



Request for Proposal:

Development of Dance Parade Worldwide Website

Timeline:

Posting Date: October 15, 2017

Bidders conference: Friday October 27, 2017 11am EST;
From your computer, tablet or smartphone. <https://global.gotomeeting.com/join/362736149>
You can also dial in using your phone. U.S.: +1 (571) 317-3122 Access Code: 362-736-149
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Proposals due: November 15, 2017

Contract Awarded: December 15, 2017

Website Phase 1 launch: On or before February 1, 2018

Phase 2 launch: On or before March 1, 2018

Phase 3 launch: On or before April 1, 2018

Dates are subject to change.

I. About Dance Parade, Inc.

Dance Parade Inc is a 501(c)(3) presenter of dance whose mission is to “To promote dance as an expressive and unifying art form by showcasing all forms of dance, educating the general public about the opportunities to experience dance, and celebrating diversity of dance in New York City by sponsoring a yearly city-wide dance parade and dance festival. “

The organization owes its roots from a dance advocacy movement related to the 1926 NYC Cabaret License requirement that restricts dancing. A New York State Supreme Court ruled against a group of House, Hip-Hop, Ballet and Swing dancers that social dancing was not considered expressive activity. As a result, the inaugural Dance Parade of 2007 was organized to present dance as expressive in all its forms.

Since 2007, hundreds of organizations have been invited to "Be Stars On Broadway" each May by presenting their art on this public world-stage. The parade presents emerging as well as notable artists and showcases over 75 styles of dance, allowing thousands of artists to reach a broader audience.

DanceFest serves as a Grand Finale to the parade in Tompkins Square Park which includes curated performances on stage, "Experience Dance Booths," a teaching area and a social dance area--all free to the public and providing an opportunity for artistic dialogue and collaboration.

Throughout the year, the organization utilizes its vast network to employ its roster of dedicated dancers and performing artists in performances like "Winter's Eve" at Lincoln Square and in unique productions like "Dancing Through the Light" at Greenwood Cemetery and Eve Ensler's "One Billion Rising".

Since 2008 the organization offers Community Engagement Programs, which have benefited thousands of students through ten-week residencies at schools, community and senior centers. The programs crescendo with signature participation in the parade and festival. For details and more information of our WordPress site that has been developed to date please visit www.danceparade.org and request Super-Admin access to administration panel. Submit questions to rfp@danceparade.org

II. Background of Worldwide Expansion

In July of 2016, the organization began discussions with the United Nations office of Peacekeeping Operations to produce dance parades in cities around the world.

In just two weeks a complete site for Boston was designed with Google Forms and Google Sheets (danceparade.boston.org). Though the event was cancelled, it was a good test of the registration. Though no registration fee was charged, we would like this ability in the new site.

Once approved, we will seek a lead parade producer who will sign a letter of intent to produce Dance Parade. Once a milestone mark of funding has been attained, each city will receive a comprehensive marketing and production support package. Marketing support will include a fully functional website that allows for registration and access to the relational database and email handling functions.

III. Project Description

We seek to build an interactive, mobile-friendly and multi-lingual website in two months that will allow users to register for a Dance Parade in their country. Each city should have administrative access to view and edit the data in a relational database such as Google Sheets.

The overarching aim of this project is to create a visually attractive yet trustworthy website to dancers and potential funders with user friendly and efficient navigation. The content

management system needs to be built in a way that local cities and non-technical staff can update logos and other parade year specific data. As a non-profit website, credibility is key and it is imperative that the site be representative of “clean and clear” information.

The website needs to allow for parade registration of groups and individual dancers, including eCommerce to pay the Group Registration fees. Then in addition to that, there should be an easy way to disseminate or distribute the form entries out to preferred services one of which could be Google Sheets, which is easy to share with multiple staff members.

It is anticipated that the first phase of site development will entail design and layout of the homepage and overall site design. The second phase will allow parade registration in New York City and the third phase will be complete with an instruction guide to train staff.

Part A: System Architecture

Currently, DanceParade.Org is running customized php, java and SQL code on a WordPress platform.

Although not required, further use of WordPress and incorporating much of the previously created WordPress posts is anticipated.

As the current site utilized customized logins, data integrity measures that WordPress logins would have avoided were circumvented. Also, a “normalized” database with an intricate relationship with many data tables were implemented in order to retain historical data. As a result, a new design theme that needs to connect to our database is challenged and an entirely new website may have to be built from scratch.

It is anticipated that an “off the shelf” application will handle data forms and merchandising. It would be acceptable if jotforms.com, gravity or ninja forms integration with Google Sheets would handle registrations as long as it were possible to be able to charge a fee via Stripe or PayPal.

Please provide specifics about the system architecture that will be used to implement your proposal, including:

- Host Operating System (eg, Linux) and suggested hardware platform
- Application framework (eg, LAMP, Ruby on Rails, ASP .NET, J2EE)
- Relational Database Management System
- Information Retrieval (Search) Engine
- Content Management System (WordPress, etc)
- Web page templating mechanism (for reuse of common UI elements and ease of editorial updates).

Proposed Hosting Environment: DanceParade.Org webhosting is done currently by a dedicated server located in Westchester County with the domains DanceParade.Org. We are owners of DanceParade.NYC and DanceParade.US licensed through GoDaddy.Com. which all point to danceparade.org.

It is anticipated that with each city, a first time user's IP address would determine the subdomain. A dancer in France for example would be automatically directed to paris.danceparade.org or paris.danceparade.fr for example. Users should also have a way to switch between cities to see that city's parade information.

Part B: Design and Navigation

Design: Currently DanceParade.Org's current site is not mobile-friendly and the homepage is a little too "busy" and text heavy. We seek a unique design that is responsive to multiple screen sizes and utilizes Dance Parade's spectacular photos that are colorful and full of energy. The User experience should be as simple as possible with "Login via Facebook or Google options". Parade groups should be able to register easily. Individual dancers should then be able to register to dance with a dance group in the parade.

Dance Parade's core values: Non-Profit, Community, Integrity, Trust, Creativity and Credibility. We have experimented with using a parallax homepage with pictures that auto-expand test.danceparade.org. Dance Parade's current logo will be polished in 2016 and a new logo may be apart of the design process. The homepage is only a draft and will be first deliverable to Dance Parade.

Content: Dance Parade maintains a comprehensive audit of its content: images, video, text and files are all available via [our library on this Google Sheet](#).

Navigation: It is expected that the vendor will be able to warrant that the web pages will be accessible on all popular operating systems (Windows, Macintosh, Linux) and popular browsers (Chrome, IE, Firefox, Safari & all major mobile OS). Ideally, the pages can be served in text-only mode where internet access bandwidth is extremely limited.

Part C: Data and Traffic Requirements - includes the relational database, search features, user profiles, data storage and access control.

A successful proposal will combine quantitative and qualitative methods to document and explore the scope described above.

Access Control: A user login access control system is expected.

- We anticipate 3 types of users: not logged in, registered as a general user, registered as a dance organization coordinator and registered as a content (text and image only) editor and a systems administrator.
- Once a user provides their email address, that email should be added to our ymlp.com e-newsletter service. This protocol satisfies anti-spam laws through our newsletter's opt-out functionality.
- Not logged in users should have the ability to read parade information. Once they request to register, they would get a challenge screen that would suggest that they log in or register; otherwise they would not have access to the additional content.
- Logged in users should be able to adjust their accounts. If a Parade Group Coordinator

wants to update their video link or upload a resume, they should be able to do so.

Forms and Relational Data Model:

It is expected that there will be an underlying relational data model that supports all the key entities needed by the site that are tied together by postal code and other common identifiers.

- Individual Dancer Registrants and Dance Organization Registrants along with “Terms & Conditions of Registration”: (example: <http://boston.danceparade.org/register>)
- Volunteer Registrants: (example: <http://boston.danceparade.org/volunteer>)
- Photography and Publicity Pass Registrants: (example: <http://boston.danceparade.org/press-registration/>)
- Administrative Control to adjust content (templates for “In the News” publicity, Photos and video in galleries, E-newsletters and Sponsor Logos. (example: <http://danceparade.org/media-downloads/>)

Visitor Traffic:

Most traffic occurs on the week before a Dance Parade. On Dance Parade day, we anticipate to have live streaming.

On the onset, the site should be able to handle the following traffic:

Launch to Month 12: 10,000 hits/day

Months 13-24: 500,000 hits/day

Months 25-36: 1,000,000 hits/day

Registrations:

Dance Group Registrations: 200 maximum per year

Individual Dancer Registrations: 10,000 maximum per year

Expansion Parade Cities: 2017-2020 10 cities
2020-2030 50 cities

Quality Assurance:

During the course of the development period, Dance Parade will have on staff an analyst to test deliverables. Thorough testing by Dance Parade staff and the volunteer community will be commence after receipt of final deliverables.

Part D: Registration Fees and Merchandising

We would like to continue the general current registration approach that New York follows: Organizations fill out a form in which they can later edit to register them for the parade. A parade fee is necessary for them to join a parade. They may also select to “apply for a scholarship fee waiver” and the local city should be able to approve their application. If the scholarship has not been granted then they should not be allowed to register (currently our system wrongly registers unpaid groups that have not applied for scholarships).

We anticipate other forms of monetization. For example group organizers should be able to purchase official Dance Parade t-shirts with the name of their group on the front of their T-Shirts. We would like suggestions for a vendor whose website code can be plugged into our site in order to facilitate such transactions with uploading t-shirt designs and outsourcing tshirt production and shipping of shirts.

Part E: Web Usage Statistics - Tracking hits, popular pages, user activity It is expected that web usage statistics will be available and easily derived from server access logs as well as the relational data base. Such statistics include page hits, site visits, where the site is being used, number of registrants by type (individual and organizational; location).

Part F: Email Support

Dance Parade currently uses Google Apps and may need a tool to communicate with users or subsets of users. When a parade group registers, they should receive a confirmation emails from registration-team@danceparade.org of their registration details.

Part G: Globalization – We seek proposals that incorporate multi-language content solutions available in all countries in the world. Though our initial plans seek to make Dance Parades in 15 countries, functionality should allow us to create a new one should a start-up be requested.

III. Project Terms:

1. Contract

Upon awarding the contract to the bidder, bidder will provide a contract that is subject to approval by the Dance Parade team.

2. Letter of Indemnification:

All bidders will need to sign the letter of Indemnification (See Addendum A) and disclaimer statement. All information contained in this document must be treated confidential. If Dance Parade awards a contract to your organization then all the information provided by you in the proposal becomes a part of the contract. Therefore, please provide honest and true information.

3. Monetary compensation:

Payments will be made either on completion of the entire project or when certain milestones are met as motioned in the contract.

4. Receipt of Last Deliverable:

Dance Parade will thoroughly test all pages and links of new site within 45 days of receipt of last deliverable. Final payment will be made after confirmation of smoothly running and error-free site.

IV.Format for Proposal

Your proposal in response to this RFP needs to address the requirements as stated above. In addition, it needs to address the following expectations in order that Dance Parade may have a clear idea of what is being proposed and the ramifications of these choices.

Please include the following materials in the proposal packet, preferably in the order indicated:

1. Proposal cover sheet / Executive Summary
This includes your full name and contact information, your company legal name and website, your proposed timeline for project completion and the overall expense (budget) you require to complete this project.
2. Project Implementation Process and Communications
 - a. Describe the general process you will follow to build the website.
 - b. Describe your company's project management practices.
 - c. Describe how your company will work and communicate with Dance Parade while building the website, including lines of reporting and any tools used.
3. Cost Proposal – Break out project costs by the following categories:
 - a. Graphic design
 - b. Site development: Identify costs by functionalities and work items. Include production hours and hourly rates as well as all other expenses, e.g., third-party application service providers and license fees.
 - c. Maintenance and support: Identify costs for ongoing maintenance and support that are necessary, desired or likely to be needed following development of the website, including annual costs of any third-party application service providers and license fees.
 - d. Hosting: Identify whether Dance Parade must or is highly encouraged to host with your company. If hosting is provided as an option or requirement, provide pricing options for hosting, and information on the host's backup and recovery policy. Otherwise, provide a cost estimate for hosting via a suitable third party.
 - e. Training: Identify any costs for training Dance Parade staff to use the site.
 - f. Technical assistance: Identify costs for providing maintenance and technical support to Dance Parade post-project completion. We anticipate that this cost would be on an hourly basis.
 - g. Optional items: List costs for additional licensing, optional functions or suggested areas that would enhance user experience.
4. Project Narrative: Describe the overall work to be performed on the project as well as on each of the project's work elements. (This is an opportunity for you to demonstrate that you understand the project and that you have the expertise to deliver a well-designed website.)
 - a. Fully explain choice of platforms for building the site. Address the pros and cons including long-term support maintenance considerations.
 - b. Include elements described in the scope of work as well as other elements recognized as necessary by you.
 - c. Overall design and approach. What type of design do you propose? How would methods address Dance Parade's mission, scope and large traffic anticipated on the website?
 - d. Describe any questions or activities that you think might be missing in our description of the scope and activities. (Dance Parade welcomes suggestions that differ or expand on the project description described earlier.)

- e. Workplan for implementing the various evaluation components. Please describe responsibilities, timeframes, and deliverables.
 - f. The challenges you see in this project and how to address them.
 - g. Technical Specifications: Address important technology information and specifications used in your solution, e.g., languages used, platform, modules, database, etc. (If applicable, provide information for accessing any online demos or examples.)
5. Timeline: Provide a timeline of the website design and development process from start to finish including testing and other key times for Dance Parade staff involvement. If Dance Parade were to select you for the project, indicate how much time you would need before starting work. When appropriate, include deliverables each month. Describe the confidence in the timeline, and strategies (and possibly, remedies) to counter project slippage.
 6. References: Please provide three examples of similar projects in size and scope that you have completed. Limit your submission to only samples of your work that are most relevant to this project. Please provide direct links to each sample.
 7. Briefly describe the work you have done for each website and provide a contact name, e- mail address and telephone number for each reference.
 8. Website Development Team: Provide resumes for key team-members who will be engaged with the design and development and their respective contributions to the project. List the qualifications, capacities, and roles of your key team members. Also, a description of any services that will be outsourced is required.
 9. Disclosures:
 - a. Candidates must disclose any relevant conflicts of interest.
 - b. Candidates must disclose any pending lawsuits.
 - c. Any subcontractors involved in the project must be identified in the proposal.
 10. Contract: Please provide a copy of client agreement for Dance Parade to sign.

V. Proposal Submission

Proposals must be received by email, preferably in one file in Adobe PDF or Microsoft Word format, to the Dance Parade team rfp@danceparade.org no later than 5:00 PM Eastern Time on November 15, 2017. Proposals receipt will be acknowledged by a return email within 24 hours or the next business day. *Hardcopies will not be accepted.*

VI. Selection Criteria

The ideal developer will have previous experience developing on the WordPress. The review committee will use the following criteria to assess proposals:

- Clarity of theoretical framework or site architecture, project goals, hypotheses, methods,

and outcomes

- Proposed analytic methods, including quality and source of data to be used
- Relevant skill set and qualifications, experience developing a similar platform
- Appropriateness of proposed budget and project timeline; Off the shelf applications are used In lieu of expensive customization of coding.
- Plan for timely communication and dissemination of each development phase to Dance Parade staff and community. All funding decisions are made by Dance Parade, often in consultation with external experts. Dance Parade does not provide individual critiques of proposals submitted.

VII. Minimum Requirement Check-List

| Component | Minimum Requirement |
|--------------------|---|
| Graphic Design | Less is More – uses Parade and Festival images and video |
| | Makes use of entire screen and is responsive to all phones and screen sizes |
| | Site may need a splash screen to allow user to choose their city or (ideally) Ip address will determine which city to use as a default (similar to CNN.com); It would be good to first go with the nyc.danceparade.org site and then replace the homepage with the splash page as multiple parade city expansion happens. |
| Expansion Cities | Parade Expansion Cities can be setup with subdomains (boston.danceparade.org) |
| Login | With DanceParade Account, Facebook or Google |
| Registration Forms | Editable by non-technical staff |
| | Needed for Individuals and separate one for parade groups; |
| | Allows for merchandising (paying a registration fee) |
| | Upon submit registration, API provided by our mailing list provider YMLP (yourmailinglistprovider.com) adds name and email to |
| | Upon submit should also send automatic email receipt to a particular user. |
| | Scholarship Fee Waiver – allows parade group coordinator to request a scholarship and not pay the \$50 fee due to financial hardship |
| Other Content | Essentially all the content on the current danceparade.org should also be available on the new site: Newsletter Archive, Info on Floats, Grand Marshals, Parade and Festival information, Media Download page, In the News page, etc |

VIII. For More Information

If you have any questions about DanceParade.org or the proposal submission process, please contact the Dance Parade team at rfp@danceparade.org
 Please note that the deadline to submit proposals will be November 15, 2017

Addendum A: Letter of Indemnification

(Please sign and include the following letter in your contract)

Contractor _____ hereby releases and shall indemnify, defend, and hold harmless Dance Parade, Inc., its board of directors, subsidiaries, affiliates, officers, agents, employees, volunteers, successors, assigns, and authorized representatives of all of the foregoing from and against all suits, actions, legal or administrative proceedings, claims, demands, damages, liabilities, interest, attorney fees, costs, and expenses of any kind or nature, whether arising before or after completion of the work hereunder, and in any manner directly or indirectly caused, occasioned, or contributed to in whole or in part, or claimed to be caused, occasioned, or contributed to in whole or in part, by reason of any act, omission, fault, or negligence of Dance Parade, Inc., Contractor, Contractor's subcontractor, or of anyone acting under Contractor's direction or control or on Contractor's behalf in connection with or incidental to the performance of this contract. Contractor's aforesaid release, indemnity, and hold harmless obligations, or portions of applications thereof, shall apply even in the event of Dance Parade's sole negligence or strict liability. Dance Parade, Inc. shall be indemnified and held harmless to the fullest extent permitted by law. If any portion of this indemnity clause is invalid or unenforceable, it shall be deemed excised and the remaining portions of the clause shall be given full force and effect.

The successful contractor will require all its subcontractors or anyone acting under its direction or control or on its behalf in connection with or incidental to the performance of this contract to execute an indemnity clause identical to the preceding clause, specifically naming Dance Parade, Inc. as indemnitee.

Contractor _____
(Signature)

(Print Name)

Title _____

Date _____