

REQUEST FOR PROPOSALS (RFP) for WEBSITE REDESIGN

INTRODUCTION

The Victoria Symphony Society is seeking a vendor partner to redesign and refresh our current website at <http://victoriasymphony.ca/>.

VSS is seeking potential vendors to respond and prepare a proposal to accomplish this task including timelines, costs and deliverables. The following website redesign RFP includes a background of the organization and describes the purpose of the redesign, its desired functionality and specific requests relating to the proposal. VSS understands that details may be subject to change upon vendor recommendation and/or research for more optimal solutions. Please feel free to suggest alternatives.

RFP Schedule

RFP Issued:	November 10, 2020
Final Date for Questions related to RFP:	November 20, 2020
Proposal Deadline:	December 4, 2020
Proposals Reviewed/Interviews:	December 4 - 11, 2020
Approved Vendor Selected:	December 18, 2020
Project Kickoff:	December 21, 2020
Desired Launch Date:	March 15, 2020 (at the latest)

Submittal Instructions

Written proposals in the form of a PDF must be received by VSS, via email no later than **December 4, 2020**. Proposals received after this deadline will not be accepted or considered. All questions regarding this solicitation as well as proposals should be directed to Jill Smillie at jill@victoriasymphony.ca

Budget

VSS is a mid-sized not for profit organization. Our expected budget range for proposals is in the \$15,000-\$20,000 range. Final budget will be determined based on agreed functionality and design.

Background

The mission of the Victoria Symphony is *'to enrich lives through the shared experience of extraordinary music.'* We are a non-profit organization celebrating our 80th year of performing concerts in Greater Victoria. In a non-pandemic year, the VS performs classical and pops concerts at two venues (Royal Theatre and Farquhar at UVic) as well as concerts for children,

new music and special concerts. The orchestra performs for Pacific Opera as well as Dance Victoria. The VS performs select concerts in Cowichan Valley and Qualicum Beach as well as a number of outdoor concerts including Butchart Gardens and Victoria Symphony Splash. Throughout the year, the VS has an extensive education and outreach program mentoring youth and young composers, performing in schools, teaching master classes, performing education concerts for thousand of children as well as operating an instrument petting zoo showcasing instruments to children.

Audience:

The typical VS patron is 50 – 85 years old, based in Victoria, educated and somewhat affluent. Typically well-travelled and interested in arts and culture, VS audience members attend most predominantly as couples or in groups of two or three friends. There are more women in attendance than men.

FUNCTIONALITY: WHAT WE ARE LOOKING FOR

The platform should be flexible, easy to update, and able to reflect the annually updated brand of the Victoria Symphony. With the delivery of the annual season brochure, the VS uses themed photography and graphic elements to refresh the design look and feel for the upcoming season. We work with art directors and photographers to develop a design concept that is then carried through all advertising, collateral, digital media and the website. Examples of season brochures can be found here. <https://victoriasymphony.ca/about-us/who-we-are/previous-seasons/>.

The current VS site is designed in WordPress, but we are open to alternative platforms that may provide better functionality and ease of use. We need to be able to comprehensively edit the content on the site including addition of new photography, new pages, updated navigation, content development (i.e. additional concerts, videos, events, job openings) etc. We currently have outside support to assist with updates, hosting information, security and more complicated design tasks that our outside the scope of our expertise. The more updating we can do 'in house' the better.

The primary purpose of the VS website is to provide information on upcoming concerts and other VS programs including dates, times, concert details and as well as external ticketing links. We operate our own box office selling subscriptions and single tickets, but rely on our venue partners to manage online ticketing sales.

Proposals should include suggestions for organizing and presenting programming schedules and concert information (e.g. an efficient calendar that functions with individual event pages). With an older audience who are less technologically savvy, simplicity of use and readability will be key characteristics of the new site.

Other important functions for the site include providing (in no particular order):

- Organizational history and context

- Biographical and contact information on musicians, staff and board of directors
- Easy way for patrons to donate. This needs to integrate our CanadaHelps.org donation page so donors can donate with one click.
- Fundraising and sponsorship support pages.
- Details on education and outreach programs
- 'News' section
- Background on ticket discount programs
- Employment opportunities
- Media pages (audio/video and photo galleries)
- Subscription information
- Archive of media releases

Other Needs:

- Homepage set up that allows us to direct people easily to changing areas of organizational focus
- Option for SEP and analytics integration and review
- Capacity to process payments securely (optional)
- Capacity to encourage new visitors to sign up to e-newsletter. This function needs to be integrated to our email software provider (Constant Contact)
- Capacity to integration information gathering forms into certain web pages

Website Examples

The following are websites we like:

Winnipeg Symphony – wso.ca

- Layout of their concerts – View Season options
- Sticky navigation
- Hover menu – two levels of horizontal navigation
- Incorporation of news
- Use of white space
- Layout of series information
- Incorporation of subscriber benefits
- Incorporation of email sign ups
- Don't like how each page takes time to load
- 2/3 and 1/3 columns on inside pages

St. Petersburg Philharmonia <https://www.philharmonia.spb.ru/en/>

- Incorporation of event calendar – horizontal navigation (we don't like the full size calendar)

Other features:

- Continuous scroll on the home page
- Video/image as a full screen and the ability to have multiple images
- Use of white space
- Social media icons at the top of the page
- Logos that anchor menu bars

ELIGIBILITY

Each applicant shall specifically identify in its proposal whether or not any potential or actual Organizational and Consultant Conflicts of Interest (OCCI) exists for this project. If the applicant believes that no OCCI exists, the OCCI response shall set forth sufficient details to support such a position. Applicants shall submit with their proposal an OCCI certification, using the following language:

“The applicant [] is [] is not aware of any information bearing on the existence of any potential organizational conflict of interest. If the applicant is aware of information bearing on whether a potential conflict may exist, the applicant shall provide a disclosure statement and mitigation plan describing this information.”

Prospective firms or entities are not eligible to submit a proposal if current or past corporate and/or other interests may—in the opinion of VSS —give rise to conflict of interest in connection with this RFP or the Services. Firms/individuals are to submit with their proposal documents a description of any issue that may constitute a direct or indirect conflict of interest for review by VSS. VSS’s decision on this matter will be final.

Team Roles

The following Victoria Symphony staff will be involved in the website redesign process:

- Matthew White, CEO and Christian Kluxen, Music Director— high level oversight
- Jill Smillie, Director of Marketing – team lead, strategy, day to day management and execution
- Shandra Liss, Senior Marketing Officer – strategy, day to day management and execution

The marketing team will also be responsible for updates to the website when finished.

PROPOSAL REQUIREMENTS

Each applicant shall be responsible for preparing an effective, clear, and concise proposal. It is recommended that proposals contain the following information:

- A cover letter introducing the company and/or individuals who will be the primary contact person.

- Proposed statement of work, project approach and plan to accomplish this work.
- Specific qualifications regarding experience, including examples of clients doing similar work in the artistic or cultural events field. Please include a reference list with client information.
- A detailed timeline for completion of the project.
- A description of the firm's organization and staff's qualifications.
- A description of 2-3 projects of a similar scope, magnitude and complexity to the work described in this solicitation.
- A pricing narrative with a proposed fee schedule for each phase of the project including any incidental or travel fee estimates.
- The signature of an authorized individual to bind the firm. The proposal must be a firm offer for a 60-day period.

Selection Process

Each of the proposals received will be evaluated to determine if they meet the proposal requirements. Proposals will be evaluated by staff and follow up questions/interviews may be requested.

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If these dates are not workable, please suggest alternatives in your submission.

