



2205 California St. NE, Minneapolis, MN 55418
612-788-1679 office@nemaa.org

Request for Proposal

Website Redesign/Renovation Identity Development

Introduction to Organization:

The Northeast Minneapolis Arts Association (NEMAA) is a 501(c)(3) nonprofit artist-serving organization that has over 650 members. Currently, NEMAA hosts two major events a year; The Fall Fine Arts Show (FFA) that occurs in September and Art A Whirl (AAW), occurring in May. We also electronically post a newsletter featuring calls for artists, exhibition announcements, organizational news and other proprietary information.

Mission:

Our mission is to promote and support the quality and diversity of artistic resources based in Northeast Minneapolis.

We currently have five member sectors: Individual Artist, Professional Gallery, Local Business Partner, Community Friend and Nonprofit/Community Arts.

Project Description:

NEMAA will be redesigning its current website to better serve our members and our audiences, and we are now accepting bids from developers for a website renovation.

Our website is a critical component in our service to our membership. The selected company or developer will have an ongoing relationship with our organization and should also have a passion and dedication to the arts community.

The NEMAA website also needs to establish a more clearly defined visual identity that reflects our organization and Northeast artist community. This may include an update of our NEMAA (logo) font style.

Our current site can be viewed at www.nemaa.org.

Necessary Features of New Website:**1. Appearance Re-design; Home Page and Content Pages**

Our website needs to feature images of our NE landscape including artists' studio spaces, street signs, pedestrians, galleries, etc. to capture the energy and vibrancy of our arts community. NEMAA has image assets. See www.toastartwalk.com as an example of tone/style of homepage.

2. Navigation and Site Architecture

The navigation has been updated to fit our needs but may need to change based on re-design recommendations.

3. Online version of Year-Round Guide (Available through NEMAA office.)**4. Database**

- Site will include a password protected, searchable online database of member contact information, billing information and images.
- Site will include a password-protected database of files for download, accessible by staff. This database download will comprise content for the year-round guide.
- Users will be able to make donations and payments online. (Merchant processing system is currently in place.)
- Site/Server will retain individualized e-mails for staff and interns. (approximately 5 per year, with large storage capacities)

5. Content Management System and Hosting Site

- Present general options and make recommendations.
- System should allow non-technical staff to update key areas of the site.
- Website should be SEO ready, meeting current industry standards.
- Website should provide social networking tools for sharing and distributing information and pages.

Target Audiences:

Our audiences will be the general public, artists, our staff, volunteers, interns, guests and donors. Our website is accessed globally.

Expectations of Web Developer:

- Consultant will lead the design and development of the new website, working with the executive director to make sure all needs are addressed and met.
- Consultant will advise NEMAA on current industry standards.
- Consultant will recommend or develop the platform for which the stated objectives can be accomplished.
- Consultant will train the executive director and selected board member or advisory committee member on maintenance and upkeep of the site.

Ongoing Requirements:

- The website should be designed so that routine maintenance and updates can be made by NEMAA. NEMAA currently uses linux, php, mysql server running Debian 6.0
- The website must be usable for Netscape Navigator, Internet Explorer, Safari, and Mozilla Browsers.
- Website should also be developed to be mobile-friendly, (with either collapsible framework or mobile site alternative).

NEMAA will accept bids for web and logo design or web design only.

To submit a proposal:

Proposals must be submitted electronically and must include:

- Company or developer information
- Contact information
- Summary of experience
- Examples of past work (2-3)
- All initial and ongoing costs
- Projected project timelines and deadlines for completion
- References (2-3)

Submit proposals online to: office@nemaa.org

Submission Deadline:

Proposals will be accepted until August 19, 2011.

NEMAA is a registered non-profit 501(C)(3) organization. Sponsorships or in-kind donations or services for this project are welcome.

For additional information:

Requests for additional information must be made in writing by August 8 to: office@nemaa.org. Please note "Website RFP" in subject line.

Award processes and timeline:

All proposals will be reviewed and selected by the NEMAA website renovation team using the following timeline:

Submissions received by August 19, 2011

Proposal review: August 29-September 16, 2011

Potential applicants interviewed October 3-21, 2011

Contract awarded by October 28, 2011

Work begins November 7, 2011