



August 27, 2023

Sault Community Theatre Centre – RFP Re Website

The Sault Community Theatre Centre (SCTC) is looking to engage an independent website design individual or firm with a broad base of experience to: (a) undertake the redesign of the “front end” architecture of the SCTC website (i.e. that part not related to the ticket purchasing part of the website); (b) enhancement of the SCTC’s digital online presence, and; on-going website maintenance for a two (2) year period with an option to extend for another 2 years. These two aspects should be quoted separately, if possible.

The following Request for Proposals includes brief background of our organization, and describes the purpose of the redesign, its desired functionality, and specific requests relating to the proposal. In providing these details, our intent is not to convey that we have all of the answers in creating the best possible site. The ideal and preferred vendor will bring its own ideas and vision based on industry expertise, technical capability, and client relations, guiding us to incorporate our goals into that vision. In your proposal, please feel free to suggest alternatives where noted and to ask for information that we may have overlooked in this RFP.

Background

The SCTC is a provincial non-profit corporation without share capital. It operates an 897 seat (plus ten wheel chair spots) multipurpose performing arts theatre plus the Studio Theatre (black box) that will seat 125. The Theatre Centre enjoys a large, comfortable, climate controlled facility with state of the art lighting and sound. It also has back stage dressing rooms, workshop, green room and loading area/dock. The Centre is attached to the White Pines Secondary & Vocational School. We have a long standing agreement with the Algoma District School Board wherein the school may use the facility during the day for educational purposes, leaving the late afternoons, evenings and weekends for community use. The ADSB has been very flexible to our using the facility during the day if needed. It has been a partnership that has worked well for over 30 years.

The SCTC has a full time technical director and part time technical staff. It also has a Front of House Manager, over 40 volunteer ushers and a lobby where beverages and light snacks may be purchased. We also maintain a Box Office with a full time manager and part time staff. The Box Office is located downtown in the Station Mall.

Fuller historical background and technical information are available on the existing website.

Sault Community Theatre Centre's website is outdated and needs a refresh to accomplish our current marketing objectives. Our primary goals are to strengthen our online presence, build awareness and provide an overview of our services to the Sault Ste Marie community and prospective clients.

The SCTC currently communicates with its stakeholders and clients through its website, which is managed by an independent contractor who is responsible for all components of the website and its environment. The site is currently built in WordPress. We also communicate what's going on at the Theatre via social media.

Ticket sales are managed through TixHub software. Tickets may be purchased face-to-face at the Box Office, or online through the website via TixHub software. We refer to the ticket purchasing part of the website as "the back end". It has recently been updated in collaboration with TixHub, and is not part of the website included in this Request for Proposals.

Further information about the Theatre's background and technical features can be found on the current website at www.saultctc.ca.

Objectives

The objective of this Request for Proposals is to select a supplier who will:

(1) Update the visual design of the "front end" of our website to create an attractive, easy-to-navigate website that:

- (a) allows people to fulfill their goals without getting lost,
- (b) is search engine optimized,
- (c) is mobile device optimized,
- (d) meets accessibility standards.

This will include the redesign of the seating chart graphics within the ticket purchase stream (the "Back End"), but excludes redesign of the ticket purchase stream itself.

(2) Provide service for the ongoing maintenance of the website, including, but not limited to, security, software updates, monitoring and issue resolution, content updates. It is SCTC's intent that web content will be created and edited primarily by SCTC staff (based on materials and directions provided by producers), unless otherwise occasionally provided as an optional service by the supplier. All other aspects of website maintenance will be the responsibility of the supplier and it will be the supplier's responsibility to ensure the website is fully functional, up and running 24/7.

(3) Provide access to live support via email or phone during normal business hours. The supplier's support team must be fluent in the functionality and uses of the platform's features, associate applications, and modules.

(4) Provide training and technical documentation in English to allow the SCTC to manage its day-to-day responsibilities regarding content management, and to better understand the final configuration of the website management system. Timing, content, and agenda of training will be determined with SCTC's input and approval.

The SCTC has identified the websites of the Ancaster Memorial Centre <memorialarts.ca> and the Burlington Performing Arts Centre <burlingtonpac.ca> as examples of theatre websites that we liked. Both also use TixHub ticket software.

Contract Term

The term of the contract will be for a two (2) year period with an option to extend on an annual basis by the SCTC for a total period not to exceed another two (2) years, at SCTC's sole discretion. The SCTC does not grant exclusivity, guarantee business or make any guarantee of the value or volume of work that may be assigned to the selected proponent.

Proposal Submission Instructions

Proponents must submit their entire proposal via e-mail to the SCTC <saultctc@shaw.ca> by the closing date and time of Monday October 2, 2023 at 6:00 p.m. EST. Any proposal received after the Closing Time will be deemed non-compliant and will not be reviewed by the SCTC. The proponent has sole responsibility for the timely submission of their proposal.

Proposals should be in PDF format and should be submitted to the Contracting Authority by email. All proposals received as a result of this RFP shall become the property of the SCTC. The time stamp of SCTC's email system shall be the official time for tracking all submissions received in order to determine whether a submission is received on or before the Closing Time.

Proponents should respond to and include in their proposal:

- A cover letter, describing:
 1. your organisation;
 2. how you will ensure our website stands out;
 3. your client retention rate; and
 4. your availability to complete this project.
- Information about the Account Manager who would be working with SCTC during the term of the agreement proposed, and include details of their relevant experience, education, and expertise, including knowledge of working for arts organizations is an asset;
- A portfolio of websites designed by you;
- Three customers with similar requirements to those described in this RFP who we may contact as references. For each reference include the name of the organization, key contact information (name, title, phone, e-mail), and a brief description of the service provided/performed. The proponent agrees that SCTC may contact any of these references.
- Separate pricing proposals for:
 1. undertaking the redesign of the "front end" architecture of the SCTC website (i.e. that part not related to the ticket purchasing part of the website);
 2. enhancing the SCTC's digital online presence, and; on-going website maintenance for a two (2) year period with an option to extend for another 2 years.

Any questions related to this Request for Proposals should be submitted in writing to saultctc@shaw.ca.