

REQUEST FOR PROPOSALS

Website Design & Development Services

Finger Lakes Culinary Bounty, an organization promoting regional farm and food production, is seeking proposals from qualified website design & developer contractors/firms with expertise in Joomla to improve on our existing database driven site.

Our goal is to further develop the Finger Lakes Culinary Bounty website according to the following:

Critical Examination of Current Site (structure, navigation, and content) - determine appropriate and feasible improvements with FLCB Website Committee according to project budget & timeline

Custom built Joomla template –build a custom template that is:

- a. Aesthetically pleasing
- b. User friendly and easy to navigate
- c. Functional - serves the multi-purpose vision of the FLCB website
- d. Standards Compliant - accessible to users with handicaps, all major platforms and web browsers, and mobile devices; meet contemporary usability and accessibility standards (if feasible)

If a custom built template is not within budget, request is to build upon existing template to best achieve the above mentioned criteria.

Software Upgrade - most recent stable version of Joomla -1.5

Member Directory – Build on the existing member directory, creating a complete listing of all FLCB members. This listing should incorporate the following features:

- a. User friendly for all user groups
- b. Hierarchically organized into main and sub categories (categories to be defined with FLCB website Committee)
- c. Intuitive search capability that allows fine-tuning by defined categories
- d. Coherent results pages (site pages) that display description, contact info, and other details and links deemed necessary by the FLCB Website Committee
- e. Ability for members to create a robust profile with links, images, keywords, etc.
- f. Ability for members to easily update their listing. *see Training and Documentation below for more info.

In addition, the Member Directory should meet the needs of the following user groups:

User: Public

Purpose: Easily access information on FLCB members. For example, finding farms open to the public, food establishments and wineries, and direct retail producers that feature local farm and food products

User: Wholesale buyers/sellers
Purpose: Find other FLCB wholesale buyers& sellers

User: FLCB Members
Purpose: Provide a web presence for FLCB members with links to their website

Setup Third-Party Mailing List System - (like ConstantContact.com) to:

- a. Allow FLCB to send out newsletters and regular email blasts
- b. Build a subscriber-base

E-newsletter - Create a template for quarterly email newsletters with content automatically generated from upcoming events in the calendar, news & announcements, list of new members with a brief profile and FLCB media coverage. Ability for staff/Marketing Committee to review and modify newsletter content.

Map – Create a visual, scroll-over & clickable map of the Finger Lakes region with icons for members that link to their member directory listing (a local version similar to regionalbest.com and localharvest.com; Google Maps could be considered if appropriate).

User: Public

Purpose: for residents & visitors to plan their itinerary in the Finger Lakes around farms, direct retailers, food establishments & events open to the public

User: Wholesalers

Purpose: To find product, plan distribution, etc.

Customized Calendar System – Build on existing calendar.

Fundraising Portal- Build a mechanism to solicit support.

Forms – Create and document simple and automated procedures for members to submit information to include (upon approval) on the website and in the newsletter. The requirements outlined in this RFP include the ability for members to submit information for inclusion (upon approval) in the following categories:

- a. News
- b. Calendar Listing
- c. E-newsletter
- d. Media

Event Registration – Create online form for members/public to register for FLCB events and pay registration fee.

Membership Sign-Up & Renewal – Create online form for people to sign-up for a new membership or renew an existing membership; including online payment option.

Training & Documentation –

- a. Document procedures in user friendly step-by-step instruction sheets for members to create and update a robust member listing
- b. Train Website Committee & staff to aid members with updating their listings
- c. Document procedures for Website Committee and staff to oversee ongoing maintenance and administration of site
- d. *Additional funding available for labor to work directly with members to collect and record data and teach members how to edit/update/maintain content

Content Development – Generate, or work with other professionals who generate, multimedia rich content to keep the site dynamic and attractive for repeat visitors.

- a. Build a photo gallery of FLCB members and other images that capture the essence of the organization for the rotating slideshow on the homepage
- b. Create Webcasts/Podcasts about FLCB news, events and other relevant topics

General Info about the FLCB website

Audience

1. FLCB members & potential members
2. Visitors (tourists & residents seeking farm/food/wine experiences)
3. Wholesalers (for ex, restaurant owners looking for farms that grow specific products)

Purpose

1. Grow FLCB membership base – attract new & retain existing members
2. Advertising vehicle for FLCB members
3. Information exchange
 - a. Connecting industry professionals with one another (farmers, chefs, winemakers, specialty food producers, tourism, etc.)
 - b. Connecting visitors/residents with industry professionals

Current FLCB site contains:

Homepage

1. Automatic slideshow of FLCB images with descriptions
2. Snapshot of calendar listings grouped by month and sorted by day with link to full calendar
3. Mailing list sign-up
4. News, events, announcements published to the homepage

Press - Links to press coverage of FLCB members.

Member Directory – Searchable listing of all FLCB members (not yet editable by members)

FAQs - contains “Who are we?”

Newsletter - I’m unsure of this part of the website????

Calendar – with monthly, flat, weekly & daily view. Searchable.

Forum – to facilitate discussion amongst FLCB members on pertinent topics (restructure into a blog for a more user-friendly interface?)

More – Tips for buying/selling local, contact us, projects, how to become a member, member login behind password-protected area

Other websites that demonstrate attractive features for the FLCB website are:

1. Savor California - <http://www.savorcalifornia.com/>
2. Regional Best - <http://www.regionalbest.com/>
3. Local Harvest – <http://www.Localharvest.org>
4. Georgia Organics - <http://www.georgiaorganics.org>
5. Buy Local PA - <http://www.buylocalpa.org>

Time period:

1. Proposals due January 15th, 2010
2. Web committee interviews developers & designers and retains consultant by February 1st, 2010.
3. Consultant receives input from FLCB Web committee; work begins and continues through April 2010 with input from Web Committee as needed.
4. Consultant presents site to Web Committee for review, adjusts as needed.
5. Final product –May 2010

Please include in your proposal:

1. The names of 3 clients who can serve as a reference
2. Your firm's website address
3. The addresses of at least 3 clients whose websites you have designed and developed in the last 24 months (at least one using Joomla), highlighting features and functionality you were responsible for.
4. List features with pricing, also optional/recommended features with pricing
5. Details for pricing re: ongoing maintenance and administration of site, after RFP scope of work is complete
6. Provide payment terms, general terms, and a timeline/production schedule, structured in phases

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Deadline for submitting a proposal is January 15th, 2010.

Proposals should be delivered to:

Cornell Cooperative Extension of Tompkins County
615 Willow Ave.
Ithaca, NY 14850.

Proposals may be emailed to Elizabeth Karabinakis at evk4@cornell.edu.

Please direct questions to Liz at 607-272-2292.