



ADDENDUM NO. 1

SPECIFICATIONS AND CONTRACT DOCUMENTS

Description of RFP 9671: Website Redesign Services

OPENING DATE: 3:00 PM (Our Clock) October 20, 2022

To all prospective bidders under the specifications and contract documents described above, the following changes/additions are hereby made and detailed in the following sections of this addendum:

Exhibit 1 – Questions & Answers

Please contact Ed Bonnette C.P.M., CPPB, Senior Buyer at ebonnette@fcgov.com with any questions regarding this addendum.

RECEIPT OF THIS ADDENDUM MUST BE ACKNOWLEDGED BY A WRITTEN STATEMENT ENCLOSED WITH THE PROPOSAL STATING THAT THIS ADDENDUM HAS BEEN RECEIVED.

- 1) Are Global Agencies allowed to apply?

Answer: Our preference is for a US-based solution.

- 2) Is it possible to apply without prior experience with US public entities?

Answer: See page 9, section III.D.4. of the RFP on References. We prefer firms with experience with other public entities in the US similar to ours.

- 3) Is it possible to throw light to the fact that how automobile liabilities are included in a website development RFP?

Answer: Yes. The firm selected for award may request an Auto Liability Waiver to waive this requirement from the awarded contract; since it is likely most of this service will be provided remotely, and not involve driving as part of the delivery of service.

- 4) Can you confirm you're seeking API development versus integration of an existing API which already exists through ShoWare?

Answer: It is our understanding that we are wanting to integrate with an existing API.

- 5) Has a Q&A or an addenda been released yet?

Answer: No; this is Addendum #1.

- 6) Is there a mandatory pre-proposal meeting?

Answer: No; if there was, it would have been stated on the front page of the RFP document.

- 7) Is the due date still the same?

Answer: Yes; it will remain the same.

- 8) Do you have a style guide or a brand guide?

Answer: We have branding standards, but not a branding guide.

- 9) Do you have a budget you are able to share? Does the budget include tech support and hosting? What was the investment in the previous website?

Answer: \$45000-\$75000

10) Does the organization have a CMS preference? Open source? Drupal/WordPress?

Answer: The organization prefers Open source CMSs like Wordpress.

11) Who are your primary and secondary users?

Answer: The organization's primary users are the Marketing Department and Box Office. The secondary users will be the art gallery.

12) Would you like detailed research in terms of your audience in the form of an audience needs assessment?

Answer: Please price this out as an a la carte option.

13) Do you have a desired launch date? Is there a specific event driving the launch date?

Answer: It is our desire to have the website launched in August or September with the majority of the work being done in the summer of 2023.

14) What is the current hosting environment?

Answer: The hosting is through an outside third-party server.

15) How many visitors does the current website receive on a monthly basis?

Answer: During our peak season (August – May) we receive an average of 28,000 unique hits.

16) How many pages of content do you anticipate transferring to the new site?

Answer: This will depend on the advice of the web developer. We have hundreds of pages of old shows that we keep active ostensibly for the sake of SEO. We are unsure if this still a good practice for SEO.

Our non-show and non-exhibit related content has about 60 pages. Our blog has about 200 articles. Every year, we create about 100 show pages, 11 season pages, 6 exhibit pages and 30 blog articles.

17) What are your current pain points with the existing website?

Answer: Current pain points:

Lack of reliability: When working in ticketing, specific shows have announce dates and on sale dates. This sometimes means a page can only be live at a very specific time on a very specific date. It also means that show pages for announced shows will have to have “buy tickets” buttons be active at a later specific date and specific time (I.e, We announce Joe Pera on the 12 of October, but he does not go on sale until Oct 19). With our current developer, we could never trust that a page would go live when we would schedule it, and we could never trust when tickets were available that the “Buy Tickets” button would appear.

In addition, we have Season Announces. Up until a Season Announce, all 32ish shows are kept secret and then go live at the same time. It’s a very big deal in the community, and imperative that that everything go live on the day we announce at the time we announce. We could never guarantee this would happen with our previous web developer, even after we were given the ability to manually schedule when pages go live ourselves. There would always be something wrong with the database schema that would leave shows out, or include different shows that were not part of the announce.

Lack of unifying CSS: After seven years of hard-coding short term fixes for systemic issues, it is anyone’s guess what font/size/color will show up for any given heading. Lincoln Center staff generally has hard code text in order to make it look unified, something we would reasonably like to avoid in the future.

Lack of flexibility: So many pages have been hard coded that we cannot make simple changes without help from our web developers. Some of this is access restrictions when it comes to embedding video, and other times it’s because we only have access to one page template. Others are pages we should be reasonably be able to change ourselves but aren’t given the correct environment to do so on our own. For example, our seating charts page found at www.lctix.com/seating-charts. This is a relatively simple page that we should be able to make changes to without breaking the page (change text, images or links), however, we have to have our web developer do it which wastes their time as much as it wastes ours.

Confusing back end: There is no clear database schema, so it is difficult to find and edit data sets connected to show pages like “sponsorships” and “media”. Instead of uploading a show page that automatically expresses on www.lctix.com/shows, for example, we have to create a separate event link on a completely different section of the CMS and feed in exactly the same information we provided on the show page. Worse, in order to attach a video to a show page, we have to create a video gallery for a show, add the video to that gallery, and then attach that gallery to a show page. This is three steps in three different places to do something that should be accomplished on the show page itself.

In addition, assigning sliders for the hero image happens on the individual show pages, which means to change a set of 5 sliders, we have to go into five different show pages just to put a slider up. We also cannot schedule said sliders, which makes weekend changes very difficult for us.

Unwieldy Hero Image: The hero image is responsive, but it rarely shows up in a way that highlights the show or makes the website look professional. This is partially because we are hampered by the show imagery we are given by show agents, and partly because it is impossible to choose an image size that works for all screen widths. We would like to see something that doesn’t utilize a hero image for our future website.

18) What are the current technical challenges (if any)?

Answer: The biggest technical challenge is making sure there are redundancies in the environment.

19) How many site administrators will you have?

Answer: Likely there will be two administrators. One will be from our Marketing team, and the other from our EGOV team.

20) Will you require different levels of admin permissions?

Answer: It would be helpful if at least two members of our team who have web development experience had enough admin privileges that they can embed code themselves, whether that is for videos or forms, as these individuals will have a good idea of whether or not such embedding will affect the overall website. We would not want any member of the team to be able to alter source code itself. All other users should be able to do basic editing.

21) Do you expect copywriting or editing services as part of engagement?

Answer: We do not expect copywriting or editing services as part of this engagement.

22) What is the current content management system the site utilizes? Have you been satisfied/dissatisfied with that solution?

Answer: The current content management system is a proprietary system developed by our web developer specifically for performing arts clients called Art Dynamix. Knowing how flexible Wordpress is, we are dissatisfied with the Art Dynamix solution because it is impossible to make any changes without coding directly into the html (ie., scheduling when buy tickets buttons appear, scheduling a show page to appear at a specific time, etc...)

23) Are you wishing to stay within that same solution or are you looking to explore other options that meet the requirements outlined in the RFP?

Answer: We are looking to explore other options that meet the requirements outline in the RFP.

24) Do you have a target budget for this project (which will impact CMS recommendations)? Does that budget include hosting and other third party costs?

Answer: See answer #9.

25) How many internal users will need backend access to the site for ongoing edits and updates?

Answer: At this moment, seven users will require backend access for ongoing edits and updates.

26) Will these users require the creation of different roles? If so, do you know how many distinct roles would be required?

Answer: See answer #20.

27) Are there any additional pages not currently on the site that will be introduced during the design refresh? Are there any unnecessary pages that are being removed and/or combined with other site pages?

Answer: Part of the expectation of this RFP is redeveloping and reorganizing our sales funnels. As such, we imagine there will be new pages required, and others that may be deleted depending on the advice of contracted web developer.

28) What are the most major issues you are currently experiencing with the site?

Answer: Please see answer #17.

29) Knowing that search engine optimization is also a goal of the refreshed site, will existing site content largely be repurposed from the existing site or does new, more search engine rich content need to be developed? If so, would that be created by the Lincoln Center or by your selected vendor?

Answer: We have hundreds of old show pages and blog articles that can be repurposed for site content. Please note that we are not interested in repurposing old content for SEO practices that include backlinking and other black hat techniques.

30) The existing site strives for AA ADA compliance. Is that the threshold you are looking to adhere to on a new site design?

Answer: Yes.

31) Does the refreshed site require a translation feature as the current site does? If so, what languages would be required?

Answer: Yes. The main languages spoken in Fort Collins, Colorado are Spanish, Arabic, and Mandarin. As such these are the languages we would like to ensure exist. At this moment, we are only using Google Translation services.

32) The RFP states you want a “generalized cost estimate on developing an API with ShoWare.” ShoWare seems to have a functioning API, so is the need to integrate and build webhooks into the ShoWare API or does a new API need to be developed specifically for this project?

Answer: At this point we are unsure. What we are hoping to accomplish is a pull API to pull ticketing dates and times from Showare.

- 33) What does your approval process look like? (e.g.. key stakeholder groups, the board, etc.)

Answer: After approval for the RFP, the main stakeholders are the Marketing Department in consultation with other arms of The Lincoln Center such as the Art Gallery and Event Operations.

We expect the process for approving the website will follow along the lines of a reorganization of current pages and database schema, then wireframe design, and finally the design launch via a sandbox where further changes can be made.

- 34) What existing primary and secondary research has been completed?

Answer: Our last audience research was done in 2012, and as such is dated and not useable. However, we have seven years of recent audience survey data.

- 35) When was the last time research was conducted?

Answer: See answer #34.

- 36) What metrics do you/will you use to evaluate performance of the current website?

Answer: Our primary metrics are number of unique visitors, low bounce rate, and conversion rate (which we can evaluate because we have connected our google analytics across our three domains). We also closely watch referrals and pixels to evaluate ad campaigns.

- 37) What is the budget range you'll consider?

Answer: See answer #9

- 38) What is the desired turnaround time for all internal reviews? (e.g. three business days for all reviews, including consolidated downstream partner feedback)

Answer: If referring to the design of the website, we expect to be able to provide feedback within a week after collecting information from interested parties. We would expect for this feedback to be implemented within 3-5 business days depending in the scope of the ask.

- 39) What are the number of monthly maintenance hours that your current website needs?

Answer: 10 hours, however they are not always used.

- 40) What level of ADA compliance does the website need to support?

Answer: At this moment, the website needs to be compliant with SHB21-1110. However, as these standards change, we need to be able to adapt and comply with future changes.

For more information about the standards, please visit:

<https://oit.colorado.gov/accessibility>

<https://oit.colorado.gov/hb21-1110-faq>

<https://leg.colorado.gov/bills/hb21-1110>

41) Are there additional languages you would like the site to support?

Answer: Please see question #30.

42) Will <https://tickets.lctix.com/> be included in this scope? If so, do you have a demo login we can use?

Answer: Tickets.lctix.com/ is only included in the scope in that the top bar design will need to reflect the design of the new website. We do have a sandbox where designs/CSS can be tested, but the ability to design with Showare (tickets.lctix.com) is limited.

43) If not and the existing ticketing system will be used, what assets (designs, HTML/CSS, etc) will need to be provided to the ticketing system?

Answer: In the past, we have only needed to provide CSS.

44) Do you have writers on staff or are you interested in copywriting services?

Answer: We have writers on staff and are not interested in copywriting services.

45) If applicable, what are the challenges of the current CMS/website infrastructure?

Answer: See answer #17.

46) Can you identify the biggest issues/opportunities of improvement with the current website?

Answer: See answer #17 or issues.

Opportunities: *We see a lot of opportunities for less manual updating by integrating a little bit better with our ticketing system (ie., pricing updates via Showare instead of manually changing and updating on the page and in showare, on sale dates etc).*

We also think their opportunities to better organize our information and our sales funnels so there is less friction.

47) Please identify the top attributes of the current website.

Answer: We have on-call project managers that can immediately fix problems when they arise.

- 48) What's the one thing that you want people to think/feel/do when they visit the website?
What is the main action you want them to take?

Answer: Our two primary goals are to sell tickets to Lincoln Center presented shows and to rent our spaces. For the rental spaces, we want them to feel like they can see themselves in those rooms. For ticket buyers, we want them to feel FOMO and excitement.

- 49) What integrations/plugin-ins are on the existing site? CRM, Social, Events calendar, etc.

Answer: Currently, our integrations are with Google Events and with Alexa search functions.

- 50) Of those, what are mandatory to keep?

Answer: Both.

- 51) What level of ADA compliance is required? i.e. WCAG2 AA

Answer: See answer #40.

- 52) Regarding the ticketing API, will users ever purchase from the website without being taken elsewhere or will they be taken to a different website site to transact, similar to how it works now?

Answer: The only website integration we intend to have for the website is with Showare. See answer #53 for additional information.

- 53) Are visitors able to rent spaces directly online and if so what methods are available to check availability? and will the website have to accept deposits or payments?

Answer: Due to practical restraints from financial procedures with the city, all booking payments will be sent to an external payment portal. As such, there will be no design required for this page.

In addition, there will be no integration with our brand-new event management software, Ungerboeck. After extensive research, we have decided that booking online and showing of availability is not compatible with our booking procedures. Our only expectation is to be able to embed the code Ungerboeck will provide us in order for

potential customers to send their inquiries directly to our event management software as opposed to the Formstack form we currently have.

54) How many total pages will the website have?

Answer: Please see answer #16

55) Approximately how many unique page layouts will be needed?

Answer: This will depend on the advice of our web developer as we want each page to have intentional design that fits the call to action for the page. We currently have eight unique layouts (room pages, show pages, show listing pages, general information pages, art gallery pages, event rental landing page, season package pages, and past exhibit pages)

56) Will current URLs need to be maintained?

Answer: We would like to merge the blog domain with the main domain. Tickets.lctix.com will need to stay a separate entity as it is serviced by our ticketing service, Showare.

57) What are the business reasons driving the website redesign and development project?

Answer: Our website is ten years old and no longer is as flexible as it once was (with a five-year-old reskin). The design is also dated, and desktop first, which is no longer a priority for us. We also have never had our rental spaces organized and designed with an expert opinion, something we think has lost us sales in the past.

For additional information, please see answer #17.

58) How will you measure the success of the new website? What are some KPIs?

Answer: Please see answer #36.

59) Do you currently have a CMS? If so, what system?

Answer: Please see answer #22.

60) Are there any aspects of the current CMS that you are not satisfied with?

Answer: Please see answer #17.

61) What CMS options have you considered (if any)?

Answer: Our primary consideration is Wordpress.

62) Do you prefer an open source content management system as opposed to a commercial, proprietary system?

Answer: We prefer open source content management systems like Wordpress as in our experience it provides more flexibility in editing pages ourselves.

63) Are there any new features you are looking to incorporate into the site?

Answer: Our primary ask is to make this a mobile first website with a solid and organized sales funnel.

64) How many users or content providers will the CMS have?

Answer: See answer #25, #20 and #11.

65) How many staff members are maintaining the website? Will training be needed?

Answer: Seven (with three being three being the super users). Training will be necessary.

66) How many internal developers & resources do you have to support this project, and what is their anticipated role in the initial development of the solution, ongoing maintenance, and feature enhancements to the website?

Answer: We only will have one developer from our EGOV team that will interact, but their role in the development of this website will be minimal and likely only reach as far as making sure our DNS is mapped.

67) What are the SEO requirements for this project (if any)?

Answer: Our requirements for SEO is that we avoid all Blackhat solutions, including backlinking, keyword stuffing, cloaking, etc. As a local company with a product that can only be enjoyed locally, our target is to have stellar local SEO that will help ensure that our pages are the first on the ranking when looking for event rentals or show listings in Northern Colorado.

68) Will you need the vendor to help develop content?

Answer: Outside of the design for the website itself, no we will not have a vendor to develop content.

69) Is a compliance audit required?

Answer: No.

70) Are there existing brand guidelines that should be followed?

Answer: See answer #8.

71) What type of social media integration are you looking for in the new website?

Answer: Aside from buttons with links to our various accounts, we do not have any social media integration expectations. We are, however, very open to integrating more if the vendor feels this will help with our sales funnels and overall site organization.

72) What are you most satisfied about on the current website?

Answer: We are satisfied with the fact that the shows and tickets are easy to find.

73) What are you least satisfied about on the current website?

Answer: See answer #17.

74) Can you share the URL of websites that you feel are successful?

Answer: <https://www.zeiterion.org/> We love this the organization of the site (especially the box office hour pop-up when hovering over "Vist"). The hero images that you have to scroll down from is a bit much, but the intentional design elements like having "Canceled" and "Sold Out" stripes over the upcoming shows are a big plus in our mind.

<https://www.drphillipscenter.org/events/> We like the cleanliness of this particular line-up page. We also like that there are animations for all buttons including the top/left bar showing that there is intentional design.

<https://www.denvercenter.org/> We like the show pages themselves as there is a clear informational hierarchy that helps answer basic questions first and then goes on to address additional facts that information seekers may want.

75) Is there any existing user research or user feedback available?

Answer: See answer #34.

76) Are you interested in having user research and usability testing to ensure a user-friendly website?

Answer: See answer #12.

77) Are you able to provide participant recruitment if user research is desired?

Answer: If this is in regards to our own audience, yes. If it's in regards to the community at large, this is unlikely.

78) Can you elaborate on who the primary and secondary target audiences are for the website?

Answer: One of the primary audiences is the ticket buyers. Because of the different demographics each show is targeted toward, it's not easy to give a broad range (younger people are usually going to stand up shows, and older people are going to the Broadway productions, for example).

That being said, the majority of our season subscribers and a hefty chunk of our ticket buyers are over 50 and make over \$80,000 a year. The primary buyers are women.

For our other primary target (event rentals), we have four different targets: weddings, business conferences/meetings, theater rentals and special events (funerals, quinceañeras, bat/bar mitzvahs). Of those, the majority of outside sales that we are trying to solicit are for weddings and business conferences, though we would love to have more quinceañeras and bat/bar mitzvahs. We have no trouble renting out our theater spaces to local groups (who have been renting us for decades), and therefore we don't need to advertise them. For businesses and weddings/special events, the primary buyers are women over thirty who make over 70K.

79) Is there an incumbent vendor? If so, is that vendor bidding on this contract?

Answer: There is an incumbent vendor. They will not be bidding on this contract.

80) When do you anticipate the selection of a vendor to be made?

Answer: We hope to select a vendor in November.

81) What is the budget/range for the project?

Answer: See answer for #9.

82) What was your budget on the current site?

Answer: We no longer have this information.

83) What is the deadline for completion of the work?

Answer: See answer #13.

84) **Blog.** We see that the Blog is using a subdomain of lctix.com: <https://blog.lctix.com/>. Is the blog (<https://blog.lctix.com/>) currently a completely separate website, using a different Content Management System (CMS) than the main lctix.com website? Is the blog currently hosted on the same web server as the main lctix.com website, or is hosted separately?

Answer: Due to security concerns about the hackability of Wordpress, our current web developer chose to host our blog on a different server. However, we would like to merge the domains pending the advice of our new vendor.

85) It appears that the Blog displays approximately 10 blog posts and that there isn't a way to navigate to older blog posts. Is your intent to keep this functionality as it is and continue to display only approximately 10 blog posts?

Answer: The intention of the blog was always to view older posts. We would want the blog to function like any other blog, with archival posts and categories. Unfortunately, the blog we have is very old and very broken as our current web developer does not wish to deal with open source CMSs, and therefore it has lost most of its functionality.

86) If you plan to change how this works for the new website, will more than 10-20 blog posts need to be migrated from the old site to the new website? (This is a factor in order to more accurately estimate the labor for content migration from the old site to the new site.)

Answer: Currently, we have about 200 blog posts that we would expect to be migrated.

87) **In regard to the Additional Wants (Desired Functionality) to integrate the ShoWare API** with the website, would you please confirm if this is the ticketing system you are using (and if not would you please provide the URL to your ticketing system provider): <https://www.accesso.com/solutions/ticketing>

Answer: Showare is the correct ticketing system that we are using.

88) **In order to estimate costs for website hosting**, which depends on the volume of website traffic, please provide a website traffic report indicating how many visitors per month the website receives. If the volume of website traffic varies throughout the year, please provide:

a. The number of website visitors in the HIGHEST traffic MONTH in the past 12 months

Answer "a": Our highest trafficked month resulted in 37,000 users with a total of 49,000 sessions and 157,500 pageviews.

b. The TOTAL number of website visitors for the ENTIRETY OF THE PAST 12 months

Answer "b": The total number of website visitors was 292,563 with 412,753 sessions and 1,553,820 pageviews.

89) For the API integration with Showare, can you provide more details about the desired functionality? For example, would we only be pulling information from Showare to the website, or would we also need to push data back from the website to Showare?

Answer: What we are imagining is pulling details from Showare such as show times and pricing. If possible, how many seats are remaining so we can give (low and limited ticket alerts).

90) Are there any other integrations or special functionality required for the site outside of what is mentioned in the RFP?

Answer: Not that we foresee.

91) What is the website currently built in? Do you have any preferences for the backend of the new website?

Answer: See answer #22.

92) Is there a budget allocated for this project?

Answer: See answer #9.

93) Is there a budget allocated for ongoing support, hosting, and/or SEO?

Answer: Approximately \$1800 a month.

94) Is there an existing brand guide that the new website designs would be based on?

Answer: See answer #8.

95) How would the Lincoln Center describe their current target market for marketing purposes?

Answer: See answer #78.

96) Is there a target start and completion date for this project set by the City for applicants to reference for question 8 in Section C?

Answer: Start Date would be once the Master Agreement is signed by all parties; it will be the "Work Order Commencement Date" that will be on Work Order #1 (which will be the redesign of the Lincoln Center website). Keep in mind the Master Agreement will be a work-order agreement for website redesign services for any City department that needs it for up to the next five years. "Work Order Completion Date" on Work Order #1 will be as mutually agreed upon by the awarded vendor and the City.

97) Currently Ticketing & Blogging systems are running on subdomains. Do you want to maintain these subdomains, or is migrating all traffic to <https://www.lctix.com/> to improve SEO results acceptable?

Answer: Unfortunately, our ticketing domain must remain separate as it is operated by a third-party vendor. However, we would like to merge the blog with the rest of lctix domain.

98) What back-end CMS systems are the Lincoln Center staff most familiar with? E.g. WordPress, Custom CMS, Drupal.

Answer: Wordpress.

99) What level of ADA compliance does the Lincoln Center expect? E.g. A, AA, AAA

Answer: See answer #40.

100) When working with a new company, do you expect to move to your website to move to a new server? If so, what is the current traffic amount and budget for hosting the website. If you would like to maintain your current hosting, where is it located?

Answer: We do expect to be moving over to a new server. We spend approximately \$150 a month on hosting costs.

101)What 3rd Party Systems are considered crucial for running the website and should be included? E.g. ShoWare

Answer: No.

102)What SEO/Marketing practices has the Lincoln Center already pursued and has found successful or essential?

Answer: Our SEO is successful in that we largely are at the top ranking for tickets to shows if you don't include paid ads. However, we are having to invest in paid search because ticket brokers are always at the top, and they not only can cheat our potential customers out of a real ticket, but also over charge them. Making sure we are at the top is becoming more and more essential as unhappy customers call us with unusable/fake tickets.

We are not happy with the SEO company that we currently use as they seem to pursue national and international SEO rankings as opposed to local. There has been mentions of backlinking in meetings which also makes us suspect that there have been blackhat practices. We have also noticed keyword stuffing, as well as renaming title tags into things that are incomprehensible to a front-facing user and makes us look unprofessional. These are not practices we wish to continue.

We see SEO as necessary to make sure we remain top of mind in searching for shows and performances in Fort Collins, but not at the expense of well written content and a polished looking website.