1902 South Main Street | Seattle, WA 98144
206.328.2200 | www.pratt.org

**Request for Proposal (RFP)**
**Issued**: April 2, 2021
**Closing**: April 30, 2021 no later than 5pm PST
**Invitation**: Pratt Fine Arts Center (Pratt) invites you to respond to this Request for Proposal to redesign its website.

Pratt Fine Arts Center is committed to diversity, equity, and inclusion. Black, Indigenous, People of Color (BIPoC) agencies encouraged to apply.

**Statement of Purpose**

This Request for Proposal (RFP) aims to identify a vendor qualified to plan, execute and deliver the redesign of Pratt's current website. Pratt requires a vendor who has demonstrated experience in managing website projects and expertise with best practices regarding successful website design, development, deployment and hosting.

This RFP represents the requirements for an open and competitive process. Proposals will be accepted until April 30, 2021 at 5 PM PST. Proposals received after this date and time will not be considered. If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, then it must be clearly stated in the proposal. Additionally, all costs listed in the proposal must be all-inclusive, comprising of any outsourced or contracted work.

**About Pratt Fine Arts Center**

Pratt Fine Arts Center instructs 4,300 students a year in our five-discipline community art center in Pratt Park in Seattle's Central Area. Named after civil rights activist Edwin T. Pratt, the organization's mission is to foster a creative, inclusive art-making community, providing access to quality education and professionally equipped studios for everyone. Pratt's programs promote the joy and transformative power of art and actively support the development of visual artists. Pratt Fine Arts Center offers classes for all skill levels and abilities. It is the only facility in the Northwest where absolute beginners and established professional artists work side-by-side creating art in glass, sculpture, jewelry and metalsmithing, wood, painting, drawing and printmaking. Pratt provides affordable studios with unparalleled state-of-the-art equipment and professional artist instruction to create an environment where students learn and create.

**Mission Statement**

To foster a creative, inclusive art-making community, providing access to quality education and professionally equipped studios for everyone. We promote the joy and transformative power of art and actively support the development of visual artists.

**Pratt's Racial Equity, Diversity and Inclusion Statement of Purpose**

Pratt's mission statement is to make art accessible to everyone, and the organization has made racial equity in arts education and organizational operations a key priority. We have committed financial and human resources to Diversity, Equity, Inclusion, and Accessibility and training ourselves on dismantling White supremacy and structural racism and are committed to creating and testing solutions to irrevocably change systems through the following actions:

- Educate ourselves and our communities on the existence and impact of historic racism and design new thinking and practices to offset its impact.
- Design and implement new policies and practices within our organizations intended to analyze, understand and disrupt the effects of racism.
- Research and collect data that accurately represents the demographics served by and serving at Pratt.
- Intentionally seek, consider and select members from BIPoC communities for the Pratt board and staff.
- Select and support staff and members for board service whose values include racial equity.
- Require all board members and staff members to attend racial equity training.
- Engage in programming and planning, including with other local organizations, in order to nurture and cultivate BIPoC artists, administrators from diverse communities, and other organizations serving BIPoC communities.
- Assure representation of artists, teachers, speakers, and other stakeholders in Pratt's programming and events.
- Work with other local, regional and national organizations that are also working toward greater racial equity in arts education.
- Create and connect programs and partnerships across the city of Seattle to increase the number of and success of BIPoC in the arts.

**Pratt's logo and visual identity**

In 2016, Pratt worked with an external firm to redesign its logo and visual identity. As part of this work, the agency created a **website design template** (style sheet) that reflects the organization's new look and feel, and that should be utilized as guideline during the new website redesign process.

**Project Purpose and Description**

Pratt Fine Arts Center aims to carry out a successful redesign of its website to refresh its image, clearly showcase its studios and the class offerings for each one, reach out to audiences, engage communities, achieve consistency and accuracy in describing our work, and broaden our public profile in an easily accessible online environment.

For that purpose, Pratt is seeking a provider who will utilize the latest web-based technology to redesign and enhance our website. The refined product should have a responsive design and be mobile friendly, provide detailed information about our services and offerings and allow easy addition or modification of content.

Once the website redesign is completed, the agency will also be responsible for hosting Pratt's website and providing monthly support / maintenance as needed.

**Target Audiences**
The target audiences for the site and their primary usage of the content are as follows:

Primary audiences
- Current and prospect students
- Studio access users
- Artistic community

Secondary audiences
- Donors
- Board members
- Sponsors
- General public, including Pratt's neighborhood and Seattle arts community

**Third Party Sites**

The platform recommended should provide the flexibility to be updated as needed by Pratt's internal team. Additionally, one of Pratt's third-party vendors will closely work with the selected agency to incorporate and manage class registration functionality, studio access booking, Scholarships and awards submissions and Art Parties/Custom Classes forms through Pratt's website. The agency selected will have to work with the abovementioned vendor to ensure seamless design and implementation of both the new website and the registration system.

**Project Goals**

The project to redesign Pratt's website has the following goals:

- Content Management system must be editable by internal staff with options to edit and add new pages, page headers, images, and offer increased editing options for text/page layout and fonts/style/color
- Ability to embed and host video
- Improve accessibility, so students and artists are able to find classes / studio access in a streamlined way.
- Increase registrations, events attendance and overall time users spend on Pratt's website
- Present Pratt's mission and class offering on a more visually appealing form, using the organization's logo and visual identity.
- Improve search engine visibility and ensure integration with Pratt's social media platforms.

- Seamlessly integrate with Pratt's registration system (Art Center Canvas), including:
  - Class registration
  - Studio access for working artists
  - Scholarships and awards submissions
  - Art Parties / Custom Class forms
  - Fundraising/donation forms integration
- Contribute to create visually compelling storytelling about Pratt's brand attributes and stories showcasing high quality images and video.

**Sitemap**
A website site map can be found [here](#).

As part of its proposal, the agency is welcome to provide suggestions / recommendations for improvement on the website site map to strengthen its functionality and the overall customer experience.

As part of the RFP response, the agencies will have to present a general workflow chart taking into account the website site map provided by Pratt. The workflow should include functionality improvements, analytics review and an estimated timeline.

**(Pre CoVID-19) Website Statistics**

From March 2019 to March 2020, Pratt's website registered the following usage:

• Sessions: 179,669
• Users: 111,849
• Page views: 1,476,555
• 80.9% of the users are new users
• 1.01% bounce rate

**Copy and Content Management**

Pratt's internal team will provide the copy for each section of the website to the agency selected. After the website is redesigned, all future content management arrangements will be done by Pratt staff.

**Mobile and social media friendly website**

Pratt's website should be mobile responsive to provide our visitors a high-quality experience regardless of whether they are visiting from a phone, tablet or desktop. The new website should also have social media integration, offering both social sharing buttons and social follow icons.

**Search Engine Optimization**
The new website should be designed with search engine optimization in mind, featuring a sitemap, SEO-friendly HTML formatting, meta descriptions, responsive design, etc.

Pratt's Analytics report provide most search-valued pages so the agency can map the pages / terms that have the strongest SEO potential.

**ADA Compliance**
The website should be compliant with the requirements of the Americans with Disabilities Act.

**Traffic Reporting**
The agency should provide a traffic reporting system, such as Google Analytics.

**Training**
The agency's proposal will have to include a training session with key staff on the new website, Google Analytics and ongoing web maintenance.

**Timeframe**

April 2nd – Apr 15th Submission of questions / request for additional information from competing agencies.
April 30th: Proposals due
May 17th: Agency selection and notification
Summer 2021: Website development begins

**Budget**

Pratt has allocated a budget range of $30,000 to complete all the work described on this RPF. All proposals must include proposed costs to complete the tasks described above. Costs should be stated as non-recurring costs (NRC) or monthly recurring costs (MRC).

**Additional to this budget, the agency should also provide a monthly fee of website hosting / technical support.**

As a 501(c)(3) organization, Pratt relies on community support to further our mission of accessibility. Please identify and itemize any pro-bono or in-kind opportunities your firm will provide within the RFP budget proposal.

**Evaluation Criteria**

Responses will be evaluated by a committee which may be comprised of members of the Marketing and DEI committees and Pratt Fine Arts Center staff. Criteria that will be considered in the evaluation of responses may include, but are not limited to:

1. Demonstrated competence and professional qualifications necessary for successfully performing the work required by Pratt.
2. Recent experience in successfully performing similar services.
3. Background and experience of the specific individuals to be assigned to this project.
4. Experience in making a website interactive, user-friendly, informative, and attractive to the website user.
5. Experience in content management website construction.
6. Understanding of the work required.
7. Completeness of responses to specific requirements of this RFP.
8. Proposed approach in completing the work.
9. References of other clients.
10. History of excellent customer service and approach to achieving customer satisfaction.
11. History of compliance with obligations and responsibilities in other similar website re-design agreements.
12. Experience in racial equity and inclusion practices in the workplace and /or completed projects.
13. Proposed fees

**Proposal Instructions**

All proposals should be received by April 30th, 5pm (PST). Proposal should be submitted digitally by email to Angela Brown, Director of Marketing & Communications at abrown@pratt.org.

As part of your proposal, please address the following:
• Sample Project Plan and workflow chart taking into account the website site map provided by Pratt. Include potential functionality improvements and an estimated timeline.
• Project Budget
• Monthly technical support / website hosting fee
• Your approach to website design
• Details regarding your website project management process
• A summary of website development experience
• A listing of existing client references
• Identify who will be involved on your project team, including their relevant experience and credentials