

Request for Proposal: NOTCF Cultural Information System Technical Partner

Summary and background

The New Orleans Tourism and Cultural Fund (NOTCF) is a non-profit economic development entity whose mission is to support the City of New Orleans' cultural industries, artists, and culture bearers through partnerships, grants, and programs to advance sustainable tourism. NOTCF is dedicated to strengthening New Orleans culture bearers and artists with resources that uplift the city's traditions and aid the evolution of skills, knowledge, and ideas into goods, services, and places that support our local cultural economy and tourism offerings. NOTCF is guided by its Board of Directors and led by a staff of 7 team members. Additionally, the organization is supported by its Cultural Working Group (CWG), a collection of local cultural community leaders who provide input and guidance.

Project purpose and description

Historically, NOTCF has provided direct financial support to local culture bearers and artists through grantmaking. In 2023, NOTCF organized a Cultural Working Group (CWG) of leading local culture bearers and creatives to make recommendations to support the local cultural community. The CWG recommended the development of a Cultural Information System (CIS). Modeled off of similar efforts in [Houston](#) and [Cleveland](#), the CWG envisions the creation of a digital platform that will serve three essential purposes:

- Support the general marketing of New Orleans-based culture bearers and cultural events
- Connect local artists and culture bearers to critical resources and opportunities
- Drive awareness of local cultural activities to community members and visitors

The digital platform would provide several pathways to potential users based on their needs. Content will be regularly developed and updated by NOTCF staff in collaboration with the cultural community. Technical partners will not be required to create any content, but the platform should support the ability to house the following:

- An artists' directory containing Individual artist pages for all culture bearers and artists that present artist work and provide pathways to artist websites or portfolios
- An opportunities page for culture bearers and cultural artists
- A collection of resources for the cultural community
- A calendar of cultural events
- A map of cultural events in the New Orleans region

The digital platform should appear clean, modern, and aligned with the existing NOTCF brand.

Proposal guidelines

Proposals should clearly outline the bidder's qualifications, budget, timeline of key milestones with corresponding delivery dates, and methodology. Please identify any potential risks to meeting the timeline and a description of mitigation strategies and include a detailed plan that adheres to the categories in the framework provided, emphasizing technical expertise, community engagement, and equity. Proposals must demonstrate how they align with [NOTCF's values](#), including representing and understanding local cultural needs. They must be structured to start in December 2024, targeting a platform rollout by September 2025. **Please submit your proposals by November 9, 2024.**

Project scope

The project includes:

1. Technical development of a digital platform tailored to the cultural community.
2. Integration of accessibility features for all users, including those with visual impairments.
3. Clear guidelines for data security, risk management, and crisis planning.

Note: While content creation and ongoing community management will be managed internally, the technical partner is expected to provide considerations for updating site content (e.g., how-to blogs, community spotlights, grant opportunities, etc.) and ensure the platform supports these activities.

Proposal timeline

RFP Release Date: October 11th

Proposal Submission Deadline: November 9th

Project Start Date: December 2024

Overall Project Timeline: January 2025 - September 2025

An estimated timeframe for project execution is as follows:

Phase	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.
Develop platform framework									
Conduct site mapping									
Engage in prototyping and market testing									
Platform Rollout									

Budget

The budget for developing this digital platform is \$15,000 - \$25,000. Please include as much budgetary information as possible in your RFP responses, including anticipated costs by timeframe and potentially variable costs. Also, please include ongoing platform maintenance costs and any potential cost overruns.

Bidder requirements

Bidders must demonstrate prior experience with projects of similar scale and scope. Please provide references, preferably from clients with a similar cultural focus. Include detailed descriptions of the members of the team that will staff the project, including biographical information of each team member, highlighting your New Orleans cultural knowledge and technical expertise. Additionally, submit your approach to equity, outlining how it translates into their organizational philosophy.

Bidder qualifications

NOTCF requests the following desired qualifications for bidders who submit a proposal:

- Technical projects developed that have similar functionality to the CIS, including the total number of similar projects on which the bidder has worked and the location of each project.
- Experience working on projects focused on equity and community impact, including the total number of projects focused on equity and community impact on which the bidder has worked, and the location of each project.
- A history of developing technical projects that integrate accessibility and demonstrate culturally responsive design, including specific examples of tools, technologies, standards used, how designs were tested and validated, and the total number of projects that feature intentional design that promotes accessibility for all on which the bidder has worked.
- A clear, thorough, and thoughtful approach to feedback and collaboration that promotes iterative design and meaningful partnership between the provider and the client, including a step-by-step overview of how feedback was gathered and integrated in a previous project.
- References that reflect work similar in scope to the CIS project, preferably within cultural or community-focused projects that can speak to the bidder's expertise, collaboration, and impact on community outcomes.

Bidders should include a detailed description of similar technical projects to the CIS, highlighting key features, specifications met, any additional capabilities built beyond initial requirements, the qualifications of key personnel and any subcontractors working on this project, and past client references that NOTCF can contact to speak about bidders' past work. A description of tools, communication methods, and how the bidder ensured consideration of all voices should also be included.

Bidder criteria

Proposals should include a structured cost breakdown by phase and transparency on pricing models for ongoing support and feature expansion. Please include the variability of costs by feature or service offering in a list or table.

RFP Process

NOTCF is not committed to any course of action as a result of its issuance of this RFP or its receipt of a proposal from any firm in response to it. Further, NOTCF reserves the right to:

- Reject any proposal which does not conform to instructions and specifications which are issued herein;
- Reject proposals received after the stated submission deadline;
- Reject any or all proposals;
- Negotiate with one or more firms;
- Award a contract in connection with this RFP in the sole discretion at any time;
- Award only a portion of the work; or
- Make no award of any contracts.

Bid Submission

All bids should be submitted electronically via email by 5 pm CT on November 9, 2024. Bids should be submitted in PDF format to rfpsubmissions@notcf.com. If you have any questions before submission, please contact rfpsubmissions@notcf.com before submitting your proposal. Bids submitted after the deadline will not be accepted or considered.