

Expression of Interest
ACNW Website Design

Due Date:
MARCH 31, 2023



Organization Overview

Founded in 1967, the Arts Council of New Westminster (ACNW) is a non-profit organization committed to a mission of bringing the community together through the arts. We accomplish our mission through initiatives that focus on arts programming in the community, arts advocacy, and programs that nurture and support our local artists and arts organizations.

The ACNW is seeking a website designer to design a new website. **At this time we are accepting Expressions of Interest from local professionals.**

Project Objective

To enhance the way the Arts Council communicates ourselves as a contemporary, inclusive and accessible organization through a new website design.

This will help our mission to *bring community together through the arts* and is consistent with our goal of fostering, supporting, and promoting arts for all age groups, cultures and Indigenous community members. Our website should reflect our mission of:

- Acting as an information and resource centre for artistic and cultural projects
- Advocating for and supporting the arts and artists in our city
- Facilitating arts and cultural events in New Westminster
- Providing advocacy for and representation of the arts at all governmental levels
- Providing opportunities for the community to come together through the enjoyment and experience of the arts and arts events
- Being an arts and culture community partner across a variety of sectors in New Westminster

Submission Deadline: Friday. March 31, 2023

Project Overview

- - Through a new website, we're seeking to: – Create a more interactive and engaging Website, highlighting our organization as one that is worth knowing about.
 - Promote the visibility and transparency of our members and New West's arts community
 - Make it easy, efficient and simple for staff to update.
 - Make it easy for our users to find and interact with the information.

- This includes offering space for membership profiles, and space for members to add their own events.
- Ensure website reflects refreshed branding
- Promote the integration of our social media with the website

Project Scope

- Create a contemporary design that aligns with our refreshed brand identity and adoption of a new URL (www.artsnewwest.ca)
- Project management
- Information design
- Visual design
- Search engine optimization
- Mobile device optimization
- Testing & quality assurance

Expressions of Interest Evaluation Metrics:

Expression of Interest will be evaluated based on samples of your past work, a proven success record working with similar nonprofits or small business, your expertise, creative and technical skills, and cost of services within our budgeted range.

What to Submit:

- Examples of similar projects
- Project timeline with major tasks and milestones
- Description of your experience and/or organization overview
- Testimonials
- Proposed budget

Next Steps:

ACNW Staff and Board will review submitted Expressions of Interest and those selected will be invited to present a more detailed website design proposal.

Project Due by: June 30, 2023

Budget:
\$ 15,000.00

Contact: Laura Grady

Email:
laura.grady@acnw.ca

Phone: 604 525 3244