



East End Arts
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Website Redesign Request for Proposal

Summary

Live On The Vine - The Long Island Winterfest - (LITV) is a 6 week mid winter music festival that takes place in Long Island's unique vineyard tasting rooms, hotels, and other venues on the east end of Suffolk County, New York. The festival currently maintains a web site at <http://www.liwinterfest.com>. The organizers of LITV are soliciting proposals from qualified web designers and developers to redesign the site, incorporating new features, an updated interface, and the latest web technologies.

Existing Site - What's Good and What's Not

The existing LITV website was designed several years ago and provides solid foundation upon which a new site can be developed. The festival organizers are generally satisfied with the current organization of content on the site. The LITV logo should be retained in the new design with same or similar color scheme. Copy on the site is generally acceptable, with modification to me made by the festival staff as required during the re-design process. The features that are currently missing and/or lacking on the site include photo and video presentation, social media integration, venue map and transportation information, ticket sale integration and presentation of featured performer information.

Core Scope

Your proposal for the re-design of the LITV website should include the following:

1. Use of the WordPress CMS/publishing system. The festival organizers have chosen WordPress as the platform for the new site based on its widespread use and popularity. Please describe and demonstrate your WordPress design and development experience, including deployment without relying on a web control panel. The festival organizers place a high value on working with designers and developers that have a good understanding of how the platform functions "under the hood" rather than simply pointing and clicking to achieve goals. Your proposal should include use of the current (non-beta) WordPress release.
2. Integration of the current LITV logo and the current color scheme of the existing site. Your design proposal should incorporate the current festival logo and should be based on the color scheme of the current site or a or slightly varied color scheme.
3. Incorporation of photo and video galleries on the site. Use of third party publishing tools like YouTube and Flickr (for example) are permitted so long as photos and videos are displayed on

the LITV site without requiring visitors to leave the site. It is important that festival photographers and videographers have an easy way to update galleries rapidly during the festival.

4. Mobile/Responsive design. Given the growing percentage of web traffic originating on mobile devices (phones and tablets), you must provide a responsive design that will display effectively both on desktop/laptop computers and on tablets running both IOS and Android.

5. Browser/platform cross-compatibility. End users have many choices when it comes to choosing a browser. You must adapt your design so that it will display properly on the following platforms and browsers:

- Windows XP
- Windows 7
- Windows 8
- Mac OS X 10.5 and up
- IOS 5 and up
- Android Gingerbread and up
- Internet Explorer 8 and up
- Firefox 19 and up
- Safari 5 and up
- Google Chrome 17 and up
- Mobile Safari (IOS)
- Chrome (Android)
- Android Browser

6. No Flash. Adobe Flash is a dying technology no longer being actively supported on mobile platforms. As such your proposal must clearly state that no Flash will be required to view the site. HTML5 is the preferred technology for displaying media.

7. No Java. Use of server or client-side Java applications is not permitted. Your proposal should clearly demonstrate and state that use of Java is not required as part of your site design.

8. Copywriting. The LITV festival organizer staff will provide copywriting services as required in the site redesign. Your proposal should include provisions for coordinating with the festival staff on this activity.

9. Graphic design. Your proposal must integrate the existing festival logo and color scheme, however you will be responsible for providing any graphic design services required to support this integration as well as any other elements included in your design.

10. Coding/development. Your proposal must include any required coding/development services required to address functional requirements. Use of third-party plug-ins is permitted, however the festival organizers reserve the right to deny any particular plug-in after review, generally for security reasons. Beta versions of plug-ins will not be accepted.

11. Social media integration. The festival maintains social media presence in the following places:

<http://www.facebook.com/liwinterfest>

<http://twitter.com/liwinterfest>

<http://instagram.com/liwinterfest> [DOES NOT EXIST]

Your proposal should include provisions to integrate social media posts into the new site, either by allowing social media posting from within the LITV website, or by displaying post made on these other services on the site, or a combination of both. "Follow us" and "like" buttons should be included on all pages in your proposed design.

12. Maps and transportation integration. The festival takes place at multiple east end venues over the course of 6 weeks. Your proposal should include integration of maps and/or transportation information for each venue. Maps and/or transportation information can be provided by third parties (i.e. Google Maps, MTA web site, etc.) however visitors should be able to view said information without leaving the LITV site or closing the LITV site window/tab.

13. Ticket sales integration. Your proposal should include provisions to integrate ticket sale link(s) for each event as appropriate. A dedicated page for general ticket information and links should also be included.

14. User interface (UI) update. Your proposal should include an overall user interface update for the LITV web site. This includes navigation tools, layout and menus. The UI should be intuitive, easy to use, mobile device friendly, and should have a modern look and feel.

15. Hosting platform. The site will be hosted and developed in a LAMP environment (Linux / Apache / MySQL / PHP). Your proposal should acknowledge this and should demonstrate that you are competent and experienced working on this platform.

16. Site deployment. Website hosting is not included in the scope of this proposal, however your proposal should include provisions to coordinate with the LITV hosting provider in the proper deployment of the new site. This includes the ability to execute MySQL dump/restore and deployment of the site codebase (including plug-ins and additional modules) and all content via FTP, SFTP or SCP. Your proposal should include provisions for testing the site after deployment, but before official launch, to ensure proper operation. This should include provision for using a development URL during development/testing with transition to the live URL upon launch without breaking any site functionality.

17. Development environment. LITV will provide a development hosting environment within its hosting provider account. Your proposal should include acknowledgement of the fact that you will be developing/designing in this environment.

18. Contact forms. The site should incorporate three contact forms as follows:

- A general "contact us" form that allows for general inquiries. The form should send email to the festival organizer staff
- A musician registration/application form. This form allows musicians to apply for a spot in the festival. The current form can be found at <http://www.liwinterfest.com/liwinterfest/musicianform2014.html>
- A sponsor information and request form

19. Constant Contact. LITV already uses Constant Contact to handle its email bulletins. Your proposal should include provisions for allowing visitors to sign up for email alerts from the festival using this existing Constant Contact account.

20. Caching/CDN. Caching improves site performance and decreases load on the underlying infrastructure of the site, thereby minimizing potential increases in hosting costs during peak

traffic times. Your proposal should specifically include provisions for use of caching and CDN technologies (i.e. W3 Total Cache, Amazon Cloudfront, etc.). CDN accounts will be provided by LITV for integration as needed.

21. Site analytics. Your proposal should include provisions for integrating Google Analytics using the existing LITV Google account. Note that care must be taken to ensure that the caching/CDN strategies employed on the site do not interfere with proper collection of tracking data. Your proposal should discuss this.

Optional/Additional Scope Items

The festival organizers are interested in the following optional items:

1. Site management/updates. Estimated at less than 5 hours per month between April and October, and less than 20 hours per month between November and December. Estimated at approximately 40 hours per month in January, February and March (during the festival). Site management and updates would include, but not be limited to, the following activities:

- Add events
- Update events times and dates
- Update event locations
- Activate musician contact form
- Deactivate musician contact form
- Change dates/locations on musician contact form
- Add pages (copy provided by LITV organizer staff)
- Delete/deactivate pages
- Create photo galleries
- Add photos to photo galleries
- Post videos to site

2. Social media management. Estimated at less than 5 hours per month between April and October, and less than 20 hours per month between November and December. Estimated at approximately 40 hours per month in January, February and March (during the festival). Social management and updates would include, but not be limited to, the following activities:

- Post updates to Facebook
- Post updates to Twitter
- Post updates to Instagram
- Post photos and videos to Facebook
- Post photos and videos to Twitter
- Post photos and videos to Instagram

Items Not Included

This RFP does not cover the following items.

- Site hosting
- Domain registration
- Domain name service
- Email hosting/service
- Site back-ups

Site Schedule

The new LITV site should be launched by apprx. August 22, 2014. Your proposal should include provisions to meet this launch date.

Proposal Requirements and General Information

- This RFP is dated May 2, 2014.
- **Proposals are due no later than 12:00pm EST, June 27, 2014 via email to events@eastendarts.org.**
- The completion and delivery dates of the project and its' phases will be mutually agreed upon prior to signing a contract.
- All proposals must contain the signature of a duly authorized officer or agent of the company submitting the proposal.
- The price you quote should be inclusive. If your price excludes certain fees or charges, please provide a detailed list of excluded fees with a complete explanation of the nature of those fees.
- Proposals should include pricing clearly differentiating between core scope items and optional scope items.
- ***Please indicate on your proposal if you are a MWOB.***

Qualifications

- List five web sites your firm has produced that reflects your work and relevancy to this project. List the role your firm played in each project. Please submit the URLs for these sites, and only currently "live" sites should be included.
- Provide current reference information for five former or current clients.
- Provide company profile, length of time in business and core competencies.
- What type of team will be assigned to this project? What will each person's role be? Please include a brief background summary for each key staff member assigned to this project.
- Briefly describe your project management process.
- Please discuss your testing and quality assurance process.
- Provide a detailed timeframe for completion. This will be evaluated and will be part of the contractual agreement, so a realistic time frame for completion is essential.
- Please state how you intend to communicate with the project lead at LOTV during the period of design/development, and at what intervals.
- Describe the support you offer during and after the project.
- Include all terms and conditions.

Subcontractors

If your proposal includes the hiring of subcontractors, you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name and address of the sub-contractor. LITV will not refuse a proposal based upon the use of sub-contractors, but does retain the right to refuse the sub-contractors you have selected. For purposes of this RFP, a sub-contractor is defined as any party not officially an employee of your company. For example, designers, coders, etc. located in other parts of the world are subcontractors regardless of how many previous projects they may have completed for your company.

Selection Criteria

A vendor will be selected after reviewing all submitted proposals. Vendor selection will be based on the following criteria:

- Demonstrated understanding of project requirements and needs
- Qualifications and experience
- Cost
- References

Contact: Kathryn Simos, Festival Coordinator at events@eastendarts.org

For more information about the Live on the Vine Winterfest please visit: www.liwinterfest.com

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East End Arts, established in 1972, is a 501(c)3 not-for-profit arts organization, and operates a School of the Arts, an Art Gallery, and presents a variety of events and programs to promote the arts year-round. Proceeds from all events, sales, classes, donations, and memberships benefit the mission and commitment to building and enriching our community through the arts by way of education, support, advocacy, and inspiration.