



UNITED STATES
OLYMPIC MUSEUM



UNITED STATES OLYMPIC MUSEUM & HALL OF FAME

Website Platform (Digital Museum Initiative)

~ REQUEST FOR PROPOSALS for PHASE 1 (MVP) ~

The U.S. Olympic Museum and Hall of Fame (USOM), a nonprofit organization, seeks proposals from WordPress developers for its MVP (Minimum Viable Product) phase 1, mobile and web launch in August 2019.

The U.S. Olympic Museum and Hall of Fame, based in Colorado Springs, Colorado, and is slated to open its doors to the public in March of 2020.

This document describes three phases of mobile and website launches by March of 2020.

The current website is www.usolympicmuseum.org

Phase 1. The MVP (minimum viable product) mobile and website will need to have the following functionality:

- Fully functional WordPress CMS for remote editors and producers
- Rapidly scaling host service integration
- **For the MVP -**
 - Stories that need to carry photos and/or videos
 - Galleries of photos and galleries of videos
 - Social sharing of individual pieces of content from page level articles
 - Flexible homepage construction for daily updating
 - Integration of RSS feed from TEAM USA
 - An easy to update Calendar of Museum Events
 - Underpinnings for sponsorship opportunities at all individual page levels
 - From the current website, fundraising integration
 - Links for USOM partners

- Newsletter signup and integration (for Phase 2 launch)
- Museum alert signup
- Fully Integrated google analytics code
- Support for live-streaming (September USOM event)
- Maintain donation opportunities that are live on the current site

Phase 2. December 2019 (not part of this bid)

- Newsletter launch
- Museum alerts launch
- Interactive maps in html 5
- Podcasts player on site, sign up
- RFID and ticketing system integration
(including group purchases, and individual/group registration)

Phase 3. March 2020: Concurrent to USOM physical opening (not part of this bid)

- RFID digital locker launch for museum visitors
- Implementation of sponsors, sponsor ad solutions, and tracking
- USOM online e-commerce shopping

Phase 4. Timeframe TBD (not part of this bid)

- Deep archive of video, text, stories and photography
- Online gaming platform
- Educational outreach platform
- Custom content for individual users
- User-generated content creation on site (photos, video, text)

IMPORTANT NOTE: The design and user experience for the site is being outsourced. Development shops should bid this work with the expectation that they will be receiving timely, well thought out and fully collaborated work in the form of Sketch files from the designer.

All proposals will be evaluated based on:

- The understanding of and ability to meet our goals and objectives, anticipating needs and delivering timely results
- A collaborative teamwork approach embodying the Olympic Values of Respect, Friendship and Excellence; as well as, Paralympic Values, Determination, Equality, Courage and Inspiration – this project will thrive on a culture of cooperation and collaboration
- Firm and personnel qualifications and experience, with weight given to experience of account team, and ability to manage breadth of project activities
- Competitive pricing structure that meets the Museum's ambitious goals and modest budget

U.S. Olympic Museum & Hall of Fame Project Description:

The United States Olympic Museum and Hall of Fame in Colorado Springs will be the first and only comprehensive Olympic and Paralympic Museum in the United States. The new iconic building will contain the artifacts, media, technology and personal stories associated with the Olympic Movement, the Olympic and Paralympic Games, and the myriad of stories behind the dedicated athletes who follow their dreams. Through the use of compelling video and highly interactive experiences, visitors will be immersed in the drama and exhilaration of being at the Games--in the pool, on the track, on the slopes, at the starting line, and on the podium.

The U.S. Olympic and Paralympic community, the USOC, and the citizens of Colorado Springs have the highest aspirations for this new museum.

Submission:

Submissions must be received by March 1, 2019. Selection will be made no later than March 15, 2019..

To facilitate the review process, please provide an electronic version (all PDF format) of the submittal and questions to both of the following address:

pmaieurro@usolympicmuseum.org

If the electronic version exceeds or email limitation of 20MBs, a USB drive or CD can be mailed to the following address:

U.S. Olympic Museum
P.O. Box 681
Colorado Springs, CO 80901