

Project Overview

Freedom's Frontier National Heritage Area is seeking proposals for website redesign. The current website was designed in 2010. It is in need of update, both technological and graphic design, to reflect current best practices among destination management organization websites.

Company Overview

Important to the understanding of Freedom's Frontier NHA is its status as an umbrella organization of more than 200 historic sites, monuments and attractions in 41 counties of eastern Kansas and western Missouri. These partners operate under a partnership agreement and are in no way under the control or jurisdiction of Freedom's Frontier NHA. Rather, Freedom's Frontier NHA acts as a resource to its partners, particularly in educating the public and telling a unifying and compelling story about the struggles for freedom along the Kansas-Missouri border as represented by such sites as the Brown v. Board of Education national historic site in Topeka, the Black Archives in Kansas City, and the Burnt District Monument in Harrisonville (and many others). It is also important to note that Freedom's Frontier NHA is not a membership organization, although many of its partners are.

Freedom's Frontier NHA is governed by a 28-member Board of Trustees with varied professional and business backgrounds and a shared passion for the organization's vision and mission:

VISION

Freedom's Frontier National Heritage Area (FFNHA) is an internationally recognized region in western Missouri and eastern Kansas where a young nation's diverse definitions of freedom collided. Through sharing authentic and honestly interpreted stories, residents respect multiple views of freedom. Compelling learning experiences, interpretation, and preservation offer visitors and residents of all ages an understanding of the region's importance. Historically aware citizens collaborate to build diverse economies for current and future generations.

MISSION

Freedom's Frontier National Heritage Area (FFNHA) is dedicated to building awareness of the struggles for freedom in western Missouri and eastern Kansas. These diverse, interwoven, and nationally important stories grew from a unique physical and cultural landscape. FFNHA inspires respect for multiple perspectives and empowers residents to preserve and share these stories. We achieve our goals through interpretation, preservation, conservation, and education for all residents and visitors.

The organization has a five-member staff, including Executive Director Jim Ogle, Managing Director Julie McPike, Communications and Marketing Director Sonia Smith, Youth and Education Coordinator Lexi Ray, and Grants Research Coordinator Johnny Szlauderbach. The staff is headquartered in the Carnegie Library building in Lawrence.

For the purposes of this RFP, the respondents will work with selected staff members and the Marketing Committee of the Board of Trustees, which includes Larry Pfautsch (chair), Kay Barnes, Jody Craig, Luther Smith, and Stanley Harris. (Need to update with new marketing committee members.)

Freedom's Frontier NHA has a multipurpose website (freedomfrontier.org) that features an interactive map of the Heritage Area and contains sundry information for various audiences ranging from partners and educators to tourists and the general public. The Marketing Committee and staff believe the site needs to be re-examined as to the audiences it serves, the content it presents, and the mechanics of website operation and maintenance. Consideration has been given to creating multiple websites that serve different audiences and reflect today's more engaging design standards. Mobile access, responsive design, and ease of site maintenance and content updates by staff are key considerations, along with strategies to optimize search engine results.

Audiences:

- 1) ***Heritage Travelers:*** A subset of tourists who travel to experience the places, artifacts and activities that authentically represent the stories and people of the past. We consider heritage tourists to be over 50 and multigenerational groups. Typically, they have higher than average education, work in (or are retired from) professional occupations and either or regional tourists or are history buffs in a particular subject area (Civil War, Mormon history, African American history, frontier West). These travelers want to know about other amenities including food, shopping and lodging.
- 2) ***Potential Funders:*** This audience will visit our website seeking engaging information about the work we do. They should easily be able to learn how to support the organization.
- 3) ***Partner Organizations:*** This audience will visit our website to learn about how to engage with Freedom's Frontier and take advantage of the resources we provide.

New Website Objectives

A redesigned website will:

- Create a fresh marketing opportunity for the heritage area.
- Entice visitors to travel to and through the heritage area.
- Educate potential funders and supporters about the work we do.
- Invite potential funders to support the organization.
- Provide partners with information necessary to take advantage of the resources we provide.

Current Website

Our current website has several problems. These include the following:

- The current website is not mobile-friendly.
- The design is stale and static.
- Navigation is clunky.

New Website Functionality Requirements

- Interactive map
- Event calendar
- Pages to feature Freedom's Frontier partner sites
- Easily navigable section for partner content
- Attractive design
- Mobile friendly website
- User-friendly back end for staff management of website

New Website Wish List

- Dynamic front page with opportunities to update information, including the ability for staff to edit navigation.
- Option for partners to submit changes to their own pages and submit events.
- Options to incorporate sponsored content.

Goals for our New Website

1. Build awareness of the struggle for freedom that took place within the boundaries of Freedom's Frontier for current and future generations.
2. Market the region to heritage tourists to increase visitorship.
3. Provide information to partners about opportunities through Freedom's Frontier.

RFP & Project Timeline Details

April 12: RFP distributed

May 15: Identify consultant/vendor

Week of May 20: Consultant/vendor meeting with FFNHA staff

June 12: Contract approved by Board of Trustees

June – July: Research

August 30: Provide draft website for feedback

September 13: Soft launch

September 30: Launch website

Assumptions and Agreements

The consultant/vendor will be responsible for providing all aspects of project management for the project's completion. Tasks include all scheduling, communication, and coordination required to complete the project. Freedom's Frontier staff and the Board of Trustees marketing committee will be available to discuss project progress and address issues. Consistent communication will be scheduled between consultant/vendor and Freedom's Frontier.

Proposal Requirements

In this proposal, the consultant should outline:

1. Workplan
2. Timeline of work
3. Staffing
4. Work Experience and design samples
5. References
6. Budget

Evaluation Criteria

The proposals will be evaluated based on the following:

1. Complete proposal and overall presentation.
2. Qualifications of the consultant(s) or firm to provide the requested work.
3. Ability to complete project scope within timeframe.
4. Ability to complete project scope within budget.
5. Experience working with projects similar to the work requested in proposal.

Proposals are due May 11, 2019 by 5:00 Central.

Submit proposals via e-mail and direct questions to:

Jim Ogle
Executive Director
Freedom's Frontier National Heritage Area
jogle@freedomfrontier.org
785-856-5300

Upon selection of a consultant/vendor, Freedom's Frontier National Heritage Area will begin contact negotiations based on project requirements, proposed timeline and additional constraints.

The project will be financed in part with Federal funds from the National Park Service, a division of the United States Department of the Interior, and administered by Freedom's Frontier National Heritage Area. The contents and opinions, however, do not necessarily reflect the views or policies of the United States Department of the Interior.

Regulations of the U.S. Department of the Interior strictly prohibit unlawful discrimination in departmental Federally Assisted Programs on the basis of race, color, national origin, age or handicap. Any person who believes he or she has been discriminated against in any program, activity, or facility operated by a recipient of Federal assistance should write to: Director, Equal Opportunity Program, U.S. Department of the Interior, National Park Service, 1849 C Street NW, Washington, DC 20240.