



## **Request for Proposals Website Design and Development**

### **Introduction**

Toronto Arts Council (TAC) and Toronto Arts Foundation (the Foundation) seek a website developer to design and develop new websites for Toronto Arts Council, Toronto Arts Foundation, and Neighbourhood Arts Network (NAN).

### **Objectives**

Toronto Arts Council and Toronto Arts Foundation require websites that will effectively communicate and support all the activities of the organizations including granting programs, arts awareness and advocacy, research, fundraising and NAN member benefits. Anticipated benefits of the new websites will include:

- Integration of accessibility features in compliance with AODA guidelines
- Improved communication of information to TAC grant applicants
- Improved communication of information to researchers and public awareness of the arts
- Increased donations to the Foundation
- Improved brand identity and differentiation between affiliates Toronto Arts Council and Toronto Arts Foundation, and the connection between Toronto Arts Foundation and its initiative Neighbourhood Arts Network
- Improved NAN member benefits, including member profile pages, events listings and opportunities
- Improved and streamlined website maintenance; TAC and the Foundation will have full access to the code
- Improved look of all websites

Based on this document, the web developer/designer/firm will provide the design, development and implementation of new websites to replace:

1. [www.torontoartscouncil.org](http://www.torontoartscouncil.org)
2. [www.torontoartsfoundation.org](http://www.torontoartsfoundation.org)
3. [www.neighbourhoodartsnetwork.org](http://www.neighbourhoodartsnetwork.org)

## Scope of Work

The development team will provide a detailed project plan which will include the following components:

- **Planning:** Development of websites with a focus on user experience and universal accessibility. The development team will work closely with TAC and the Foundation to come up with unique approaches in redistributing the information on our websites, including restructuring menu items to improve user flow. *Note that we are in discussion with OCAD U's Inclusive Design Research Centre to help with this; some feedback or collaboration with IDRC and the developers may take place.*
- **Creative:** User experience, branding, design concepts, style guide, graphics production (including the creation of symbols to help with communication of information), illustration.
- **Production:** Generate three custom WordPress themes that are tested to be universally accessible, agile and adaptable.
- **Page Templates & Functionality:** Content and functionality for all three sites will largely stay the same, with the following additions:

**TAC:** Custom page templates for TAC grant program pages and information sessions; calendar listing for grant deadlines and information sessions

**The Foundation:** Custom page templates for Foundation Initiatives pages and workshops; calendar listing for workshop and award dates

**NAN:** Custom page templates for NAN Awards, Programs pages, external opportunities, and workshops; calendar listing for workshop events and award deadlines; events listings for NAN member events; development/ improvement of NAN member sign-in profile pages with the ability for members to add photos, events, bios, videos; development of NAN member message board; improved NAN Learning Room resource section

**All:** Embedded sign-up form for workshops, including RSVP management; custom template for blog; accessibility widgets; hidden content functionality for board members and NAN members

- **Optimization & Quality:** Formal testing and quality assurance, accessibility features, search engine optimization, application of Google Analytics code, etc.
- **Content Entry:** Working alongside TAC and the Foundation to come up with swift and easy ways to transfer content from existing sites
- **Integration:** Integration of APIs used in TAC's grants management system *TAC Grants Online* (for grant deadlines, program guidelines and more) and Sumac (for Foundation fundraising and NAN member database); Integration with Constant Contact for newsletter sign up and management; data migration, as necessary.
- **Deployment:** Staging deployments to support quality assurance and content entry; giving access to versioning and the developed code to the staff once the development stage has ended; SSL certificate setup.
- **Training and Documentation**

## Timeline

Please provide a detailed project timeline. Our optimal timeline for basic completion of all three websites is February 2021, with the potential for subsequent phases of completion, if necessary.

## **Budget**

Please provide a complete budget for each separate site (totalling three budgets), including:

- Consultants' Fees broken down according to the scope of work above
- Cost of software licenses; maintenance fees
- Additional costs (Hosting/ plugins/ widgets)

## **Evaluation of Bids**

Bids will be evaluated based on:

- Excitement about working with us from the development team
- Knowledge and integration of accessibility features in compliance with AODA standards
- Innovative ways to present information / considerable knowledge on user experience and universal access
- Past examples of websites -- both front and back end configuration. Past examples of user manuals developed.
- Succinct and direct communication about needs, pricing, direction and timeline.
- Proposed timeline for the project.

In your submission, please include information about the development team such as CV's, links to profile sites/ links to LinkedIn profile, information on past clients / examples of comparable projects.

## **Contact Information:**

For questions, please contact:

Sarah Gladki  
Communications Manager  
Toronto Arts Council & Toronto Arts Foundation  
sarah@torontoarts.org

Please submit the completed proposal by email to **sarah@torontoarts.org** by 5:00 p.m. on **September 18, 2020**.