



Request for Proposals

Website Design and Development for Toronto Arts Council and Toronto Arts Foundation

Deadline to submit: August 14, 2024

Introduction

[Toronto Arts Council](#) (TAC) and [Toronto Arts Foundation](#) (TAF) seek a website developer to design and develop new websites for the organizations, merging our [Neighbourhood Arts Networks](#) (NAN) and [Arts in the Parks](#) (AITP) websites under the TAF website.

It should be noted that TAC and TAF recently underwent a web redevelopment process that was incomplete; it is expected that successful proposals will seek to integrate the work already completed to save cost and time.

Objectives

Combined for Toronto Arts Council and Toronto Arts Foundation

- **Accessibility:** Prioritize accessibility best practices in overall website design. Facilitate the integration of accessibility features in compliance with AODA guidelines.
- **City-wide scope and leadership:** Showcase TAC and TAF as leaders in the arts, equity, access, and as the city-wide funding body and charity for the arts respectively; Highlight the geographic outreach of TAC grants and TAF programming; Provide a platform for arts advocacy and compelling ways to demonstrate impact.
- **Consistency and standardization:** Develop page templates for similar page types and a drag and drop feature for photos that auto-resizes them into standardized formats.
- **Maintenance and backend:** Improved and streamlined website maintenance that gives TAC/F full capacity to make upgrades, while ensuring backend is easy to navigate for novice users.
- **Integrated forms:** Integrate RSVP forms for workshops and info sessions and sign-up forms for newsletters; Explore forms that allow the public to post events for event listings, or share publicly available opportunities.
- **Design:** Create visually appealing content in accordance with our brand guidelines, in collaboration with TAC/F's in-house designer.
- **Social media, news and events:** Promote and integrate our social media channels; ensure there is a news/stories/blog section; ensure there is an events section for TAC/F to list both internal events and deadlines, as well as external events.



Objectives

Toronto Arts Council

Toronto Arts Council requires a website that will effectively communicate and support the entirety of the organization's activities including displaying information about TAC's grants and their upcoming

deadlines; outreach activities including information sessions; artist impact spotlights and storytelling; TAC publications; advocacy resources and other announcements. The overarching messaging of the website will highlight the importance of public funding of the arts.

Additional goals include:

- Brand recognition of TAC as City of Toronto's funding body for artists and arts organizations in Toronto.
- Showcase TAC as the primary funder of arts in Toronto.
- Easy to understand layout of TAC grants particularly for new visitors.
- Grant program page templates.
- Search and filter function for all TAC grants.
- A self-generating calendar populating upcoming grant deadlines.
- A calendar for upcoming TAC events, information sessions and additional outreach activities.
- A logical layout of all the information in the sitemap.
- Prominent home page display of important information such as upcoming grant deadlines.
- Clear access to TAC's granting portal, TAC Grants Online.
- Clear guidance to TAC grant program managers as key contact for each grant program.

Objectives

Toronto Arts Foundation

Toronto Arts Foundation requires a website that will seamlessly merge the NAN and AITP websites into its fold and effectively communicate and support all the activities of the organization including information about different programs; upcoming award deadlines; upcoming events (inclusive of a mechanism to track RSVPs); impact stories, partner spotlights and donor recognition; donation processing; internal publications; external resources for artists, advocacy resources; and news and announcements. For the TAF website, the overarching theme is to inspire philanthropy for the arts and increase donations and sponsorships for TAF.

About the NAN and AITP websites:

- The TAF website will absorb the NAN website, adding information of all NAN programs, awards and external resources. Web developers will be asked to explore the creation of a membership platform that features artist profile pages, with external login availability for the artist members.



- The TAF website will absorb the AITP website, including hosting a calendar that identifies all upcoming AITP events. The calendar must be subdivided into different categories including event type, location, venue, date, time, etc.

Additional Goals Include:

- Brand recognition of TAF, highlighting how TAF supports the work of TAC, and establishing the importance of philanthropy in the arts.
- Clearly establish the different programs of TAF.
- A calendar laying out the date, time and description of all upcoming events/workshops.
- Explore the generation of a membership platform for Neighbourhood Arts Network, including publicly accessible artist profile pages.
- Maintain or expand core functionality currently in place via the TAF, NAN, and AITP websites.
- Prominent home page display of important information such as calls for award nominations.
- Make philanthropy a strong component on the TAF's website and integrate it into TAF's various programs and initiatives.
- Have a donor-centric experience at the forefront of TAF website, including customizable donation forms that link directly to our financial processing software, allowing for customized responses.

Based on this document, the web developer/designer/firm will provide the design, development and implementation of two new websites to replace:

1. www.torontoartscouncil.org
2. www.torontoartsfoundation.org (merging with www.neighbourhoodartsnetwork.org & www.artsintheparksto.org)

Scope of Work

The development team will provide a detailed project plan which will include the following components:

- **Planning:** We have already completed a significant work towards the development of the new websites, including planning on the information architecture, identifying obsolete pages and the restructuring of menus. Branding work is currently being renewed. We expect the developer to maximize the use of this work completed to save time and cost.
- **Creative and user experience:** The developer is expected to enhance the user experience, branding and design concepts based on our new brand guidelines. Collaboration with our-house designer will be required.



- **Production:** Generate two custom WordPress themes (preferred platform) that are tested for performance optimization and accessibility and designed to be agile, adaptable and secure.
- **Page Templates & Functionality:** Content and functionality for the two sites will largely stay the same, with the following additions:
 - TAC:** Custom page templates for TAC grant program pages and information sessions; search function for grants; calendar listing for grant deadlines and information sessions.
 - TAF:** Custom page templates for TAF Initiatives pages, awards and workshops; calendar listing for workshop and award deadline dates. A calendar and logical layout of upcoming AITP events, including a map. A login platform for the Neighbourhood Arts Network, allowing profile, liaison and networking among members.
 - All:** Embedded sign-up form for workshops, including RSVP management; custom template for impact stories, news and blog; accessibility widgets; search function for TAF programs and awards.
- **Optimization & Quality:** Formal testing and quality assurance, accessibility features, search engine optimization, application of Google Analytics code, etc.
- **Content Entry:** Working alongside TAC and TAF to come up with swift and easy ways to transfer content from existing sites, based on work completed in the previous web re-development process.
- **Integration:** Integration with Mailchimp for newsletter sign up and management; data migration, as necessary.
- **Deployment:** Staging deployments to support quality assurance and content entry; giving access to versioning and the developed code to the staff once the development stage has ended; SSL certificate setup.
- **Training and Documentation:** Clearly identify how many website training sessions will be conducted with staff members, and identify any ongoing support that will be provided, stating the cost. A how-to guidebook (backend user manual) must be created and sent to TAC/F staff before content migration takes place.
- **Client relations:**
 - Clear method for tracking bugs and issues on staging site.
 - Regular status updates on development progress, with progress on layouts and features clearly communicated.
 - Design in accordance to our brand guidelines with the final approval by our in-house designer.



* Please note that we are a charity and will be delighted to accept partnerships that denote in-kind support for the development and maintenance of our websites and would be happy to discuss mutually beneficial partnership arrangements accordingly.

Timeline

Please provide a detailed project timeline. Our optimal timeline for basic completion of the websites is Jan 2025, with the potential for subsequent phases of completion, if necessary.

Budget

Please provide a complete budget for each separate site (totalling two), including:

- Consultants' Fees broken down according to the scope of work above
- Cost of software licenses; maintenance fees
- Additional costs (Hosting/ plugins/ widgets)
- Please note that our maximum budget for the total project ranges around \$90,000

Evaluation of Bids

Bids will be evaluated based on:

- Excitement about working with us from the development team
- Knowledge and integration of accessibility best practices and features in compliance with and beyond AODA standards
- Innovative ways to present information / considerable knowledge on user experience and universal access
- Past examples of websites -- both front and back-end configuration. Past examples of user manuals developed.
- Succinct and direct communication about needs, pricing, direction and timeline
- Proposed timeline for the project

In your submission, please include information about the development team such as CV's, links to profile sites/ links to LinkedIn profile, information on past clients / examples of comparable projects.



Appendix of requirements

Website features include but are not limited to:

- Accessibility across all features is a primary requirement, including proper delineation of headings
- Both organizations have a lot of pages and content. The creation of an easy-to-follow menu / submenu / sitemap is crucial
- Calendar (TAF events, including arts in the parks)
- Calendar (TAC grants and outreach)
- Integrated newsletter sign-up forms
- A user-friendly backend ideal for people with limited knowledge of coding
- In-app photo editing
- A variety of page templates (Grants, awards, events, news, blog, impact stories, staff and board pages, contact us, landing pages, pages that accept long-form text, awards, TAF programs)
- Clear landing page for TAC grants, which categorizes the programs by discipline and strategic programs
- Clear landing page for TAF initiatives, which categorizes initiatives by type and audience
- A variety of options for buttons and Calls to Action
- Built-in accessibility widget
- Map view for Arts in the Parks events
- Simple drag and drop and/or auto-resize option when adding photos to pages
- Photo credit line or pop-up photo credit option on all images
- Search option for TAC grants
- Search option for TAF programs
- Search option for AITP events
- Search option for NAN programs and events
- Variety of text field options (adjusting size, some colour options, easy hyperlinks to external pages and pages within website).
- Variety of heading options, as appropriate for page templates
- Variety of forms for ticketing, event RSVPs, and user-generated content submission
- Logical back-end configuration, including the naming of features and pages
- Banner at bottom of website for land acknowledgement

External forms that need to be integrated to the websites:

- Newsletter (Mailchimp)
- Eventbrite
- Sumac (TAF Donation)
- Jotform



- Microsoft forms
- CanadaHelps donation form

Contact Information:

For questions, please contact:

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Please submit the completed proposal by email to sarah@torontoarts.org by 11:49 p.m. on August 14, 2024.