



**A. Paul and Carol C. Schaap Center for the Performing Arts and the Richard and Jane Manoogian Art Gallery**

[www.schaapcenter.org](http://www.schaapcenter.org)

**Opening in 2026**

**15001 E. Jefferson Ave**

**Grosse Pointe Park, Michigan 48230**

**Request for Proposal (RFP)**

**Website Management Services**

**Vision**

The Schaap Center aims to be a prominent hub for public fellowship and cultural engagement, dedicated to the appreciation of the arts. We envision this space as a dynamic venue where individuals from the community and region come together to experience world-class performances and exhibitions.

**Mission**

Our mission is to offer a state-of-the-art facility where thousands of visitors from the region can gather to exhibit, perform, and enjoy the vibrant world of the arts. The Schaap Center will serve as a catalyst for artistic expression, education, and community engagement.

**Facility Overview**

**Total Building Area:** 49,000 square feet

**Site Size:** 2.44 acres

**Theater Capacity:** 435 seats

**Amenities Include:**

- State-of-the-art lighting and world-class acoustics
- Pre-function space featuring a wine bar and concessions
- Year-round community programming
- Private art collection and rotating exhibits
- Temperature-controlled atmosphere for artwork preservation
- Community and visiting artist gallery

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## **Request for Proposal (RFP) – Project Scope and Services**

The Schaap Center is seeking a qualified website management partner to support the ongoing operation of its WordPress based website. The selected vendor will provide technical management, performance optimization, security oversight, content support, and strategic guidance to ensure a secure, high-performing, accessible, and scalable web presence.

### **Scope of Work**

The selected vendor will provide comprehensive website management services including, but not limited to, the following:

## **Core Responsibilities**

### **1. Design Services and Functionality Preferences**

- Website redesign utilizing current brand standards
- Install RSVP for free events with integration in to DonorPerfect CRM
- Install ticketing platform integration
- Ongoing management of donations received through the website (currently using GiveWP)
- Set up website to allow pre-order concessions
- Install feedback function
- Design sponsorship pages
- Add links to program partner websites
- Feature Opening Events and install Season Program Calendar
- Ensure up-to-date photos and video clip links are on the website
- Make basic edits to text and content when required

### **2. Technical Management & Security**

- Ongoing CMS (content management system) and plugin updates
- Security monitoring and vulnerability management
- Daily backups and disaster recovery planning
- Uptime monitoring (minimum 99.9% target)
- Immediate notification and response to critical issues

### 3. Hosting & Infrastructure Oversight

- Management or coordination of hosting environment
  - Staging and production environment control
  - Performance monitoring and optimization
  - Scalability planning for high-traffic events
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### 4. Content & Operational Support

- Routine content updates (events, exhibitions, artists, donor pages)
  - Form and ticketing functionality testing
  - Minor layout or template adjustments
- Defined response times for update requests
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### 5. Accessibility & Compliance

- Ongoing ADA/WCAG monitoring
  - Annual accessibility audit
- Remediation support to ensure compliance
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### 6. Analytics, SEO & Reporting

- Technical SEO management
  - Google Analytics 4 configuration and reporting
  - Monthly performance dashboard
  - Quarterly strategic review and recommendations
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### 7. Strategic Partnership

The selected vendor will serve as an ongoing digital advisor, providing guidance on:

- Ticketing, RSVPs, donation, POS, and CRM integrations

- User experience improvements; clickable feedback option
  - Donor and patron engagement functionality
  - Future website enhancements and scalability
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## Service Expectations

Proposals must clearly outline:

- Service model (retainer, tiered, or hourly)
  - Response and resolution time standards
  - Emergency support protocol
  - Onboarding and transition plan
  - Pricing structure with defined inclusions
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## Evaluation Criteria

Proposals will be evaluated based on:

- Relevant experience (arts, nonprofit, cultural institutions preferred)
- Technical expertise
- Service responsiveness
- Strategic capability
- Cost-effectiveness
- References

## Vendor Qualifications

Respondents should demonstrate:

- Proven experience in website management
- Portfolio examples relevant to the scope outlined above
- Experience working with nonprofit arts organizations
- Strong organizational and communication skills

## Proposal Requirements

Please include the following information:

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## Company Name

### Contact Information:

- Years in Operation
- Mailing Address
- Email Address
- Primary Contact's Phone Number

### Experience & Portfolio:

- Description of relevant experience
- Links to online portfolio or curated PDF samples
- Description of approach to photographing performing arts venues and artwork

### References:

- 3 current or former clients (name, phone number, and email address)
- 2 professional references

### Additional Documentation:

- Signed W-9 form
- Proof of Insurance

## Proposal Submission Details

All proposals should be submitted by **March 15, 2026**.

Please send proposals electronically to:

Schaap Center  
Attn: Anne Bak Marine, Executive Director  
248-808-0624  
15001 E. Jefferson Ave  
Grosse Pointe Park, Michigan 48230  
[abakmarine@schaapcenter.org](mailto:abakmarine@schaapcenter.org)

## Questions

Interested applicants may email or call with any questions prior to submission. The Schaap Center welcomes inquiries to clarify scope, expectations, and scheduling prior to the proposal deadline.

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## **Selection Process**

Schaap Center staff will review all submitted proposals after the March 15, 2026 deadline.

The selection process will include:

- Review of qualifications and portfolio
- Evaluation of relevant experience
- Review of proposed fee structure and availability
- Reference checks
- Interviews with selected finalists

Interviews will be conducted by Schaap Center staff. Final selections will be made during the first week of April 2026.