



REQUEST FOR PROPOSAL

White River State Park Web Site Redesign

White River State Park (WRSP) Development Commission
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Table of Contents

<u>1</u>	<u>SUMMARY</u>	<u>3</u>
<u>2</u>	<u>BACKGROUND.....</u>	<u>3</u>
<u>3</u>	<u>PURPOSE AND DESCRIPTION</u>	<u>3</u>
	3.1 PURPOSE.....	3
	3.2 DESCRIPTION	4
<u>4</u>	<u>PROPOSAL GUIDELINES AND REQUIREMENTS</u>	<u>4</u>
	4.1 INFORMATION REQUESTED.....	4
	4.2 TIMELINE	4
<u>5</u>	<u>TERMS AND CONDITIONS.....</u>	<u>5</u>
<u>6</u>	<u>CONTRACT CONDITIONS</u>	<u>5</u>
<u>7</u>	<u>PROPOSAL EVALUATIONS</u>	<u>6</u>

1 SUMMARY

White River State Park (WRSP) Development Commission is accepting proposals to redesign and redevelop the organization's website. Currently, the website has the look of a brochure and is not user-friendly. At the conclusion of the redesign, White River State Park would like to see an interactive website that is effective and informative for its visitors.

The existing website is maintained by IN.gov and Indiana Office of Technology (IOT) as White River State Park is a government state agency. During redesign the "*Proposed Company*" may need to work together with these organizations on functionalities and hosting capabilities.

2 BACKGROUND

Located in the heart of downtown Indianapolis, White River State Park (WRSP) is close to shopping, hotels and restaurants. The Park is a block from the State Capitol, across the street from the Indiana Convention Center, and adjacent to Indiana University-Purdue University Indianapolis (IUPUI). Indiana's only urban state park is unique and contains the following attractions or components: Eiteljorg Museum of American Indians and Western Art, IMAX Theater, Indiana State Museum, Victory Field, Indianapolis Zoo and White River Gardens, NCAA Hall of Champions Museum, Military Park, Segway of Indiana Tours, Wheel Fun Rentals, The Lawn (home to a summer concert series), Sculpture in the Park exhibition, River Promenade, The Indiana Cross Country Arena @WRSP, Free Family Arts Series, and the National Congressional Medal of Honor Memorial.

3 PURPOSE AND DESCRIPTION

3.1 Purpose

Currently, WRSP's website is outdated and similar to a printed brochure. It is not user friendly, interactive or visually appealing. The redesigned website should reflect the unique cultural and entertainment value offered at Indiana's only urban state park. It should be interactive informing visitors of events within the Park and its attractions.

Also, the redesigned website should be visually appealing drawing in visitors to view pictures or video and virally interact with Park staff on a daily basis. WRSP's website redesign should be useful for a diverse local, national, and international visitorship as well as an effective marketing & outreach tool.

Within the past year, WRSP redesigned its informational brochure and map. Color schemes, pictures, and copy were altered. These new marketing elements should be reflected in the redesigned website.

3.2 Description

The following items are high priorities identified for this project.

- Website redesign to match updated promotional material
- Interactive Maps
- Interactive Events Calendar
 - Displays events from the Park and all of its attractions
- Image Gallery/Video Gallery
- Administrative capabilities to add/edit/delete events, prioritize events, and promote events.
- Ability to gather e-mail addresses for e-mail blasts
- Search capabilities using key words or phrasing
- Web 2.0 components
- Mobile Presence (create a mobile website)
- Including automatic links to social media (twitter, facebook, myspace, feed burner, RSS, etc.)
- Event Notification System via email or text messages (depending on cost)

4 PROPOSAL GUIDELINES AND REQUIREMENTS

4.1 Information Requested

- Cover Letter
- Company Background – include years in business and company ownership
- Client List
- List and describe any accounts added, lost or resigned in the past two years and reasons for accounts lost or resigned
- Account team – which members of your staff would work on project and structure of the team. Provide biographical information about each team member, including the number of years with the company
- Multiple cost proposals – budget must include all design, production, and any necessary software

4.2 Timeline

- RFP issued: Monday, November 9, 2009
- All questions/inquiries regarding this RFP must be submitted by the deadline of 4:45 PM on Monday, November 23, 2009. Questions can be e-mailed to wrspfas@wrsp.in.gov or faxed to 317-634-4508.

- Proposals are due Monday, December 7, 2009 at 4:45 PM. Respondent needs to submit one original proposal and four (4) complete copies. Any proposal received after the deadline will be returned unopened to the sender.
- Interviews of finalists will be the week of December 14, 2009.

5 TERMS AND CONDITIONS

Non-discrimination. Pursuant to IC 22-9-1-10, the U.S. Civil Rights Act of 1964, agency and its subcontractors shall not discriminate against any employee or applicant for employment, to be employed in the performance of this contract with the respect to the hire, tenure, terms, conditions or privileges of employment or any other matter, directly or indirectly related to employment because of the individual's race, color, religion, sex, disability, national origin or ancestry.

Drug-free workplace. Company agrees to make a good faith effort to provide and maintain during the term of the contract a drug-free workplace, and agrees to give written notice to the Commission within ten days after receiving actual notice that an employee has been convicted of a criminal drug violation occurring in the workplace.

Registration to do business. If awarded the contract, the agency will be required to be registered and in good standing with the Indiana Secretary of State. The registration requirement is applicable to all limited liability partnerships, limited partnerships, corporations, S-corporations, nonprofit corporations and limited liability companies.

Access to Public Records Act. All responses to the RFP become the property of White River State Park and are governed under the open public record laws, and after the contract is awarded can be copied by any member of the public, including news agencies and competitors.

Equal Opportunity Commitment. Pursuant to IC 4-13-16.5 and in accordance with 25 IAC 5, it has been determined that there is a reasonable expectation of minority and women business enterprises subcontracting opportunities on a contract awarded under this RFP. Therefore a contract goal of 5% for Minority Business Enterprises and 5% for Woman Business Enterprises have been established and all respondents will be expected to comply with the regulations as set forth in 25 IAC 5.

6 CONTRACT CONDITIONS

WRSP will negotiate contract terms upon selection. The State of Indiana's Office of Attorney General will review all contracts. The project will be awarded upon signing of a contract, which outlines the terms, scope, budget and other necessary items.

7 PROPOSAL EVALUATIONS

- Ability to provide information requested.
 - Understanding of experience and background of WRSP
 - Demonstrated success with website design and implementation
 - Strategic approach and development to website redesign, which adds value to the WRSP Marketing Plan
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