Contact Information:
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Request for Proposal: ACOA Website Redesign with CRM

Project Description:
The Academy Center of the Arts is requesting proposals for the restructuring, redesign, and development of the academycenter.org website.

The Academy Center of the Arts is a non-profit organization with many moving parts, and the website should be reflective of that. The Academy Center of the Arts is looking for a qualified designer and developer who will assist in the restructuring of the website to allow for intuitive browsing and will allow the Academy's key pillars—education, events, galleries, and community development—to remain at the forefront.

Overall Budget: $20,000

Timeline:
- Proposals submitted by: February 1, 2023
- RFP selection by: February 28, 2023
- Kick-off meeting on: March 6, 2023 (or TBD)
- Proposed sitemap delivered by: March 20, 2023 (or TBD)
- Wireframes delivered by: April 3, 2023 (or TBD)
- Static design delivered by: April 17, 2023 (or TBD)
- Website for review by: May 31, 2023 (or TBD)
- Go live by: June 15, 2023 (or TBD)

We are open to edits to this timeline should the awarded vendor follow a different project process. The above is only intended as a guideline for the expectations we have for this project.

Project Overview:
This project has six major components: Sitemap/structuring, Design, Development, CRM integration.

- **Sitemap/Structuring**: The website should leverage all existing content found on the site, or the ACOA team will update content after the website goes live. However, we are looking to the awarded vendor to help us work through sitemap changes and restructuring to allow for a more streamlined navigation and to allow for a more intuitive user experience.
- **Design**: The design will follow ACOA's existing brand guidelines. The selected vendor should deliver static designs ahead of any development beginning and submit them for

ACOA approval. The ACOA would like to review homepage design and secondary landing page design..

The main and secondary page designs should allow for large hero images that can also accommodate multiple images via a slideshow (up to 5). Ideally, the hero image will also include a video option.

- **Development**: The site should be completely responsive to accommodate our high volume of mobile users. The website should be built on WordPress and allow for a simple, streamlined creation of WordPress templates via the ACOA staff, including: Landing page creation, event creation, and class/camps page creation.

  The site should include plugins and functionalities that won't become dated over the next few years.

  The ACOA website relies heavily on events and calendar-focused content, so the website should be developed in such a way that gives prominence to the events pages and calendar, including a customizable search feature within the calendar. For example, users should be able to search for classes via art type (potter, paint, drawing, theatre, etc.), age range, and time. They should be able to search for events via performance type, age range (i.e. family friendly), and free events.

  The website should be fully optimized for search engine crawlers and integrate with ACOA's existing Google Analytics account.

  The website should also be ADA (Level AA) compliant in both design and functionality.

  The website should also include a blog that is fully searchable and will allow for categories and archive posting.

  The website should include a live chat option that connects to Box Office staff Monday through Friday from 8 a.m. to 5 p.m., and redirects to an autoresponse that sends the information to Box Office staff for follow-up during off hours.
- **CRM Integration:** ACOA utilizes Tessitura for our CRM, which enables us to sell tickets, fundraise, deploy marketing emails, manage customer relationships, and pull data reports from one, central hub. Integration with this system is vital, as it's the lifeblood of our organization. The ACOA team can connect the awarded vendor with a Tessitura representative for any troubleshooting needs.

Proposal Guidelines
You may submit your proposal to Joel via email in the format that best suits you (Powerpoint, PDF, Word, etc.).

Please include a quote for the total cost of the project in your proposal, as well as an itemized view with the art sales site listed separately. The budget is an important part of our decision-making process, but it's not the only one. We will weigh proposals based on costs, timelines, quality of work and portfolio examples, and compatibility.

Submission Deadline

Proposals must be submitted by February 1, 2023.

Selection

The winning proposal will be selected by February 28, 2023.