



Request for Proposal

JerseyArts.com Website Design and Branding Strategy

Introduction

The ArtPride New Jersey Foundation is seeking a branding and digital agency to redesign its JerseyArts.com business-to-consumer site and update its Discover Jersey Arts branding strategy. The new site will combine content currently published on a series of microsites, resulting in a comprehensive online experience for arts consumers across devices.

The existing JerseyArts.com structure has become disjointed due to limitations of the previous legacy site's custom content management system and its inability to meet the changing needs of the program's content. This was escalated by the impact of the COVID pandemic on the arts industry, resulting in the shutdown of the legacy site in favor of publishing content on a series of temporary "microsites" until a new site can be developed.

ArtPride's "Discover Jersey Arts" (DJA) brand has also become dated. Although recognizable in the market, our goal is to refresh the brand in conjuncture with the launch of the new site with the intent of reintroducing the program to both the public and our constituent arts organizations.

Table of Contents

1. [Company Background](#)
2. [Our Audience](#)
3. [Project/Content Goals](#)
4. [Requirements/Deliverables](#)
5. [Experience/Qualifications](#)
6. [Website Examples](#)
7. [Budget Range](#)
8. [Timeline/Important Dates](#)
9. [Submission Instructions](#)

ArtPride New Jersey Foundation

432 High Street | Burlington, NJ 08016

ArtPrideNJ.org | JerseyArts.com

1. Company Background

The ArtPride New Jersey Foundation is a 501(c)(3) nonprofit arts service organization that advances, promotes, and advocates for the arts as essential to the quality of life and economic vitality of our state. Serving more than 200 arts institutions – from large performing arts centers, to mid-sized theatres, to small neighborhood galleries – ArtPride represents the gamut of performing and visual arts groups, nonprofit and commercial, in every corner of New Jersey.

Through our Discover Jersey Arts program – a multifaceted approach to increasing the awareness of and participation in the arts in New Jersey – we promote events, produce original content, and provide ticket deals, special offers, and exclusive event access for patrons on behalf of our member organizations.

ArtPride proudly supports our state's creative community and is widely viewed by the field as the go-to source for research, innovative programs and services, and high-impact advocacy work.

Contacts

Name	Title	Email	Project Role
Jim Atkinson	Director of Programs & Services	jatkinson@artpridenj.org	Project Manager
Emily Ambash	Web Content & Promotions Manager	eambash@artpridenj.org	Content Lead
Megan Lobue	Membership & Development Manager	mlobue@artpridenj.org	Data Integration Lead
Koren Rife	Marketing & Communications Manager	krife@artpridenj.org	Marketing Lead

2. Our Audience

The primary audience for the JerseyArts.com site is existing, and potential new, audiences of performing and visual arts events. Our existing customers are identified through our Jersey Arts Member program (50,000+) – a two-tiered free v. paid membership based on ticket discounts, pre-sale ticket and other special offers, and exclusive member events. This membership program is transitioning to a paperless model, maintaining its “basic” v. “premium” account structure, in conjunction with the launch of the new site.

Audience Profile

Age:	65% Baby Boomer (1946-64); 19% Gen X (1965-80); 09% Silent Generation (1928-45); 05% Millennial (1981-96); 01% Gen Z (1997-2015); 01% Greatest Generation (1901-1927)		
Education:	37% Completed College; 32% Completed Graduate School; 30% Completed High School; 01% Attended Vocational/Technical School		
Income:	38% 50k-99k; 22% 100k-149k; 18% -49k; 14% 200k+; 08% 150-199k		
Race:	88% White; 05% Hispanic; 04% African American; 03% Asian		
Marital Status:	84% Married; 16% Single	Presence of Children:	54% No Children; 46% Children

We hope to expand this audience as we shift the focus of the site from primarily event-focused content to more original storytelling in the form of feature stories, podcasts, and video segments as well as a greater focus on destination marketing, incorporating dining, shopping, and hotel stay. We also plan to alter our content to be more inclusive of currently underrepresented communities to appeal to a wider audience demographic.

The secondary audience for the site is the field, as ArtPride seeks to increase the site's value proposition for the arts institutions we serve, as well as for our cross-sector partners in the dining and tourism industries.

3. Project/Content Goals

The overall goal of the site, as outlined in more detail in this RFP, is to provide a centralized location for patrons to get updated information on the arts scene across New Jersey, increasing awareness of and participation in the arts community. The site will serve as the primary deliverable for marketing campaigns being planned for 2022 and beyond.

Portions of the content outlined below are currently being published through a series of "microsites" (as noted) that will be combined, as well as improved and expanded upon, in the new site.

Primary Content

- a) Existing and new custom content created by ArtPride in the form of feature stories, podcasts, and video packages. This content should be searchable by tags, author, and content type in addition to providing and promoting subscription tools. Current content is published at <https://jerseyartsfeatures.com> and will need to be migrated to the new site.
- b) Member portal to support two-tiered paperless Jersey Arts Member patron accounts, including account management (join, upgrade, downgrade, edit contact information and preferences) and restricted access to member-only content based on level (discount codes, member event tickets, pre-sale ticket offers, etc.). Member data will be integrated with ArtPride's existing Salesforce customer relationship management (CRM) system. A version of this content is currently being published at <https://members.jerseyarts.com>.
- c) User-generated event listings from arts organizations targeting members with ticket discounts offers (percentage and promo codes), as well as non-discount driven offers (e.g. ticket pre-sale offers), searchable by tags and zip/radius geography. This content is currently not being published due to the impact of COVID on the field but had previously been published on the retired legacy site.

Secondary Content

- d) Directory of organizations, searchable by tags and zip/radius geography. The directory should include, but not be limited to: photo, description, phone, link to third-party site, Google map, and integrated Google reviews. This content is currently not being published due to the impact of COVID on the field, but had previously been published on the retired legacy site.
- e) Curated event content in the form of event listings around seasonal themes including Valentine's Day (date night events), Mother's Day (where to take Mom), Winter Holidays (Christmas, Hanukkah, New Year's Eve), etc. Events should be featured on a dedicated landing page for each campaign, with each event clicking through to a detailed page featuring photo, description, date, time (optional), price range, and link to details on a third-party site. A version of this content is currently being published at <https://jerseyarts.com/athome>.
- f) Destination marketing content, in the form of pages that combine curated content promoting arts groups/events, restaurants, hotels, and shopping organized by highlighted towns. A version of this content is currently being published at <https://jerseyartsroadtrip.com>.

Tertiary Content

- g) Portal for registered arts organizations to update directory information and/or submit events to promote discount deals or to be considered for ongoing seasonal event promotions.
- h) Flexibility to easily create landing pages as needed to support promotional campaigns as they develop. A sample of a recent campaign can be found at <https://jerseyarts.com/dinertheatre>.

4. Requirements/Deliverables

CMS/Integrations/Hosting

- CMS: Drupal 8 (to correspond with existing ArtPrideNJ.org site)
- Video Integration: YouTube (existing)
- Podcast Audio Integration: Podbean, Buzzsprout (or similar)
- Email Integration: Salsa Engage (existing)
- Online Fundraising: Salsa Engage (existing)
- CRM: Salesforce (existing)
- Hosting: Liquid Web Dedicated Linux Server (existing)
- Forms: Formstack (existing)/or similar; Drupal Forms (as needed)
- Membership: TBD (new platforms currently being explored)
- Recommendation Engine: TBD
- Google Ad Words (existing)
- Google Reviews (directory integration)
- Google Maps (events and directory integration)
- Analytics Integrations: Google Analytics, Google Search Console, AWStats/Deep Log Analyser (or similar)
- SEO Keyword Analysis: analyze keywords/search phrases to increase visitation through organic/paid search
- Monetization: TBD – potential integration of Google AdSense (or similar)
- Mobile App Integration: TBD – potential integration for Android (Google Play) and iOS (Apple App Store)

Site Architecture

- Navigation: TBD based on content priorities outlined in this RFP and wireframes developed by selected firm.
- Feature Story Content: two-step feature listing stories by most recent with links to dedicated pages for each, including image(s), copy, author photos/bios, optional YouTube video or podcast audio embeds, publish date – searchable by genre tags, media type tags, author
- Event Deals: two-step feature listing events by upcoming date with links to dedicated page for each event featuring: title, image, date(s), time(s) (optional), description, venue, external third-party link, phone, Google Map, discount percentage with hidden promo codes and redemption types/link based on Member Login, destination (when applicable), special designation options (when applicable) – searchable by zip/radius, date range, genre(s) tags
- Curated Seasonal Events: two-step feature of events listed on dedicated messaging page (i.e. Winter Holidays Campaign) with links to dedicated page for each event featuring: title, image, date(s), time(s) (optional), description, venue, external third-party link, phone, Google Map, discount percentage with hidden promo

codes and redemption types/link based on Member Login (when applicable), destination (when applicable) – searchable by zip/radius, date range, genre(s) tags

- Destinations: two-step feature listing content by featured destinations linking to dedicated landing page for each destination featuring copy, images, YouTube video embeds, third-party external links – content organized by “What to Do”, “Where to Eat”, “Where to Stay,” along with graphic and link to dedicated destination partner – recommendation engine should pull any currently featured events by destination tags
- Directory: two-step feature searchable by zip/radius, genre(s) tags – results page with links to dedicated landing page for each organization including: image, name, description, address, Google Map, phone, third-party external link, Google Reviews, internal destination link (when applicable) – recommendation engine should pull any currently featured events and/or stories by zip/radius and genre tags
- Special Events Pages: two-step feature listing events produced by ArtPride on dedicated landing pages (i.e. Member Events, Diner Theatre, etc.) – results page for each event to include image, name, description, address, Google Map, phone, external link, Buy Tickets link – some restricted content based on Member Login
- Member Portal: Join/Login Page; Member Benefits Page; Join Page (fields for name, email, mobile phone, address, birthdate, interests); Return User Login Landing Page (edit, upgrade, cancel) with recommendation engine pulling current Member Events and/or Event Deals (by zip/radius)
- Arts Organization Portal: Join/Login Page - Join Page to link to ArtPrideNJ.org; Return User Login Landing Page (edit organizational directory listing; submit ticket deals; submit Premium Member offers; submit events for seasonal messaging campaigns) – edit contacts link to ArtPrideNJ.org portal
- Internal Search Feature: two-step feature including search field and results page
- Social Media Links: external third-party links to program’s Facebook, Twitter, Instagram, and YouTube
- SEO Copywriting: review of copy provided by ArtPride team for SEO and UX
- URL Redirects: redirects from existing microsite URLs to assist with SEO rankings and external legacy links
- SSL: secure necessary certificates to ensure the site is fully secure for safeguarding sensitive data
- Advertising: TBD Integration of Google AdSense (or similar)

User Experience (UX)

- Information Architecture: Content should be organized and labeled to ensure users can quickly and effectively locate information and complete tasks.
- Responsive Design: Design should respond to user behavior based on screen size, platform, and orientation.
- Interactive Design: Design should include elements which can be actively engaged by users to guide them toward desired information.
- Recommendation Engine: Content filtering based on current/previous page views and/or self-identified preferences in member profile should be integrated throughout the site.
- Membership Integration: Restricted content (e.g. discount promo codes) should be embedded throughout the site and visible based on member login credentials, incentivizing participation (not just restricted to the Member Portal).
- Visual Design: Design aesthetics should strategically implement images, colors, fonts, and other elements consistent with the Discover Jersey Arts brand and ArtPride’s core values.
- Accessible Design: Site should be developed to ensure it can be used by a wide range of individuals, including those with disabilities.
- Usability Testing: Process should include a usability step(s) by persons with no prior exposure to the project to measure the intuitiveness of design, user flows, and copy (based on different audiences).

Branding Strategy

- Implementation of site design across other DJA-branded platforms including Facebook, Instagram, Twitter, and YouTube (updated logo design not included as part of this scope of work).
- Analysis of existing and creation of updated email templates.
- Analysis of existing social media messaging as it relates to the updated site content.

Other Services

- Training and documentation will be required for ArtPride staff on usage and maintenance of the site.
- Support will be required to update Domain Name Services (DNS) associated with the site once ready to be published live.
- Design assets will be required to ensure outward facing business-to-consumer and business-to-business collateral (brochures, social media, video, presentations, etc.) resonate with the new online presence.
- Plan for ongoing site maintenance and expansion following the launch.

5. Experience/Qualifications

To be considered for evaluation, a proposal must clearly demonstrate that the submitting firm has a successful track record of successfully performing services similar to those being sought in this RFP for clients in a similar business space.

The submitting firm should provide detailed descriptions of the experience of staff members that would be assigned to the project outlined in this RFP.

A list of at least three client references related to the scope of work outlined in this RFP should be included in the proposal. This list should include, but not be limited to: company name, associated contact person(s) (name, title, email address, phone), URL of work delivered, month/year of project completion.

As a condition of receiving the award of a contract under this RFP, submitting firms must certify that it has in place a policy and practice of preventing sexual harassment and discrimination against employees who are members of a protected class as well as advancing equity, diversity and inclusion in the workplace.

6. Website Examples

The following is a list of websites unaffiliated with ArtPride New Jersey that model attractive design, functionality, and best practices as it relates to deliverables outlined in this RFP.

SF/Arts <https://www.sfarts.org>

- Magazine site that combines story-driven content with event listings
- Event listings are clean and attractive, using large graphics and interactive design elements

Art&Seek <https://artandseek.org>

- Media-driven site that combines story-driven content with event listings
- Search tools are clean and easy to use; utilizes a recommendation engine as part of its UX

Philly Fun Guide <https://phillyfunguide.com>

- Discount event site using tags and links to presenting organizations
- Uses a recommendation engine as part of its UX
- Design is dark and a little busy – images could be more prominent

Arts Boston Calendar <https://calendar.artsboston.org>

- Example of Artsopolis site, a common event listings tool in our industry
- Good event organizational structure, although lacks some of the tools we plan to implement

DO AC <https://www.atlanticcitynj.com>

- Tourism site with clean event listings
- Integrates Google maps with venue directory listings

7. Budget Range

Based on the scale of the proposal, the projected budget for this project is \$95,000 - \$115,000.

8. Timeline/Important Dates

Benchmark	Projected Timeline
RFP Released	Mar 31, 2021
RFP Submission Deadline	May 10, 2021
Vendor Selection	by May 31, 2021
Discovery	Jun 2021
Production	Jul-Dec 2021
Beta Testing	Jan 2022
Launch	Feb 2022

9. Submission Instructions

Proposals should include company background information and project specifications including, but not limited to:

- company name, address, website
- one-paragraph company overview
- years in operation
- team size
- list of relevant projects (including links)
- list of individuals assigned to project (bios, roles)
- project management approach
- overview of website development process (start to finish)
- approximate number of hours projected
- general projected timeline and key benchmarks
- detailed budget

All proposals must be submitted online in PDF format by no later than **May 10, 2021** to ArtPrideNJ.org/DJARFP.