

Potteries of Trenton Society

Website Redesign & Development Request for Proposal

This RFP is for redesign and development/long term planning services for a new website for the Potteries of Trenton Society.

RFP Sent: February 1, 2018

Responses Due: February 28, 2018, 5:00 pm EST

Send any questions on the RFP to: Patricia Madrigal, President, Potteries of Trenton Society, 120 W. State Street, Trenton, NJ 08608 madrigal@hunterresearch.com; 609-695-0122 x 100

Send proposals to: Patricia Madrigal, President, Potteries of Trenton Society, 120 W. State Street, Trenton, NJ 08608. Electronic submissions accepted at madrigal@hunterresearch.com. No faxed proposals will be accepted.

Budget for new website: \$6,000

Goal for new website launch: October 31, 2018

Potteries of Trenton Society Overview

In the 19th and early 20th centuries Trenton, New Jersey was a center of American ceramic manufacture, and its products were shipped all over the country, literally from coast to coast. The city was one of two major ceramic producing centers in the United States, rivaled only by East Liverpool, Ohio, and can boast of a number of accomplishments: several firms in Trenton perfected mass production of sanitary ware (bathtubs, sinks and toilets); J. L. Mott and Son, a Trenton firm, developed the built-in bathtub, an innovation that quickly became popular as it made cleaning the bathroom easier; products from Trenton potteries, notably Ott & Brewer and Lenox, won numerous awards and recognition at expositions and world fairs; and many fine examples of Trenton wares are on display at major museums across the country.

The Potteries of Trenton Society (POTS) is a 501(c)3 non-profit organization established in 1999 by a small group of archaeologists, collectors, curators and scholars to promote the study and appreciation of Trenton's ceramic industry by gathering and preserving information related to the industry; sponsoring research projects, seminars and conferences; and promoting industry-related heritage tourism activities.

POTS is the steward of the Trenton Potteries Database, a digital compilation of basic information about nearly 200 of Trenton's potteries. Organized by geographic location, each entry includes information on the pottery's location, owners, products and years in operation. Where available, historic maps, advertisements, maker's marks, photographs and engravings were scanned into the database. The database is available in MS-Access 2010. In its current format it consists of approximately a dozen linked tables, 50 queries, and ten forms. It uses text, memo, number, yes/no, and OLE/object fields.

Our Audience

Our audience is people who are interested in ceramics: historians, archaeologists, collectors, educators and people with family ties to the industry.

New Website Objective

Our website's objective is to inform and educate people interested in Trenton's industrial ceramic industry. The primary goal is to make the Trenton Potteries Database available on line in an easily searchable and usable format. In addition, the website should continue to serve as an on line presence for the organization and continue to host our newsletters and provide information on meetings and other events.

Current Website

Our current website, www.potteriesoftrentonsociety.org, provides membership information, hosts our newsletters and other publications, and provides information on our upcoming meetings.

New Website Functionality Requirements

Our new website will need:

- An easy-to-use content management system (CMS)
- Intuitive navigation
- Clean and focused design
- All applicable content imported from current site
- Optimized with SEO best practices
- The ability to host the database (text, images, pdf files)
- Email update sign-up form
- Contact Form

Budget Details

As listed in the summary, our budget for this stage of the project is \$6000. The project is made possible in part by the Mercer County Cultural and Heritage Commission through funding from the New Jersey Historical Commission and the Mercer County Board of Chosen Freeholders. We are looking for two deliverables: 1) an initial redesign of the existing website; and 2) a detailed cost estimate and schedule for a full redesign of the website that includes incorporating the Trenton Potteries Database and making it available to the public. This is the first step in the redesign of our website, and we are looking to lay the groundwork for future expansion. Proposals that offer flexibility in billing for non-required elements added to the website after initial launch will also be considered, as we may be able to budget for additional funding for these additional website elements after the grant period ends on December 31, 2018. All invoices for this project must be billed before December 15, 2018.

Proposal Requirements

Please include the following in your proposal response:

- Overview of your company
- Overview of how you will meet our objectives
- Explanation of your proposed platform/CMS
- Outline of your website design & development strategy

- Proposed website timeline from kickoff to launch
- Details about your team
- Recent design & development examples
- References
- Any key differentiators about you?
- Pricing with optional elements line-itemed
- Terms & conditions

RFP & Project Timeline Details

RFP Issued: February 1, 2018

Responses Due: February 28, 2018

Finalist Interviews: April 2018

Winner Selected & Contacted: May 15, 2018

Project Kick-off: May 22-31, 2018

New Website Launch Target Date: October 31, 2018

Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response.

If you have any questions, please contact Patricia Madrigal at madrigal@hunterresearch.com or 609-695-0122 x 100.