



Rhode Island Convention Center Authority
REQUEST FOR PROPOSALS
WEB SITE DESIGN AND CMS UPGRADE

The Rhode Island Convention Center Authority (the “Authority”), a public corporation of the State of Rhode Island, requests proposals from qualified firms for the partial design and upgrade of a family of web sites with multiple components for the Rhode Island Convention and Entertainment Complex.

Proposals should be submitted to:

Kim Keough
Rhode Island Convention Center Authority
One LaSalle Square – DDC
Third Floor
Providence, RI 02903

Proposals must be submitted no later than **Friday, May 31, 2013, 11:00 AM**. Each package must be marked with what the proposal is for, namely: “Partial Web Design and Development.”

Background

The Authority is seeking proposals for services related to the partial re-design, and CMS upgrades of web sites associated with the Rhode Island Convention and Entertainment Complex (the “Complex”). The Complex includes the Rhode Island Convention Center (“RICC”), the Dunkin’ Donuts Center (“DDC”), Veterans Memorial Auditorium (“The Vets”) and 2 parking garages.

The RICC hosts conventions, tradeshow, public shows, meetings and other events year-round. The RICC has 100,000 square feet of exhibit space, a 20,000 square foot ballroom, 23 meeting rooms, and the Rotunda Room, a glass-enclosed function space.

The Dunkin’ Donuts Center is a 14,000-seat sports, entertainment and trade show facility adjacent to RICC, and hosts over 100 performances and games annually. It is home to the Providence Bruins, an American Hockey League team, and the Providence College men’s basketball team. The arena also hosts a wide variety of concerts, family shows and other events throughout the year.

The Vets is located on the revitalized Avenue of the Arts. With just over 1,900 seats, The Vets is acclaimed for its unique combination of size and intimacy. On the National Register of Historic Places, The Vets has undergone recent renovations to the backstage area and is currently undergoing renovations to expand the square footage. It is home to the Rhode Island Philharmonic Orchestra, the Festival Ballet Providence and the Rhode Island International Film Festival.

The Complex also includes an attached garage that can accommodate parking for up to 2,400 cars.

Additional information on the Authority and its facilities is available at www.rhodeislandcomplex.com, www.riconvention.com, www.dunkindonutscenter.com, and www.thevetsri.com.

Scope of services

The objective of this project is to maintain continuity to the look and feel of our three web sites. The site(s) must promote and market the Complex's facilities to various audiences.

- RICC: convention facility is marketed for meetings, conventions, tradeshow, dance competitions, exhibitions, etc.; and parking facilities.
- DDC: arena holds major sporting events, family shows, concerts, meetings and exhibitions.
- RICCA: information on the three venues for the general public and media.
- The Vets: historic theater that is home the Philharmonic and ballet. The facility also holds concerts, dance competitions, family shows and graduations.

The web site components serve as a resource to meeting planners, travel trade, patrons, tourists, business travelers, advertising partners, the local community and media. While the sites are unique and support different audiences and service needs, they need to maintain a common look and feel throughout.

The current sites are maintained by the marketing staff at each individual facility. This team will work closely with the chosen firm to outline specific needs to improve updating and maintenance procedures.

The firm chosen should have experience working with WordPress.

General Requirements:

The selected firm will:

- Conduct a process discovery phase to assess functionality requirements.
 - Stakeholder research
 - Content Management/Database needs assessment
- Present 1 - 2 preliminary design updates for consideration, incorporating pre-existing graphic design elements, as well as, a price breakdown of various web components.
- Implement the selected design upgrade
- Provide direction and advice on content development
- Include options for SEO (Search Engine Optimization)
- Provide overall project management
- Establish launch schedule
- The site must promote the Complex and its facilities as a unified entity, while continuing to identify individual brands
- Provide upgrades that are interactive, user friendly, informative and easy to update on the backend.
- Upgrade featured events section on home pages so images are automatically re-sized to fit.
- Upgrade our real-time RICC/DDC/Vets/Complex calendar of events that allows for easy updates.
- Allow staff (non-technical) to easily add, edit and delete content within the websites through a password -protected, web-browser interface.
- Provide hosting, training to our staff, technical support and design support following launch.
- Social media integration
- Create a site which is dynamic with the ability to expand overtime.

RICC Web Upgrade Requirements

- Update Interactive Event Calendar
- A content management system that will permit non-technical staff to easily update web site content.
- Digital version of event planning guide using flip page technology
- Enhanced interactive floor plans using Meeting Matrix or comparable application.
- Mobile Website Version
- Ability to reconcile and pull reports for each event
- A secure site that can safely and responsibly handle E-Commerce
- Ability to post video on website
- Some website re-organization and navigation
- Provide hosting, training and technical support
- Online purchasing of Exhibitor services (telephone, internet, hvac, electric, cleaning) has the following components:
 - Email confirmation when purchase is made to RICC and receipt to customer following purchase.
 - Multiple service forms
 - Ability to input number of days in advance each event can purchase services in the admin/ default to 2 days
 - Allow the RICC to create specific discounts for each service individually depending on the event
 - Separate online purchasing of parking passes for exhibitors with the following components:
 - Ability to limit the number of parking passes sold
 - Parking purchases need to go into a separate account than other services.
 - Parking passes would be permitted by event
 - Ability to choose how many days in advance parking passes could be purchased /default 15 days

DDC Website Upgrade Requirements

- A content management system that will permit non-technical staff to easily update web site content.
- Mobile Website Version
- Ability to post video on websites
- Ability to post easily to all social media forums on each site (simultaneously) in an effort to impact ticket sales, sponsorships and bookings.
- Interactive Event Calendar - should be quick and simple to add events and automatically removes expired events.
- Update password protected Promoter information & technical rider downloadable PDFs
- Update interactive virtual seating diagrams
- Provide hosting, training and technical support

The VETS Website Upgrade Requirements

- A content management system that will permit non-technical staff to easily update web site content.
- Ability to post video on website
- Update interactive event calendar - should be quick and simple to add events and automatically removes expired events.
- Mobile Website version
- Ability to post easily to all social media forums in an effort to impact ticket sales, marketing efforts, sponsorships and bookings
- Provide hosting, training, and technical support

The site must meet the needs of the various target audiences as described in the introductory section. The site should be viewable on all types of operating systems, browsers and screen optimizations. The W3C Web Standards should also be closely followed.

Required Proposal Submission

Interested parties must provide the Authority with 10 copies of its proposal, as well as **one disc with all materials as digital files** (word documents, pdfs, etc.) including the sections outlined below, and a completed and signed copy of the last page of this Request for Proposals. Submissions may be supplemented with a professional portfolio or samples that are otherwise similar or relevant to this project.

Part 1: Summary cover sheet (Please include descriptions of the following)

- Name and location of firm
- Key staff members' experience and expertise
- Local/national experience on similar projects
- At least 3 references from recent clients for web services. Include thumbnail or full-page images from each website.
- If subcontractors or joint ventures will be used, please provide the above information for those entities.

Part 2: Project Description

- Your own overview of the Web site.
- Your firm's Web site development philosophy and process (related to this project).
- Total estimated project cost as a schedule pricing for all services (rather than hourly rates).
- Project budget not to exceed \$55,000 (excluding maintenance, hosting package options, and any proposed licensed products and related fees)
- Projected project timeline.

Selection criteria

Criteria for selection will include:

- Responsiveness to needs and requirements set forth above;
- Design philosophy and suggested approach for integration of the sites;
- Resume, experience, and portfolio of submitted work;
- References;
- Experience in designing similar target web sites;
- Ability to complete the project in a timely fashion;
- The proposed budget and fees.

Proposals received in response to this RFP will be objectively reviewed by the staff and marketing committee of the RICCA based on the criteria above. A firm will be selected by the Authority based upon its needs.

Questions

Any questions about this RFP should be submitted via e-mail to Kim Keough at kim.keough@riccauth.com.

Terms

The terms of the contract shall be governed by the Authority's Terms and Conditions accompanying herewith.

RIGHTS RESERVED TO THE AUTHORITY

Whenever the Authority deems it to be in the Authority's best interest, the Authority reserves the right, in its sole discretion, to cancel this RFP, to reject any and all proposals, to waive minor irregularities or informalities in a proposal; to re-advertise; and to proceed in a manner other than awarding a contract under this RFP. The Authority will not waive the requirement that qualifications and proposals be received by the Authority prior to the deadline for submission.

The Authority reserves the right to cancel negotiations with any proposer at any time prior to a contract being fully executed by the proposer and the Authority.

The Authority reserves the right to interview any or all proposers.

In addition to any other cause for rejection of a submittal stated in this RFP, a proposal may also be rejected if there is evidence of collusion among proposers, if the proposer submitting it is in default or arrears under any prior or existing contract with the Authority or any other State of Rhode Island department or agency, or there is an unresolved claim between the proposer and the Authority or any other State of Rhode Island department or agency.

Any direct contacts made or attempted to be made by any proposer with any Authority Board member prior to the selection of qualified proposers will automatically disqualify a proposer from any further consideration.

Proposals are considered to be irrevocable for a period of not less than sixty (60) days following the opening date, and may not be withdrawn except with the express written approval of the Authority's Executive Director.

Proposers are advised that the Authority is a quasi-public agency of the State of Rhode Island and its records, including statements submitted in response to RFP's are public records unless otherwise exempted under state law.

THE RHODE ISLAND CONVENTION CENTER AUTHORITY IS AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER.