

Bastrop Art in Public Places website RFP

July 10th, 2017

To: All interested Vendors to submit RFP Package

SUBJECT: Request For Proposal For Website Redesign / Ongoing Website And Social Media Management

Introduction:

Bastrop Art in Public Places (BAIPP) is one of the City of Bastrop’s many boards that work independently from the mayor and council to develop projects that will enhance the city of Bastrop’s sense of place. The Board is responsible for planning and budgeting each fiscal year for multiple public projects such as: transformer and sculpture projects, a destination culture walk, and art investments for display in public places.

RFP (Purpose)

The purpose of the **Website and Social Media Management contractor** is to 1) redesign, update and maintain the BAIPP website, 2) execute a social media strategy to inform and engage the public on social media platforms (Facebook, Twitter, Instagram), and 3) distribute artist calls for submissions.

Timeline

Responses are due by Friday, September 1st and will be reviewed during the month of September. A recommendation will be made to the BAIPP Board at their October 4th meeting for work to begin immediately.

Vendor Information

NAME OF COMPANY: _____

ADDRESS _____

CITY/STATE/ZIP _____

EMAIL ADDRESS: _____

PHONE _____ FAX _____

NAME (PRINT) _____ TITLE _____

SIGNED _____ DATE _____

Please include the above information with your electronic proposal to:
City of Bastrop
Attn: Main Street Director, Sarah O'Brien
sobrien@cityofbastrop.org

2. PROPOSAL INSTRUCTIONS AND INFORMATION

2(A) Selection and Evaluation Team

<u>Deborah Johnson</u>	Board Chair
<u>Jo Albers</u>	Team Leader
<u>Lynette Philpot</u>	Team Member
<u>Sarah O'Brien</u>	City Liaison
<u>Matt Hart</u>	Alternate

2(B) Evaluation Criteria

Prior to the selection of the award to the apparent successful vendor, the Board welcomes the vendor to participate in a presentation to the evaluation team of the items contained in the proposal response and survey data provided by the Board.

If an award is made as a result of this proposal, it shall be awarded to the vendor whose proposal is most advantageous to the Board with price and other factors including, but not limited to, responses to the proposal's questions; demonstrated technical ability and expertise; references and/or recommendations; any additional criteria deemed appropriate by the board which would lend itself to establishing the vendor's viability to perform the work as outlined.

When determining whether a vendor is responsible, or when evaluating a vendor's proposal, the following factors will be considered, any one of which will suffice to determine if a vendor is either not a responsible vendor or if the vendor's proposal is not the most advantageous to the Board:

1. The ability, capacity and skill of the vendor to perform the contract or provide the service required.
2. The reputation, judgment, experience and efficiency of the vendor.
3. Whether the vendor can perform the contract within the time specified.
4. The quality of performance of previous public and private contracts or services.
5. Such other information as may be secured having a bearing on the decision to award the contract.
6. Any other reason deemed proper by the Board.
7. Competitive pricing

3. SCOPE OF SERVICES

3(A)Project Goals

The primary goal of this project is to replace the current website with a new and improved website. The new website will be easier for users to navigate, more efficient to manage, and provide a wide variety of services to artists, businesses, residents and tourists seeking information from BAIPP.

Short Term Goals

1. Improve the functionality of the website for easy navigation to key information.
2. Refresh the website with a new look and feel supporting the branding efforts of the Board and reflecting the diverse make up and vision of the residents and businesses of the community.

Long Term Goals

1. Improve the timeliness of content published to the website.
2. Maintain a frequent cadence of social media account updates.
3. Improve awareness of artist calls for submissions.
4. Promote the professional brand of the Board.
5. Provide a platform that ensures a user friendly experience for access and navigation that encourages repeat traffic.
6. Reflect the values and character of the Board both visual and informational content.

3(B)Project Objectives

1. Redesign the look and feel of the BAIPP website.
2. Provide an easy to navigate and highly functional site to targeted users.

3. Provide for full integration with existing applications currently in use and provide for easy integration of future applications.
4. Ongoing maintenance of the BAIPP website and social media platforms (Facebook, Twitter and Instagram).
5. Occasional dispersal of artist calls for art submissions via the website, email, Facebook, and select third-party artist forums.

3(C)Scope of Work

A. The Vendor(s) will be responsible for the following:

- 1) Redesign the Board's website look and feel that will support the Board's brand, as well as the marketing needs of specific projects.
 - Provide a project plan for the design phase of the website replacement project.
 - Determine a consistent look and feel for the website, including color schemes, graphic elements, and navigation tools that provide straightforward navigation within a unifying graphic theme as well as flexibility for the branding of different Board projects. The look and feel should be consistent with the board's current branding initiative.
 - Provide design mock ups of primary website sections.
- 2) Manage content updates to website, as needed, such as posting artist calls or new project photos.
- 3) Ongoing management of BAIPP social media accounts to post relevant content that both informs and engages the public.
 - Posting to Facebook, Instagram and Twitter on a weekly basis or as needed.

B. The successful Vendor will deliver the following:

- 1) Look and Feel Design
 - The Vendor shall provide a minimum of three (3) designs of the proposed website that are developed during this project.
 - The Vendor will work with the board's design team to determine a new website navigation framework.
- 2) Website
 - The Vendor shall provide a fully operational and working website framework.

- The Vendor shall assist in migrating information to the new website.
- The website shall integrate all existing applications and shall be designed for easy integration of additional applications.
- The vendor shall assist the board in securing a third party hosting service.

3) Social media

- Provide examples of social media posts for each of the three (3) platforms (Facebook, Twitter and Instagram)
- Provide an outline of social media strategy to engage target audiences

C. The BAIPP will be responsible for:

- 1) Collaborate with the website design vendor in determining key services.
- 2) Specify website template requirements.
- 3) Website content governance.

3(D)Site Look and Feel

- Site must display correctly in all major browsers.
- Site themes and/or style sheets that maintain common look and feel throughout website.
- Project / Service Marketability – ability to apply customized look and feel within different project/services while maintaining global navigation and website common look and feel.

4. ADDITIONAL INFORMATION

The questions below are provided for the Board's Team to review your qualifications and expertise to achieve success in this project. These questions may be answered as listed or within narrative format. Either way, answers should be concise, easily viewed by the Team member and support your overall proposal.

4(B) General Questions

4(B)1. Provide a brief overview of your company (furnish your business philosophy, mission statement, management structure, organization chart, etc.)

4(B)2. Include names of three (3) current customers (title and phone numbers) that have had a scope of work similar to that described in this proposal and a letter of recommendation from each.

4(B)3. Please include reference names of former or current customers, if any, (title and phone numbers).

4(C) Summary

Explain in one page or less how your solution will differentiate you from other vendors and why we should choose you as our successful vendor. List the unique features that give your company a competitive edge in the website design industry.

5. PRICING SCHEDULE

The proposal should be priced as a turn-key service including website redesign and ongoing website and social media management. Any additional services, modules, add-on functionality, etc. should be listed separately below.

5(A) Base Proposal (Website Redesign)

Base Proposal Includes:	Total Price

5(B) Additional Services

Please describe the service	Total Price
1.	
2.	
3.	

5(C) Ongoing/Annual Costs

Provide on-going and annual costs. If discounts are available for multi-year agreements, please provide this information regarding the length of term and the net discount percentage. Items included in the area could be add-on services, hosting, etc.

Description	Price	Discount	Term	Net Price
1.				
2.				
3.				
4.				
5.				
6.				

6. QUESTIONS

**Questions regarding this request for proposal should be made to:
Jo Albers, joalbers@dallaswayne.com**

Note: Responses sent to the City are subject to disclosure pursuant to Open Records Act, Government Code, and Chapter 552.