



REQUEST FOR PROPOSALS

About C3, Inc.

Richmond's Creative Change Center is a volunteer based non-profit 501(c)(3) launched on January 3, 2005. Our mission is to be the region's creative resource and catalyst. Our vision is to improve the quality of life and economic vitality of the Region by engaging, connecting and strengthening Richmond's creative community.

Proposal Guidelines and Requirements

The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged. This is an open and competitive process. Proposals should include credentials and prior experience; references appreciated; statement of understanding of and agreement to time line; fee/cost structure and estimated final cost. Please note any discounted cost options your firm is offering. **Proposals should be sent to Chris Eklund, C3 board member, at Chris.R.Eklund@gmail.com by Friday, March 27, 2009 at 5 p.m.**

Project Description

C3 is currently looking to set up, install, and design the organization's web site. The first version of the C3 Web site was designed in 2007 and no longer exists after the domain name (www.c3va.org) was lost in 2008. The existing Web site (www.c3richmond.org) is temporary and includes basic information about C3 and its programs. A more robust functionality and presentation will allow for the site to better reflect the mission of C3.

Upon completion of the development of the site and the completion of turn-over training, C3 will assume full responsibility for web site content and maintenance and administration. All content, and any custom coding and graphics will become the sole property of C3, Inc.

Web site Requirements

The Web site designed by the successful candidate must meet the following criteria:

- An established content management system with integrated components (like GoodBarry, Joomla, Dupal, Moomba, Expression Engine, Dot Net Nuke, etc.) that will allow C3 staff and multiple volunteers to instantly update web site content.
- Consistent and visually appealing design
- Easy navigation
- Necessary software and licenses to maintain the site internally or externally as decided by C3, Inc.
- Compatibility with all major web browsers
- Quick page loading capabilities
- Web-based database (Creative Database) that can be populated (with a moderated check and balance) by both administrators and end-users. The goal is to have a searchable database of creatives in Richmond.
- Event registration capabilities and the ability to connect with PayPal



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Available resources

- Hosting for the site has already been secured
- Any written copy to be used on the web site can be provided by the C3 volunteers. However, if the respondent provides these services, an explanation of the process and degrees of service would be appreciated in addition to the standard design and production estimation.
- Existing graphical elements such as logos will be provided for the web site, and will be provided to the successful respondent at the time of selection.

Web site Outline

- Homepage
 - Current Activities (linked to calendar)
 - Sign-Up for e-News
 - Rotating series of highlights from the Artists Collaborative
- About Us
 - Who we are – description of C3
 - List of Board of Directors
- Directory of Creative's (See Appendix A)
 - Tied to a database
- Calendar (See Appendix B)
- Media
 - Photos
 - Videos
- Programs
 - Arts Collaborative
 - Creative Fuel
 - Breakfast Club
 - House Parties
 - Link to YRichmond
- Volunteer Opportunities

Budget

As a non-profit volunteer-based organization, C3 is looking for affordable solutions. Acknowledgement of Web site creator in exchange for in-kind or discounted services is available.

Project Timeline

A complete first draft should be provided to the C3 board by X and will be returned for feedback by the x.

RFP Due Date: 5PM, Friday, March 27, 2008
Remit to: Chris.R.Eklund@gmail.com



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Appendix A - Database for Creative's

Description

Visitors can browse a database of creative Richmond-area freelance/companies or services in a varying array of disciplines. Used as a directory and for networking purposes. Visitors can navigate to the creative category of their choice to see a directory listing and click a link to view the details of an individual business or service. Visitors can submit their own business or service to the database for admin approval.

Technical Requirements

Creative Database site

- On submit, generates count for total number of submissions per category
- On submit, triggers email to admin that a new submission is online
- Links to administrator email if modifying/updating is needed later (see Bonus below)

Creative Database Admin area

- lists all entries
- allows admin to create/edit/delete an entry
- allows admin to create/edit/delete a category

Bonus: Create username system so people can manage their own profiles without admin intervention

Other Notes:

- Existing C3 "creative" category list should be reviewed/updated as needed. This list will populate the "business category" field.
- List should be sortable by:
 - Alphabetical (business name) A-Z
 - Category
- Database should capture the following fields:
(*Required field)
 - * Business or Freelance name
 - * Business category (drop-down list)
 - Business category 2 (drop-down list)
 - Business URL
 - Logo or Image
 - Summary/Description
 - Specialties or Services list
 - *Brief Summary (limit the characters)
 - Keywords (list)
 - * Contact name
 - Contact phone #
 - * Contact email
 - Street address
 - Street address 2
 - City
 - State
 - Zip



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Appendix B - C3 Calendar

Description

Visitors can view a calendar of C3 events currently in the system. Administrators are able to create new calendar entries and edit/delete entries as needed. Visitors can find an event and RSVP for an event (which takes them to a method of payment for pre-registration) and notifies the admin of a new registrant. The calendar also generates an RSS feed which easily imports into other local online calendars.

Technical Requirements

Calendar RSVP

- generates headcount for event
- triggers email to Event Contact person that a new signup has occurred
- closes attendance after a certain # is reached (and notifies user & admin of limit)
- links directly to online payment (PayPal)

Calendar RSVP Admin area

- lists events in system
- allows you to create/edit/delete a new event
- lets you automatically set a headcount limit
- lists who is currently signed up (edit/delete names)
- lists who has paid already
- list is easily printable for on-site attendance

Other Notes

- Entries should automatically generate RSS feed of Calendar items
- List should be sortable by:
 - Event Date (chronological)
 - Category
- Any new calendar entry should capture the following fields:
(*Required field)
 - *Event title
 - Summary/Description
 - *Brief Summary (limit the characters)
 - *Event Date
 - *Event Time
 - Event Category (drop-down)
 - Keywords (list)
 - Event Image or photo
 - * Contact name
 - Event Contact phone #
 - * Contact email
 - Event Street address
 - Event Street address 2
 - Event City
 - Event State
 - Event Zip
 - Link for RSVP