



Request for Proposal For Website Design

**Solicited by:
Valentine Museum**

Project Title: 2023 Valentine Museum Website Design
Question Period: December 21, 2022-January 13, 2023
Proposals Due: February 10, 2023
Proposal Award: March 10, 2023



TABLE OF CONTENTS

- 1.0 STATEMENT OF PURPOSE
- 2.0 PREPARATON OF RESPONSE
 - 2.1 How to Respond
 - 2.2 Bids
 - 2.3 Evaluation Criteria
 - 2.4 Contact
- 3.0 BACKGROUND
 - 3.1 About
 - 3.2 Mission & History
 - 3.3 Audiences
 - 3.4 Strategic Goals and Objectives
 - 3.5 Competitive Set and Comparables
- 4.0 SCOPE OF WORK
 - 4.1 Scope of Services
 - 4.2 Schedule
 - 4.3 Budget
 - 4.4 Responsibilities, Expectations, and Requirements
- 5.0 PROPOSAL CONTENT AND FORMAT
 - 5.1 Corporate Summary
 - 5.2 Proposal Questions
- 6.0 Standard Terms and Conditions

1.0 STATEMENT OF PURPOSE

The Valentine Museum seeks a partner (the “Proponent”) to respond to this Request for Proposal (“RFP”) to design and develop a new website at www.thevalentine.org to be completed and delivered to The Valentine Museum no later than February 10, 2023. The successful candidate(s) will be selected to develop and deploy the completed website based on an assessment of skills and project scope.

2.0 PREPARATION OF RESPONSE

2.1 How to Respond

Please provide a comprehensive and sufficiently detailed Proposal, following the recommended format outlined in Section 5. Please include pricing details with a breakdown of work and design methodology that will permit a complete evaluation in accordance with the criteria set herein.

Proposals must be sent as a PDF file via electronic means. Submissions that include any comment over and above the specific information requested in this RFP should be submitted in a separate appendix.

Proposals must be successfully received by the Solicitation Closing Date no later than 5:00 p.m., EST, February 10, 2023.

2.2 Bids

Proposals in response to this RFP shall be in US dollars.

2.3 Proposal Evaluation Criteria & Selection

Proposals will be reviewed and evaluated by a selection committee based upon the following criteria:

- 20% - Innovative website design and brand identity experience
- 20% - Demonstrated expertise in website architecture and code and best practices for system integration
- 20% - Experience and availability of key individuals proposed for the project
- 20% - Demonstrated capacity to fulfill project deliverables within timeline
- 10% - Reputation for thoroughness, credibility, and responsiveness (references)
- 10% - Overall cost: all-inclusive

2.4 Contact

All correspondence, questions or requests for clarification concerning this RFP should be submitted by email by January 13, 2023 with the RFP Title in the subject line to:

Meg Hughes, Deputy Director @ The Valentine
mhughes@thevalentine.org

In the event that additional critical proposal information is identified during the question phase, it will be shared with all RFP participants.

3.0 BACKGROUND

3.1 About the Valentine Museum

The Valentine has been collecting, preserving and interpreting Richmond Stories for over a century. Located in the heart of historic downtown, the Valentine uses the complicated and nuanced history of this important region to challenge and inspire a diverse audience.

From bold exhibitions and innovative tours to special community events, fascinating school programs and research opportunities, the Valentine is committed to engaging with a broad audience in an ongoing dialogue about the significance and relevance of the city's history.

3.2 Mission & History

The mission of the Valentine is to engage, educate, and challenge a diverse audience by collecting, preserving, and interpreting Richmond's history.

The history of the institution begins with Mann S. Valentine, Jr., the museum's founder, who made his fortune with the creation and production of Valentine's Meat Juice, a health tonic made from pure beef juice. As did many men of his era, Mann collected artifacts. His collection may have begun, as rumored, with a cigar box filled with arrowheads, but it soon grew to comprise hundreds of objects.

Mann shared his love of history with his brother, renowned sculptor Edward V. Valentine. Mann laid the foundation for the museum in 1892; when he died in 1893, he provided the original bequest for the Valentine Museum, leaving his personal collection of art and artifacts and the 1812 Wickham House.

The Valentine Museum, the first private museum in the City of Richmond, opened in 1898; Edward Valentine served as its first president from its opening until his death in 1930. In his own will, he left an incredible collection of his sculpture, papers, furniture and memorabilia to the museum that still bears his family name.

Over time, the institution has evolved from a general art and history museum to one focusing on the life and history of Richmond, Virginia. For more than 100 years, the Valentine has collected, preserved and interpreted the materials of Richmond's life and history. Through its collections, exhibitions and programs it reflects and interprets the broad issues and diverse communities that define the history of Richmond and its surrounding counties. The Valentine is the only institution in the city committed solely to this mission.

The Valentine offers major changing exhibitions, which focus on American urban and social history, costumes, decorative arts and architecture. The Valentine includes the stately 1812 Wickham House, a National Historic Landmark and outstanding example of neoclassical architecture featuring rare wall paintings.

3.3 Website Audience

The audience of thevalentine.org consists of museum guests, donors, walking tour enthusiasts, history buffs, educators, and students. In the past six months, May–November, 55,000 users visited 154,857 pages on the site.

While the museum site has attracted 55,000 users in the past six months, majority of site users are new users attracted to our events. The museum site generates interest from age groups ranging from 18-65, with our largest audience falling in the 25-34 demographic. Our primary audience is users interested in our events and educational programs. Our secondary audience is people interested in visiting the museum. Our site gets the most traffic from our event pages and registrations, hours and admissions, about pages, and our current exhibitions. Our audience is largely focused in Virginia, with audiences living in Richmond, Ashburn, Virginia Beach, and Tuckahoe.

3.4 Strategic Goals & Objectives

The objectives for this project are to create a striking original website design with an intuitive, engaging interface; a flexible and extendable architecture; a responsive site design optimized for mobile access; metadata and site index for search engine optimization; increased activation of social networking sites; ecommerce functionality; ADA and W3C compliance; access to images, 3D models, research, and rich media; dynamic presentation of news and events on the front page; ability to host content and applications, gallery wayfinding, tour resources and classroom-based and distance-learning resources.

Our current website dates to 2014 and uses WordPress content management system. It is difficult for staff to update and does not include features that easily allows for the addition of collection-based content or practical information about physical visits to the museum.

The main site, thevalentine.org, also serves as the conduit to existing modules that connect to our collection database, and portions of our point of sale (programs, tours, membership and donations) system, ALTRU. As a result, thevalentine.org is the foundation of several content components that will need to be accounted for in the design and development approach.

We want our new site to be friendly for a variety of user types. Within moments of visiting our site, we want users to know that the Valentine is a world-class history museum and a welcoming place for everyone.

A new website should support the following goals:

- Goal 1: To inform, educate and engage our visitors before, during and after their physical visit to the museum. Provide engaging Richmond history content for website-only visitors.
- Goal 2: Increase accessibility – mobile-friendly Universal Design principles should be followed, and accessibility to features should be enabled.
- Goal 3: Increase and promote online admission/ticket sales and charitable giving to the Museum.
- Goal 4: Improve functionality and connection between the event calendar and third-party program registration software (ALTRU) including more robust search and export functions.

- Goal 5: Seamlessly integrate the museum’s various third-party software systems: ALTRU, Proficio, Mail Chimp and Google Analytics.
- Goal 6: Increase and improve other e-commerce transactions, including school and group bookings; class, workshop and event registrations, and membership and gift shop purchases.
- Goal 7: Provide engaging collection – and expertise-based content to our website visitors within a framework that allows staff to easily add content related to new research and exhibitions.
- Goal 8: Increase visibility/access to our continually updated online collection database (Proficio).
- Goal 9: Share teaching resources for educators (K-12 and higher education)
- Goal 10: Increase user engagement and social sharing.
- Goal 11: Track quantitative data about usage frequency and site/user behavior to determine direction for future innovation and to build stronger and more lasting relationships with our guests.
- Goal 12: Improve internal museum staff communications.

3.4.1 Content Development

Once a content structure is designed for the new site, the contractor will work closely with museum staff to create assets and content including but not limited to text, graphics, audio, video, 3D models, timelines, and other tools that help enhance user experience as well as documentation of usage rights for assets after development and site launch.

3.4.2 Technical Environment

Networked Environment

The new site will need to be hosted securely either with The Valentine Museum’s existing host provider or transferred to another reliable provider.

Integrations

- ALTRU
- Email service provider
- Proficio (Collection Database)
- Mail Chimp
- Google Analytics
- Social media platforms – Facebook, Twitter, Instagram, LinkedIn, YouTube

Cloud Approach / Server Locations

During the course of the project, it is acceptable for the contractor to maintain a development environment within their own technical environment as long as the software content, and assets developed are migrated to The Valentine Museum’s preferred hosting environment.

Warranty / Maintenance

Software and systems as designed for this project should include a minimum six-month warranty and maintenance period, beginning at project completion, to cover software bugs and issues

requiring additional effort to resolve not discovered during development. This warranty extends to any and all software, systems, integration, and other technical features designed by the contractor but does not apply to software and systems not designed by the contractor. Contractor must disclose warranty information (or lack thereof) for any third-party software/hardware proposed as part of the project. Contractor should detail proposed timeline for solution planning for site issues (such as action plan for solution to be delivered within three business days, one week, etc.)

3.5 Competitive Set and Comparables

Competitors – local, regional and statewide competitors

- [Virginia Museum of History & Culture](#)
- [Historic Tredegar](#)
- [Encyclopedia Virginia](#)
- [Library of Virginia](#)

Comparables – national analogs

- [Museum of the City of New York](#)
- [Chrysler Museum](#)
- [Atlanta History Center](#)

4.0 SCOPE OF WORK

4.1 Scope of Services

The Valentine Museum requires the services of a vendor to provide planning, design, and implementation of a striking, dynamic, website identity and architecture to support and advance the mission of the Museum, including: user experience design, software development, content structure and optimization, audio-vision integration services, launch and warranty for The Valentine Museum as detailed below.

The contractor must demonstrate their capability in performing the following typical tasks:

- a) Prepare and specify all labor, software, and equipment required to perform the work indicated and specified in the proposal documents, including technical specifications, wireframes, narratives, storyboards, drawings and other associated documentation. Work to include the design components, content management, system design, and other custom solutions as required.
- b) Collaboration with The Valentine Museum staff in understanding, developing and support, the proposed experience design including necessary media and technology delivery.
- c) Providing additional insight, guidance, and experience in support of the Valentine Museum's stated goals for design, content delivery, and overall experience.
- d) Working with The Valentine Museum staff and other partners as appropriate to prototype, beta-test and/or verify software development efforts as needed. Prototypes should be used to verify proposed solutions. A quality assurance program will also need to be specified to ensure testing of all software and equipment as appropriate.

- e) Preparation of handover documentation including, but not limited to, software, and systems manuals, maintenance and operation manuals, and as-built package (including electronic and hard copies of drawings and site architecture) indicating any changes to the original design, systems, specifications, and installations as previously indicated. Training shall also be provided to pertinent Valentine Museum staff about basic operation of and maintenance of all systems, including level of proficiency needed (such as knowledge of HTML).
- f) Provision of a suggested ongoing annual maintenance schedule and regiment, including suggested software, SEO and any equipment.

4.1.1 Specific Project Requirements

Specific features are expected in the scope of work to be completed by proponents:

- a) be easy for staff to update and adapt, including addition of a variety of media and flexibility of webpage design and features
- b) have a clean and intuitive design for users preparing for physical visits, investigating museum programs and events, making online reservations/purchases/donations and researching Richmond history content
- c) include Valentine branding on every webpage
- d) have an easy to use event calendar
- e) seamlessly integrates current third-party systems and social media
- f) has robust ability to track user analytics
- g) optimized SEO using Google Search Console
- h) Intranet / Staff Only Portal for Internal Communication

4.2 Schedule

The target date for awarding the contract is March 10, 2023. To facilitate this turnaround, the RFP schedule is as follows:

RFP Issued: December 21, 2022

Questions Due: January 13, 2023

RFP Closing: February 10, 2023

Contract Award: March 10, 2023

Start Date: mid-March 2023

Expected Project Completion: September 2023

4.3 Budget

Our budget is approximately \$75,000 (all-inclusive). While cost is important in awarding a contract, it is only one factor as we consider the value presented in proposals.

4.4 Responsibilities, Expectations and Requirements

The main responsibilities of The Valentine Museum are as follows:

- Review and approve the proposed approaches and solutions for thevalentine.org, assigning roles and responsibilities to project partners and staff as necessary;
- Review and approve the proposed user experience intended for thevalentine.org;
- Guide, review, and approve the overall design direction thevalentine.org;
- Provide relevant documents and specifications as needed to inform the implementation of thevalentine.org;
- Provide original content for the proposed solutions in partnership with the selected contractor;
- Establish budgets and other criteria;
- Monitor results according to the specifications and scope define this RFP;
- Attend progress meetings to review progress and inspect work

Contractor shall:

- Develop media and technology treatments, designs, and any hardware selection in accordance within the scope and budget as finalized through this RFP;
- Work with The Valentine Museum to provide input, opinion, and guidance as part of the design process for thevalentine.org;
- Design and implement a content management system supporting thevalentine.org;
- Work with The Valentine Museum resources to aid with content production, any infrastructure, media, or other technology requirements in order to implement the intended design;
- Provide regular reports regarding progress (progress may be documents in any number of ways including, but not limited to, written treatments, proposed architectures, diagrams, sketches, still images, audio, video, and working prototypes);
- Notify The Valentine Museum of any issues that may impact the timeline, budget, and/or any deliverables.
- Incorporate a 3-business day response time into schedules for The Valentine Museum staff review.

Any additional requirements and clarifications can be provided as part of the RFP response. The general intent is indicated in the outlined responsibilities and should not be considered exhaustive.

Requirements include but are not limited to the following:

- The Contractor must identify one (1) person to serve as primary contract, project manager, and liaison to The Valentine Museum.
- The Contractor shall provide internal project management and administration services throughout the duration of the project as needed. The Contractor solely shall coordinate the services provided by its staff and subcontractors. The Contractor will provide The Valentine Museum with a list of its subcontractors, if any, prior to contracting. Subcontractors remain the sole responsibility of the Contractor and The Valentine Museum reserves the right to reject any or all subcontractors proposed by the Contractor.
- The Contractor shall maintain regular communication as appropriate with The Valentine Museum (in person and/or by telephone and/or by web conference). This interaction will be used to inform the needs of the project, maintain a cohesive schedule and to coordinate,

oversee and manage work produced and provide timely notification of deviations from the project schedule. Meetings and correspondence will report on and track the process and establish and implement mechanisms for ongoing communication.

- Proposed software should be extensible where possible while being mindful of costs related to development, installation and ongoing maintenance. The Contractor should consider integration issues pertaining to the Valentine Museum existing systems, resources and IT policies where relevant.

5.0 PROPOSAL CONTENT & FORMAT

For the proposal, bidders must provide a description of the solution(s) that will meet the requirements in Section 4 of this document, highlighting key benefits to The Valentine Museum.

Bidders should organize their proposals to provide the following information sequentially:

5.1 Corporate Summary

A company synopsis, including the following:

A) Organization and Identity

- Legal name and address;
- Telephone and facsimile numbers;
- Online contact information;
- Primary contacts on a national and regional basis;
- Separate pricing from proposal narrative.

B) Overview and History

Bidders are to provide a company overview, including;

- Current work methodology (i.e. project management philosophy);
- Key vendor partnerships (if any);
- Number of years in business;
- Description of current workload and client base.

C) Subcontractors / Partnerships (if any)

Please provide the following:

- Legal Name and Address;
- Contract Information;
- Work methodology and organization structure;
- Services to be provided and why this is a preferred partnership of the Proponent.

Submitting parties are advised that all subcontractors and partnership are expected to meet the same general requirements as the primary vendor for this proposal. The Valentine Museum may ask for additional detail and information as needed. The Valentine

Museum's approval will be required for any scope of work intended to be assigned to sub-contractors or partners.

D) Proposal Questions

Provide answers to all questions outlined in section 5.2 Proposal Questions.

E) Additional Information

List three recent examples of website work developed by bidder.

Provide any additional information you feel is relevant to the proposal including, but not limited to, customer testimonials that contribute to demonstrating the Proponent's qualifications, experience, capabilities and resources to meet The Valentine Museum's requirements as stated in this RFP.

5.2 Proposal Questions

5.2.1 Proposed Solution

- Please describe a proposed solution to successfully developing thevalentine.org. Provide narrative description, illustrations, etc. to demonstrate the intended approach and requirements to implement the proposed solution. Capture the imagination of the reviewers, demonstrating an ability to be thoughtful, considered and creative.
- Please indicate how the intended audiences will be served by the different elements of the proposed solution. Please indicate the overall system adaptability to future growth and expansion.
- Please indicate expected opportunities, risks, and assumptions in making this proposal. Process is every bit as important as the actual elements of the proposed solution. How do you anticipate being proactive and resolving these issues within the constraints of the project's schedule and budget?

5.2.3 Schedule and Organizational Chart

- Given the overall key project dates (see section 4.2), please provide a proposed schedule that indicates key tasks, milestones, and internal/external dependencies. This schedule should include, but is not limited to the following:
 - Client Review;
 - Prototyping; Menus, Calendar, style guide, etc.;
 - Design. Production, QA and Launch;
 - Documentation and Training;
 - Performance indicators associated with project success.
- With reference to the proposed schedule, please provide a description of process including desired communications tools for the design, development, approval, and launch of thevalentine.org.

- Please provide an organizational chart of your company indicating who will be assigned to this project. Further, provide a second priority contact point within your organization (Please include name, position, and telephone contact details).

5.2.4 Budget

Given the best understanding of the scope of the project, please provide an itemized budget for completion of the project. This budget should include, but is not limited to the following:

- Total number of people hours for all agency employees dedicated to project
- Project Management
- Conceptual Design
- User Experience Design
- Prototyping
- Content Management System Design and Integration
- Media Asset and Content Development
- Design, Production, and Installation of all components
- QA/QC Testing
- Documentation and Training
- Expected Ongoing Maintenance and Service Contracts

5.2.5 Software, Systems, and Control

- Please describe your qualifications and experience in developing software systems and solutions that can address the intended goals of thevalentine.org
- Please discuss your approach to release and deployment of thevalentine.org for both testing and eventual public release.

5.2.6 Prototyping

- While prototyping is invaluable to the development of high quality experiences, it can be cumbersome to control in terms of cost and budget. Please describe how you would approach prototyping for this project.

6.0 STANDARD TERMS AND CONDITIONS

The Valentine Museum will negotiate contract terms upon selection of a vendor. All contracts are subject to review by the Valentine Museum legal counsel, and a project will only be awarded upon the full signing of a contract. No costs will be incurred by the Valentine Museum until a contract is fully signed. The Valentine Museum will publish and own all software (including source code) developed in this project.