

REQUEST FOR PROPOSAL



INTRODUCTION

Des Moines Arts Festival (DMAF) is actively seeking proposals from experienced, professional website developers for the purpose of building a website to serve as an Artist Resource Directory and an Artist Directory. It is a separate website from the official Festival website (www.desmoinesartsfestival.org) and will not share hosting, technology or a content management system.

ABOUT DES MOINES ARTS FESTIVAL

Des Moines Arts Festival is a 501c3 non-profit organization founded in 1998. The organization provides programming and support to artists and arts organizations, advocates for an “arts first” leadership model, inspires individuals to find their creative voice and produces an annual outdoor festival celebrating arts and culture.

PROJECT GOALS

- To provide a one-stop, statewide resource hub for creatives and businesses to search for grants, public art projects, commissions, auditions, art shows, festivals, and other opportunities that call for creatives.
- To raise the visibility of Iowa creatives and provide the community with a comprehensive list of creatives available for hire, support and collaboration.
- To provide a clean and easy-to-navigate website that will showcase and provide credibility to the creative economy.
- The sites should be built as directories. They should not be built as social media platforms or e-commerce sites.
- The developer must be willing to work with DMAF to adjust the site throughout the first year to ensure usability.

PROJECT SCOPE

The **Artist Resource Directory** is a resource hub for creatives to search for grants, public art projects, commissions, auditions, performances, art shows, festivals, and all other opportunities that call for artists across Iowa.

Required components are:

- The ability for users to create profiles that list the opportunities for meetings, events and professional development opportunities. The types of profiles include:
 - Creatives: profiles that create or produce. These could be an individual artist or a business such as an architecture firm or magazine.
 - Distributors: profiles that share art opportunities such as an art museum, festival or performance venue.
 - Education: profiles that educate such as art schools, institutes, or camps.
 - Supporting Organizations: profiles that support such as an art council, foundation, or tourism office.

- The ability to require the profiles to have their information confirmed every 18 months by notifying profiles on an annual basis to ensure the information is current. If a profile has not been updated after 18 months, it should be removed without the aid of the DMAF team.
- The ability for a user to post an event, audition, grant or other opportunity without creating a profile for individuals representing a singular opportunity.
- The ability for businesses and organizations easily submit various opportunities that can be filtered and sorted (parameters listed below).
- Functionality to automatically remove listings after the opportunity is past.
- Offer a variety of search functions to filter opportunities by type and location.
 - When searching by location, the option to search by mileage radius.
 - When searching by type, the function should filter by opportunity (grants, employment, events) and by medium (visual artists, performers, writers).
- The site must allow DMAF to review, edit and approve site listings, events, opportunities, etc., before they are published on the site.

The **Artist Directory** is an online resource for the public searching for creatives and creative services.

The site will use the profiles generated by Creatives on the Artist Resource Directory to provide the public with information on what they can do or offer the community. Required components are:

- The ability to filter by type of Creative (visual artist, musician, muralist) and further by medium (visual artist = ceramics, paint, wood, photography).
- The ability to list information about the artist and provide a gallery of their work.
- The ability to filter based on location and by mileage radius.
- The profiles should list events that coordinate with the artists, such as special exhibitions, performances, or participating in a festival or event. The events must have an end date, and the site automatically removes them after they have passed.
- The profiles list contact information so the public can reach them.
- The ability for an artist to turn off their profile when they aren't able to accept work.
- The site requires the profiles to have their information confirmed every 18 months.
- The site's audience is artists and the general public searching for artists.

The **Content Management System** of the site must be user friendly for the DMAF team to maintain with limited assistance from the website developer. Once launched, the developer must be willing to provide maintenance support on an as needed basis with most of the site updating being conducted by the DMAF team. Additional support will be required within the first year of launch.

KEY ASPECTS

- Design will align with brand and style guide.
- DMAF team will work closely with the website developer on the site architecture, copywriting, testing and style.
- This is a new site so there is no need to redirect old urls.
- User experience testing is important to DMAF.
- Analytic integrations should be included.
- Site must be able to remove past events without the aid of DMAF staff.
- The developer must provide live website admin training for DMAF.
- The ability to house downloadable reports and studies.
- A clean look, that is easy navigate and accessible to all users.

- Must be mobile-friendly.
- Must meet AA accessibility compliance.
- The site audience is the individuals and businesses as described in the above profiles.
- SEO Keyword Analysis is important to DMAF.

WEBSITE EXAMPLES

- <https://www.creativeground.org/> : This site covers six states in New England and features artist profiles and opportunities. While it has the functionality, we believe the architecture could be re-arranged. It seems friendly for adding profiles and searching for an opportunity.
- <https://mnartists.walkerart.org/> : We like how the opportunities list identifies the closing date and what it is (call for artists, grant, job). When you click through, it's easy to apply or find more info. The look can be overly text heavy.
- <https://sciencenearme.org/> : We like the search function at the top and how it includes the distance and dates as well as the mix of images and icons.
- <https://www.traveliowa.com/calendar/> : We like how the events are boxed with spaces between each one so that the content is easy to read and navigate.
- https://ia.reel-scout.com/crew_directorylist.aspx?cl=C&type=C : Produce Iowa's directory for the Iowa Film Industry.

BUDGET RANGE

Not to exceed \$150,000 for site building and first-year maintenance.

TIMELINE & IMPORTANT DATES

- RFP Release Date: October 18, 2022
- RFP Due Date: November 30, 2022 at 5 p.m.
- Notification Date: December 16, 2022
- Project Kick-Off: January 9, 2023
- Launch Goal: June 1, 2023, to begin site population and user testing

SUMMARY OF PROCESS

All proposals must be received on or before, Wednesday, November 30, 2022 at 5 p.m. Submissions received after the deadline will not be considered. It is the intent of the Des Moines Arts Festival to evaluate all proposals without bias. All proposals received are considered confidential. Provider will be selected by Friday, December 16, 2022. Submitting companies will be notified of acceptance or rejection by email.

PLEASE INCLUDE THE FOLLOWING INFORMATION IN THE PROPOSAL:

- Name, address, email, phone, website.
- Number of years in operation.
- Client references with date of the partnership.

- Three to five relevant projects including who worked on each project and a link to a case study or website URL.
- Team size, number of individuals (approx..) that will work on the website project, bios, years of experience for each, their roles, responsibilities, and awards/ certifications.
- Any additional resources required for support (ex: sub-contractors).
- Number of hours and general timeline from start to completion (approx.).
- Project management approach.
- General overview of website build process end-to-end.
- Draft site map based on the project scope as outlined and the recommended approach.

PLEASE DIRECT ALL QUESTIONS AND PROPOSALS TO:

Colleen Murphy

Director of Community Relations, Des Moines Arts Festival

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