



Request for Proposal

RFP: VPAG Digital Strategy	Proposal Due By: April 8, 2022	Vernon Public Art Gallery
<p>Project Overview:</p> <p>The Vernon Public Art Gallery has received funds to develop a digital strategy that will guide its future digital initiatives. The aim of this strategy is to provide recommendations for all departments within the organization and help guide the timing for implementation strategies moving forward with its annual work plan and taking into consideration the transition to a new facility.</p>		
<p>Project Goals:</p> <ul style="list-style-type: none"> ● Goal 1 Completed Digital Strategy for the VPAG ● Goal 2 Policy recommendations ● Goal 3 Timeline/scope recommendations ● Goal 4 Priority recommendations/costs 		
<p>Scope of Work:</p> <p>The consultant team will work with VPAG staff and board of directors to evaluate current digital content and aspirations for the future within the new cultural facility. Through a combination of in person and online consultation, the consultancy team will provide clear guidance on digital priorities for the VPAG ensuring output remains focused on gallery objectives within their strategic plan.</p> <p>The development of policies will provide gallery employees with the framework for implementing any of the digital strategies.</p> <p>Digital outcomes will be scheduled within in VPAG’s annual workplan over a 3-5 year window to ensure adequate capacity is available for successful implementation with a focus on initiatives with the highest degree of impact for the public and organization in terms of dissemination of digital content.</p>		
<p>Evaluation Metrics and Criteria</p> <ul style="list-style-type: none"> ● Criteria #1 Timeline – work must be complete by June 30, 2022 ● Criteria #2 Cost – project cost must not exceed granted amount ● Criteria #3 Experience – knowledge of museums and previous digital strategy experience 		
<p>Submission Requirements</p> <ul style="list-style-type: none"> ● Requirement #1 Short project summary and timeline ● Requirement #2 Budget for services ● Requirement #3 Previous projects completed 		
Project Due By: June 30, 2022		Budget: \$15,000
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