

REQUEST FOR PROPOSALS

MARCH 15, 2022



Website Redesign

Contact

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Seacoast Science Center

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www.seacoastsciencecenter.org

Project Overview

Seacoast Science Center is seeking to contract with a website developer to redesign and implement an all-new website that reflects its vision for the future, elevating its brand, and offering an enhanced, device-responsive, superior user experience that results in an increased engagement and conversation rates.

About Seacoast Science Center

Located on the rocky coast in historic Odiorne Point State Park in Rye, NH, Seacoast Science Center is a coastal and marine education, recreation, and science resource dedicated to inspiring active conservation. SSC features aquariums, indoor touch tanks, interactive exhibits, and naturalist-led programs and events that teach people about the importance of the marine and coastal environment so that they are empowered to build a healthier ocean and a better planet. Seacoast Science Center's Marine Mammal Rescue program staff actively engage in wildlife conservation and education in Northern MA and NH.

Now in its 30th year of operation, Seacoast Science Center is an anchor cultural and education institution in New Hampshire, serving individuals and families from throughout New England, and across the nation and world. While in-person, hands-on interactions are paramount to the Center's success, virtual programs and resources open the Center's "doors" to individuals from nearly anywhere.

Seacoast Science Center is a 501(c)3 non-profit organization.

Project Scope

- Web developer must provide a detailed written proposal on or before the proposal due date, APRIL 15, 2022, in order to be considered.
- Web design firm must engage a team of staff who are dedicated to the project; individuals will not be considered.
- Web developers must provide a link to their portfolio.
- Web developers may request a site visit prior to proposal submission or anytime thereafter.
- Proposals should include methodology for understanding our brand and vision for the future.
- Chosen web developer will provide multiple design concept (and navigation) options and will adapt the design/layout based on SSC's project lead's feedback.
- Web developer must clearly define project schedule and resources needs.
- Web developer will work with SSC project lead as primary contact.
- Seacoast Science Center will provide all photographs and copy in timely manner.
- Web developer will populate the site; delivering a launch-ready product.
- Web developer must provide site orientation to SSC team of administrators.
- Web developer must provide at least one month of support at no charge, post-launch.
- Seacoast Science Center will announce "call back" selection by April 29, 2022.
- PROJECT COMPLETION DATE: SEPTEMBER 15, 2022.

Objectives & Deliverables

Seacoast Science Center's redesigned web site should meet the following key objectives and deliverables:

- Elevate Seacoast Science Center's brand, reflecting its vision for the future (brand shift to SSC being the regional nexus for marine and coastal education; possible name/logo change estimated 2025).
- Be visually captivating; helping individuals to gain an appreciation of our coastal and marine environment.
- Inspire individuals to engage with, and financially support, Seacoast Science Center.
- Build site/site map for optimal SEO; consult with SSC's digital marketing firm to ensure site-wide optimization.
- Have clear calls to actions; make donating easy, and ensure tracking ability in Google Analytics.
- **Be easy to navigate**
- Serve diverse audiences; be ADA compliant
- Clearly display schedule/upcoming events and programs (improved functionality; offer view options?)
- Integrate social media feed
- Integrate third-party ticketing and constituent software
- Be device responsive
- Web host must offer maintenance plan and implemental updates to keep site secure
- Be fully accessible and easily updatable by Seacoast Science Center administrators
- Showcase our unique location in Odiorne Point State Park
- Produce style guide for SSC and third-party CRM and ticketing systems.
- Maintain SSC's Google Analytics implementation in coordination with our digital marketing firm.
- Incorporate Google's Rich Results, including carousels, images and other non-textual elements, for upcoming events
- Implement e-news signup and blog subscription
- Support the full suite of offerings on current site, plus
 - The addition of a capital campaign initiative (with inclusion on the homepage)
 - Staff and Board of Directors profile pages
 - Web cam page
 - Media Kit
 - Virtual Tour
- Additional objectives to be discussed during discovery phase.

Selection Process

Prospective firms are invited to submit written proposals for consideration to Seacoast Science Center, PO Box 570, 570 Ocean Blvd., Rye, NH 03870-0570 or to Karen Provazza at k.provazza@sscnh.org with "Website Redesign Proposal" in the subject line on or before April 15, 2022. Seacoast Science Center will select the most highly qualified firm that provides the best value. Firms with expertise in marketing and branding, as well as experience with non-profits, museums, aquariums or similar attraction will be given special attention. Finalists will be invited for an on-site visit.

Proposals should include a brief history of the firm (including the firm's philosophy), samples of relevant projects, reasons why your firm would be the best choice for the project, project timeline, project management and communication strategies, and fee based on project scope, objectives and deliverables.

Any questions regarding the website redesign project or proposal process should be directed to Karen Provazza, Chief Communication Officer, at k.provazza@sscnh.org.