

REQUEST FOR PROPOSAL
Website Design
Prescott Park Arts Festival
P.O. Box 4370
Portsmouth, NH 03802

Background

During the summer of 2014, Prescott Park Arts Festival will mark its 40th year of serving the greater Seacoast community by presenting music, art, theater, dance, education and children's events on the banks of the Piscataqua River in Portsmouth, New Hampshire.

The mission of the Festival is to provide financially accessible, multi-generational, high-quality family entertainment and educational events to a large and diverse audience. The vision is to exercise cultural leadership, increase community access to the arts and increase programming in targeted areas through strategic partnerships with other non-profits and the business community.

Located on 3.5 acres in beautiful downtown Portsmouth, the arts festival has a long and rich history of successfully presenting the arts in the park with no fixed admission. Because of this policy, many people have their first experience with a live performance at Prescott Park. Since 1974, it has successfully reached over 3.5 million people through more than 10,000 productions. An estimated 250,000 people attend the more than 90 events scheduled between June and October.

Prescott Park Arts Festival is seeking the services of a web designer to help create a new attractive and effective website that is both engaging and exciting at a caliber suitable for the operation.

Function to Date

The festival website provides a crucial portal for current and potential audience members to find important information regarding festival events including, but not limited to, weather updates, schedule, event information, directions and FAQs.

It also allows audience members to make VIP table and blanket reservations, purchase memberships (season passes), and order unique items such as boxed lunches and pizzas.

With diverse offerings, the website provides an essential marketing tool by exposing one audience to other events, enticing them to take advantage of the no-fixed admission policy.

It is also meant to present the festival in a fun, fashionable manner, adding to the draw and appeal of the event/experience.

Objectives

The objective is to expand on current features to improve functionality, ease of access for the consumer, reinvigorate the site to give a fresh, fun look and feel, and maintain a platform that is easy to update/expand without outside development support.

Goals

We are looking to achieve these goals in the following ways:

- User friendly navigation allowing visitors to get information quickly and easily
- E-commerce platform featuring user accounts, coupons, multi-item purchase, integration with POS system, etc.
- Mobile compatibility
- Social media and inbound components
- Attractive modern design reflective of the Festival experience

Timeline

February 21	Proposals due
March 7	Designer selected and notified
By March 21	Designer must meet with General Manager and Executive Director to review vision and timeline
May 28	Drop-Dead (no new functionality)
June 6	Beta Launch
June 9	Live Launch

How to Submit a Proposal

Those interested should submit the following no later than February 21, 2014 to the attention of John Moynihan, General Manager, at the address above or to john@prescottpark.org. For questions, please call John at 603-436-2848.

1. A proposal describing your qualifications (or the qualifications of the team member(s) and how the tasks described above would take place.
2. A firm estimate of fees to be charged and an estimate of any anticipated additional expenses.
3. Resumes of any staff member(s) who would be involved in the project.
4. Names, phone numbers and emails for contact people at three organizations who have been your clients in the last two years, whom we can call as references.

Prescott Park Arts Festival is a 501(c)3 not for profit organization that works to provide access to all community members to quality arts experiences, regardless of their economic status. We anticipate the selected web designer will exchange a portion of their services for featured recognition as a festival partner. This could include various forms of media exposure, onsite recognition, and more.