



## Skagit Artists Call List

### **Request for Proposal**

2019 Northwest Art Beat (NW Art Beat) Studio Tour Website

### **About Us**

Skagit Artists is an organization whose mission is to promote the visual arts by developing economic and networking opportunities in Skagit County. Our vision is to develop Skagit County into a cultural destination for visitors world-wide. We are a 501 c3 non-profit organization.

NW Art Beat is an art studio tour. It is a free, self-guided tour of Skagit Valley art studios presenting juried artists from Snohomish, Skagit, Island, San Juan, and Whatcom counties. Our 2018 event included 32 artists and 21 studios. We are currently looking for an individual/firm who can maintain our 2017/18 website for our 2019 event. Event dates are July 20 and 21.

### **Description of the Work**

- Using Weebly, update and maintain existing, 18-20 page, NW Art Beat website for the 2019 calendar year.
  - Collaborate with the steering/planning committee to create, review and publish updated content.
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- Coordinate/collaborate with the steering committee, brochure designer and juried artists for studio information, artist information and artist images.
- Plot studio addresses using Google maps or similar technology to create and embed the interactive map of Studios, as well as share/collaborate with map designer for printed map.
- Test website changes across multiple browsers on desktop (Mac & PC) and mobile (Android & iOS)
- All work/content must be compatible with the responsive design template and work on desktop and mobile.
- Successful proposal will have access to: all layered working art Photoshop files used in 2018, administration level permissions to existing Weebly website, and a brief guide of previous website work including sitemap and storyboards.

**Must have:**

- Experience with Weebly or other website building platforms such as Squarespace, Wix, etc.
- Experience in website design and usability

**General Requirements**

- All final print and digital files created for this project will be owned by Skagit Artists.
  - Artist direction needs to be available electronically to use for newspaper and social media ads and website
  - Skagit Artist reserves the right to reject any bids, to waive or not informalities or irregularities and accept or further negotiate cost, terms, or conditions of any bid even if it is not the lowest bidder.
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- Work must be performed with the project schedule below. We realize this is aggressive, but we have a small window between when the artist list is finalized, and the brochures need to be available for distribution.

### **Instruction for Preparation of Proposal**

- The bid will be selected based on the following: price, customer references, work samples, and proposed designs.
- All bids should be received by noon December 1, 2018.
- Provide a link to your portfolio and 3 work samples
- Email submittals should be sent to [nwartbeatrfp@gmail.com](mailto:nwartbeatrfp@gmail.com). Hard copy proposals should be sent to Skagit Artists, 1500 East College Way, Suite A, PMB 550, Mount Vernon, WA 98273 and received by December 1, 2018. If you have any questions, please email to [nwartbeatrfp@gmail.com](mailto:nwartbeatrfp@gmail.com).

### **Project Schedule**

<b>Particulars</b>	<b>Dates</b>
Issue of RFP	October 1, 2018
Last date for seeking clarification through email	November 26, 2018
Last date for submittal	December 1, 2018
Bid Award, 2018 files provided	January 15, 2019
2019 Creative direction provided NW Art Beat Steering Committee	February 15, 2019
Creative direction approved	March 1, 2019
Final Artist and Studio Locations, Numbers etc.	March 30, 2019
Map available	April 15, 2019
Sponsorship deadline	April 30, 2019
Post 2019 Artists and Studios	April 30, 2019
Update Sponsors as they come in	May 10, 2019
Complete and share the Interactive Map with the map designer. Post interactive map after approved by the steering committee and artists	May 15, 2019
All Sponsor and Eat & Stay pages complete	June 30, 2019
Proof read website against brochure	June 2019

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