

Arizona Sports Foundation

WEBSITE MAINTENANCE
&
REDESIGN RFP

REQUEST FOR PROPOSAL
for
Website Maintenance, Design & Development
for the
Arizona Sports Foundation

February, 2015

INTRODUCTION

The Arizona Sports Foundation (Fiesta Bowl) is requesting proposals for services related to the Fiesta Bowl organization website:

Professional design and build of a new organizational site
Implementation of an infrastructure that allows the organization to maintain their specific information within a common framework;

The current Fiesta Bowl website (FiestaBowl.org) is hosted on Ubuntu Linux based servers by Rackspace.com and maintained by staff, as well as outside assistance from an agency using SSH, FTP access, and Wolf Content Management System.

The intention is to maintain the current site and to redirect to the new site as it is made available.

The proposals will be evaluated on the basis of price and the criteria listed below.

ORGANIZATION

The Arizona Sports Foundation is a non-profit organization founded by Arizona community leaders in 1971. Over the years the organization has hosted more than 20 events annually to promote volunteerism, athletic achievement and higher education within the community. The Arizona Sports Foundation has hosted seven games that have decided the college football national championship, including four Bowl Championship Series title games. This season, the Arizona Sports Foundation and its 2,900 volunteers will host the 45th Annual Fiesta Bowl and 27th Annual Cactus Bowl.

OBJECTIVE

The Fiesta Bowl's objective is to increase revenue, build brand identity, awareness and interest in annual events and community programs. Additionally, the site is a resource for volunteers, media and college football constitutes to stay up to date with organization.

The Fiesta Bowl also has a need for maintenance to our current site for the duration of the building process.

MINIMUM REQUIREMENTS

Current Website:

Respondent currently provides website services to multiple medium sized organizations, with high website traffic

Respondent must be able to provide on-call hours for website and mobile site updates during key dates for the organization (weekends, holidays, etc.)

Respondent must have an existing understanding of our current CMS (Wolf CMS) and be able to maintain our current site without much education

New Website:

Proposed application/system must meet the following minimum requirements:

Respondent currently provides website services to multiple medium sized organizations, with high website traffic

Public access to all of the features on the website is not dependent on specific browser

Website capable of being organized into multiple departments and divisions within departments with ability for the organization's website administration to add divisions.

Intuitive and consistent options for navigating the website especially moving from department to department and department to general information/home page.

Flexibility within the portion of the site assigned to a department or function for designated staff to add, remove and update content using tools and templates that do not require extensive knowledge of web development languages or technical structure.

Compatibility with a variety of third party programs that need to be integrated into the website. Including, but not limited to: Paciolan, Salesforce, e-commerce tool, Sports Systems, Website Alive and webcasting.

Website capable of responsive across multiple devices

Pages and features compatible with limited bandwidth access by the public. Web interface options that can accommodate individuals with disabilities in accordance with the American with Disabilities Act (ADA).

Capability of the general website administration staff to:
Control size of individual web pages.

Control size and types of images used within the site.
Control publishing of links to other websites.
Report website maintenance activity and statistics on content type:
 Updates, downloadable documents, web pages, calendars.
Report number of visits to site generally and to each department.

Email interfaces, if any, are not dependent on a specific email client.

Capability for easily searching the website for key words or phrases.

CMS that provides a uniform means of managing web documents whether posted as web pages or downloadable files. Database needs to include items like the document/page title, description, posting information, expiration date.

Ability for authorized staff to create and/or edit new website pages, including uploading of photographs and graphics.

Ability of website to allow visitors to sign up for email newsletters, using opt-in and opt out procedures.

Social media integration tools.

ADDITIONAL FEATURES & CAPABILITIES

The following is a list of additional features and capabilities the Fiesta Bowl is seeking in website services. The list is not intended to be all inclusive, nor is it intended to represent a minimum of features and capabilities. For accounting purposes, please list out each element approximated price.

Through the creation of an intranet, allow authorized staff that maintain a specific department's web pages to make some pages available only to visitors with user names and passwords supplied by the department.

Allow for e-commerce capabilities through a consumer facing storefront, as well as an opportunity for sales within the intranet.

(Note: Fiesta Bowl technical infrastructure is not relevant to this RFP since the site is not hosted in our environment.)

PROPOSAL CONTENT

All proposals are to include the following:

Company profile

Contact information for the respondent.

Location of respondent corporate offices.

Number of years of experience respondent has in installing and supporting similar systems.

Description of your firm's organizational capacity

Information regarding the team that will be assigned to the project. Including each person's role, as well as background information on each key staff member.

Description of methodology to be utilized including discovery, design, quality assurance testing and implementation.

Description of the proposed process for website design.

Description of the proposed maintenance plan for the current website while the new site is being built

Whether or not respondent has graphic design specialists on staff.

Accessibility features of the proposed website.

Description of infrastructure, utilities and tools proposed for web page creation and maintenance.

Proposed phases or steps in implementation of the website design, infrastructure and hosting.

Options for training staff in creating and maintaining website content.

Description of ongoing support provisions.

Separation of one time and recurring costs for:

- Website design - Rates for design work
- Infrastructure
- Training
- Hosting (Must make off-site hosting recommendations)
- Rates for programming work
- Rates for website maintenance

Specifications and configurations required to support the proposed system, including specifications for all software components required for the system, but not provided as part of the proposal.

Requirements, if any, for bandwidth to the Internet necessary to support reasonable performance of website maintenance tools.

Information on hosting site recommendations including specifications on security, disaster recovery, and procedures for handling outages.

If the execution of work to be performed by your company requires the hiring of sub-contractors, please outline how this fits into the project.

List of at least five current customers using the proposed service/system that the Fiesta Bowl can contact, as well as their URLs.

Current reference information for three former or current clients

DEMONSTRATION OF PRODUCTS

At the option of the organization, and as a condition prior to selection, respondents may be required to demonstrate the functionality of the proposed system. The demonstration must be conducted with the products proposed and must be able to demonstrate the functionality as it would be implemented for the organization.

If the organization elects to have a demonstration, the respondent may be required to do so at the organization's office. Failure to agree to the demonstration will disqualify the responder. A minimum expectation of respondents to this RFP will be web/conference call presentations to the organizations RFP committee as well as executives and staff. It is

understood that any costs for on-site or web/conference call demonstrations shall be the sole responsibility of the respondents.

CONDITIONS OF WORK

Final agreement(s) must be reviewed and approved as to form by the Fiesta Bowl legal counsel.

If subcontractors are needed, the Fiesta Bowl retains the right to refuse the sub-contractors you have selected.

All hardware, network, and software installation and configuration must be performed in cooperation with Fiesta Bowl organization staff.

The implementation must be accomplished in a manner that minimizes disruption of the Fiesta Bowl business.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

EVALUATION OF PROPOSALS

This is an open and competitive process. Price will be a significant, but not the only, criteria in evaluating the proposals.

Consideration will also be given to the following:

Ability of the same respondent to provide all aspects of the proposal: design, infrastructure, maintenance, training.

Compliance of the vendor and proposal with the Minimum Requirements outlined above.

The extent to which the proposed system provides the Features & Capabilities outlined above.

Responses to requests for additional information submitted to the respondents.

The award will be made to the qualified respondent whose proposal is most advantageous to the Fiesta Bowl with price and other factors considered. The Fiesta Bowl may reject any and all proposals.

FIESTA BOWL CONTACT

Questions about the project may be directed to:

Jennifer Jepson, Director of Communications

Fiesta Bowl

480-517-6291

jjepson@fiestabowl.org

All proposals must be received by 5:00 PM on the date indicated below. Proposals may be submitted electronically in PDF format.

Late arrivals with postmarks after to the deadline will not be accepted. All expenses for preparation of the proposal package are the responsibility of the respondent. All materials submitted in response to this RFP will become the property of the Fiesta Bowl.

Completed proposals must be submitted by mail or delivery to:

Jennifer Jepson
Fiesta Bowl
7135 East Camelback Road, Suite 190
Scottsdale, Arizona 85251

Or by email to:

jjepson@fiestabowl.org

SCHEDULE

Proposals submitted to the Fiesta Bowl: March 16, 2015

Vendor selection: April 1, 2015

Implementation Completed: August, 2015