Request for Proposal (RFP)
Berkeley Repertory Theatre Website Redesign
Date Issued: February 4, 2025
Response Deadline: February 20, 2025, 5pm PST
All submissions should be sent to: Operations@berkeleyrep.org

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Introduction
Berkeley Repertory Theatre has grown from a storefront stage to an international leader in innovative theatre. Known for its ambition, relevance, and excellence, as well as its adventurous audience, the nonprofit has provided a welcoming home for emerging and established artists since 1968. Over 6 million people have enjoyed more than 500 shows at Berkeley Rep, including 86 world premieres. Berkeley Rep shows have gone on to win eight Tony Awards, nine Obie Awards, 11 Drama Desk Awards, a Grammy Award, a Pulitzer Prize, and many other honors. In recognition of its place on the national stage, Berkeley Rep received the Tony Award for Outstanding Regional Theatre in 1997. Through its annual seven-play season, together with up to four special event presentations, Berkeley Rep invites audiences to enjoy an eclectic range of theatrical experiences featuring diverse artistic voices, themes, and perspectives.

Berkeley Rep seeks proposals from qualified web developers for a comprehensive redesign of its website. This project aims to create a user-friendly, accessible, and visually compelling website that enhances our digital presence to reflect our artistic mission, supports the organization's brand, engages more deeply with our audiences, and supports our expansive artistic, educational, and community programming.

The selected developer will collaborate with our internal team to implement a human-centered design approach, execute development work, and ensure successful testing and deployment of the new website.

Scope of Work
The selected web developer will be responsible for the following phases:

Kickoff & Discovery:
- Collaborate with Berkeley Rep to gather existing assets and understand organizational goals.
- Provide insights into best practices for theatre websites, particularly in ticket sales, audience and donor engagement, and accessibility standards.

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510 647-2900 · FAX 510 647-2975

BOX OFFICE & THEATRE
2025 Addison St · Berkeley, CA 94704
510 647-2949 · berkeleyrep.org

SCHOOL OF THEATRE
510 647-2972
berkeleyrep.org/school

- Assess needs for e-commerce solutions, specifically integrated with TNEW (Tessitura Network Express Web), and recommend suitable, cost-effective, and secure web hosting and content management system (CMS) options that integrate seamlessly with established CRM (Tessitura) and other internal tools.

Human-Centered Design:
- Participate in and contribute expertise to human-centered design activities led by Berkeley Rep, focusing on interpreting data and findings from this phase of work.
- Make actionable recommendations based on insights uncovered during user interviews and the design process.

Light Prototyping:
- Develop wireframes or prototypes based on findings for early feedback. Aid Berkeley Rep in extracting and testing assumptions in early prototypes.

Strategy Phase (Transitioning Findings):
- Collaborate to create a comprehensive strategy document that outlines website architecture, navigation framework, content requirements, and project timeline.

Build Phase:
- Implement the approved strategy, focusing on robust front-end and back-end development.
- Ensure the new site is compatible across major browsers and devices and built on a platform that supports TNEW effectively.

Testing Phase:
- Perform thorough functional, performance, and accessibility testing, addressing any bugs and ensuring compliance with Web Content Accessibility Guidelines (WCAG).

Launch & Support Phase:
- Manage the website launch and provide ongoing support and training.
- Ensure the website is adaptable to technological changes and updates, including future versions of browsers and security patches for the CMS.

Deliverables
- Proposal for hosting the website that ties into existing CRM (TNEW/Tessitura)
- A fully redesigned, functional website that is adaptable to support future technologies and user needs.
- Must also include all security certification requirements for a non-profit in California.
- A maintenance plan that includes updated schedules, security practices, and support protocols.

- Staging website for testing and experimentation along with a fully deployed live version of the website.
- Detailed testing reports and accessibility compliance verification.
- Ongoing monitoring of website functionality or the documentation necessary for Berkeley Rep to undertake these activities in-house.
- Comprehensive style guide, documentation, and training for Berkeley Rep staff.
    - Style guidelines include:
        - Storyboarding
        - CSS
        - Any additional content, skins, or branding to be used on the front facing website

Timeline
- **Project Kickoff:** March 10, 2025
- **Discovery Completion:** March 28, 2025
- **Human-Centered Design Completion:** April 18, 2025
- **Development & Testing Completion:** June 15, 2025
- **Launch Preparation and Go Live:** June 16, 2025-June 30, 2025
- **Launch Date:** July 1, 2025 (Hard deadline)

Submission Requirements
- Background and relevant experience, especially with performing arts or nonprofit sector websites and TNEW.
- Portfolio of similar projects and access to any Git repositories where applicable.
- Proposed approach and timeline for completing the project.
- Proposed approach for ongoing maintenance and support.
- Detailed cost estimate for the initial project, any additional tools or services needed, and long-term support.
- References from previous clients, focusing on long-term engagements and support.

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Selection Criteria
- Alignment with Berkeley Rep's strategic goals and long-term digital needs.
- Expertise in web development with a strong focus on scalability and adaptability.
- Proven track record integrating with e-commerce platforms, particularly TNEW.
- Experience with nonprofit organizations and performing arts institutions.
- Cost-effectiveness and creativity in solution proposals.