

# Website Redesign and Development **Request for Proposal**

**RFP Coordinator:**

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This RFP states the instructions for submitting proposals, the procedure, and the criteria by which a Designer may be selected.

Fiesta Association of San Juan Capistrano  
Website Redesign and Development  
Primary Website: [www.swallowsparade.com](http://www.swallowsparade.com)

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## I. Submission Timeline and Format

July 4 <sup>th</sup> , 2014	Deadline for Submitting Proposals
July 9 <sup>th</sup> , 2014 Board Meeting	Full Board Reviews Submissions
July 18 <sup>th</sup> , 2014	Board Decision to Choose Designer

### The RFP coordinator for this project:

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Submissions must be in the PDF format and may be delivered via e-mail to the RFP coordinator. All questions should be directed to the RFP coordinator. All submissions received after the due date will not be considered. The Fiesta Association recommends that all designers submitting proposals be prepared to present make a presentation to the full board at the next available Board of Directors meeting of the Fiesta Association, if the RFP coordinator in consultation with the board determines that is required..

For ease of reference, each Designer receiving this RFP is referred to as a “Designer” and the Designer selected to provide services for The Fiesta Association is referred to as the “Selected Designer.”

## II. Organization Overview

The San Juan Capistrano Fiesta Association is an all-volunteer organization that manages and produces the annual Swallows Day Parade and other Fiesta de las Golondrinas events throughout the year. A non-profit, nonpolitical organization, the Fiesta Association is a fun group of community minded volunteers. We are entirely self-funded through sponsorships, donations and various fundraising activities.

The Swallows Day Parade and Mercado Street Faire is the culmination of a year of planning and over three months of events that are highlighted in local print media and on the website. The Swallows Day Parade is part of the larger Fiesta de las Golondrinas or Festival of the Swallows. Fiesta de las Golondrinas is tied to the legendary return of the swallows to the Mission San Juan Capistrano on St. Joseph's Day, March 19th. The fame of this event and the yearly return of the Swallows have reached all parts of the world. During this three-month Fiesta de las Golondrinas, the Fiesta Association is responsible for various fund raising and community activities. Some of these activities and events include our: New Membership Mixer, Taste of San Juan, Kids Pet Parade, El Presidente Ball, Fiesta Grande which includes the Hairiest Man & Soiled Dove Contests, and the infamous Hoosgow Day round-up. All culminating with the Swallows' Day Parade and Mercado Street Faire.

### III. Project Overview

The Fiesta Association seeks an experienced Designer to redesign [www.swallowsparade.com](http://www.swallowsparade.com) and implement technologies to meet the objectives outlined in this document. This will be a concept to completion production, from scoping to information architecture, improved user experience, design, development, and launch.

The audience of The Fiesta Association's website includes three distinct categories: (1) Members of the Fiesta Association, (2) Swallows Day Parade Participants (both in and viewing the parade), and (3) Mercado Vendors. In addition to educating and mobilizing each of our audiences, The Fiesta Association views each audience as a possible Sponsor. The additional audience that is critical for the ongoing viability of the Fiesta Association is our Sponsors and Donors. This important audience includes local small businesses, schools, foundations, corporations and individual major donors.

Content for The Fiesta Association's website may include general organization information (mission, vision, contact info, etc.), program and project overviews, news, events, periodic e-newsletter "Hoof Prints", interactive maps, resource lists, donation pages, membership management pages, and a Hidden password protect page for Board Member documents. In addition the website will have the capability to include photos of parades and events. The embedding of videos is expected in modern website and a video box is expected to be on the Home Page and in other critical parts of the website.

The redeveloped website should be easy to use and intuitive, organized around The Fiesta Association's work in the most popular non-powered parade in the United States and the many events that lead up to it.

It is expected that the website will move from being an expense of the Association into becoming a source of revenue by increasing memberships, participations, and most importantly sponsorships. The website information is to encourage users to participate in the fulfillment of our organizational goals.

**The primary goals of the new website include:**

- Internet presence that professionally represents the organization;
- Provide users with up-to-date information about The Fiesta Association, the organization's projects and programs;
- Design and functionality that provides an improved menu that is consistent on every page encouraging users to explore the entire website;
- A site that is easily managed and maintained by non-programmers through a web-based simple (non-WordPress) CMS interface;
- Conversion of visitors to the website into contributing sponsors and donors;
- Encourage of existing membership and provide necessary membership support services for new members;
- Encourage donations and make doing so easy;
- Integration with our new Facebook social media push for 2014-2015
- Design and content aimed at engaging our target audiences
  - Members of the Fiesta Association,
  - Swallows Day Parade Participants,
  - Swallows Day Parade Audience
  - Mercado Vendors, and
  - Sponsors/Donors.

## **Budget**

The Fiesta Association's budget for this project is between \$4,000 to \$7,000. Responses beyond this range should present a very compelling argument for the additional investment. Pro-bono contributions or membership in the association will be considered with appropriate marketing recognition.

The Fiesta Association is a small non-profit with a similar budget. We honor our financial supporters and fiscal goals by carefully spending the funds we have been entrusted with. As such, we will be carefully vetting responses based on their reasonable pricing and high quality, amongst other features. Additionally, as a small non-profit, our staff time is already focused on current projects. In light of this, responses should not presume to use The Fiesta Association staff time as an inexpensive way to implement features or transition data top the new website.

## **IV. Current Situation**

The existing The Fiesta Association website is a collection of different functionalities and software systems which have evolved over a decade of development. Currently updates and resources for users are complex, cumbersome, non-existent, and difficult to find. The next iteration of the website must provide simple and fast means for users to update the content which comprises approximately 30 webpages on the website.

The current website is hosted by a company not in the United States and it is our hope to choose a designer from the local area or at least from Southern California.

## **V. Design Requirements**

The following are overall requirements for this project:

- Intuitive and easy to navigate website

The website should undergo significant redesign and reorganization. The website design should be based on our target audiences, visually appealing, have a unified look and feel, and provide easy navigation throughout.

- Modern web functionality but utilizing an old west feel to honor our heritage.

Website should be developed utilizing modern web design and standards, compatible with modern browsers while providing graceful degradation for older browsers.

## **VI. Functional Requirements**

### **Calendar**

The calendar needs to display upcoming events in a chronological manner with the culmination being the Swallows' Day parade. Menu items should also reflect this annual calendar. This area must be very easily updatable by staff and designated users.

### **CMS**

The website should have a very simple inclusive content management system allowing non-developer staff members the ability to add content in the form of words, dates, graphics, photos, with hyperlinks as appropriate. Some of these links will be related to the events in the parade (such as parade route, parade forms, and parade applications), others will include membership related changes for membership (such as membership applications, membership renewals, rosters, and board information).

The CMS should allow for the upload and use of different media in a page. Pages should allow for structural intra-relating and relationships with other content on the website. The Fiesta Association must be able to maintain full editorial control of content without dependence on outside contractors and must be able to make updates at a moment's notice without consultation or compensation of a third party webmaster. The purpose of the CMS is both to retain control but also to lower the annual costs of maintaining the Fiesta Association's website.

### **E-Newsletter / E-Magazine**

The Fiesta Association is interested in having the capability integrating the content of the our e-newsletter into the website and maintain an archive of past articles.

### **Social Media**

The website should allow embedding from YouTube, Vimeo, Viddler, Facebook, Twitter, and Google+. It is not intended for the website to incorporate any member created posts and so it is not wanted for the website to be built on a WordPress template. The website is not intended to become a blog and social media will be the interactive portals to up to the moment information of events. Social Media links will take care of that.

## **Membership**

The Fiesta Association wants members to be able to manage their membership by applying for membership online (or renewing memberships) and it is expected that the website will integrate with our payment system so that payments can be made online. We do not want a custom system designed that will go out-of-date and instead prefer that links be installed on the website to allow for outsourced payment processing. In addition, information requests regarding membership sent to the website should be saved in our Constant Contact database.

## **News/Articles/Blog & User-Generated Content**

The website is not intended to become a Blog. Although selected news and local articles should be able to be placed on the media page of the website. The Fiesta Association does not wish to provide daily monitoring of the website and as such it is not expected to utilize the website as a platform for people to create their own content beyond the broad spectrum pages that we have created on the website.

## **Search**

Website should have a simple and standardized search with a text-box able to search site-wide, such as a Google custom search.

## **Usage Tracking**

The website should use Google Analytics for usage tracking.

## **SEO**

The website should use best practices for search engine optimization and be launched with on-page optimization of key words on each page and tagging of website photos as appropriate for search engine recognition. It is expected the the Simplified CMS will allow select board members or their assignees to update basic SEO on each web page.

## **Sectioning & Tagging by Geography & Issue**

The Fiesta Association is a Southern California based organization with county-wide and State-wide reach for participants in the annual parade and Mercado. Site content might likely be accessed by both those in the county and within the entire state.



## VII. Proposal Format

Proposals should include information outlined in this section:

Describe in detail the Designer's proposal to address the outlined RFP requirements. This should include plans for:

- How the website design will prioritize space and content to the three primary audiences as well as the important target audience of sponsors.
- How primary audiences will be motivated to engage through email and forms.
- Provide a timeline for the completion of the project outlined in this RFP. Provide a brief history of the Designer and its experience providing services for organizations like The Fiesta Association providing access to a portfolio of websites that the Designer has created for both for-profit and non-profit organizations.
- Document examples of the Designer's experience in designing/developing similar functionality to each of the project requirements.
- Describe the project process and methodology including a sample design or the homepage and sub-page for content. Functionality is not required but is highly beneficial in order to win this design contract.
- Explain methodology for training The Fiesta Association in use of website CMS.
- Describe a maximum cost and how The Fiesta Association will be charged. Also include the Designer's plan/costs for post-deployment maintenance, support and upgrades including hourly rates for such services. The price you quote should be inclusive, if your price excludes certain fees or charges provide a complete explanation of the nature of those fees.
- If hosting services are to be provided, clearly identify cost as well as description of the hosting platform. Outsourcing is preferred so the Fiesta Association is able to control these costs.
- Document choice of content management system. If proprietary, Designer is expected to explain reasons this choice is superior to non-proprietary systems.
- And finally relate the Designer's experience providing design services for non-profit organizations, and how content management systems have been self-management by those organizations.

## **VIII. Basis of Selection of a Designer**

The Fiesta Association is seeking a comprehensive proposal from qualified Designers for fulfilling these objectives.

Designers are expected to show a demonstrative capability of this type of work.

The Fiesta Association will evaluate proposals and, if a Designer is to be selected, select the Designer on the basis of:

- The Designer's plan to achieve the goals stated in this RFP in a comprehensive manner.
- The Designer's experience, examples of work, qualifications and successes in providing similar services.
- The Designer's past work with non-profit organizations, and other clients comparable to The Fiesta Association.
- The Designer's pricing and timeline.
- The quality of the proposal, responsiveness and adequacy of information provided.
- The Designer's plan for cost effective hosting, affordable post-deployment maintenance, support and upgrades.
- The Association has a long history in Southern California and it is preferred that the Designer has a strong grasp on the goals and that history to best represent us.

Submission of a response to this RFP does not bind The Fiesta Association to engage the Designer to provide the requested services. The Designer is solely responsible for the costs it incurs in responding to this request for proposal. A limited number of submissions from Designers will not preclude the Board's choice of a Designer, the creation of this RFP and sending it out to multiple designers satisfies the multiple bid requirements of the Association's bylaws.

The Fiesta Association will negotiate contract terms upon selection. All contracts are subject to review by The Fiesta Association Board of Directors, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.