

REQUEST FOR PROPOSALS | Redesign, Development & Hosting of the Art Gallery of Mississauga Website

Organization Description:

The Art Gallery of Mississauga (AGM) is a public, not-for-profit, art gallery located in the Mississauga Civic Centre. The AGM is committed to presenting stimulating exhibitions which are aesthetically strong and intellectually challenging alongside multi-platform ancillary events. As a centre for community building, the gallery is envisioned to energize the cultural producers of Mississauga and beyond. The AGM is proud to admit people free of charge, serve communities, and provide positive visual art experiences for all visitors.

Mission:

FIRST NEW NEXT. The AGM provides platforms for exhibitions, collections and experimentation in contemporary culture with a recent focus on artists and cultural producers from Indigenous, newcomer and youth communities. Through a broad range of educational programs, artist projects and other forms of critical dialogue, the AGM seeks to transcend traditional disciplinary boundaries, foster community, and provide spaces where alternative modes of thought are supported and activated in tangible ways.

Project Description:

Our current website – www.artgalleryofmississauga.com – is dated visually and in its interface, making it difficult for current users to navigate. We are seeking website development services in order to develop a more contemporary, responsive and refined site design that is easy to navigate, simple to manage content updates and engage our broad range of web visitors and audience. As the AGM is a public art gallery, we require a website that emphasizes imagery and showcases our exhibitions, projects and programming. Ultimately, we would like to generate increased traffic through our website and have more of a presence online outside of our social media platforms, rank top in search engines for important keywords and phrases, and make routine management and content updates simple and more efficient.

Scope of Work:

The AGM invites quotations for qualified and experienced website development companies to design, develop and implement our public-facing website. The chosen partner must have cross-sectoral web development experience and expertise in order to achieve:

- successful website re-design
- user experience and usability testing
- information architecture
- website development and deployment
- website hosting
- content strategy
- social media integration
- embedded video and lightbox for photo/video archives
- search engine optimization
- integration with existing databases and online platforms
- responsive design
- 6-month post development support

The primary objective and goals for website redesign are as follows:

- **Interactive and Engaging:** We are seeking to redesign our website to include a contemporary interface that allows visitors, artists, members and other galleries to easily navigate through the various sections and find information more easily. The website should also be easy to maintain for our administrators and content writers.
- **Purpose of our new website:**

- Serve the needs of all users (including AODA compliance) by letting them easily find information
 - Make it easy for us to share and post information, and for users to easily find and interact with the information.
 - Provide a pleasant and delightful experience to all users by making it easy for them to find what they want in a straightforward manner.
 - Focus on making our content, useful, interactive and engaging so the site is able to adapt and remain relevant to the future needs.
 - Integrate well with current databases and be able to incorporate new enhancements and features over time.
 - Build upon proven and accepted website development standards while maintaining flexibility to easily grow and add new functionality over time and with minimal cost.
 - Provide a robust hosting environment with guaranteed uptime and immediate and full disaster recovery to a backup data centre
 - Simplify website administration, allowing users of varied skill levels to update assigned sections of the website
- Target audiences:
 - Residents and potential residents of varying backgrounds, reading and language ability
 - Potential visitors to the GTA
 - Business operating in Mississauga and the GTA
 - Donors, funders, sponsors and members – both existing and potential
 - Community members and organizations
 - Local, national and international media
 - Local school districts and students
 - Local, provincial and federal government officials that support and complement our work
 - Approximate Duration: March 1 – August 31, 2018

Terms:

The selection of the web developer will not be based solely on the cost of the production, but on the quality and fit of the proposed services, technical proficiency, sector knowledge as well relevant experience in website development. The final proposal should address the above, and specifically have three references we can call or email. Final terms, including costs and services to be provided, will be negotiated between the AGM and the web developer upon selection.

Please note this RFP does not obligate the Art Gallery of Mississauga to award a contract of complete the project and the AGM reserves the right to cancel the solicitation if it is considered to be in its best interest.

Submission:

The applicant should include in the RFP: a web-link to a portfolio of recent projects, proposed cost, and references from similar projects completed in the past. Complete proposals should be submitted to agm.connect@mississauga.ca.

Art Gallery of Mississauga
 300 City Centre Drive
 Mississauga, ON L5B 3C1

Deadline for applications: Friday, February 09, 2018, 5 PM.

We thank all applicants for their interest; however, only those shortlisted will be contacted.