



ARTS GREENSBORO

REQUEST FOR PROPOSALS

ArtsGreensboro, a 501c3 nonprofit organization based in Greensboro, NC, requests proposals to develop a consolidated web-based arts and culture events calendar and directory. The geographic reach will initially be Guilford County. The website will be managed in partnership with Creative Greensboro (the City's office for arts and culture.) It will be a free and accessible resource to provide information on events, happenings, organizations, and artists. It is intended to expand the reach and impact for arts and culture organizations as outlined in the Cultural Arts Master Plan.

Visit www.artsgreensboro.org for more information about ArtsGreensboro's mission and services.

Use this [link](#) to learn more about Greensboro's Cultural Arts Master Plan.

Contact Information:

Catena Bergevin
Director of Development
Email: cbergevin@artsgreensboro.org
Phone: 336.279.7082

REQUEST FOR PROPOSALS

A hosted online web platform that includes an events calendar, directory module, and content syndication capability.

OVERVIEW

- A. Request for Proposal:** ArtsGreensboro hereby solicits proposals from qualified companies/businesses to provide an online web platform that includes a server directory and database creation, events calendar, design integration, content syndication, security, analytics reporting, data migration, Domain Name System (DNS) management, and email configuration. This request intends to receive service proposals from qualified vendors. Therefore, ArtsGreensboro invites all interested and qualified companies/businesses to submit a response to the requirements outlined in this Request for Proposal (RFP).
- B. Period of Terms of Contractual Agreement:** The selected firm will enter into a contractual agreement with ArtsGreensboro to perform the proposed scope of work outlined below within the timeframe of January through June 2022. Terms of conditions of the contractual agreement will be final and binding, and RFP will have no further legal effect.
- C. Selection Process:** This RFP will be evaluated after all bids have been received with the required documents outlined. ArtsGreensboro reserves the right to reject any or all bids.
- D. Requirements:** Vendors must meet the specific requirements contained in the RFP. Vendors are required to acknowledge all exceptions to the specifications in their proposals.
- E. Questions and Answers:** All questions pertaining to the RFP should be submitted via email to development@artsgreensboro.org
- F. Due Date:** RFPs in response to this request must be submitted to ArtsGreensboro's Director of Development, Catena Bergevin, by email at development@artsgreensboro.org or hand-delivered to ArtsGreensboro's offices at the Greensboro Cultural Center, 200 N. Davie Street, Suite 201, Greensboro, NC 27401 no **later than 5:00 pm on December 17, 2021**. Submissions received after this date will not be accepted.
- G. Nondiscrimination Policy Statement:** It is ArtsGreensboro's policy to ensure equitable opportunities are afforded in contracting processes. Therefore, ArtsGreensboro will not enter into a contract or be engaged in a business relationship with any business entity that has discriminated in the solicitation, selection, hiring, or commercial treatment of vendors, suppliers, subcontractors, or commercial customers on the basis of race, color, religion, national origin, sex, age, gender identity, or handicap or any otherwise unlawful use of characteristics regarding the vendor's employees or owners.

SCOPE OF WORK

1. Initial Website Build

- A. Includes server directory, database creation, design integration, security, analytics reporting, DNS management, and email configuration.

2. Events Calendar

- A. Includes core events calendar, organization and venue directory, content system management allowing user accounts, search engine, mobile-friendly/responsive design.

3. Directories:

- A. **Organization Directory**

- i. Provides a listing of local cultural organizations, including descriptions, photos, video, audio, contact information, and social media presence.

B. Venue Directory

- i. Provides a listing of local venue/spaces that includes description, mapped address, parking, contact information, social media presence to be used in conjunction with the Events Calendar module. Can be customized to browse by customizable categories such as galleries, studios, theaters, parks, etc.

C. Artist Directory

- i. Provides a stand-alone directory of local artists and performers, including headshots/artwork, photo gallery, video, contact information, text, and PDF resumes. Can be associated with calendar listings that they are featured in as an artist link.

D. Public Art Directory

- i. A module that provides a stand-alone directory of local public art categorized by type. Allows for photos, descriptions, geographic grouping, and geo-location.

4. Content Syndication

- A. Syndicating content to other third-party calendars allows the ability to enhance local/regional partnerships, providing a centralized database as a single point of content entry and distribution.

5. Data Migration

- A. Ability to transfer data from ArtsGreensboro's existing calendar platform, including events, organizations, and venue listings.

6. Advertising Banners

- A. Allow for both standard IAB and non-standard banner sizes, including GIF, JPG, PNG, Flash, and video ads. Provides data analysis for tracking impressions and clicks.

7. Support

- A. Development and maintenance include hosting, maintenance, help desk support, Search Engine Optimization (SEO), and system upgrades.

RFP Submittal Requirement

- A. This RFP is issued by The United Arts Council of Greater Greensboro Inc. dba ArtsGreensboro.
- B. Submittal Process: Submissions shall be made in writing via the following methods:
 - a. By email: development@artsgreensboro.org
 - b. By hand-delivery to ArtsGreensboro, 200 N Davie Street, Suite 201, Greensboro, NC 27401
- C. Vendors are strongly encouraged to submit proposals at least 24 hours before closing time, 5:00 pm, Friday, December 17, 2021. For assistance, please contact Catena Bergevin via office phone at 336.279.7082 or email at development@artsgreensboro.org
- D. RFP responses must be received as a PDF if emailed or in a sealed envelope if printed and hand-delivered. Confirmations of receipt will be given via email.
- E. RFPs received after the scheduled receipt time stated above will not be accepted. All RFPs received become the property of ArtsGreensboro and will not be returned.

RFP Response Format

To facilitate the RFP objective review process, each RFP should contain the following attachments in its PDF/document submissions:

A. Part 1: Formal transmittal letter:

- a. A formal transmittal letter prepared on business stationery should accompany the RFP submittal pages as described below. The purpose of this letter is to transmit the proposal;

therefore, it should be brief but list all items contained within the request. Note: the letter must be signed by an individual authorized to bind the company to all statements, including services and financials, contained in the proposal.

B. Part 2: Evidence of Work-Experience:

- a. The ability of the vendor to exhibit work experience that is specific to the scope of services listed above:
 - i. Previous clients (local, regional, and/or national) with contact information.
 - ii. The listing should include dates, scope of work, and web links.

C. Part 3: Evidence of Qualifications

- a. A listing of work history and at least two references of previously contracted services.

D. Part 4: Pricing Quote and Proposed Timeline and Project Breakdown

- a. The ability of the vendor to produce the entire scope of work with breakout of project timeline.

General Provisions of this RFP

A. Terms and Conditions of the Contract

- a. ArtsGreensboro will utilize a professional services contract agreement from January through June 2022. ArtsGreensboro reserves the right to evaluate all proposals and make the award in the organization's best interest.

B. Modifications and Withdrawals

- a. No modifications will be accepted after the submission deadline.

C. Proposal Acceptance

- a. ArtsGreensboro also reserves the right to reject any and all proposals, in whole or in part, received as a result of this RFP and to negotiate with all responsible proposals to serve the best interest of ArtsGreensboro.

D. RFP Cancellation

- a. ArtsGreensboro may cancel this RFP, in whole or in part, at any time. In the event of cancellation, firms who have submitted proposals will be notified via email.