



REQUEST FOR QUALIFICATION

FOR

FARGODOME Website Design and Navigation

Proposals Due:

June 3 2021

2:00PM

**FARGODOME Administrative Office
1800 N University Drive
Fargo, ND 58102
701-241-9100**

**FARGODOME
REQUEST FOR QUALIFICATION**

1. INTRODUCTION

Background

FARGODOME is a multi-purpose facility with a focus on entertainment, sports and trade shows. The arena opened on December 2, 1992 and is City owned and managed. It is located approximately five minutes north of the downtown business district on the campus of North Dakota State University and is the primary venue for activities and entertainment in the city of Fargo. The facility seats 19,200 for football games and 8,800 for basketball games. It can accommodate up to 26,000 patrons for concerts, family shows and other events, as well as offering over 115,000 square feet of exhibit space for trade and other flat shows. The FARGODOME is home to the eight-time defending National Champions of the NCAA Division I Football Championship Subdivision, North Dakota State University Bison football program. Gate City Bank Field was installed in 2012 and provides a state-of-the-art football playing surface and eases conversion from football to other events.

FARGODOME'S address is 1800 North University Drive, Fargo ND, 58102.

FARGODOME hosts over 100 events each year with over 500,000 patrons in attendance. The largest event venue between Minneapolis and Seattle - The BEST Concerts, Athletic Events, Tradeshows, Meetings, Family Shows & everything are HERE!

For more information on FARGODOME, visit www.fargodome.com.

RFQ Purpose

The purpose of the RFQ is to select a vendor/contractor who will work with the FARGODOME Marketing Department and City of Fargo Information Services Department to redesign the FARGODOME's website including content management system (CMS) selection or development. Vendor will be responsible for proposing hosting options with an established cloud provider. The vendor will be responsible for designing templates and navigation and FARGODOME will be responsible for the content information architecture and updated content.

The last major redesign of the FARGODOME's website took place in 2013. Since then, much has changed in the architecture of CMS, as well as the level of expectations of customers when trying to gather information about upcoming events.

RFQ INSTRUCTIONS AND INFORMATION

I. Projected Timetable

FARGODOME reserves the right to modify the timeline if necessary.

RFQ Available for Viewing	May 5, 2021
Questions Due	May 12, 2021
Answers Due	May 26, 2021
Responses Due	June 3, 2021
Interviews	June 21-25, 2021

2. SUBMISSION REQUIREMENTS

All Responses must follow the format outlined below. Failure to do so may result in disqualification.

1. Submission of One (1) hard copy and one (1) electronic copy will be delivered to:

Mail: FARGODOME
Attn: Sarah Dykema
Director of Marketing & Sales
1800 North University Drive
Fargo, ND 58102

Email: sdykema@fargodome.com

2. Description and history of company, including year established.
3. Type of ownership and parent company, if any.
4. A one page narrative describing the firm's interest, particular abilities, and qualifications related to the work outlined in the Scope of Work.
5. Qualifications and experience with projects of similar type: key considerations include amenities related to an entertainment venue. (Links to 3rd party sites, calendar functionality, downloads for potential promoters, contact us/sign-up for emails, etc.)
6. Implementation process, timing and team.
7. Cost proposals- include identification phases of deliverables. Proposals need to submit Figure 1 table for cost proposal.

Fig. 1

Deliverable	Cost
<i>Look & Feel</i>	\$
<i>Navigation</i>	\$
<i>Other</i>	\$

8. Timelines and schedules for performance of each task and proposed acceptance criteria.
9. At least three references of clients the firm has completed similar implementations for within the last five years, preferably event focused. Please include website addresses and contact information for each reference (name address, phone and e-mail).
10. A sample of the work product from a similar project. This could include screen shots of interface pages.

II. Evaluation

Responses will be evaluated and scored by FARGODOME management. Vendor/contractor with the highest combined scores of the technical and cost categories will be invited for an interview and product demonstration. A score will be assigned to the interview and product demonstration, then combined for the summary score and ranking.

The scoring will be based on a 100 point scale and weighted as follows:

- **Technical – 40 points.** Includes ability to meet the criteria outlined in the scope of work, past experience providing similar solutions to comparable clients, and input from references.

- **Cost – 20 points.** Includes pricing for purchase/licensing, support, training, and maintenance.
- **Interview and product demonstration – 40 points.** Includes recommended installation, ease of use (intuitiveness), and functionality for end-users, input from references (thorough), and perceived ability to deliver services.

FARGODOME reserves the right to reject any/all response(s) or accept what is, in its judgment, the Response which is in the FARGODOME's best interest. FARGODOME further reserves the right, in the best interests of FARGODOME, to waive any technical defects or irregularities in any/all response(s) submitted.

Discussion may be conducted with responsible offerors who submit responses determined to be reasonably susceptible of being selected for award for purpose of classification and to assure full understanding of, and responsiveness of the response to the solicitation requirements.

III. **Questions and Answers**

All questions related to this Request for Qualification must be submitted in writing and submitted via email to sdykema@fargodome.com. The question period shall end on May 12, 2021.

3. SCOPE OF SERVICES

Project Objectives

1. Design a robust, flexible, and responsive CMS prioritizing website amenities required by an entertainment venue that allows FARGODOME staff to easily update content.
2. Redesign the look and feel of the website.

Scope of Work

FARGODOME reserves the right to award the entire project to a single vendor or split the award to separate vendors for specific work.

A. The vendor(s) will be responsible for the following:

- 1) Redesign FARGODOME website look and feel that will support the needs of the Marketing Department as well as the needs of specific departments/services.
 - Provide a project plan for the design phase of the website replacement project.
 - Determine a consistent look and feel for the website, including color schemes, graphic elements, and navigation tools that provide straightforward navigation within a unifying graphic theme as well as flexibility for tying in ticketing company content.
 - Provide design mock ups of primary website sections: Homepage, event calendar page, seating chart page and any other page requested.
- 2) Apply website redesign mockups to website in compliance with current web standards.
 - Vendor must be fluent with ADA compliance and creating design templates that are compliant.
- 3) Migrate current website to new website.

B. The successful awarded vendor(s) will deliver the following:

- 1) Look and Feel Design
 - The vendor shall provide a minimum of three (3) designs of the proposed website that adhere to the branding style and standards (to be provided by FARGODOME).
 - The vendor will work with the FARGODOME Marketing Department to develop the CMS and architecture navigation framework to support the technology, ease of navigation, and growth potential for possible future needs during the phases of the project.
 - The vendor may be required to work with the City of Fargo Information Services Department to conform to security standards.
- 2) In Accordance with the Requirements in APPENDIX A

C. FARGODOME will be responsible for:

- 1) Collaborate with the website design vendor in determining key services for inclusion in the updated information architecture that will support easy navigation of the site.
- 2) Content from the old website to the new website if applicable.
- 3) Website governance.

APPENDIX A-

General Website Design & Navigation Requirements:

Our goal is to have a mobile friendly and responsive website that can easily transition to any size screen or device. The site will be focused on the top viewed pages via Google Analytics, with a fast loading speed and ease of use for both content owners and customers.

1. General
 - a. Site must display correctly in all major browsers, platforms and screens sizes
 - b. Site themes and/or style sheets that maintain common look and feel throughout website.
2. Navigation
 - a. Flatter navigation (less nesting)
 - b. Subdomain organization
 - c. Consistent user experience across pages
 - d. Quickly navigate among pages/functions
 - e. Touch friendly (no hover flyouts)
3. Content Pages
 - a. Applicable to an entertainment venue. Examples (including, but not limited to...)
 - i. Photo gallery
 - ii. Forms
 1. Standard contact forms
 2. Ability to easily add custom forms to site pages and manage content produced by the forms
 3. Surveys and ad hoc reporting

- iii. Text content
 - iv. Embedded HTML5 video
 - v. News and events/calendar
 - vi. Headline/hero image rotator
 - vii. Full width (no navigation) widget pages (not in reference to the header and footer area, all else in general)
 - 1. For big maps, etc.
 - 2. iFramed services
 - viii. Templates integrated with third-party Vendor software
4. Open to proposed alternatives for design and creation features under discussion & direction of the Client (FARGODOME).

Data System Environment

The following information is for the vendors' general knowledge and for the purpose of assisting in the response preparation and understanding the needs of FARGODOME. Vendor must comply with programming languages and platforms for design and navigation listed below and others not specifically mentioned.

Fig 2.

CATEGORY	SUPPORTED
Programming Languages	HTML, CSS, JS
Platforms	MAC, PC, iOS, Android, Windows (tablets and Smartphone)
ADA Compliance	Section 508WCAG 1.0 Priority 1WCAG 2.0 Level A
Browsers	Edge, Chrome, Firefox, Safari, Lynx,

Hosting Environment

Uptime is critical for the Fargo Dome's operation. Vendor must provide hosting options with an established cloud provider that will ensure a high level of uptime.