



promoting creativity and innovation

Request for Proposal for Consultant Services Website Redesign Project

Deadline: Tuesday, June 16, 2009

Arts & Cultural Council Overview

The Arts & Cultural Council for Greater Rochester was incorporated in May 1980 to promote and advocate for the arts; act as a planner and funding agent for the arts; and link artists, arts organizations, businesses and government to advance artistic vitality and cultural diversity in the greater Rochester region.

As the “umbrella” membership organization for the arts and cultural industry in the ten-county Finger Lakes region, the Arts Council has over 1,000 members, including virtually all of the major cultural organizations in the Greater Rochester area, as well as a large number of small and mid-sized cultural organizations that make up the foundation of our cultural community. The Arts & Cultural Council convenes, represents, plans, and provides services for the arts and cultural community and acts as a local funding resource for the arts, administering a number of grant funds geared to supporting individual artists, cultural organizations, community groups and educational initiatives.

Website Redesign Project Goals

The overarching goals of this project are to:

- Design and develop an easily accessible website for the Council's constituents and staff;
- Enhance the web presence of the Council and establish the website as a portal for information regarding its programs, constituents, and affiliated organizations;
- Increase donation and program revenue;
- Enhance search engine placement;
- Improve internal and external communications;
- Enhance customer service for improved constituent satisfaction;
- Provide a user-friendly site to encourage repeat use of online resources;
- And enable staff to update the site by providing user-friendly administration capabilities.

Scope of Work/Timeline

The selected consultant will be responsible for the following activities:

- Meet with key members of the Arts Council's staff, board of directors, and constituency to outline project plan, budget and timeline; establish reporting and communications structure;

- Identify functionality and requirements, preferably in a format that would allow phased implementation. Functionality will include, **at a minimum**:
 - A Content Management System
 - Website Traffic Analysis Tools
 - Event Calendar
 - RSS
 - E-Commerce
 - Password protected areas
 - Searchable membership directories
 - Blogs and other communication tools
 - File Sharing
 - and mechanisms to communicate directly with Arts Council staff
- Review current content from the Arts Council website.

Implementation

- Consultant and Arts Council staff will establish a mutually agreed upon timeline for design and implementation of new website assets.
- Consultant will work with Arts Council staff and contracted information technology consultant to implement new website design and functionality based on the agreed upon timeline.

Consultant Services

The Arts & Cultural Council is looking for a consultant who has successful experience in performing the above outlined services. Proposals will be evaluated based on cost, experience, quality of past projects, and flexibility. Specific experience with cultural organizations and their audiences is preferred. To be considered for this project, please submit the following materials:

- Overview of qualifications and experience
- Resume(s)
- **Quote** for services outlined in the above Scope of Work
- Description of project approach

All materials must be submitted by Tuesday, June 16, 2009, at noon to:

Sarah E. Lentini
 President and CEO
 Arts & Cultural Council for Greater Rochester
 277 N. Goodman St.
 Rochester, NY 14607
 (585) 473-4000, ext. 207
 (585) 473-4051, fax
slentini@artsrochester.org

Proposals may be submitted by mail, hand delivery, fax or email.

The Arts & Cultural Council for Greater Rochester reserves the right to not move forward with this project at its sole discretion. The Arts & Cultural Council for Greater Rochester is not liable for expenses incurred in the process of submitting qualifications or proposals.