

# VIPARC Website Request of Proposals

## Scope of Work

Venice Island Performing Arts & Recreation Center Inc. (referred to as the Advisory Board) is seeking proposals from qualified web development and design firms to build a website for the Venice Island Performing Arts & Recreation Center (VIPARC) that includes:

- A distinctive design concept that communicates VIPARC's mission and
- functionality that allows for the scheduling and general management of the facility and its activities.

The ideal launch date for the website is before June 1, 2015.

## Proposal Requirements

- Proposals from interested firms should be emailed to Tom Dignam by Friday, December 19, 2014 to [tom.dignam@phila.gov](mailto:tom.dignam@phila.gov).
- All proposals should include the following sections:
  - Detailed budget estimate for fees, including costs for website design and development broken out by deliverable;
  - Proposed timetable for completion of work;
  - Samples of pertinent previous work;
  - Primary contact person on the project;
  - Structure of the team who would be working on the project and their bios;
  - At least two (2) recommended web hosting options with rationale;
  - Amount of time firm will provide maintenance after launch (the Advisory Board is requesting maintenance for one year post-launch);
  - Training plan including the number and type of trainings that would be provided to Philadelphia Parks & Recreation (PPR) staff and others;
  - Recommendation of at least one (1) third-party ticketing and seating-chart service to be integrated into the site and rationale;
  - Three references from executive-level personnel of projects of similar size and scope.

## Proposal Evaluation

Proposals will be evaluated on firm's ability to creatively include requirements into their proposal, cost, and overall concept presentation.

## Contact Information

### Primary Contact

Tom Dignam

(215) 823-9323

[tom.dignam@phila.gov](mailto:tom.dignam@phila.gov)

### Technical Contact

Andy Viren

(484) 358-8611

[andy.viren@phila.gov](mailto:andy.viren@phila.gov)

# VIPARC Website Request of Proposals

## VIPARC Background

The Venice Island Performing Arts and Recreation Center, (referred to as VIPARC) is a public works project that stands tall nationally as an exemplary municipal public-private partnership. Located between the Manayunk Canal and the Schuylkill River in the City of Philadelphia, VIPARC officially opened in October 2014. This public works project has been built with the combined resources, ingenuity, and cooperation of the Philadelphia Water Department, Philadelphia Parks & Recreation, the Manayunk Development Corporation, and the Manayunk community.

Venice Island Performing Arts & Recreation Center Inc. is a nonprofit organization incorporated in March 2014, to work in partnership with Philadelphia Parks & Recreation and the Manayunk community to support VIPARC in seeing that offerings and programming are as dynamic, inclusive, and far reaching as possible.

The Venice Island project has brilliantly fulfilled a second vital community development purpose - creating welcoming public space. The time-worn Venice Island Playground that had not kept pace with the vibrancy and economic growth of the Manayunk community has been replaced with a \$4.5 million performing arts and recreation center with a 250-seat, state-of-the-art theater and two large all-purpose rooms. The new recreation areas, basketball courts, children's garden playground and spray park, outdoor amphitheater, outdoor sculpture, and 200 parking spaces are all within a beautiful 25,000 square foot landscaped green space that sits on the former playground site. Venice Island's transformation has spectacularly revitalized Manayunk's waterfront.

# VIPARC Website Request of Proposals

## Mission and Priorities

VIPARC's mission and priorities have emerged from the hopes and aspirations expressed by City of Philadelphia and Manayunk leaders, the Advisory Board, and 540 residents who participated in surveying and community conversations. Together, with Philadelphia Parks & Recreation, the purpose of the Venice Island Performing Arts and Recreation Center, Inc. is to:

- Improve the breadth, quality and diversity of creative opportunities for Philadelphians of all ages participating in recreational and City programs, and
- See that VIPARC is a vibrant, thriving destination enjoyed by residents and visitors of Philadelphia and the Manayunk community for years to come.

VIPARC will be:

- A place where creativity thrives,
- where education is supported,
- a welcoming environment,
- widely known and loved,
- built on a foundation of strong partnerships & a solid business model.

# VIPARC Website Request of Proposals

## Website Requirements

The following requirements for the production website (“the site”) are listed in order of importance.

- The site will include an impressive design that
  - is suited for VIPARC’s mission and ideals as a Citywide performance space that is a part of the Manayunk community,
  - is influenced by Philadelphia Parks & Recreation brand “Find Your Path” and its visual identity and mission,
  - follows web content accessibility guidelines according to the World Wide Web Consortium (W3C),
  - is responsive to screen size and allows for users on major mobile devices to successfully access all parts of the site, and
  - is compatible with all major web browsers.
- The site will be built with a modern content management system (CMS) that includes
  - login credentials,
  - user roles.
- The site will include unique content design templates not necessarily limited to
  - Program Page - to display information about a PPR-hosted program.
  - Facility Amenity page - for highlighting available rentable / programmable spaces at VIPARC.
  - Event Listing - defined as ticketed events, can be hosted by outside organization
  - Calendar - Native or embedded calendar that aggregates both programs and events.
- The site will include an integration with a third party ticketing system with seating chart option for certain events.
- The site will include the capacity to accept monetary contributions to VIPARC, Inc.
- The site will include submission forms not necessarily limited to:
  - Email newsletter sign-up from the general public.
  - Participant Registration form for PPR programs
  - Permit Application form for rental inquiries.
- The site will allow for PPR staff to manage data inputted into these forms including the ability to:
  - export and download data in bulk,
  - integrate email addresses into new and existing email marketing campaigns.

# VIPARC Website Request of Proposals

- The site will include embedded analytics tools.
- The site will include the ability to upload content including photos and documents to be displayed on the site.
- Philadelphia Parks & Recreation or VIPARC-specific social media feeds will be embedded strategically into the site.
- The site will include social media sharing buttons.
- The site's content management system will also include:
  - editorial control of content (i.e. "draft" and "published" modes for content).
- The site will include RSS feeds for events, programs, or calendar content.
- The firm will provide a text-based logo design for VIPARC.
- The site will also include these additional form types:
  - Volunteer Registration form,
  - Permit Application form.