

# Request for Proposals: New Website for Confederation Centre of the Arts

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RFP Issue Date: **October 17, 2022**  
Proposals Due: **November 18, 2022, 12 p.m. AST**

Responses must be submitted via email to:  
Andrew Sprague  
[asprague@confederationcentre.com](mailto:asprague@confederationcentre.com)



## 1. INTRODUCTION

Founded in 1964 in Charlottetown, Prince Edward Island, Confederation Centre of the Arts (CCOA) is a national focal point for conversations on Canadian identity through visual and performing arts, arts education, and heritage programming. The massive complex is in the heart of downtown Charlottetown with soaring architecture and outdoor plazas, taking up a full city block. CCOA is a non-profit, charitable organization and a national leader in the creation of new musical theatre productions, visual art exhibitions, arts education, and heritage programming. The Confederation Centre Art Gallery's permanent collection includes over 16,000 works of historic and contemporary art by Canadian artists. The Charlottetown Festival is noted for its first-class musicals, most famously for Guinness-record setting *Anne of Green Gables–The Musical™*. The Festival has run every summer since 1965, excluding 2020 due to COVID-19, and has produced more than 85 original musicals. Sobey Family Theatre seats 1,100 people on two levels and was substantially restored and modernized in 2014. Opened in 2015, *The Story of Confederation* exhibition is a realistic and immersive replica of the original Confederation Chamber, where the Fathers of Confederation first met at the 1864 Charlottetown Conference.

**Mission:** Inspire and engage, through visual and performing arts, to celebrate an evolving Canada

**Vision:** Connecting artists, audiences and communities through creativity, dialogue, and collaboration as a leading Canadian arts centre.

**Annual visitation:** 266,000 (45% from off-Island) (avg)

**Annual contribution to GDP:** \$27 million



## 2. BACKGROUND AND PURPOSE

CCOA's primary sales, marketing and information tool is its website, located at [www.confederationcentre.com](http://www.confederationcentre.com). The website was designed and launched in 2014 but has become outdated and it is not as responsive and compatible as modern websites. This request for proposals seeks an experienced designer to construct a new user-friendly and informative website that is compatible with, and responsive to, modern technology including, but not limited to our ticketing and data software Spektrix and Google Analytics.

The successful proposal will provide a detailed description of the designer's intended approach to the construction and design of a new website, examples of possible basic designs, examples of previously designed similar style websites, a summary of the designer's skills and experience and an overall budget for the development and implementation of the new website.

CCOA employs a full-time web editor. The successful proposal will also outline how that web editor will be included in the process, and the steps that will be taken to ensure the web editor has all knowledge required to manage and edit the website on a day-to-day basis. The successful proposal will also outline the go-forward relationship between CCOA and the service provider for technical assistance. The successful proposal should also outline the planning phase of the project where meetings are held with CCOA staff to gather organizational and programming information to be included on the website.

## 3. OBJECTIVE AND SCOPE OF WORK

Confederation Centre of the Arts is seeking consulting services to assist in the design and construction of a new website for the organization, and provide any related training required to allow CCOA staff to properly operate and edit the website. Bidders are expected to outline what approach will be taken to ensure delivery of the scope of work, on-time, on-budget, and at a high level of quality.

The scope of this project is as follows:

- Create a flexible, informative, up-to-date web site and content management system platform, that is easy to maintain and is viewable by desktop and mobile devices. In addition to designing a user-friendly site with an intuitive interface, the successful proposal must also support Spektrix, CCOA's ticketing and data management software. The new site should be similar in scope to the current site, in terms of the subject matter and programming covered.

To be effective, the web site must be:

- Easy to use and intuitive.
- Visually pleasing.
- Informative.

- Safe and secure.
- Quick to load and operate.
- Responsive to mobile devices and desktops.
- Search engine optimized with proper keyword research.

## Training

- For new functionalities and plugins of the updated theme we will require training and a digital manual to edit, update and troubleshoot basic to intermediate elements of the site.

## Website Requirements

To meet our institutional goals, our new web site must:

- Be bilingual (English and French websites).
- Serve as an ambassador for the Confederation Centre of the Arts brand.
- Provide a modern, relevant design update.
- Highlight the departments and programs at Confederation Centre of the Arts.
- Improve customer service and engage site visitors.
- Strengthen relationships with community partners.
- Provide a scalable, maintainable solution.
- Document Confederation Centre of the Arts' rich history.

## Strategies

- Utilize responsive design with the latest technologies to provide a consistent user interface across all devices.
- Establish a clear path for visitors to access information relevant to them.
- Present clear and concise information to end users.
- Integrate with the Centre's social media platforms.
- Seamlessly direct traffic to the Centre's website.

## Website References:

- <https://bardonthebeach.org/>
- <https://www.stratfordfestival.ca/>

## Additional notes

- Prioritize a smooth and simple user experience for the primary activities of buying a ticket and making a donation; (requires integration with Spektrix).
- Make call-to-action buttons (buy tickets, donate, etc.) larger – they should be the first thing that catches a new visitor’s eye.
- CTAs should be visible on every single page a visitor may click on.
- Chat Box on Home Page.
- Answer frequently asked questions, provide real-time info to the public that reduces the need for pages/text cluttering up the site itself; if there are problems with website and/or physical inter-department space, you could create a ticket for the relevant department.
- Accessibility Menu (a la Lincoln Center website – right hand sidebar).
- Adapt website content so that visitors from a variety of accessibility profiles (blind, dyslexia, motor impaired, etc.) can engage with CCOA.
- Blog Section.

#### 4. REQUEST FOR PROPOSAL TIMELINES

RFP Released	October 17, 2022
Last day for questions	November 10, 2022
Submissions due	November 17, 2022
Contract Awarded	December 1, 2022
Completion of Website	March 31, 2023

#### ADDITIONAL INFORMATION

Questions are to be addressed to:

Andrew Sprague, Director of Marketing and Communications

Ph: 902-628-6138      Email: [asprague@confederationcentre.com](mailto:asprague@confederationcentre.com)

#### 5. VENDOR QUESTIONS

All questions regarding this RFP must be directed via email to Andrew Sprague, Director of Marketing and Communications, CCOA (contact information above). Inquiries and responses to inquiries will be recorded and distributed to all Consultants.

In order for CCOA to deal effectively with consultant questions or concerns, such questions or concerns must be communicated in writing via email in accordance with the timeline indicated above. Questions received after this time will be answered if, in the opinion of the CCOA, time permits.

Questions and answers will be distributed to all consultants on or before October 22, 2022.

## 6. CONFLICT OF INTEREST

Consultants must fully disclose, in writing, to CCOA on or before the closing date of this RFP, the circumstances of any possible conflict of interest or what could be perceived as a possible conflict of interest between the Consultant and CCOA. CCOA may reject any proposal where, in the opinion of the CCOA, the Consultant is or could be perceived to be in a conflict of interest.

## 7. EVALUATION CRITERIA

Proposals will be reviewed and evaluated on the criteria identified below.

EVALUATION CRITERIA	WEIGHTING
<b>Understanding of the Project</b> – an understanding work required.	40%
<b>Qualifications and Experience of the Team</b> – the level of qualifications, experience and capability of the proposed team.	35%
<b>Fees/Costs</b> – firm fixed lump sum fee.	25%

## 8. RESPONSE GUIDELINES

The following information should be provided in each proposal and may be utilized in evaluating each proposal submitted:

- Clearly articulate the process and methodology to be used, proposed work plan schedule and timeline for deliverables in order to achieve the objectives and deliverables of the RFP.
- The proposal shall include a summary of the proposed project team knowledge, skills and related experience, with a description indicating how and in what ways the proposed resources satisfy the objectives identified in the RFP.
- Please include two past clients that may be contacted for a reference.
- Proposals must include a firm price for all costs (HST, if applicable, to be shown as a separate item). Payments may be made on a project schedule basis or lump sum upon completion of project.

## 9. NO FURTHER CONTRACT OR LIABILITY ARISING FROM RFP PROCESS

By submitting a proposal, the Vendor agrees and acknowledges that:

- Nothing in this RFP, nor the submission of the proposal, nor the review and consideration of the proposal by the CCOA, nor any communication between the parties in relation to the RFP, obligate any party to enter into any further business relationship with the other party and, in particular, if CCOA decides to engage the Consultant in connection with the subject matter of the RFP than such engagement may only occur pursuant to a written agreement that has been signed by both parties and, absent such written agreement, CCOA will have no further liability or obligation to the Consultant in connection with the subject matter of the RFP.
- The Consultant is participating in this RFP process at its sole risk and expense, and CCOA will not be liable to the Consultant for any costs, expenses or liabilities incurred by the Consultant in any way arising in connection with the Consultant's participation.

CCOA has the right to cancel this RFP at any time and to reissue it for any reason whatsoever or decide not to reissue it for any reason, without incurring any liability and no Consultant will have any claim against the CCOA as a consequence; and the proposal and any accompanying documentation submitted by the Consultant will become the property of CCOA and will not be returned.

## 10. CONTACT INFORMATION FOR SUBMISSIONS

**All submissions must be delivered via email to the contact below, or in person to the commissionaire at the Richmond Street entrance of the Centre. Submissions delivered to the commissionaire must be in a sealed envelope addressed to the attention of Andrew Sprague, and be time stamped and signed by both the commissionaire and the individual submitting the RFP.**

Andrew Sprague  
Director of Marketing & Communications  
**Confederation Centre of the Arts**  
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Charlottetown, PEI  
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[asprague@confederationcentre.com](mailto:asprague@confederationcentre.com)  
902-629-5548