

Request for Proposal

NEW QUIET VALLEY WEBSITE

QUIET VALLEY LIVING HISTORICAL FARM

PROPOSALS DUE BY 5:00 PM APRIL 19, 2021

Inquiries to

Tiffany Black

Executive Director

Quiet Valley Living Historical Farm

347 Quiet Valley Rd.

Stroudsburg, PA 18360

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Introduction to RFP:

Quiet Valley needs a new, modern website. The current website is too old and must be replaced. It can be found here: quietvalley.org We would like you to prepare a proposal to accomplish this task and includes timeline, cost, and deliverables. The following RFP includes a background of our organization and describes the purpose of the redesign, its desired functionality, and specific requests relating to the proposal.

Company Background

Quiet Valley is a non-profit working farm museum in Stroudsburg, PA, dedicated to preserving the practices and heritage of a 19th century Pennsylvania German farm. With a small year-round staff and hundreds of volunteers, we offer an alternative destination to tourists visiting the Pocono Mountains, as well as educational programs for pre-school children through adults from the local and regional community.

Project Overview

This project involves designing and building a new website for Quiet Valley that is visually appealing and easy-to-use for guests, volunteers, donors and staff members. The website needs to boost visibility and revenue from the tourist industry, as well as school groups, families, and residents of the Pocono Mountains region.

The new site should feature a modern mobile-preferred responsive design, point-of-sale opportunities for tickets to events, registration for educational workshops/programs, an on-line gift shop, site rentals, and member/donor services. Beyond that, the design should offer integrated data management capabilities for a number of purposes including purchasing and renewing memberships, contacting and signing up volunteers for events/programs, and tracking volunteer and staff hours.

Features of the new website should include the following:

- Image heavy/text light responsive modular design
- 3 clicks, at most, to sale
- Calendar w/ links to brief description & ticketing, etc.
- User friendly design for front-end and back-end access
- Programmable automatic updating of events/programs on calendar and information/advertising modules. (past events/programs disappear and upcoming events/programs appear)
- Ability to post videos

Project Goals

Goals of this project include:

1. Design and build a modern, new, easy-to-use website for all:
 guests/educators/staff/volunteers/donors, etc.
2. Maximize internet marketing capabilities and reach to guests, schools, etc.
3. Integrate point-of-sale technology
4. Integrate data management systems
5. Maximize communication efficiency and reach to members, volunteers, donors, etc.
6. Maximize SEO and track analytic
7. Mobile-Preferred Responsive Design for people on-the-go.

To reach these goals, Quiet Valley is now accepting bids in response to this Request for Proposal.

Scope of Work

New Quiet Valley Website

Components/Modules

1. Enjoy---Events (3 clicks, at most, to purchase tickets)
 - a. Festivals – Major Events
 - 1) Farm Animal Frolic -May
 - 2) Pennsylvania Craft Fair- August
 - 3) Harvest Fest- October
 - 4) Old Time Christmas- December
 - b. Special Events- Smaller Events
 - 1) Garden Party
 - 2) Music in the Valley
 - 3) Spooky Days
 - 4) Farm-to-Table Dinner, etc.
2. Learn---Educational Programs (3 clicks, at most, to purchase reservations)
 - a. Workshops – Adult education- Register on-line
 - 1) Cabin Fever
 - 2) Soap Making
 - 3) Bake Oven Bread Baking
 - 4) Spinning
 - 5) Weaving, etc.
 - b. School Programs- Students-
 - 1) Pre-K-Register on-line
 - 2) Home School Heritage Days- Register on-line
 - 3) Home School Volunteer Program – Apply on-line
 - c. Summer Camps- Register on-line
 - 1) 5-10 years-old
 - 2) 11-13
 - 3) 14-15 etc.

- d. Off-site Traveling Programs
 - 1) Molly
 - 2) Henrietta, etc.
- 3. Explore- Tours (3 clicks, at most, to purchase tickets)
 - a) School Group Tours- Fall & Spring
 - b) Summer Tours- w/ Special “Highlights” of heritage crafts, etc.
 - c) Special Group Tours- Families, Groups, etc.
- 4. Belong—Members’ Page- Linked to Database & Social media
 - a) Become a Member (Data entry synced to automatic billing for renewal)
 - 1) Individual
 - 2) Family
 - 3) Grand-Family etc.
 - b) Members only Events – w/ mass email interface for communication/reminds
 - 1) Picnics- June, July, August
 - 2) Ice Harvest
 - 3) Maple Sugaring
 - 4) Wood chopping
 - 5) Spring Cleanup
 - 6) Annual Dinner
- 5. Shop- Point of Sale Software for Credit Cards (3 clicks, at most, to purchase)
 - a) Gift Shop
 - 1) Online Sales/Shipping/On-site pick up
 - 2) Inventory Management (Like Square)
 - b) Plant Sale
 - c) Chicken BBQ, etc.

6. Calendar linked to brief events & programs info. w/ ticketing/ reservations
7. Volunteers- Blanket release agreement for media use.
Volunteer Opportunities – Adult/Junior volunteers, etc.
 - a) Sign in/out for data tracking # hours (used for grant applications, etc.)
 - b) Contact – mass email all-calls for event volunteers
 - c) Sign-up capabilities for event volunteers (Like SignUpGenius)
8. Donate/ Support- Tax deductible non-profit donations (3 clicks, at most, to give)
 - a) Yearly
 - b) Monthly
 - c) Special Projects
 - d) Estate
 - e) Corporate, etc.
9. Sponsor – (3 clicks, at most, to give)
Farm animals (Updates, Pix, etc.) w/ Yearly Birthday Party (Notifications)
 - a) Horse \$1000
 - b) Cow \$500
 - c) Pig, Goat, Chicken, Rabbit, etc.
10. Site Rentals- Pricing Structure – Contact Us Link
Pavilion, Education Center, Partial/Full-Site Rentals (Calendar)
 - a) Weddings
 - b) Birthdays/Anniversary
 - c) Showers- Baby/Wedding
 - d) Corporate Meetings
 - e) Movies

11. Social Media

- a) Blog
- b) Facebook (Members' site Closed & Guests site Open)
- c) Instagram, etc.

12. About Us-Mission Statement, History, etc. (Map of the Farm?)

13. Contact Us/Get Directions (Link to Maps)

Additional Considerations

1. Event Ticketing -Integrated software

- a) Credit Cards
- b) Coupon Codes (School Children, etc.)

2. Staff Training and Support (Maintenance)

3. Analytics & SEO- Top 5 of Things to do in the Poconos

4. Hosting options & pricing (monthly/yearly costs -if hourly rate, please estimate monthly/yearly costs)

5. Shopping Cart- We want point-of-sale software/systems for accepting credit cards

6. Data integration system -We want integrated data management software/systems for a variety of purposes.

7. Mobile Preferred Responsive Design for people on-the-go.

Sample Websites We Like: Clean and Easy to Navigate

Highpoint Museum- <https://www.highpointnc.gov/2329/Museum>

-We like the top/bottom navigation and linked calendar

Landis Valley - <https://www.landisvalleymuseum.org/>

-We like the visually appealing layout

Monticello - <https://www.monticello.org/>

- We love the videos.

Deliverables Must Include:

- Total cost for design and build of new site
- Monthly/yearly fees for services.
- Staff training provided on-site.
- Ongoing support services w/ reasonable accessibility.
- Sample Sites and References

Targeted Deliverables Schedule

We would like to have the new website up and running in time for our first major festival which is Farm Animal Frolic scheduled for the last two weekends in May: 5/22-5/23 and 5/29-5/30.

Final Project Due:

If the target date is not possible, we would like the new website to be ready for the opening of our summer tour season, June 19, 2021, in order to maximize attendance for the summer.

Existing Roadblocks or Technical Issues

1. The current website is text heavy and image light. Much of the existing site needs to be archived for resource material, if needed. **We want a new site that is clean, responsive, and easy-to-navigate at a glance and on the go.**
2. Corporate culture challenges require diplomacy.
3. Photo assets need to be compiled.
4. Executive Director Tiffany Black is considering various software packages to integrate such as Square for point-of-sale, etc. However, she is open to suggestions.

Budget Constraints

Budget for designing and building new site is \$6,000 - \$9,000.

Monthly hosting fees at competitive rates.

Domain name registration at competitive rate.

Evaluation Metrics

1. What kind of training will be provided?
2. What kind of support will be provided?
3. What kind of security will be provided?

Quiet Valley will evaluate bidders and proposals based on the following criteria:

- Previous experience/past performance history.
- Samples and/or references from previous projects.
- Projected costs.
- Experience and technical expertise.

Contact Information

Please submit proposals to the following:

1. Executive Director Tiffany Black at administrator@quietvalley.org
2. Digital Architecture Committee Chair Carlena Back at carlenab@ptd.net

For questions or concerns regarding this RFP, we can be reached at the following:

1. Executive Director Tiffany Black (570) 992-6161
2. Digital Architecture Committee Chair Carlena Back (570) 269-1414