

Request for Proposal

**CAPITAL
FRINGE**

Website Redesign

Issue date January 2, 2019

Responses due February 1, 2019

Contact julianne@capitalfringe.org

Project budget \$30,000 - \$45,000

Goal for launch June 10, 2019

Introduction / Summary

Capital Fringe is an arts non-profit founded in Washington, DC in 2005. Capital Fringe has presented the yearly Fringe Festival for the past 14 years. In 2020 the Logan Fringe Arts Space will re-open, which houses three theaters, gallery and bar/café. The goal of this RFP is to find a partner to redesign our website capitalfringe.org in order to better organize and illustrate our mission, work and many events.

Context

Our current website was launched in 2013. The interface is not set up to support two large programs running at the same time. The newly remodeled Logan Art Space will run independently from the annual Fringe Festival. The Logan will offer year-round programming in four performance spaces inside our Florida Avenue building. The Fringe Festival is an annual performance arts series featuring over 100 productions that rotates through different DC neighborhoods. (We are exploring rebranding the Fringe Festival to better differentiate these programs.)

Prioritized Goals

This new website should support the following goals:

- Enable **patrons** to discover and attend events at the Logan Arts Space and the Fringe Festival while clearly differentiating those two programs.
- Support the hundreds of **artists** in the production of that programming through the information (e.g. how-to guides, deadlines), documentation (e.g. contracts), and transactions (e.g. submission of show information and marketing assets).
- Enable the **Capital Fringe staff** to keep all information up to date and flexible controls for event presentation (e.g. turn on/off Fringe Festival calendar presentation during relevant periods).

RFP Timeline

RFP Issue Date	January 2, 2019
Responses Due	February 1 2019
Finalists Selected and Contacted	February 8, 2019
Finalists Presentations/Discussions	February 15, 2019
Winner Selected and Contacted	March 1, 2019
Project Kickoff	March 8, 2019

Project Timeline / Launch

The new website must be live by **June 10, 2019**. (The schedule and tickets for the 2019 Fringe Festival will go on sale Monday, June 17.)

Budget

Our budget is \$30,000 - \$45,000.

While we prefer the most cost-effective solution, all proposals that fall reasonably within this range will be considered based on the value they provide.

Functional Requirements and Services

Our new website will require:

- Supporting patrons
 - Responsive layout
 - Events calendar showing all programming and ability to filter by program
 - Event pages supporting one or more showtimes
 - Ticket purchase/fulfillment (for 2019 through OvationTix)
 - Interactive map of Fringe Festival venue locations (changes yearly)
 - Online store (selling independent art and Fringe merchandise)
 - Newsletter registration
 - Blog
 - Contact form
- Supporting artists
 - Login area for Artists
 - Archive view of past Fringe Festivals
- Supporting Fringe staff
 - Google Tag Manager integration
 - Ability to create and edit pages and update site map through a new content management system (preferably open-source)
 - Manage redirects
 - Ongoing technical support

Integrations / Tech Requirements

The new site will need to integrate with the following existing systems:

- MailChimp (newsletter signups)
- Google Analytics and Google Tag Manager
- OvationTix for ticket fulfillment

- Integration with Artifax (event management software) feed for Logan Art Space events

The new site will need to migrate from existing systems including:

- CMS: custom Ruby-on-Rails implementation
- Server/Database: Heroku
- Storage: Amazon S3

Proposal Requirements

Please include the following in your proposal response:

- Company description
 - Project process overview
 - Recommended approach of how you will meet our goals
 - Proposed timeline
 - Team bios
 - Three recent relevant project samples
 - Three client references
 - Line-item pricing
 - Terms and conditions
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