

Town of Jonesborough Department of Tourism

117 Boone Street

Jonesborough, TN, 37659

Telephone: 423.341.0149

Email: amberc@jonesboroughtn.org



REQUEST FOR PROPOSAL (RFP)

Jackson Theatre Website Development

Goals and Scope of Project

The Town of Jonesborough is seeking a firm to develop a website for the Jackson Theatre.

Summary and Background

Jonesborough is Tennessee's Oldest Town and the Storytelling Capital of the World.

Visitors and residents enjoy the well-preserved 18th century town that is alive with events and festivals all year long as well as quaint locally-owned shops and restaurants.

In keeping with Jonesborough's efforts of revitalization and preservation, the Town embarked on a preservation project with a full restoration of its 1940s Jackson Theatre. The facility will serve as a music venue, theater, and an independent film house. The 300- plus seat theatre will be a strong economic driver for Jonesborough, but also an essential component of the quality of life for all residents.

History of the Theatre

In 1921 as a furniture store, this was also once home to Jonesborough's first moving picture theater called the Blue Mouse Theater. By 1925, it was known as the Lyric Theatre and offered additional retail space to businesses such as the Tennessee Hatch and Cash Feed Store. This building later became the Jackson Theatre, named after President Andrew Jackson.

The Jackson Theatre was a popular hangout for kids to gather and spend \$0.25 on movies and concessions. The adjacent building was home to a funeral parlor and now

houses the Stage Door as part of the Jonesborough Repertory Theatre which was organized in 1972.

Project Guidelines and Specifications

The website will feature customized colors and graphics to subtly incorporate the town's tourism and civic identity while reflecting the Theatre's history, nostalgia, and eclectic themes. The primary user actions will be accessing tickets and viewing upcoming events.

The Vendor will be responsible for the following:

- **Website Development:** Design and develop a website for the Jackson Theatre.
- **Photoshoot:** Conduct a photoshoot, including providing talent, editing photos, and packaging all edited and unedited photos. A minimum of 50 edited and unedited photos is required.
- **Content Copyediting:** Edit all content for clarity, accuracy, and engagement.
- **Color Palette Creation:** Develop a color palette that aligns with the Theatre's themes of eclecticism, diversity, rich history, and nostalgia.
- **Special Events Post Type:** Create a post type for special events that allows individual pages to include photos, brief descriptions, and a ticket link displayed as a button.
- **Uniform Design for Special Event Pages:** Ensure all special event pages have a consistent design.
- **Event Page:** Develop a page that aggregates and displays special event pages, with filtering capabilities by date and event type.
- **Event Calendar:** Implement a calendar that collects and displays special events.
- **Contact Page:** Create a contact page with a form that sends emails to the appropriate contact person.
- **SEO Optimization:** Add SEO with appropriate keywords and tags to each page.
- **Website Hosting:** Provide hosting services for the website.
- **Monthly Maintenance:** Perform monthly updates to plugins and themes installed on the website.
- **Monthly Updates:** Allocate time each month for updates requested by the town's Website Specialist.
- **Nightly Backups:** Conduct nightly backups of the website.

Quotes for this project must be broken down for the committee's review and comparison.

There shall be no additional fees for The Town of Jonesborough to have full ownership and use of all content created for this project beyond the service fee quoted in your response to the RFP.

Request for Proposal and Project Timeline

Request for Proposal Timeline:

All proposals in response to this RFP are due no later than July 11, 2024, at 10 a.m. EST.

Project Timeline:

The timeline is subject to change upon both parties' agreement.

Initial meeting week of July 15, 2024

Three drafts submitted with at least three days for the Town of Jonesborough to review
July 22 – August 21, 2024

Project completed August 30, 2024

Proposal Evaluation Criteria

Bidders should provide the following items as part of their proposal for consideration:

- Description of related experience
- Examples of 3 or more website projects

Bidders should showcase the following skills for consideration:

- Ability to produce high-quality work
- Ability to create dynamic website work
- Ability to enhance the project with outside of the box and creative ideas
- Ability to complete projects on time
- Ability to stay within agreed upon budget

A selected committee that includes stakeholders within the Town of Jonesborough will evaluate all proposals based on the following criteria.

- Overall proposal suitability: proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner
- Organizational Experience: Bidders will be evaluated on their experience as it pertains to the scope of this project
- Previous work: Bidders will be evaluated on examples of their work as well as client testimonials and references
- Value and cost: Bidders will be evaluated on the cost/value of their solution(s) based on the work to be performed in accordance with the scope of this project
- Technical expertise and experience: Bidders must provide descriptions and documentation of staff technical expertise and experience

Each bidder must submit their proposal to the email address below no later than July 11, 2024 at 10 a.m. EST: amperc@jonesboroughtn.org