



Request for Proposals: ArtsAlliance.org Web Developer

THE NEED

Arts Alliance Illinois seeks an experienced vendor to provide web design, development, and hosting services for a new ArtsAlliance.org. The new website will launch in 2023 as part of a broader repositioning of the organization after completion of a strategic visioning process and rebranding project.

ABOUT ARTS ALLIANCE ILLINOIS

Arts Alliance fights for arts resources and policies that benefit our members and all Illinois residents. As the only statewide, multidisciplinary organization concentrated on the strength of arts and culture, the Alliance takes on challenges that no single organization or artist can face alone. Our membership is composed of artists, arts educators, arts advocates, nonprofit arts and cultural organizations, and for-profit arts businesses.

CONTEXT

The Alliance's current Wordpress website, ArtsAlliance.org, was developed in Summer 2020 to replace a site that was nearly a decade out-of-date. Our rapid pivot to helping the arts sector navigate the uncertainty of the pandemic necessitated a more secure and usable website. While the resulting site got us through our most pressing moment, it was never intended to be a long term solution. We now hope to build a new, permanent website for the Alliance that better serves our audience and our needs as an organization.

Arts Alliance recently revamped our visual identity. In 2019, we partnered with Bob Faust to create a new logo. The updated identity work was then completed in 2022 when Leo Burnett expanded the identity system and created a library of assets.

Our website needs are different now than they were pre-pandemic due to the different programs and advocacy needs of the last two years. We also continue to support the sector with expanded programming initiatives, virtual and in-person events, and research partnerships to maintain the sector's finger on its own pulse. While our organization continues to fine-tune our focuses and priorities, we look forward to building a website that reflects our current reality.

GOOD-TO-KNOWS

The Alliance's audience is composed of individual artists, arts advocates, nonprofit and for-profit arts organizations, legislators, donors, and various additional stakeholders in the arts and culture community. As a statewide organization, we serve people in every area of the state.

Because our audience varies greatly, it's important to us that we factor in the interests of any given individual into the structure of our future site. For example, much of our policy content is



only of interest to other policy professionals, and some of our program initiatives are intended for hyper-specific subsets of our network.

The Alliance has a repository of media content including images and videos that can be used throughout the future site, though because much of this content is from before 2020, we would prefer to avoid a need for imagery tethered to specific initiatives.

WHAT WE ARE LOOKING FOR

The Alliance is seeking a web designer and developer who will partner with us to create the new ArtsAlliance.org. We are looking for a partner who can take our brand and translate it into an inspiring, secure, and accessible website.

Since we are in the midst of reviewing our organization's focus through an informal revisioning process, we hope to find a partner who can pull the pieces of our visual identity and revisioning work together to holistically cement our brand. We envision our partner to help us create a tone of voice that brings our positioning to life in hierarchy and functionality.

Alliance is not a one-size-fits-all organization, so we are seeking a web development partner who can demonstrate how they have helped an organization of a similar size and structure develop a clear and compelling online web presence.

WEBSITE FUNCTIONALITY REQUIREMENTS

- Work with the Arts Alliance team to design, develop, and maintain a web solution that fits the ongoing needs of the organization.
- Incorporate a predetermined visual identity in a compelling manner.
- Work with the AAI team to develop a well-defined structure that is intuitive for users and reflective of our work.
- Site map must allow for intuitive and strategic constituent journeys between pages.
- Website must be quick to load and operate.
- Website design must be ADA accessible.
- Website design must be responsive on mobile devices, desktops, and tablets.
- Site must allow for individual pages to have their own "style" while staying consistent with the larger identity.
- Site must allow embedded content including videos, third-party forms, advocacy software widgets such as OneClick Politics, and donation/membership navigation.
- Site must allow for streamlined event registration on the site, with events intuitively accessible via a calendar or other means.
- Site must successfully integrate with AAI's social media platforms.

Arts Alliance[™]

- Site must include a media library with the ability to store a large amount of video, photos, PDF/Word files, and animations.
- Ability to track site analytics.

WEBSITE FUNCTIONALITY WISH LIST

While the Alliance is hoping for all the following items in our future website, we understand that different levels of functionality come with different price tags and considerations.

- Comprehensive web search functionality for all content, including finding results inside files.
- Allow the site to be translated into multiple languages, including English and Spanish.
- Allow for revenue opportunities such as merchandise sales.
- A membership portal allowing people to log in, see their status, and potentially access paywalled content.
- Data integration opportunities with Salesforce (We currently handle this through third-party services such as JotForm and Eventbrite).
- Search functionality within pages, such as a job board or resource page.
- Appropriate structural connectivity with sister sites and microsites.

Arts Alliance is always evolving in response to the sector's needs. Depending on pricing models and our near-future capacity to maintain certain site elements listed above, we are hoping this website will be structured to allow for future implementation of these structures as our capacity continues to grow.

PROPOSAL GUIDELINES

Proposals should include the following:

- **Executive Summary**
Share a brief description of your understanding of our website needs, your solution, and how this solution will address those needs. Please provide a pricing summary for the proposed services.
- **Company Overview**
Share a brief overview of your company, your experience with other organizations similar to ours, and links to past relevant work.
- **Project Menu and Scope (with pricing)**
Please share your proposed website solution, addressing creative design, strategy, methodology, and other important elements. Proposals should clearly delineate the services, deliverables, and costs associated with each of the following services:
 - Redesigning, developing, and implementing the new ArtsAlliance.org
 - Training an Arts Alliance staff member on use of the website

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- Serving as webmaster to maintain the site's functionality ongoing
- Hosting the website
- Notable additional functionality costs* (see the "Functionality wish list" above)
**Our ability to incorporate various wishlisted elements is based on financial considerations; because of that, we ask you to share costs associated with more aspirational site elements, as well as the feasibility of incorporating various elements at a later stage.*

- **Schedule**

Please share a suggested project timeline detailing the time required to complete the project. Please incorporate major project milestones.

- **Payment**

Please share any requirements or preferences regarding invoicing or payment.

- **Miscellaneous**

Please share anything else important regarding the project.

Proposals are due **Friday, January 27, 2023** and may be emailed to Nora Gregor, Director of Communications, at gregor@artsalliance.org. Once proposals are received, we will meet with potential developers to determine the best fit. We plan to make a selection by **Friday, February 17**, with work beginning in March.

Our current budget for this project is **\$30,000-\$45,000**, and must include any needed software, hardware, and initial purchases required for ongoing maintenance of the site.