

Website Redesign and Development

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

Last updated – January 15, 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.