



NEW ENGLAND FOUNDATION FOR THE ARTS

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New England Foundation for the Arts Creative Economy Directory (working title)

**Website Project
Request for Proposals
January 9, 2011**

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About NEFA

NEFA creatively supports the movement of people, ideas, and resources in the arts within New England and beyond, makes vital connections between artists and communities, and builds the strength, knowledge, and leadership of the creative sector. NEFA is a 501 (c) (3) that operates with funding from the National Endowment for the Arts, the New England state arts agencies, and from corporations, foundations and individuals.

NEFA administers grantmaking programs of regional, national, and international scope to support the performing arts, public art, and Native American artists. NEFA also leads projects and initiatives that range from the analysis of the impact of the creative economy to the creation of online tools which link and advance the cultural community.

Project Summary

NEFA seeks a web development company to consolidate and improve the functionality of our two online databases (MatchBook.org and CultureCount.org) into one online directory of New England creative economy constituents.

Goals

The Creative Economy Directory will enhance NEFA's services to organizations, artists and communities in New England through a new online resource that will:

- **Connect and strengthen:** Quantify and map the cultural nonprofits, artists, and creative businesses of New England's Creative Economy;
- **Spotlight:** Make visible the artistic excellence and diversity available in the region (especially performing and teaching artists, Native American artists, and artists doing public art) and spotlight the creative economy work happening in New England communities;
- **Share resources and information:** Make it easier for individuals and organizations in the creative economy to access resources (including each other) that help them do their work.

Background

NEFA has an organizational website (www.nefa.org) and two additional websites that serve specific constituencies:

- MatchBook.org (www.matchbook.org) is a directory that serves the performing arts sector of New England, including New England performing artists, presenters (organizations/businesses that hire or book artists), and venues (organizations/businesses that have appropriate space available for rent). Artists, presenters, and venues have visually appealing and easy-to-navigate profiles that feature specific information relevant for booking performing artists. The site is a searchable source intended to facilitate the "matchmaking" process between artists and those looking to hire them.
- CultureCount (www.culturecount.org) is a database of New England's creative economy that includes listings of over 30,000 artists, creative businesses, and cultural nonprofits. The site is a searchable directory that currently also includes financial and demographic data. The information in the database is used by NEFA

and other arts advocates for research on the creative sector and its economic impact on the region.

We envision the New England Creative Economy Directory as a MatchBook.org-style directory with the scope expanded to include the broader creative economy.

Some important features of the Creative Economy Directory:

- MatchBook.org-style profiles that are clear, descriptive, and visual
- CultureCount's mapping and administrative features
- Useful to creative economy workers and organizations as well as communities where those individuals and organizations work/contribute
- Has clear calls to action that invite user participation, including user-generated content and opportunities for users to connect with each other through the site
- Has strong visual and functional appeal to the creative sector
- Consolidates the administration of both prior sites into streamlined processes of user account administration, data vetting, data export, data import, and user communication via Salesforce CRM and a CMS platform to be determined
- Utilizes current website development standards to improve the user and administrative experience of the site
- Includes contextual links back to the NEFA.org website (for grants and information) as relevant in search results and profiles

Audience

Types of Visitors

The target audience will consist of approximately 5,000 users a year. These users:

- Have varying levels of computer experience
- Have varying levels of professional experience
- Are both casual users and owners/maintainers of directory profiles
- Represent the diversity of the 6 New England states
- Have varying needs and reasons for using the site, depending on their type of profile

Primary visitors who will maintain profiles are:

- Arts/culture nonprofit organizations, including but not limited to:
 - Professional New England presenting organizations (university arts centers, opera houses etc)
 - Arts councils
 - Historical societies and sites
 - Media outlets (public radio and newspapers)
 - Fairs and festivals
 - Museums
 - Artist groups and collaboratives
- Creative businesses, such as:
 - Galleries
 - Music groups
 - Arts schools or institutes
- Arts/culture government offices
 - state arts agency partners

- state humanities councils
- city arts offices
- Arts/culture programs embedded within nonprofit organizations or businesses, such as:
 - Semi-professional New England presenting organizations (libraries, parks & rec. departments, etc)
 - School arts programs
 - Arts grant programs at foundations
 - Arts programs or offices within non-arts government offices (economic development, planning)
- Creative workers (working in any of the above contexts), especially:
 - Professional New England artists working regionally (all disciplines)
 - Professional New England artists working nationally (all disciplines)

Audiences that could benefit from but are NOT being directly served by the site:

- Other creative (for profit) businesses (not artists)
 - Commercial presenters/promoters
- Venues
- Researchers
- Other government offices (tourism)
- Amateur artists
- Occasional presenters (event planners, etc.)
- General public

Site Statistics

We currently use Google Analytics to track the usage of both sites. In 2011 MatchBook.org averaged about 1250 unique visitors per month, and CultureCount averaged about 535 unique visitors per month. We hope to increase traffic and improve bounce rates with the new Creative Economy Directory site to levels we hope to define in collaboration with the developer.

Site Structure and Content

Both CultureCount and MatchBook.org have content that we would like to retain. We expect to migrate existing content to NEFA's new Salesforce CRM, in the most efficient way as recommended by the developer. Note that the financial and demographic data currently in CultureCount will NOT migrate to the new creative economy directory.

For the publically viewable Creative Economy Directory site, the platform will be either Drupal (a subdomain of the nefa.org site) or some other platform as recommended by the developer (such as SiteForce).

Major categories of content that we want to include in the new site:

- User accounts (secure, free, possibly using NEFA's other user account system)
- Get Listed (users can create their public profile)
 - Profile options - individuals or organizations (artist, creative business, cultural nonprofit categories above)
- Public Search - multiple calls to action
 - Find artists (of specific discipline or focus)

- Find (organizations with) space to rent
- Find organizations that hire artists
- Find organizations that support artists
- Find (organizations that lead) creative economy projects
- Search by keyword and multiple criteria (fields in profiles)
- Results page
 - Map
 - Flexible filters and sorting
 - Icons and counts of result groupings
- Public profiles
 - Artists – individuals and groups
 - Who they are
 - Contact info (geocoded)
 - Tags/characteristics that are vetted by administrators:
 - Native American?
 - NEST eligible?
 - NEFA grantee?
 - SAA registry?
 - Social Network links
 - Primary image (upload)
 - What they do
 - Artist Summary
 - Work disciplines (ALL)
 - Work summaries (activities, fee ranges, etc.)
 - Work samples (upload images, video, audio)
 - Work history (link to presenters/other affiliates in directory)
 - Work in Public Art?
 - Teaching artist?
 - Cultural nonprofits
 - Who they are
 - Contact info (geocoded)
 - Tags/characteristics that are vetted by administrators:
 - APNNE member?
 - NEP member?
 - NECAP member?
 - Organization type/category
 - Images
 - Social network links
 - Links to affiliates
 - What they do
 - Organizational summary
 - Hire artists (Presenters)? If yes, then:
 - Hiring/Presenting detail
 - Link to artists/other affiliates in directory
 - Space for rent? (Venues) If yes, then:
 - Venue details
 - Other fields to be determined
 - Creative Businesses
 - Who they are

- Contact info (geocoded)
- Organization type/category
- Images
- Social network links
- What they do
 - Business summary
 - Hire artists? If yes, then:
 - Hiring/Presenting detail
 - Link to artists/other affiliates in directory)
 - Space for rent? (Venues) If yes, then:
 - Venue details
 - Other fields to be determined

High Level Functionality

This is not a comprehensive list of all functionality that the site will have, but it represents the types of capabilities the site should offer users (including public users and administrators).

- Ease of navigation for users creating profiles or searching profiles
- Profiles consist of user generated content, but some elements approved by NEFA staff (e.g. status and discipline coding, Native American enrollment)
- Profiles can link to each other as appropriate (artists, presenters, venues, affiliations)
- Site information re: links, groupings, categories of users demonstrated clearly on the homepage
- Robust, visually appealing profiles modeled on MatchBook.org
- Icons similar to “NEST” to tag profiles (included in search criteria)
- Upload/link to work samples, tribal documentation, social media sites (PDFs, images, audio, and embeddable video with YouTube, and Flickr slideshows)
- Link as much as possible to other NEFA programs and services (including professional development resources currently on MatchBook.org that will likely move to the NEFA.org website)
- Administrators able to add/edit fields
- Administrators able to add/edit profiles
- Administrators able to reset user accounts
- User account system streamlined/integrated with other NEFA user account systems
- System for keeping profiles current (e.g. automated expiration)
- Administrators able to export all profile and user data
- Administrators able to code profiles with internal Salesforce fields
- Profiles can be spotlighted on website (include images and media options)

Items to be investigated further

- Using Google Custom Search instead of the default searching capability of the site platform
- Setup of site Administration and user levels: Super Admin, Content Editor, Authenticated Users, others as needed
- Contact data (possibly all data fields) live in Salesforce – integrated with other NEFA data; 2-way data sync
- Platform for public directory fields and user generated content to be decided

- Blog and RSS feed capability

Site Requirements

Compatibility

PC/Mac

IE/Firefox/ Safari/ Chrome

Mobile devices

Accessibility

Site needs to be ADA-compliant with Section 504 and the Americans with Disability Act.

<http://www.arts.gov/resources/Accessibility/index.html>)

Hosting

The new directory may or may not be hosted on the same server as the nefa.org Drupal website. The developer will be asked to make cost-efficient recommendations regarding whether the new creative economy directory needs a dedicated server and additional security features.

Graphic Design

Graphic design for the directory should be included as part of this project. NEFA is currently developing its brand strategy for the new directory, which will inform the design process. The look and feel of the site should make it clear that the directory is a collaborative space, intended to encourage activity among a particular New England subset of NEFA's larger constituency.

Budget and Timeline

Our total budget range for this project is \$80,000 to \$100,000. Please submit a budget with each phase of the project itemized.

We expect to begin this project in February, 2012 and anticipate a 12-month duration from design and development to launch. Time required to load content should be included in this schedule.

Vendor Response

To establish your qualifications, please submit a proposal that covers the architecture, design, construction, testing, and delivery of the directory and includes:

- A well-defined project approach for scope of work including a description of recommended tools, platforms and rationale
- A project schedule and workplan that depicts intermediate tasks and milestone events
- A description of your website development process
- Projected cost, broken into component parts of the scope of work. Projected costs should also include a "not to exceed" amount for both services and expenses

- Your qualifications (please specify experience with database websites, SalesForce, and Drupal)
- References—past or current clients that we can contact by telephone

Vendor Selection Criteria

When selecting a vendor for this project, we will be evaluating candidates on the following criteria:

Performance Capability: the extent to which the vendor demonstrates the ability to provide the depth and breadth of experience, skills, and knowledge required by this work. This will include a review of professional references as well as the following:

- Experience with SalesForce (data migration and field setup)
- Project management skills and capacity and building and testing process (e.g. using testing sites, time tracking, feedback system)
- Experience building flexible Drupal websites that can be easily modified by non-technical users
- Experience creating sites that build communities and have interactive features (blogs, discussion forums, etc.)
- Experience working with nonprofit organizations
- Solid information architecture skills for organizing content in ways that are intuitive to the site visitor
- Availability for the proposed timeline (February 2012 – February 2013)

Cost: the total cost to NEFA of the proposed vendor relationship.

Completeness and Quality of Bid Response: the thoroughness and concern for quality in the vendor's response.

Contact Information

Please direct all responses to this RFP and/or any questions to:

Nella Young

New England Foundation for the Arts

145 Tremont Street, 7th Floor

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proposal@nefa.org

Deadline

Proposals including budget and timeline must be received by or before February 1, 2012.