



REQUEST FOR PROPOSAL FOR “DEVELOPMENT OF A MIDTOWN CULTURAL ARTS AND ENTERTAINMENT WEBSITE”

Responses are due not later than: **1:00 p.m. C.S.T. on Monday, June 13, 2016** and should be sent to

Midtown Management District
ATTN: Cynthia Alvarado, CPM®
410 Pierce Street, Suite 355
Houston, Texas 77002

Mark clearly on outside of submission “Response to **Request for Proposal for the Development of a Midtown Cultural Arts and Entertainment website.**” **No facsimile or late submissions will be accepted.**

The Board of Directors of the Midtown Management District (the “District”) seeks responses to this Request for Proposals from qualified consultants to serve as developer for the new Midtown Cultural Arts and Entertainment website. Prospective respondents are invited to submit their proposals.

The District was created in 1999 by the 76th Texas Legislature pursuant to House Bill 2894. The City of Houston, Texas (the “City”) gave its formal consent to the creation of the District. For additional information regarding the District please visit our website at www.houstonmidtown.com

The District levies an assessment on the commercial and residential property owners within the District to provide services and improvements in the following areas: (i) Public Safety; (ii) Urban Planning; (iii) Services and Maintenance; (vi) Cultural Arts and Entertainment; (v) Marketing and Economic Development in addition to providing for the capital reserve and infrastructure replacement and administration of the District.

MIDTOWN MANAGEMENT DISTRICT MISSION STATEMENT:

Midtown strives to provide an economically vibrant urban destination where arts and culture thrive alongside businesses and residents in a safe, active, diverse neighborhood.

GENERAL INFORMATION:

In 2012, Midtown became the first management district in the state to receive a highly esteemed Cultural Arts & Entertainment Designation from The Texas Commission on the Arts. ***A portion of the funding for this project is provided by the Texas Commission on the Arts through the Cultural District Project Grant.***

The goals of the District's Cultural Arts & Entertainment Committee are:

- To create arts based jobs and to increase overall economic growth within the framework of cultural development.
- To engage the arts and business communities in collaborative efforts to offer events, educational workshops, public art projects, and programming that create arts-based economic growth for the entire Midtown area.
- Increase tourism to Midtown by growing current and adding new arts-related events.
- To encourage development of new arts and arts-related organizations within the boundaries of Midtown.

For additional general information regarding Cultural Arts and Entertainment in Midtown, please visit our website at:

houstonmidtown.com/about/mmd/cultural-arts-entertainment/

Our 10-Year Cultural Arts Master Plan can be found at

houstonmidtown.com/wp-content/uploads/2016/02/FINAL-Midtown-CAMP-hi-res.pdf

PROPOSED SCOPE OF WORK

The Midtown Cultural Arts and Entertainment Committee desires to develop a robust website for use by all of the cultural arts organizations and entertainment venues in Midtown.

As our community continues to work to create an art-centric destination, a website will be key to the continued efforts to attract tourists, create business development opportunities and increase general awareness of the offerings of the Midtown community.

Our target audience for the website is anyone who is interested in Cultural Arts, Culinary Arts, Public Art, Nightlife and Urban Art. The website will serve residents of Midtown, the wider Houston area, and tourists visiting our City. It should be cutting edge, engaging and reflect this community. The site will be mobile friendly and easily accessible on both Android and iPhone platforms.

The consultant's role will be to provide turnkey development of the website. The development process will include, but is not be limited to; complete production and design, editorial content, video and photography.

With the assistance of a qualified consultant managed by our Operations Manager, the District seeks to develop a unique urban feel and identity, while maintaining the integrity of our current trademarked Midtown logo. Our goal is to begin work on the site in the second quarter of 2016, with a launch date of Monday, August 22, 2016.

Responses shall include:

Proposals shall include:

1. A narrative response describing a task based project approach to the proposed scope of work to include deliverables.
2. Résumés and statements of qualifications of the project principle and other key staff.
3. Two references for engagements that demonstrate the level of project experience needed to serve as Website Developer.
4. Samples of similar Website Development work especially those with prior work developing for a Cultural Arts District.
5. A project schedule and timeline.
6. A project budget broken out by task.
7. Evidence of business liability insurance.

MINIMUM WEBSITE REQUIREMENTS *(Please read carefully)*

The new website would house *at a minimum* the following information or similar information about Midtown Cultural Arts and Entertainment:

A home page

Coming up
What's Happening NOW
What to Do – ongoing

A District information Page

History
Link to our Cultural Arts Master Plan
Venues - complete information

Organizations information list; approximately

90 arts organizations
75 restaurants
45 nightlife spots
20 arts based businesses

Short films that highlight our programming and arts organizations

Tours – Murals

FAQ –

Events Calendar Arts based specific

Additionally a calendar link feed to Houston Arts Alliance ArtsHound

A Plan Your Visit Page

Parks programming

What's for kids?

What's for pets?

Where to eat

Where to stay

Maps, Parking and transportation options

Tour Ideas "Midtown art in 90-minutes"

Tour Ideas "Midtown Mural Mash Up"

Tour Ideas "Midtown Art Date Night!"

Tour Ideas "Midtown Foodies Paradise"

Tour Ideas "Midtown a Place for You and your Pet"

Schedule a tour

A Get Involved Page

Volunteer

Be a Patron

Become a corporate Art Patron

Apply for a Midtown Arts Grant

Link to Texas Commission on the Arts

A Press Page

ADDITIONAL INFORMATION

Please include any additional information that you consider relevant to the response and which you wish the District to review in connection with its evaluation of your response.

EVALUATION PROCEDURES AND CRITERIA

Evaluation of the proposals will be based on a competitive selection process with the project. The selection criteria will include the following: A final selection will be based on the consultant(s) whose proposal most closely meets the needs described in this RFP.

Criteria will include:

1. Project approach (40%)
2. Proposed Project Cost (25%)
3. Consultant qualifications and relevant past experience (25%)
4. MWDBE Participation (5%)
5. Familiarity and understanding of the Midtown Management District and the Midtown Cultural Arts Community (5%)

CONDITIONS

The District reserves the right to select one or more firms to serve as developer of the Midtown Cultural Arts and Entertainment website or to reject any or all responses.

DISADVANTAGED BUSINESS ENTERPRISE (MWDBE) PROVISIONS

It is the policy of the District to stimulate the growth of minority women and disadvantaged business enterprises (MWDBEs) by encouraging the full participation of MWDBE businesses in all phases of its procurement activities and affording those firms a full and fair opportunity to compete for contracts. Respondents are encouraged to include involvement of MWDBE firms in a prime or sub-consultant role. M/WDBE firms must be certified by the City of Houston, Houston Minority Business Council and /or the Houston Women's Business Council.

QUESTIONS

Questions should be directed to Cynthia Alvarado, CPM ® Operations Manager by fax to (713) 526-7519 or e-mail cynthiiaa@houstonmidtown.com on or before **1:00 p.m. C.S.T. on Tuesday, June 7, 2016**. Answers to questions, if any, will be in writing and made available via e-mail to all known potential respondents, therefore all potential respondents are encouraged to send an email to Cynthia Alvarado indicating their interest in receiving answers to any questions presented.

RESPONSES

Responses should be submitted not later than **1:00 p.m. C.S.T. on Monday, June 13, 2016**. Two (2) hard copies and (5) digital copies of your response should be directed to **Cynthia Alvarado, CPM® Operations Manager, Midtown Management District, 410 Pierce Street, Suite 355, Houston, Texas 77002**.

RESPONSES TO THIS REQUEST FOR PROPOSALS SHOULD BE SUBMITTED IN A SEALED PACKAGE CLEARLY MARKED FOR IDENTIFICATION ON THE OUTSIDE WITH THE RESPONDENT'S NAME AND **“RESPONSE TO REQUEST FOR PROPOSAL—CULTURAL ARTS AND ENTERTAINMENT WEBSITE DEVELOPMENT”**

NO LATE SUBMISSION WILL BE ACCEPTED OR CONSIDERED.