



RFP # 2021-002-LCA

**City of Walnut Creek
Leshar Center for the Arts**

**Request for Proposals for
Website Design Services**

DATE ISSUED: October 5, 2021

DATE DUE: October 18, 2021, by 5:00pm

CONTACT: Carolyn Jackson, Arts + Rec Community Relations Manager
jackson@walnut-creek.org

ALL RESPONSES MUST BE SUBMITTED VIA EMAIL

INTRODUCTION

The [Leshar Center for the Arts](#) is located in Walnut Creek, California. First opened in October 1990, the Center presents more than 800 productions and events a year, including a curated selection of visual art exhibitions. More than 350,000 patrons walk through the Center's front doors each year. The Leshar Center for the Arts is owned and operated by the City of Walnut Creek as part of the Arts and Recreation Department.

The Leshar Center includes three theater spaces: Hofmann Theatre (785 seats), Margaret Leshar Theater (297 seats), and the George & Sonja Vukasin Theatre (133 seats). Upwards of ninety event producers rent these spaces annually.

The Leshar Center also houses the [Bedford Gallery](#) and [Center REPeritory Company](#), programs of the City's Arts and Recreation Department. The Bedford Gallery is the largest community-based visual arts facility between the Bay Area and Sacramento, with 3,500 square feet of exhibition space. Center REP is the resident professional theatre company, presenting six productions a season.

The Leshar Center partners closely with the [Diablo Regional Arts Association](#) (DRAA). DRAA is an incorporated non-profit, 501 (c)(3) organization, which supports the Leshar Center through fundraising initiatives, presentation series, and audience development activities.

GENERAL INFORMATION

The Leshar Center for the Arts seeks a website design firm with experience working with performing and visual arts organizations to redesign and align of the web presence for Leshar Center, Bedford Gallery, Center REP, and DRAA. The site(s) will be housed on Granicus CMS. Build out of the proposed site maps and design will be completed by Granicus CMS.

The purpose of this Request for Proposals is to evaluate qualified firms who are able to provide all services necessary to provide recommendations on new site maps and website design. The City expects the selected firm to initiate work in December 2021.

SCOPE OF WORK

Unless recommended otherwise by the firm once work begins, the end result is envisioned as two integrated websites for [LesharArtsCenter.org](#) and [BedfordGallery.org](#). Content for Center REP and DRAA would be incorporated as part of the [LesharArtsCenter.org](#) site, with some design variation for those pages.

The services to be provided by the selected firm shall include, but are not limited to, the following:

Preparation

- Gain familiarity with design patterns supported by Granicus CMS
- Gain familiarity with logos and color schemes for [Leshar Center](#), Bedford Gallery, Center REP and DRAA. Formal brand style guides are not available.
- Perform content audit

Site Map Outline

- Recommend content strategy
- Recommend the information architecture
- Recommend integration between LesherArtsCenter.org and BedfordGallery.org in the form of shared top navigation banners, cross-linked content, indexed content, or other recommendations as appropriate
- Recommend the site maps for LesherArtsCenter.org and BedfordGallery.org

Site Design

- Create an identity system that integrates the master brand (Lesher Center for the Arts) with opportunities to feature the sub-brands (Bedford Gallery, Center REP, and DRAA) in different areas of the site
- Ensure all designs are achievable using the Granicus CMS
- Two homepage designs: LesherArtsCenter.org and BedfordGallery.org
 - Provide 3 initial design tile options
- Seven to ten page templates that can be utilized across both sites
 - This should include visual customization for Lesher Center, Bedford Gallery, and Center REP content
- Three landing page templates for Center REP, Lesher Center Presents series, and DRAA fundraising campaigns
 - Provide 3 initial template options for each landing page design
- Provide developer-ready specifications
- Provide website style guides

Exclusions

- This RFP does not include building any pages using the Granicus CMS. That work will be completed separately by Granicus.
- This RFP does not include design recommendations for the third party ticketing software hosted at lesherartscenter.showare.com. That site will be matched to the redesigned LesherArtsCenter.org by Showare.
- This RFP does not include design recommendations for any other third party sites linked from the existing websites (such as donorperfect.net, Eventbrite.com, etc).

SUBMISSION REQUIREMENTS

All proposals shall include the following information, organized as separate sections of the proposal. The proposal should be concise and to the point.

- **Company Identification:**
 - Provide the name of the firm, the firm's principal place of business, the name and telephone number of the contact person and company tax identification number.
- **Company Background:**
 - Experience and history providing similar website design and site map services.
 - Client list or selected past clients similar to the Lesher Center for the Arts or Bedford Gallery.
- **Process and Methods:**
 - Provide detailed overview of how the firm will approach the work for the Lesher Center for the Arts including an outline of the process and deliverables.
- **Price Proposal:**
 - Based on the proposed scope of work, provide detailed information on all associated fees.
 - The proposal shall itemize all charges for services.
 - The proposal shall include proposed payment terms and timeline of amounts due.

Public Records Law

Pursuant to the California Public Records Act (California Government Code Section 6250 et. seq.), public records may be inspected and examined by anyone desiring to do so. All submitted proposals are considered public records subject to disclosure. Financial records, including cost proposals, will not be considered confidential and are also subject to public disclosure.

SELECTION PROCESS

Proposals will be reviewed by City staff and evaluated to determine which proposals best meet the criteria. The final selection will be based on completeness, experience with similar businesses, technical merit, and fees.

The City reserves the right, without qualification, to:

- Reject all proposals.
- Exercise discretion and apply its judgment with respect to any proposal submitted.
- Select a proposal which qualifies based on the following factors:
 - Experience of the firm selected to provide the specified services
 - Record of the firm in accomplishing work within a required time, and within an established budget
 - Record of the firm's responsiveness to client requests
 - Financial responsibility (years in business, number of projects completed, annual volume of work in dollars, etc.)
 - Client list

All interested parties are encouraged to submit proposals to the RFP, as the award is not based solely on lowest cost proposal submitted. Total cost will be taken into consideration, but the company's capabilities, competence, and capacity will be considered as well. The City reserves the right to choose the overall best consultant according to the

City’s criteria. The City, and its designated representatives, shall be the sole judge of its own best interest, the proposal, and the resulting negotiated agreement. The City’s decisions will be final.

The City reserves the right to award a contract/select a service provider without discussion based upon the initial proposals. The above factors, along with other factors that the City may deem appropriate, will be used to identify the proposal that represents the best value, which will be the basis for the contract award. The most qualified and responsive proposers will be selected for an interview.

The selected firm will be asked to enter into a Consultant Services Agreement with the City of Walnut Creek and comply with the insurance requirements set forth therein. The Leshner Center for the Arts staff will supervise the project and coordinate the work.

SCHEDULE

Responses to the RFP must be submitted via email to Arts + Rec Community Relations Manager Carolyn Jackson (jackson@walnut-creek.org). Responses are due no later than **October 18, 2021, at 5:00pm**.

Anticipated aware timeline, which is subject to change:

Milestone	Date
Release of RFP	October 5, 2021
Proposal Due Date	October 18, 2021 by 5pm
Review of submittals by	October 22, 2021
Interviews with finalists	October 25-29, 2021
Selection of top candidate	November 5, 2021
Contract process and approval	November 2021
Project launch	December 2021

QUESTIONS

Questions or requests for further information should be directed to Arts + Rec Community Relations Manager Carolyn Jackson (jackson@walnut-creek.org).