

Website Redesign and Development

Questions and Answers pertaining to Meydenbauer Center's Request for Proposal surrounding a website redesign and development.

Last updated – January 23, 2019

1. **Section 3.3, B.3 (Page 10): What is the desired number of contracts from the last 5 years you would like listed and to be able to contact?**
 - A. Five to seven references would be ideal.

2. **Section 4.3 (Page 11): The weighting for the management proposal is listed as 40%, but it only indicates it is worth 25 points. Could you please clarify the evaluation weighting and scoring criteria?**
 - A. We apologize for the confusion. It is weighed at 25%. We have corrected the RFP online.

3. **What are some of the elements you identify as the organization's key differentiators?**
 - A. We believe our key differentiators are:
 - i. In-house catering
 - ii. Event space flexibility
 - iii. First-rate customer service
 - iv. Bellevue's only professional performing arts theater
 - v. Modern and technologically advanced finishesSome secondary differentiators are:
 - vi. The Eastside's largest ballroom
 - vii. Centrally located for attendees around the Puget Sound

4. **What is your current hosting arrangement, and do you anticipate continuing it with the new website?**
 - A. Meydenbauer Center's website is currently hosted on Concrete 5. We are looking to migrate our website to WordPress for both flexibility and ease-of-use on the backend.

5. **Can you provide a list of any expected 3rd party integrations in the new website?**
 - A. Our biggest “integrations” are with Google Maps and our virtual tour. The current implementation of these features can be found at the following links:
 - i. <https://www.meydenbauer.com/parking-directions/>
 - ii. <https://www.meydenbauer.com/plan-event/floor-plans/>

6. **For the calendar of events, do you expect a direct integration between the website and Ungerboeck’s EBMS software?**
 - A. We have explored the option of direct integration but due to some annual fees with that element of the Ungerboeck software, we have just done a web skin historically. We intend to stick with this solution with the redesigned website. The implementation of this “web skin” treatment can be found at the following link:
 - i. <https://www.meydenbauer.com/attend/event/>

7. **Can you describe who the key stakeholders for the project will be, and the team that will be managing approvals of designs and site features?**
 - A. Meydenbauer Center has several departments with vested interest in the features of the website. Marketing will have primary buy-in for the design of the website. The departments below (in no particular order) will be our key stakeholders for providing input on desired functionality/user experience:
 - i. Event Services
 - ii. Food & Beverage
 - iii. Sales
 - iv. Meydenbauer Center Theatre
 - v. Human Resources
 - vi. AV Factory (Meydenbauer Center’s primary AV services provider)
 - vii. Security & TransportationMarketing & Communications Manager, Devon Allen, with the assistance of Director of Sales & Events, Sara Waltemire, will be responsible for all approvals in regards to the website.

8. **Do you have a current system you use for managing email or newsletter communications?**
 - A. Meydenbauer Center currently utilizes MailChimp for email communications. While we have a newsletter subscription function on our current website, it is not regularly utilized for the time being. We hope to include a blog/newsletter functionality in a redesigned website.

9. **Can you provide any insight into the primary use cases for the proposal/microsite builder?**
 - A. The proposal/microsite builder has three key functions: personalized document and link sharing with prospective clients, password protected content for our board of directors and online payment processing. You can find view an example of our existing proposal microsite at:
 - i. <http://proposals.meydenbauer.com/02-Holiday-Party-Template>
 - B. Our payment portal can be viewed at:
 - i. <https://payments.meydenbauer.com/>

10. **Is the proposal/microsite builder on the current site build using a specific service, or is it custom made?**
 - A. We believe that it was built using a Concrete-5 template; however, we are hoping for a solution that is properly integrated with the rest of our redesigned website. We are looking for expertise and best practice in this area of the website and are open to possibilities regarding this functionality.

11. **Does BCCA have a budget range in mind for this engagement?**
 - A. The BCCA and Meydenbauer Center are currently looking for proposed costs from potential firms. More specific information regarding budget will be discussed further along in the project. At this point in time, the organization is still evaluating proposed costs.

12. **Is the proposal/microsite builder a must? Is Meydenbauer Center open to additional options?**
 - A. Meydenbauer Center is open to options regarding our proposal/microsite builder. However, including these as a part of our website and maintaining the primary functionality of these features is crucial to our business.

- 13. Can you elaborate on the functionality of the proposal/microsite builder?**
- A. In short, the proposal builder specifically is more of a documentation tool. There are some customization features in way of crafting custom links and emails with regards to contact with potential customers. The proposal builder as it exists now, however, is not a full-blown start-to-finish proposal tracking system. It is not built as custom software and does not integrate with any sort of systems beyond the ability to export PDFs and custom links. The microsite builder provides the ability to create custom pages, sometimes accessible by password, often pertaining to aspects of our organization (such as the board of directors) that we do not wish to house on our marketing website. Additional, more specific information will be available later in the process.
- 14. What is the goal of the proposal builder specifically?**
- A. As it is currently used, the proposal builder exists to present information about our space in a clean, customizable way. In a way, it's almost like a document sharing platform used to host a list of links to an array of different documents and web pages. (e.g. PDFs, pricing information, photos, custom diagrams) Additionally, it's important we maintain the ability to sort and track information on the back in as we received around 1,100 inquiries a year. In short, the proposal builder is a quick and easy way to convey information pertinent to potential clients.
- 15. Does the proposal builder function like a custom builder or is it more like an internal platform?**
- A. Internally, we build out documentation and compile links to the marketing website that live under a custom link that potential clients visit. This link provides a customizable experience only accessible that link. This stage in our process comes after we've already spoken with the inquiring organization about their needs, specifications and more. In essence, it is a hub, living under our domain name, for all of the information pertaining to a potential sale to be housed.
- 16. Do you foresee custom links created by the proposal/microsite builder being password protected or gated?**
- A. Yes and no. We currently gate certain pages containing information that does not need to be directly accessed by the public. However, the vast majority of the time, we do not password protect or gate these pages. Instead, custom links are provided directly to the organization we are working with at that time.

17. **Do you anticipate utilizing a separate backend for the marketing website and the proposal/microsite builder?**
- A. This is currently how the backend of each of these sites are setup. We would prefer to continue to be able to limit the access to each of these backends for continuity reasons, however we are open to discuss and consultancy on the implementation and maintenance based on best practices and expertise provided by a design and development firm.
18. **How are documents hosted for microsities?**
- A. Currently documents are housed on the backend and appear as a list of links on individual microsities. Which documents do or do not appear on these microsities is also maintained on the backend of the proposal/microsite builder.
19. **Please clarify desired functionality for “Proposal/microsite generation system maintaining functionality of current system.”**
- A. The microsite generator operates in two primary ways currently. One of these ways operates on one backend where microsities can be created at a custom link, sometimes gated and sometimes not. This is used by marketing, administration and event services to host proposal related links, board documentation and more. Additionally, on a separate backend, there is a payment processor through which clients can make direct payments to Meydenbauer Center. All of these features are shared externally; however they aren’t hosted on our primary, marketing website as they are audience specific (i.e. board members, committees, potential clients, existing clients, etc.)
20. **Are you looking simply for image storage (like flickr?) or do you simply mean that the website should house uploaded images that can be used in multiple places on the site?**
- A. Meydenbauer Center is looking for two capabilities with image storage. One, images should be able to be used on various relevant pages on the website, but more importantly, we’re looking for a type of hub that can appropriately be maintained and sorted by marketing for use with clients and other 3rd parties.

21. **Are you looking for storage like Google Drive or DropBox or do you just need your CMS to keep your uploads available for reuse on the site?**
- A. The purpose of being able to upload documents such as floorplans and menus is to have said documents directly downloadable from the website. As it exists now, we upload documents into a “File Manager” on the backend which stores the document and allows you to link to the download URL on the website or send the download link directly.
22. **Do you already have Google Analytics, Google Tag Manager and Google Optimize accounts in place?**
- A. Meydenbauer Center has a Tag Manager and Optimize account, neither of which have been implemented. We have a fully functional Analytics account.
23. **Are you envisioning linking out to your social media platforms? Embedding feeds in your website and/or including social sharing (for site visitors to share website content on their social media)?**
- A. At the very least, we need our social media to be linked to from our website, however we’re also interested in the ability to embed a feed into the website directly.
24. **Where is your website currently hosted?**
- A. Meydenbauer.com is currently hosted on Concrete5. For maintenance, upgrading and SEO, Meydenbauer Center historically has used an outside company.
25. **On page 16 you mention a virtual tour of the building needing to be on the site. Is this something that is currently built out that we’ll be integrating into the site, or is there an anticipated tour platform that you’ll be looking to use?**
- A. The virtual tour is an existing tour of the building and will need to be integrated into the site.
- B. You can view the current virtual tour here:
- i. <https://www.meydenbauer.com/index.php?cID=318>

26. Attachment A specifically states the requirement that our proposal be notarized by a WA notary. Is this actually true, or would a notary in our area be acceptable?
- A. An out-of-state notary in your area is acceptable if you are located outside of Washington State, as long as there is no existing connection to Meydenbauer Center.
27. The letter of submittal is required to have a UBI number issued by the WA state department of revenue. Is this required before submission, or is it acceptable for us to acquire this number when negotiating if we receive the RFP award?
- A. If you are not located in Washington State, you can postpone obtaining a UBI number until after the selection process, however you must be able to conduct business in Washington State at the time the contract is finalized.
28. "Calendar of events to be easily edited and maintained in tandem with Meydenbauer Center's event management software EBMS." — at a high level, how is this integrated today? via Custom API integration or an EBMS plugin of some kind? Is the extent of "integration" only to feature events as listed in the "Integration Deliverables" section or are there other workflows to anticipate?
- A. EBMS provides us with a calendar style snapshot of our schedule of events. For more information on how this is currently set up, please refer to question 6.
29. Is it possible to see the current brand guidelines for the Center?
- A. Brand Guidelines will be made available at a later stage in the RFP process once potential firms have been narrowed down.