project milestones.
- Google Analytics should be incorporated into the site.

- Other items to be negotiated as part of the contract may include, but are not limited to, financial issues, penalties, response times, backup and rights of each party at the end of project.

#### **Vendor information**

- Vendors must submit three references in their proposal
- Vendors must submit three to five examples of previous work along with their proposal.

#### **Criteria for Award of Contract**

The following factors will be considered, in no particular order, in the awarding of the contract:

- Cost
- Ability to meet deadline
- Understanding of audience/goal/mission
- Previous clients
- Current clients
- Proposed software
- Functionality
- An understanding of performing arts/non-profit