

REQUEST FOR PROPOSAL (RFP)
WEBSITE ENHANCEMENTS
RFP: APA15002

ARIZONA PRODUCTION ASSOCIATION
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1. SUMMARY AND BACKGROUND

Arizona Production Association (APA) is currently accepting proposals to correct and enhance its corporate web site. The Arizona Production Association has determined that additional capabilities are needed to improve interactions with existing and potential members.

The purpose of this Request for Proposal (RFP) is to solicit proposals from various candidate organizations, conduct a fair and extensive evaluation based on criteria listed herein, and select the candidate who best represents the direction APA wishes to go.

The APA is a non-profit trade organization of Arizona production professionals. Our mission is to promote, encourage and advance the growth of the film, theatre and television industries within the State of Arizona and to improve the status and skills of our members. As the largest and most influential statewide group in our industry, we are committed to improving job opportunities and working conditions for our members.

The APA has identified problems with the site both in its presentation and its functionality. The APA wishes to correct the current website by incorporating the missing functionality and enhancing the presentation.



2. PROPOSAL GUIDELINES

All costs must be itemized to include an explanation of all fees and costs. As multiple awards may be presented, a breakdown of each of the major items is requested. If the bidder does not wish to bid on a particular item, an indication of NO BID may be entered for that item.

Contract terms and conditions will be negotiated upon selection of the winning bidder. All contractual terms and conditions will be subject to review by APA's Board of Directors and will include scope, budget, schedule, and other necessary items pertaining to the project.

3. PROJECT PURPOSE AND DESCRIPTION

The purpose of this project is as follows:

Correct and enhance specific areas of the website that are necessary for the APA to conduct its primary business of promoting and managing its membership while providing advertising revenue to its operating budget.

The site improvements must allow Arizona Production Association's Internet Committee and Administrator to easily manipulate the layout and content in order to allow for frequent changes in the dynamic environment in which we work where things constantly change and must also be completely secure against intrusion.

The site is live and changes must be scheduled so that they do not interrupt the normal business hours of the organization's website.

The following items are to be addressed in the RFP, however, not all will necessarily be awarded this year.

A. Multiple Ad Purchase.



Many of our advertisers desire to place ads on multiple pages within the site. This process should be simple to encourage members to purchase ads. The current design requires that the advertiser complete an entire form for each ad purchased rather than completing the purchaser information once and adding as many ads as desired to that purchase (much like a shopping cart application).

APA's objective is to either implement the "multiple selection" technique employed in the "join" page of the website (where the new member is allowed to purchase additional listings) on the advertisement purchasing page, or to implement a shopping cart look-and-feel to enable multiple ad purchases without re-entering purchaser information for each ad.

B. Analytics collected by Website

The current site provides a basic analytics by using Google Analytics. This does not provide the detail of information regarding the advertisements on our website. We would like to collect information that will aid in promoting advertising sales.

APA's objective is to have the Analytics capability enhanced to include

- o Advertiser by advertiser statistics on click-through, pages with specific ads viewed, general page count by category, and general pages viewed.*
- o All statistics to be reported by day, week, month, and year.*
- o Count the PDF print requests.*
- o Limit access to requesting the analytics report to the dashboard of the website.*

C. Location Photo Manager

The current site provides a basic functionality to display a set number of photos of different potential locations. The APA would like to be able to add photos to the file set for each location section and have those photos displayed with the existing photos in that set.

APA's objective is to have the ability to display as many photos in each of the location sections as is desired and the ability to add and remove photos and file sets.

D. Downloadable PDF of the Production Guide

The current system has a rudimentary capability to dump the database of members into a downloadable PDF. However, the PDF does not have page breaks, nor does it have



category and publishing info on each page. We would like to create a better formatted document.

APA's objective is to implement a PDF creator capability that would access the current membership listings and produce a well formatted catalog with appropriate page breaks, a proper title page, headers on each page reminding the viewer what category is being displayed and a footer on each page designating the page number and title of the publication.

The requestor should be able to filter the data printed, to include only specific listings by category or name, etc.

APA should be able to have advertising within the PDF and offer the ads for sale via the standard advertising methodologies.

E. General Website Fixes and Changes

The website has been deployed for over a year. During that time, we have developed a list of items that we would like modified. The following list is a shopping list from which APA will select items to be completed during this upgrade.

APA's objective is to implement some fixes and changes to our website. The list includes the following items:

- *Ability to change the front page image. If possible, we would like to have our promotional video play when the website homepage loads. This will provide the backdrop for any other information on the page.*
- *Move all navigation buttons to the top. They are currently at the bottom of the page and hard to find. (also, add a button/link to the "Print PDF" feature.*
- *Get rid of the "Camera" or modify its size to not overpower the page.*
- *Add a caption (to be supplied) one-liner on the page.*
- *Reduce the size of the home page. Currently, the whole page does not display on many computers. We would rather have it smaller with important information readily visible.*
- *Consider new locations for ads (mixed in with listings, left side, right side)*
- *Evaluate website category display strategy (move category selections to top of page rather than left side, change to dropdown selectors)*



F. Advertising Enhancements.

From time-to-time, we may want to offer special promotional packages for add purchases. We would like to sell ad packages (such as buy 3 get 1 free). There should be some way to make these packages and apply special pricing.

APA's objective is to sell more ads. By offering special packages, we hope to influence the advertisers to purchase more.

G. Mobile Device Support

APA would like to support our membership while they are in remote locations where internet may or may not be available. This could best be achieved with a mobile application that has access to our data. The app primary deliverable would be the member listings.

APA's objective is to provide our membership with a mobile application to access the member listings while on-line or off-line. Advertisements in the listings would provide an additional revenue source.

H. Available Resource "Room"

As special events are scheduled for the Valley, APA would like to provide a "virtual room" where members could register their availability. When a member signs in, he is put into "categories" that match his membership profile. Visitor access to the room would permit the visitor to establish contact with members for the purpose of hiring their services. Members could communicate with other members. The room would be emptied each day.

APA's objective is to provide a way for its members to be easily located and contacted by Producers or Directors, etc. who are trying to fill day jobs.

4. PROJECT SCOPE

The selected bidder will be responsible for planning and conducting thorough interviews with a representative from the Arizona Production Association's Internet Committee and APA's Administrator to ensure that all information necessary to fulfill its objectives are met for each of the items being bid.

The following criteria must be met to achieve a successful project:

- Visually and aesthetically pleasing web site design



- User-friendly environment that is easy to navigate
- Consistency of design across all pages/sections of the web
- Site can be changed/modified easily by Arizona Production Association personnel with minimal effort
- All software and licensing requirements should be included as part of this project
- Site should be compatible with all current web browsing technology and easily upgradeable
- Ability to work closely with Arizona Production Association designees on coordination of project tasks and resources
- Plan and perform a complete testing process on web site and database in order to ensure functionality.

5. REQUEST FOR PROPOSAL AND PROJECT TIMELINE

Request for Proposal Timeline:

All proposals are due no later than 5pm MST March 13, 2015. Delivery for testing by APA is desired within two weeks of project award.

Bidders Conference

APA will make itself available to answer questions and demonstrate the website on Friday, February 27, 2014 at 5:30 p.m. at the APA Offices. Interested parties should email Julie@azproduction.com to confirm their attendance by 3:00 p.m. of that date.

Evaluation / Selection

Evaluation of proposals will be conducted within 2 weeks of the due date. If additional information or discussions are needed with any bidders during this two week window, the bidder(s) will be notified.

The selection decision for the winning bidder will be made no later than 3 weeks from the proposal due dates.

Upon notification, the contract negotiation with the winning bidder will begin immediately.

Notifications to bidders who were not selected will be completed within 3 weeks of the selection decision.



Project Timeline:

This project must be completed no later than June 26, 2015.

6. BUDGET

All proposals must include proposed costs to complete the items being bid. Costs should be stated as one-time, non-recurring costs (NRC). Pricing for each Item (A – H) should be listed for each of the following tasks in accordance with the format below:

Initiation and Planning	Duration	Cost
Development	Duration	Cost
Site/Database Testing	Duration	Cost
Site/Database Deployment	Duration	Cost

NOTE: All costs and fees and schedules must be clearly described in each proposal.

7. BIDDER QUALIFICATIONS

APA will only accept bids from Arizona companies/individuals. All factors being equal, preference will be given to APA member candidates.

Bidders should provide the following items as part of their proposal for consideration:

- Description of experience in planning, building, and authoring web sites
- List of how many full time, part time, and contractor staff in your organization
- Examples of 3 or more corporate web sites designed and implemented by your organization
- Testimonials from past clients on website building
- Anticipated resources you will assign to this project (total number, role, title, experience)
- A full testing plan
- Timeframe for completion of the project
- Project management methodology



8. PROPOSAL EVALUATION CRITERIA

Arizona Production Association will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria:

- Overall proposal suitability: proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner
- Organizational Experience: Bidders will be evaluated on their experience as it pertains to the scope of this project
- Previous work: Bidders will be evaluated on examples of their work pertaining to web site design and hosting as well as client testimonials and references
- Value and cost: Bidders will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project
- Technical expertise and experience: Bidders must provide descriptions and documentation of staff technical expertise and experience

Each bidder must submit their proposal to Julie@azproduction.com by 5pm MST on the dates listed in Section 5.