



## REQUEST FOR PROPOSALS: WEBSITE REDESIGN AND HOSTING SERVICES

### ORGANIZATIONAL OVERVIEW

NOW Arena, owned by the Village of Hoffman Estates, is an 11,800-seat multi-purpose family entertainment, cultural, and sports center that serves as the home of the Windy City Bulls, G League affiliate of the Chicago Bulls, located in Hoffman Estates, IL.

NOWArena.com is the digital foundation of the NOW Arena, providing important information about upcoming events, ticketing, parking, partners, policies, and more.

Last updated in 2017, NowArena.com requires a professional redesign to meet today's technology standards. The site needs a mobile-first design that is responsive to users on different devices with advanced capabilities that integrate with Ticketmaster, Google maps, and Parkwhiz by Flash. It should also allow better visibility on mobile devices, improve ADA compliance, to meet (WCAG) Version 2.1, Level AA requirements, and increase optimization to drive visibility on social media sites and search engines.

### OBJECTIVE

The Village of Hoffman Estates, Illinois ("The Village") is soliciting proposals by means of this Request for Proposals (RFP) for professional comprehensive website services from qualified vendors with **expertise in venue-focused web design**. The Village of Hoffman Estates is seeking to partner with a qualified vendor to create and host a website with an attractive design that is user-friendly and informative.

### OUR CURRENT WEBSITE

[WWW.NOWARRENA.COM](http://WWW.NOWARRENA.COM)

- Redesigned: 2017

### THE PAIN POINTS

- Not easily customizable
- No user management/permissions
- No ability to schedule event announcements, on-sales, promotions, contests, etc.
- No ability to share preview of event detail and website pages prior to publication
- No ability to place pixels or tags without web administrator
- Site has crashed during large event on-sales
- Changes through our web provider take 48+ hours
- No ability to manage website through mobile. Must be on PC to make changes
- Some changes to original wireframe can't be made resulting in empty sections

### OUR AUDIENCE

We have identified several target audiences the website aims to serve. The new website should offer tailored journeys for the below audiences:

- **Event Planners** visit the website to explore venue rental options, assess available spaces, and gather logistical information for hosting concerts, sports events, conferences, or conventions.
- **Customers** use the site to purchase tickets for upcoming events, check event schedules, review seating options, learn about parking and directions, review security protocols and more.
- **Sponsors** visit the website to explore branding and partnership opportunities within the arena.

## **PROJECT SCOPE**

The NOW Arena is seeking a website redesign to enhance its online presence and improve the user experience for various audiences, including event planners, customers, and potential sponsors. The new website will serve as a central hub for all arena-related activities, events, and partnerships. It should reflect the brand's modern, dynamic, and professional identity while being user-friendly, mobile-optimized, and accessible.

**The scope of the project includes the following key components:**

### **1. Design and User Experience (UX)**

- Create a visually appealing, modern website design that aligns with NOW Arena's brand and enhances its identity.
- Ensure seamless navigation and user experience for multiple audience segments, including event planners, customers, and sponsors.
- Design a responsive and mobile-friendly interface that adapts to all devices (desktop, tablet, mobile).
- Incorporate accessibility best practices to ensure compliance with ADA and WCAG standards.

### **2. Content Management System (CMS)**

- Implement a scalable and easy-to-use CMS that allows NOW Arena staff to update content regularly, such as event listings, news, and sponsorship information.
- Ensure the CMS supports multimedia content (e.g., images, videos, interactive elements) and integration with third-party applications (e.g., ticketing systems).
- Preference given for functionality to make changes to website through mobile if necessary.
- User management that allows admin to set permissions so different departments have access to update their information as needed.

### **3. Event Management and Ticketing Integration**

- Develop an integrated system for event management, including a calendar of events, ticket purchasing functionality, and venue information.
- Provide clear call-to-action buttons for ticket sales and event promotions.
- Integrate with Ticketmaster for seamless user experience.

### **4. Sponsorship and Partnership Pages**

- Develop dedicated pages for potential sponsors, detailing partnership opportunities, branding options, and arena audience demographics.
- Include forms or call-to-action features that allow sponsors to easily contact the sponsorship team for inquiries.

## **5. Venue Information and Event Planner Resources**

- Create detailed sections for event planners to access information about venue specifications, capacity, available spaces, and booking processes.
- Include downloadable resources such as floor plans, seating charts, and pricing packages.

## **6. Interactive Features**

- Ability to incorporate interactive maps for parking and seating arrangements.
- Provide social media integration to promote live event updates and engage with fans.
- Allow users to subscribe to newsletters and alerts for upcoming events.

## **7. Analytics and Performance Tracking**

- Implement robust analytics tools (e.g., Google Analytics) to monitor user traffic, behavior, and conversion rates.
- Ensure performance optimization for fast load times and a smooth user experience across all devices.
- Ability to add pixels or tags to website or individual pages as needed without requiring support from web administrator.

## **8. SEO and Digital Marketing Optimization**

- Optimize the website for search engines (SEO) to improve visibility for key search terms related to NOW Arena and its events.
- Ensure integration with digital marketing campaigns, including paid advertising and social media strategies.

## **9. Timeline and Deliverables**

- The project is expected to follow a timeline of 4-6 months from the initiation of the project to the website launch, with key milestones such as design approval, content migration, and testing phases.
- Final deliverables include a fully functional, tested, and optimized website along with training materials for the NOW Arena staff to manage and maintain the site post-launch.

## **SUBMITTAL REQUIREMENTS**

### **Technical**

- Specify the preferred content management system (CMS) or any technical platforms to be used.
- Define hosting and server requirements, including scalability and security measures.
- Outline performance expectations (e.g., page load speed, uptime).

### **Design and User Experience**

- Describe the desired look and feel of the website, including branding guidelines.
- Specify requirements for responsive design and mobile optimization.
- Outline user experience (UX) considerations and desired features for easy navigation and engagement.

### **Content Strategy**

- Discuss content requirements, including text, images, videos, and other multimedia elements.
- Specify any SEO (search engine optimization) requirements for content optimization.
- Mention any content creation or migration support needed from the vendor.

**ADDITIONAL SUBMITTAL REQUIREMENTS** Please include the following in your response. Only electronic submissions will be accepted and reviewed.

- **Cover Letter:** An introductory letter indicating the name of the firm and team composition, contact person and information, a short statement summarizing the strengths of the firm as it relates to the project.
- **Relevant Experience:** A description of the firm's relevant experience and capabilities, links and photos of the images of comparable projects, specifically related to sports or entertainment venues.
- **References:** Provide a minimum of two (2) references from two separate organizations with contact information including email addresses. Information requested and evaluated from references may include, but is not limited to, some of all the following: project description and background, project performed, and overall performance.
- **Budget:** Total cost broken down per scope detail above including schedule assumptions. Include fee sheets for the project, identifying all one-time design costs, the detail of all ongoing or future maintenance fees, and hosting costs, as well as any additional optional services.
- **Owner Responsibility Description:** Describe the role of the Village in the implementation and the trainings for those responsible for maintaining the site.
- **Timeline and Milestones:** Provide a project timeline with key milestones and deadlines. Include any dependencies or constraints that may impact schedule.

#### **TIMELINE**

Distribute RFP: September 24, 2024

RFP Response Deadline: October 15, 2024

Review Responses & Interviews: October 16-23, 2024

Recommendation to Village Board: November 4, 2024

#### **INSTRUCTIONS FOR SUBMITTAL**

- The proposal should be in PDF format and should be submitted electronically to [Craig.Kuehne@nowarena.com](mailto:Craig.Kuehne@nowarena.com) by Tuesday, October 15 at 11:59pm.
- Questions concerning the RFP or the content of proposals should be directed to Craig Kuehne, Director of Marketing, by emailing [Craig.Kuehne@nowarena.com](mailto:Craig.Kuehne@nowarena.com).

#### **TERMS AND CONDITIONS**

The Village of Hoffman Estates and NOW Arena have the right to accept none of the proposals, reject or deny any proposal, and accept partial proposals.

#### **INSURANCE**

Any consulting firm under contract with the Village of Hoffman Estates must agree to meet the minimum insurance requirements. During the term of the agreement as negotiated, the vendor shall provide certificate of insurance as outlined above in addition to listing the Village of Hoffman Estates as additional insured.

#### **SAMPLE CONTRACT**

If Vendor has a sample contract with Vendor's proposed terms, please provide a copy of those terms with your response. If no sample contract is available, the Village will propose a contract during contract negotiations. Failure of parties to agree to contract terms required by the Village including but not

limited to insurance, indemnification, and liability shall result in a termination of any further contract negotiations without penalty to either party.

**FREEDOM OF INFORMATION ACT**

All information submitted to the Village in response to this RFP will be a public record and will be subject to disclosure, subject to applicable exemptions, under the Illinois Freedom of Information Act, 5 ILCS 140, et seq. ("Act"), after the award of the Agreement. Proposers are advised that Section 7(1)(g) of that Act exempts the following information from disclosure: Trade secrets and commercial or financial information obtained from a person or business where the trade secrets or commercial or financial information are furnished under a claim that they are proprietary, privileged or confidential, and that disclosure of the trade secrets or commercial or financial information would cause competitive harm to the person or business, and only insofar as the claim directly applies to the records requested. Proposers that desire to have portions of their proposals considered for this exemption should identify those portions accordingly.