

CMSA Website Request for Proposals (RFP)

1. DESCRIPTION AND PURPOSE

- a. Redesign of current CMSA website to be more conducive to the generation of new CMSA members
- b. Increase overall traffic by creating a website that is more useful, compelling, content-rich, contemporary and dynamic.
- c. Graphically redesign the CMSA website to more accurately reflect the current vitality of the organization to current members, prospective members and the community at large.
- d. Ensure site structure and on-page content is developed to ensure they are fully “crawlable” and indexable by all major search engines.
- e. Develop pages that are cross-browser, cross platform and adhere to W3C standards for accessibility, styling and validity.
- f. Provide a robust, user-friendly content management system (CMS) so with minimal training, anyone can edit the website content comfortably
- g. Maintain or enhance all currently available website functions, including integration with Thriva, a third-party registration system.

2. TERMS AND CONDITIONS

- a. CMSA must own and have full access to and have the right to customize site code and content.
- b. CMSA must have the ability to update content within the site
- c. Terms
 - i. Proposals should be delivered electronically to webmaster@chicagomsa.org
 - ii. Copies should be emailed by November 19, 2012.
 - iii. All proposals must include a statement of authorization to bid signed by a principal of the responding company.
 - iv. Bidder status: bidder must disclose any relevant conflicts of interest and/or pending lawsuits
 - v. All bidders must use the proposal format outlined in this RFP.

3. BACKGROUND OF CMSA

- a. The Chicago Metropolitan Sports Association (CMSA) is the largest not-for-profit gay and lesbian sports organization in the country. We offer recreational and competitive level play in a variety of athletic leagues throughout the year. The league is open to all persons who wish to play, regardless of sexual orientation, gender, or gender identity. Our leadership team is all volunteer and we have no paid staffing positions to run our organization. Our 4,000 member organization is roughly 2/3 male at 1/3 female.

4. AUDIENCE

- a. The audience of the CMSA website includes current members, prospective members and the community at large.
- b. The website is accessible to the general public.
- c. Logins will be required to allow access to the content management system to allow for updates to content.

5. TOOLS AND FUNCTIONALITIES

- a. Content managers should have the ability to upload images, documents and other content. This content could then be made available for access to website visitors.
- b. The following existing functionality is critical to any design proposal:
 - i. League team standings
 - ii. Sponsors listings
 - iii. Facebook Integration for CMSA and individual leagues
- c. New functionality required
 - i. Integration of Tennis league standings
- d. Existing functionality not essential to this proposal
 - i. Calendar functionality

6. REPORTING NEEDS

- a. Site analytics and metrics should be available
 - i. Google Analytics is the preferred method

7. SITE SPECIFICATIONS

- a. Database driven design
- b. Accessibility/Usability
 - i. Site should meet W3C accessibility standards
 - ii. Usability testing mid-stream will validate navigation choices
- c. Platform
 - i. Preferred platform for the redesigned site should be open source LAMP solution stack. (LAMP – Linux, Apache, MySQL, PHP)
 - ii. The current site is a CMS system in aspx format.
- d. Commerce
 - i. Currently integrated with Thriva for third party registrations.
- e. CSS design ensuring consistent design elements
- f. Mobile Compatibility
 - i. Phone, Android, Windows Mobile

8. AVAILABLE TECHNOLOGY RESOURCES/INTEGRATION ISSUES

- a. Website should provide easy integration into Thriva as CMSA's third-party registration platform.

9. CMSA RESOURCES

- a. Point of contact/project managers: Scott Quinn, Jason Kallen

10. TIMELINE:

- a. Develop RFP process (forward email address for questions on RFP)
- b. RFP release date – October 29, 2012
- c. Submission of questions on RFP
- d. Notification of Intention to bid
- e. Answers to questions emailed to all bidders
- f. Proposals due – November 19, 2012
- g. Finalist interviews - TBD
- h. Proposal award date – December 1, 2012
- i. Initial meetings - TBD
- j. Drop-dead Date (no new concepts/functionality added) - TBD
- k. Beta site launch – January 15, 2012
- l. Proposed site launch – February 1, 2012

11. FORMAT FOR PROPOSALS

- a. **Executive Summary**
- b. **Technical Volume**
 - i. Web development process: explain the process you will follow to build the Web site, including major milestones and evaluation
 - ii. Address usability standards and testing
 - iii. Address any important technology information and specifications used in your solution (languages, platform, etc.)
- c. **Management Volume**
 - i. Organizational structure: communication process; including lines of reporting and any special tools used.
 - ii. Schedule of deliverables; include major milestones and testing proposal.
- d. **Budget Volume**
 - i. Break down cost by production hours, tools and functionalities
 - ii. Maintenance and support: identify any costs that should be assumed as part of the site and ongoing costs for maintenance and support we need in the future.
 - iii. License fees: identify the costs we will need to pay to develop or host the site.
 - iv. Hosting: identify whether we must or are highly encouraged to host with your company. If hosting is provided as an option or requirement, provide pricing options.
 - v. Training and Style Guide: identify costs to train our staff to use site tools and provide a style guide.
 - vi. Other charge areas: Please identify whether there will be other expenses, consulting fees, future work, etc. to complete the project.

e. Attachments

- i. Qualifications and Experience: relevant case histories with information on accessing online demos or examples
- ii. Biographies of all who will work on account
- iii. Professional references