

Request For Proposal (RFP)
Website Design Services (Entertainment)
S2022-31
Addendum No. 1

May 18, 2022

This Addendum No. 1 consists of **four (4)** page. Bidders must acknowledge receipt of this Addendum No. 1 in Required Form A – Form of Transmittal Letter.

This Addendum No. 1 has the following information to be incorporated into the Request for Proposal (RFP):

Item 1: **Response to Proposer questions**

Submission Deadline has been extended to May 23, 2022 by 5pm.

Alex Buckles
Purchasing & Supplier Diversity Manager

1. Is there a Content Management System (CMS) or technology preference?
 - a. **Currently using WordPress but open to new CMS**
2. How many staff members will require training in the management of the new website?
 - a. **4 (Jason, Darren, David, Scott)**
3. Can you share any insight into the current traffic levels of existing websites (i.e. average monthly page views)?
 - a. **Please see the attached stats**
4. The RFP mentions that some documents will be password protected, can you expand on how you anticipate managing credentials? How many users will access password-protected documents?
 - a. **We can't provide this currently**
5. Are you looking for a custom interactive map to be created or are you looking to leverage an existing mapping solution such as Google Maps?
 - a. **Custom maps for different buildings such as ones on direction page (<https://wintrustarena.com/plan-your-visit/directions/>)**
 - b. **We would like to use Google Maps for directions**
6. If you are looking for a custom map to be created how many points of interest do you anticipate the map supporting (i.e. restrooms, concessions, will-call, etc.)?
 - a. **No custom maps needed. Provide a link to Pop Up diagram and option to download map**
7. What is driving the desired launch timeline of June 30, 2022?
 - a. **That is the preferred completion date.**
8. The RFP states that <https://wintrustarena.com/> and <https://ariecrown.com/> will be redesigned into one cohesive website but leverage the Wintrust Arena and Arie Crown Theatre color scheme. Are there updated branding standards available or are you looking for vendors to determine how to best merge the existing brands, color schemes, etc.?
 - a. **We would like for vendors to propose**
9. Is the vision for the single cohesive website truly one website with content from both existing sites consolidated? Or is the vision for one point of entry that users can then use to navigate to each individual venue site?
 - a. **We would like for vendors to propose**
10. Will all existing content be migrated to the new website?
 - a. **Yes, all content will be migrated.**
11. Are there any third-party or internal systems or databases that will be required to integrate with the new website (i.e. advertisement services, email marketing systems, etc.)?
 - a. **We have a ConstantContact integration for our email list**
12. Will all ticket purchases continue to link out to Ticketmaster?
 - a. **We currently use Ticketmaster and Axs for ticketing depending on the event.**
13. How do you plan to measure the success of the launch of the new website?
 - a. **Ease of navigation, limited phone calls on how to find XYZ, compliments from guests**
14. Are there any websites you have identified that the team likes the look and feel of or looks to for inspiration?
 - a. **To be discussed after award**
15. Currently job postings link to the McCormickplace.com website is the vision to manage separate postings in the new website?
 - a. **This RFP is only for Wintrust Arena and Arie Crown Theater websites.**
16. Has a budget or budget range been defined for this project? If so, will that information be shared with vendors?

- a. A budget will not be provided at this time.
 - 17. Are you looking for ongoing support/maintenance recommendations?
 - a. Yes, ongoing support is recommended no matter CMS
 - 18. Will McCormick Place be providing brand assets, such as photos, video, messaging, and a brand identity guide for both locations to include on the new streamlined website?
 - a. Wintrust Arena/Arie Crown Theater will provide assets for new website
 - 19. Is there a provided domain name for the new encompassing website?
 - a. No
 - 20. Are you open to a rebrand that not only includes one website with both venues but a new name and brand identity (mission, vision, values, color scheme), that is all-encompassing of the sports and entertainment brand? Arie Crown and Wintrust Arena will remain their own brand, but McCormick place would have a Sports and Entertainment parent brand that supports the marketing of both venues.
 - a. This RFP is only for Wintrust Arena and Arie Crown Theater websites.
 - 21. Would McCormick Place want any supporting how-to guides in addition to the staff training?
 - a. Yes, we would.
 - 22. Will the training be in-person or virtual? How many Operator Staff will need to be trained?
 - a. Either works and there will be 3 people trained.
 - 23. Are we able to set a cap on the rounds/number of revisions at each stage of the project?
 - a. No cap will be set but we will do our best to limit the number of revisions by working internally to send multiple revisions at once.
 - 24. How many layers of approval? Follow up: what is the approval process?
 - a. Depends on what is to be approved.
 - 25. Will we be compensated for change orders after approval?
 - a. Change orders are subject to approval McCormick Place ASM Global
 - 26. Are there any integration requirements? (E.g., ticketing of payment system needs to connect to an internal database.)
 - a. No integration requirements
 - 27. Based on your ability to turn around answers to the submitted questions, will there be an extension to the submission deadline?
 - a. TBD
-
- 28. What is the budget?
 - a. TBD
 - 29. What is the ideal project timeline?
 - a. Completion by 6/30/22
 - 30. Is there a (CMS) platform preference? Would ASM prefer to stay on WordPress?
 - a. Same as question 1
 - 31. Is there a new single domain/URL for the new site (that will be a combination of the 2 existing sites)?
 - 32. In order to properly quote hosting:
 - a. Can you provide the number of page views per month, currently, for each site?
 - i. Please see attached stats
 - b. What is the average bandwidth usage per month?
 - i. Please see attached stats
 - c. Can you provide current storage requirements for both database and files?
 - i. Not at this time
 - 33. What 3rd-party integrations are included? For instance
 - a. Is there an external service for banner ads for facility advertisers? If yes, what is the service? If not, how are banner ads tracked/charged to advertisers? Google Analytics

- b. Is there an external mailing list service, such as Mailchimp? **No**
 - c. Is there an external service for coupons? **Yes**
- 34. Does ASM have all of the data to drive interactive directional maps?
 - a. **TBD**
- 35. Are there existing branding guidelines?
 - a. **Yes**
- 36. How many people will be administering content?
 - a. **Currently we have 6 Admins who have access to the website**
- 37. What is the plan for content migration?
 - a. **Please propose options**
- 38. Who supports the current sites?
 - a. **WordPress**



Google Analytics Acquisition Overview

Continent ▾

Region ▾

Channel ▾

Device ▾

May 12, 2021 - May 12, 2022 ▾

Users
181,689

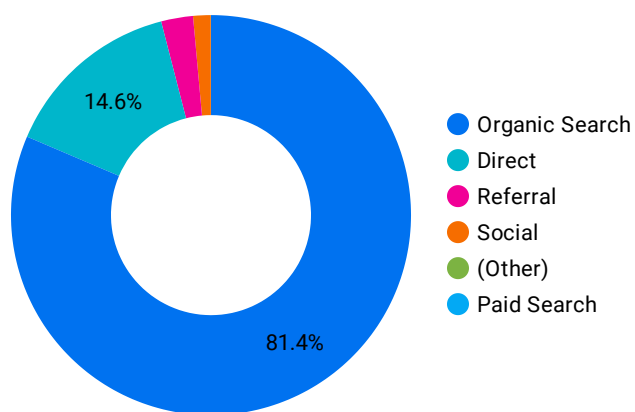
Sessions
243,041

Bounce Rate
59.83%

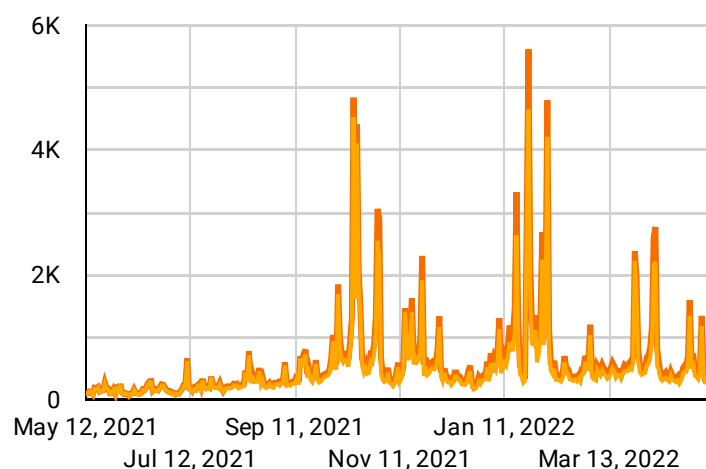
Goal Completions
No data

Avg. Time on Page
00:01:31

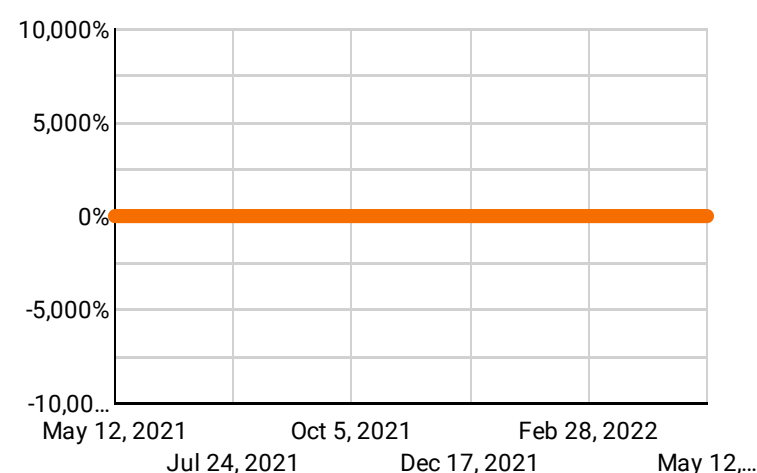
Top Acquisition Channels



Users (vs. New Users)



Conversions



Acquisition

Sessions: **243.0K**
Users: **181.7K**
New Users: **180.1K**

Behavior

Bounce Rate: **59.8%**
Pages / Session: **1.9**
Avg. Session Duration: **01:23**

Conversions

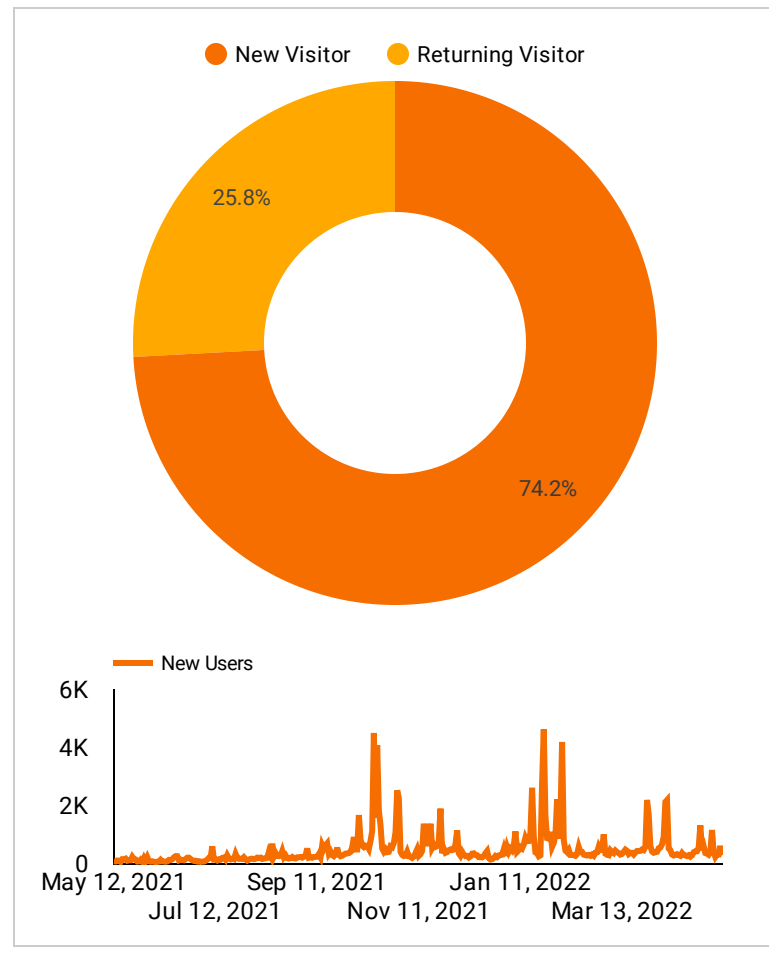
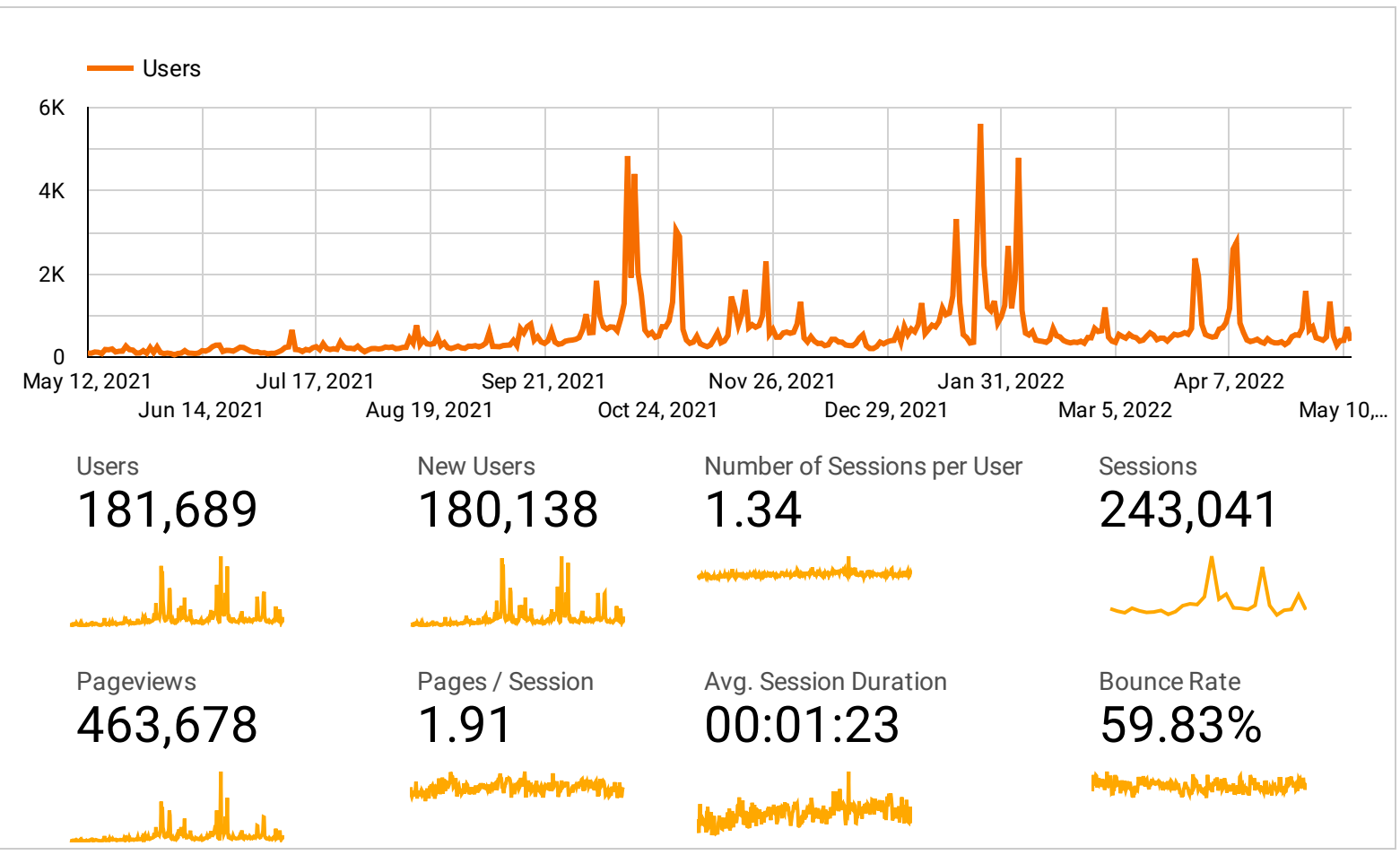
Goal Conversion Rate: **0.0%**
Goal Completions: **No data**
Goal Value: **No data**

Source / Medium	Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg Session Dura...	Goal Conversion ...	Goal Completions	Goal Value
google / organic	190,880	143,408	139,213	58.71%	1.94	00:01:28	0%	0	\$0
(direct) / (none)	33,968	26,979	26,962	67.41%	1.65	00:00:52	0%	0	\$0
bing / organic	4,239	3,474	3,406	48.48%	2.45	00:01:48	0%	0	\$0
yahoo / organic	3,854	2,896	2,823	54.67%	2.05	00:01:34	0%	0	\$0
depaulbluedemo...	1,879	1,569	1,444	61.84%	1.81	00:01:01	0%	0	\$0
duckduckgo / or...	1,048	759	740	57.16%	1.98	00:01:20	0%	0	\$0
t.co / referral	1,002	858	803	52.4%	1.97	00:01:29	0%	0	\$0
m.facebook.com...	694	665	629	70.61%	1.53	00:00:38	0%	0	\$0
l.facebook.com / ...	644	620	576	56.99%	1.8	00:00:41	0%	0	\$0
depaulbluedemo	432	340	282	70.06%	1.56	00:00:38	0%	0	\$0

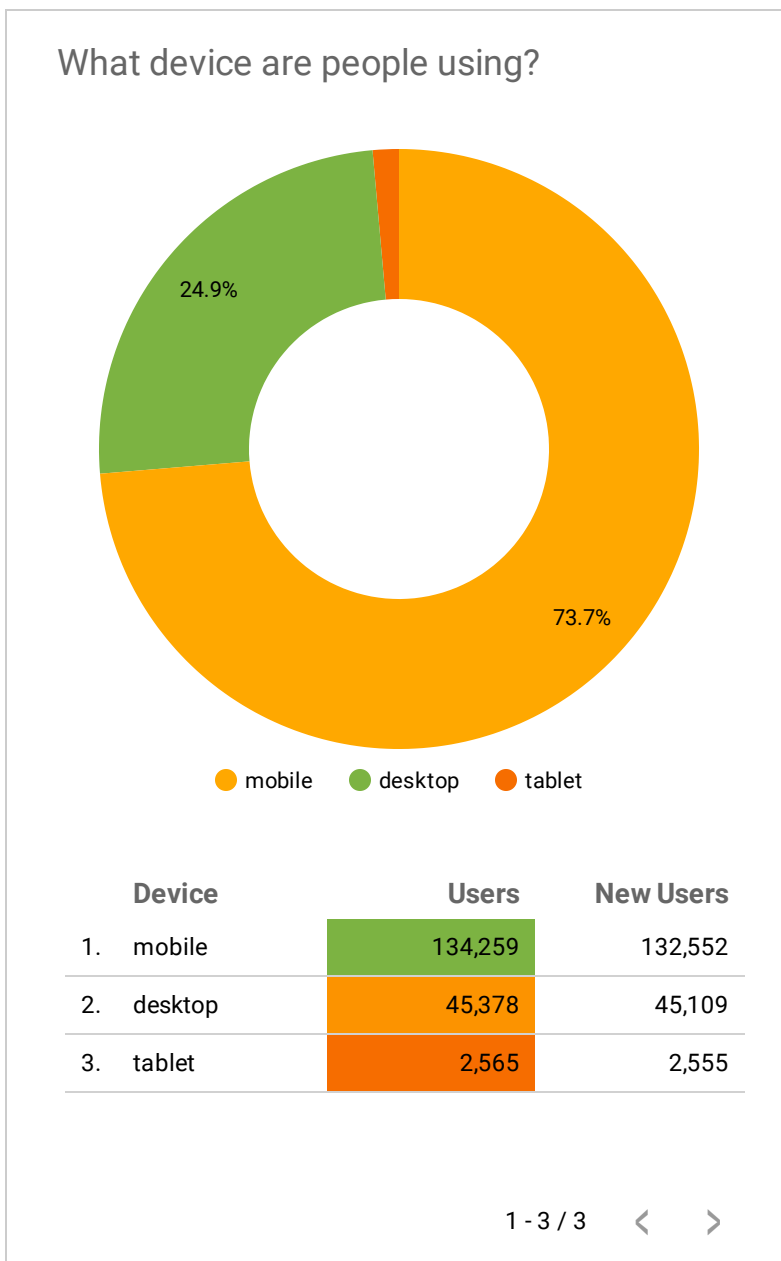
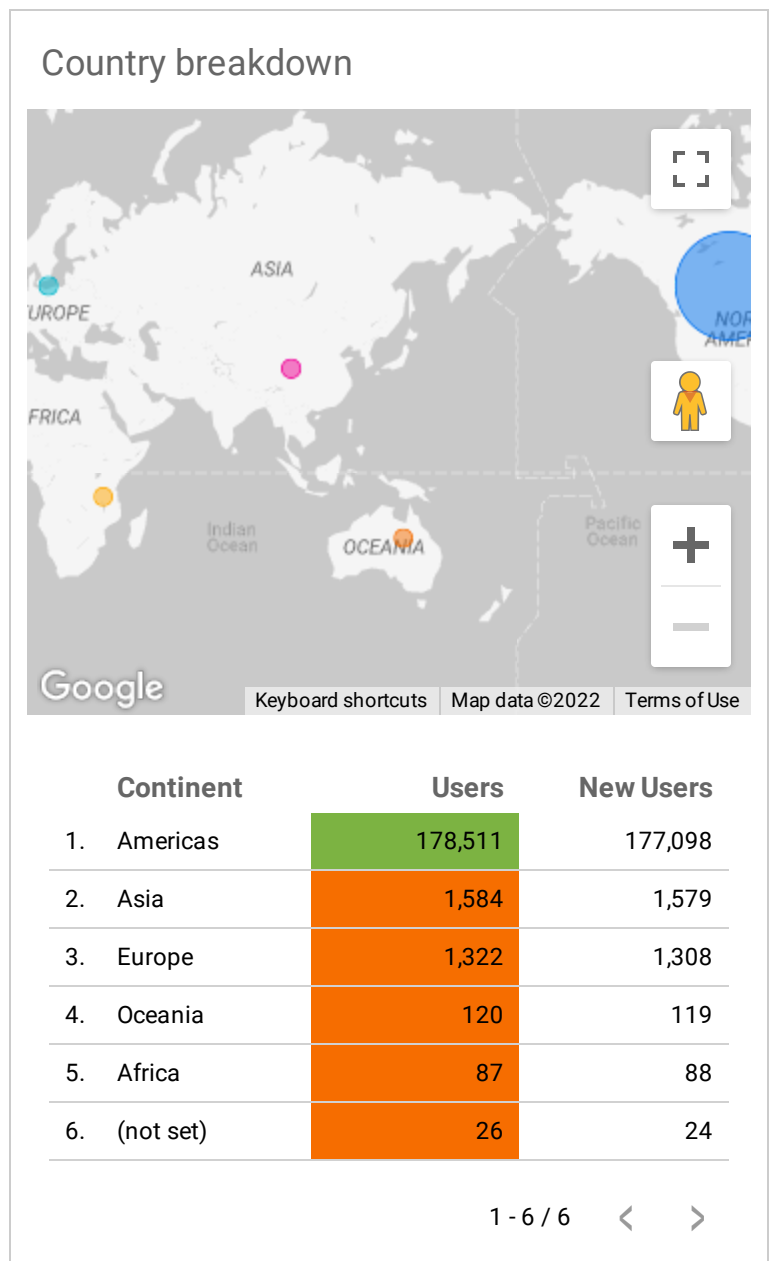
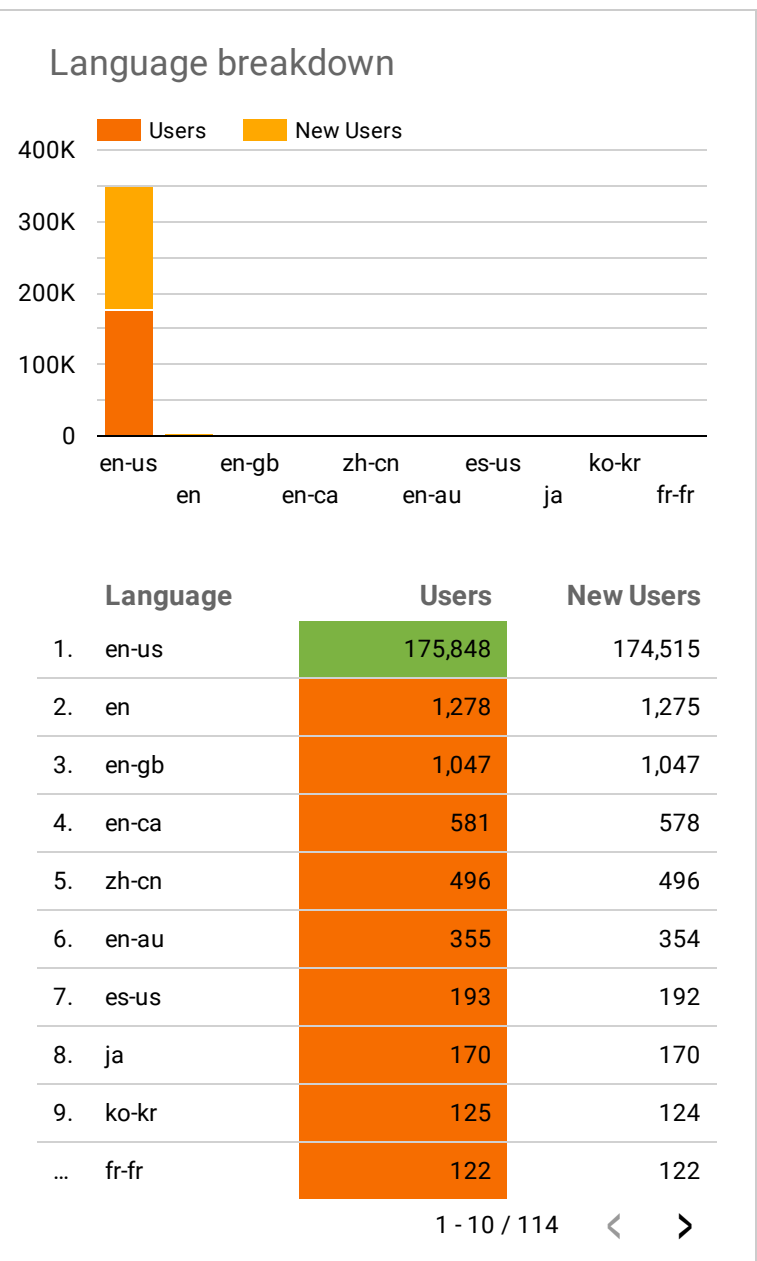
Google Analytics Audience Overview

Continent ▼ | Region ▼ | Channel ▼ | Device ▼ | May 12, 2021 - May 12, 2022 ▼

Your audience at a glance



Let's learn a bit more about your users!



Google Analytics Behaviors Overview

Continent ▾

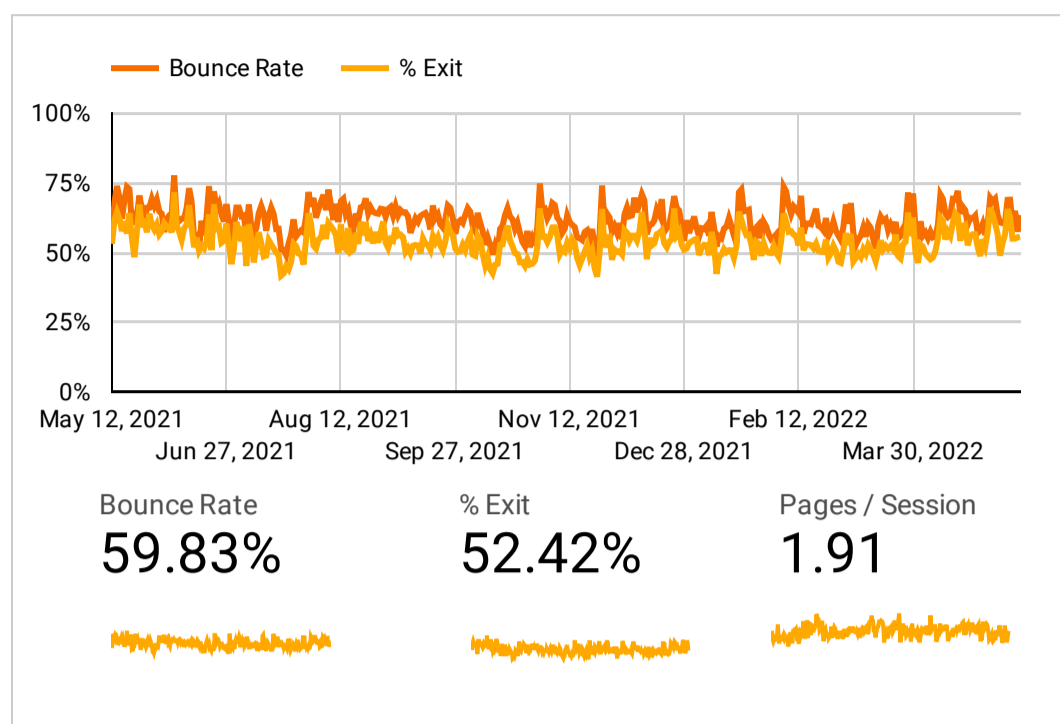
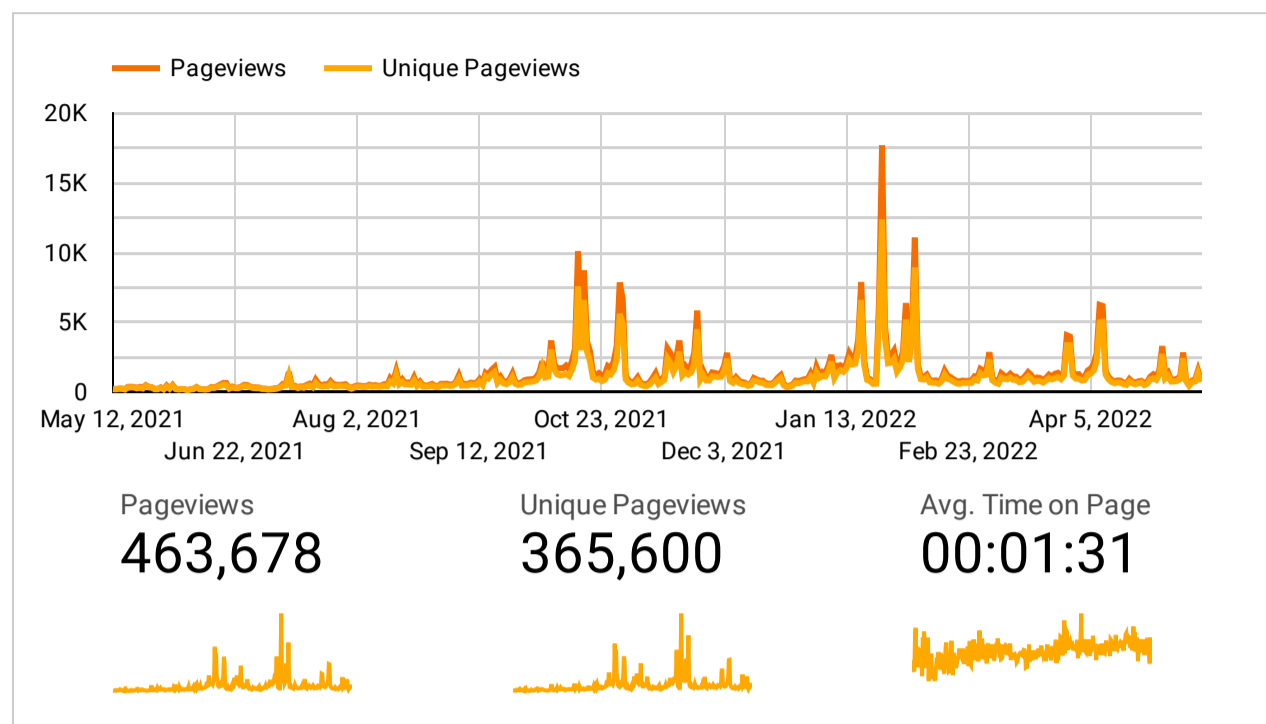
Region ▾

Channel ▾

Device ▾

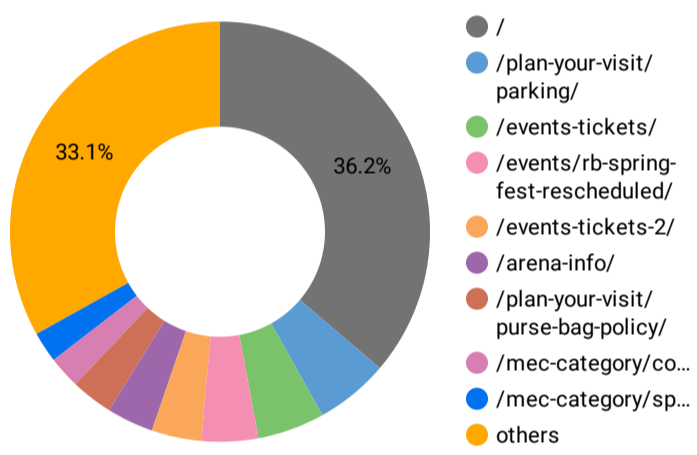
May 12, 2021 - May 12, 2022 ▾

Overview of your user behaviors



What do users see when they are in your website?

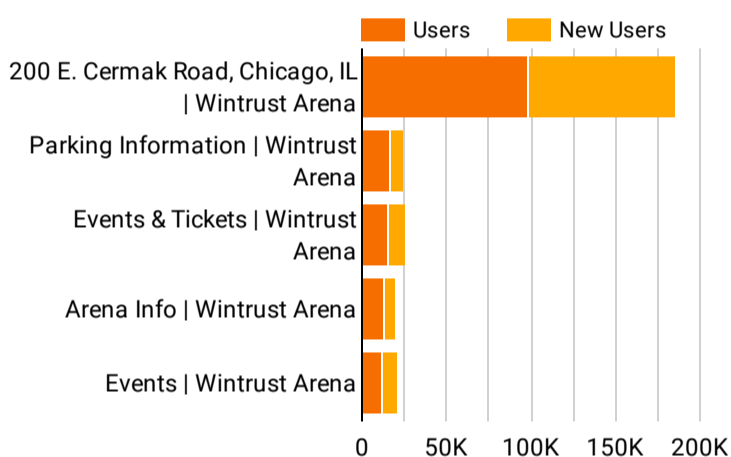
Which page is the most popular?



Page	Pageviews
1. /	168,014
2. /plan-your-visit/parking/	26,216
3. /events-tickets/	23,987
4. /events/rb-spring-fest-r...	20,193
5. /events-tickets-2/	17,801
6. /arena-info/	16,689
7. /plan-your-visit/purse-b...	14,974
8. /mec-category/concerts/	11,460
9. /mec-category/sportin...	10,917
10. /events/the-millennium...	10,311

1 - 10 / 1605 < >

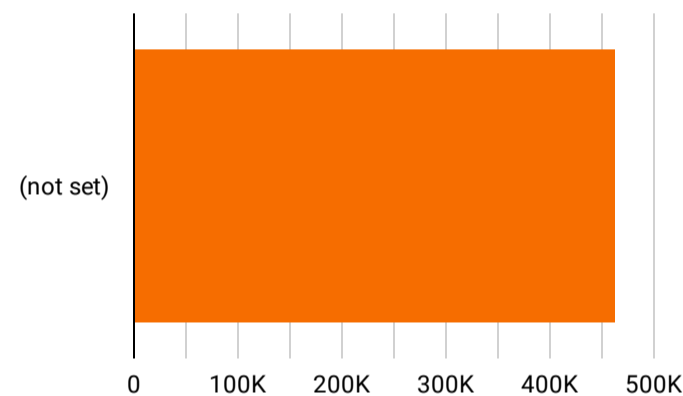
Most popular pages with title breakdown



Page Title	Pageviews
1. 200 E. Cermak Road, C...	167,549
2. Parking Information ...	27,374
3. Events & Tickets Wintr...	24,006
4. Events Wintrust Arena	17,886
5. Arena Info Wintrust Ar...	16,711
6. Chicago R&B Fest: Bell ...	15,905
7. Purse and Bag Policy ...	15,024
8. AEW Presents: 'Dyami...	11,713
9. Category: Concerts Wi...	11,467
10. Category: Sporting Eve...	10,917

1 - 10 / 632 < >

Which content group is the most popular?

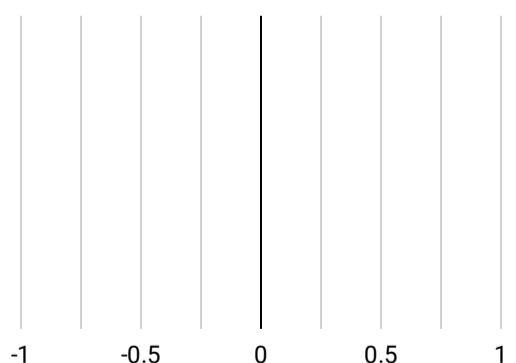


Brands (Content Gr...	Pageviews
1. (not set)	463,678

1 - 1 / 1 < >

What do users search on the site?

Search Term

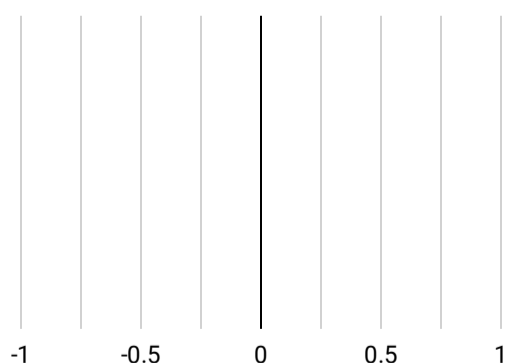


Search Term Pageviews

No data

Event category breakdown

Event Category

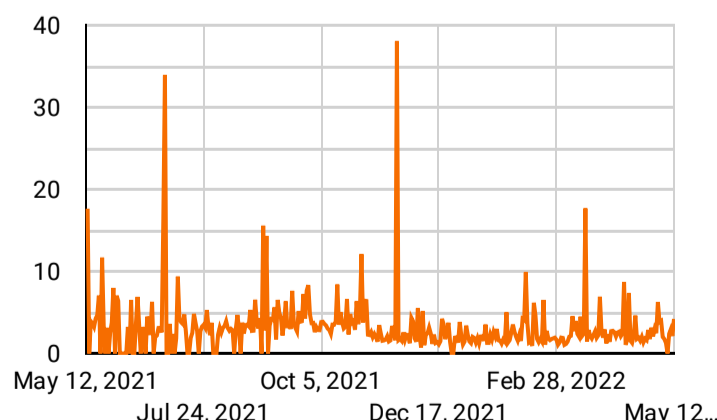


Event Category Pageviews

No data

How does your website perform?

Average Page Load Time (second)



Page Title	Avg Load Time
1. Merchandise Wintrust ...	155.03
2. Parking Wintrust Arena	18.02
3. DePaul University Men'...	13.26
4. Gallery Wintrust Arena	12.65
5. Business Opportunities ...	9.61

1 - 100 / 121 < >



Google Analytics Acquisition Overview

Continent ▾

Region ▾

Channel ▾

Device ▾

May 12, 2021 - May 12, 2022 ▾

Users
56,487

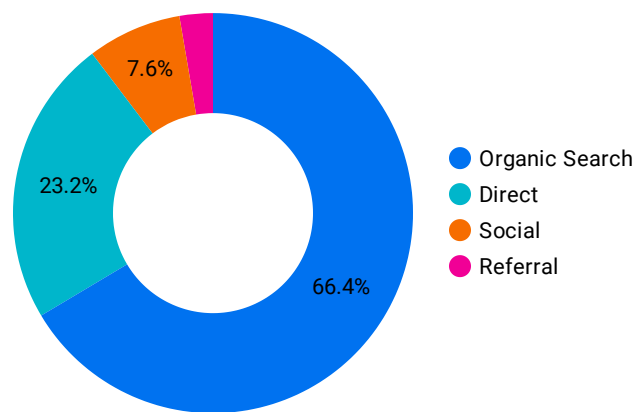
Sessions
73,837

Bounce Rate
63.77%

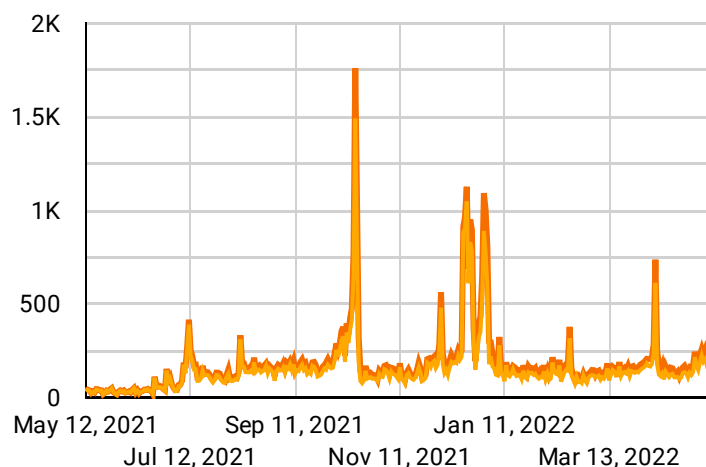
Goal Completions
No data

Avg. Time on Page
00:01:58

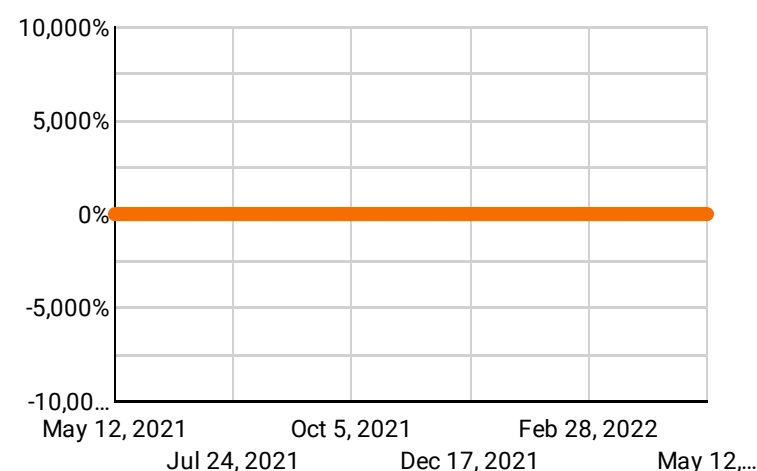
Top Acquisition Channels



Users (vs. New Users)



Conversions



Acquisition

Sessions
73.8K

Users
56.5K

New Users
56.3K

Behavior

Bounce Rate
63.8%

Pages / Session
1.7

Avg. Session Duration
01:19

Conversions

Goal Conversion Rate
0.0%

Goal Completions
No data

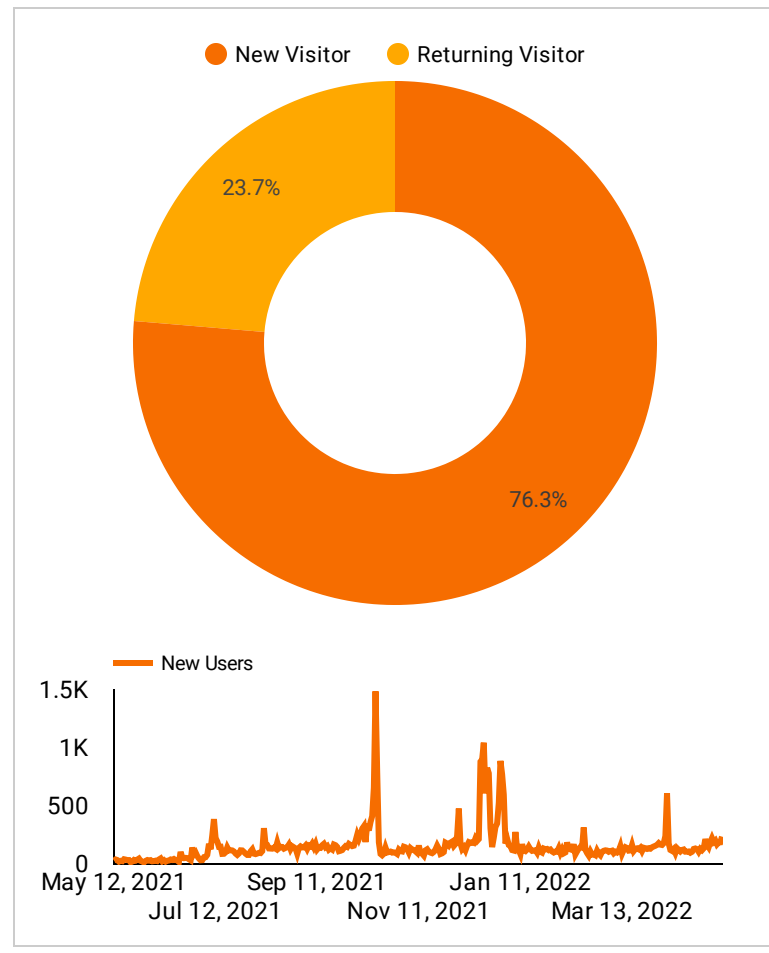
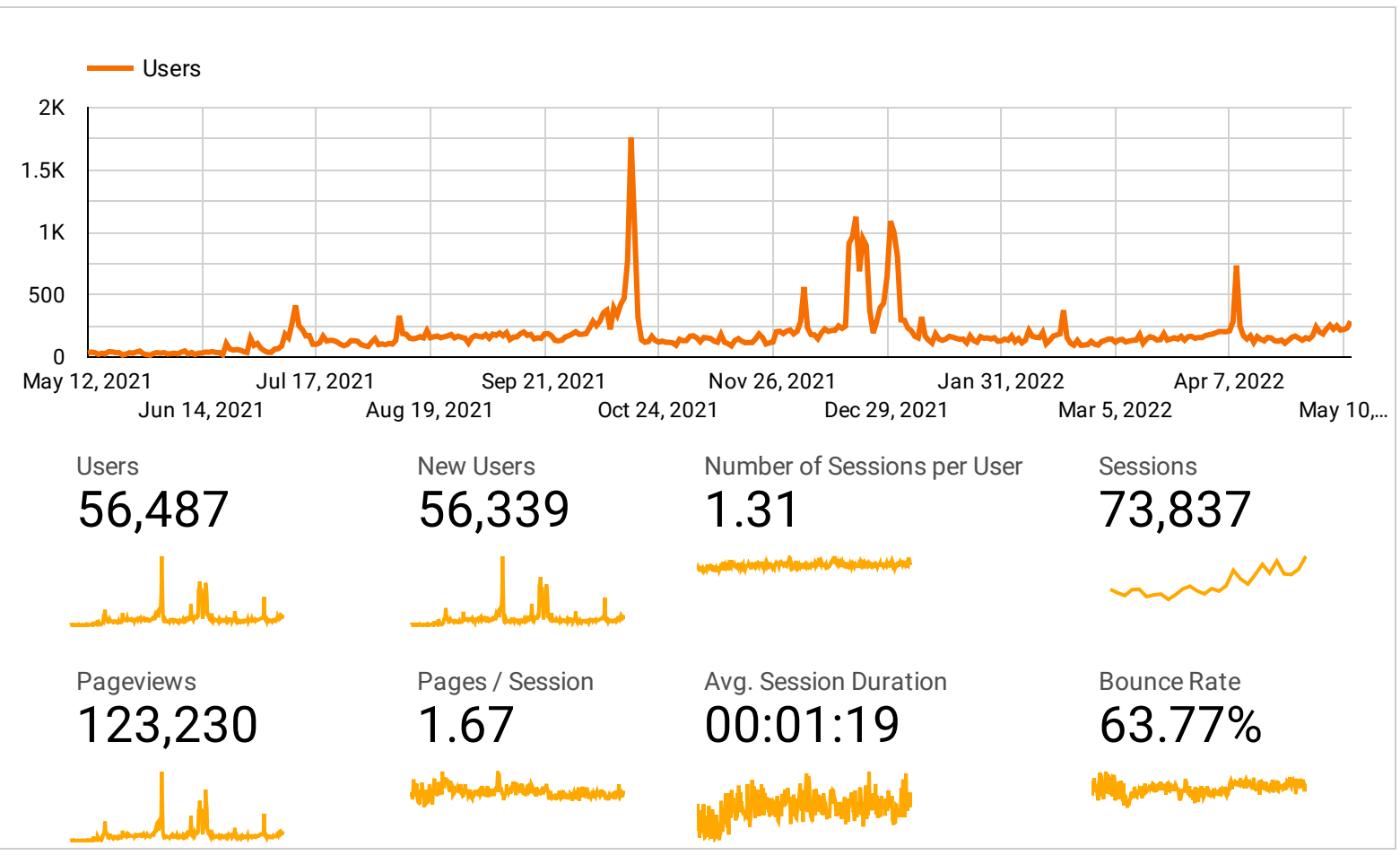
Goal Value
No data

Source / Medium	Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg Session Dura...	Goal Conversion ...	Goal Completions	Goal Value
google / organic	49,040	36,999	36,190	62.35%	1.71	00:01:29	0%	0	\$0
(direct) / (none)	16,728	13,322	13,242	69.5%	1.51	00:00:57	0%	0	\$0
m.facebook.com...	3,115	2,847	2,835	57.72%	1.64	00:00:43	0%	0	\$0
l.facebook.com /...	1,373	1,284	1,260	63%	1.88	00:01:07	0%	0	\$0
bing / organic	748	616	579	50.67%	2.1	00:01:51	0%	0	\$0
yahoo / organic	621	470	451	51.21%	2	00:01:49	0%	0	\$0
baidu.com / refe...	288	288	284	100%	1	00:00:00	0%	0	\$0
wintrustarena.co...	241	230	224	61%	1.77	00:00:59	0%	0	\$0
mccormickplace...	212	180	151	54.25%	2.04	00:01:46	0%	0	\$0
mca decipher...	192	162	127	88.6%	1.18	00:00:10	0%	0	\$0

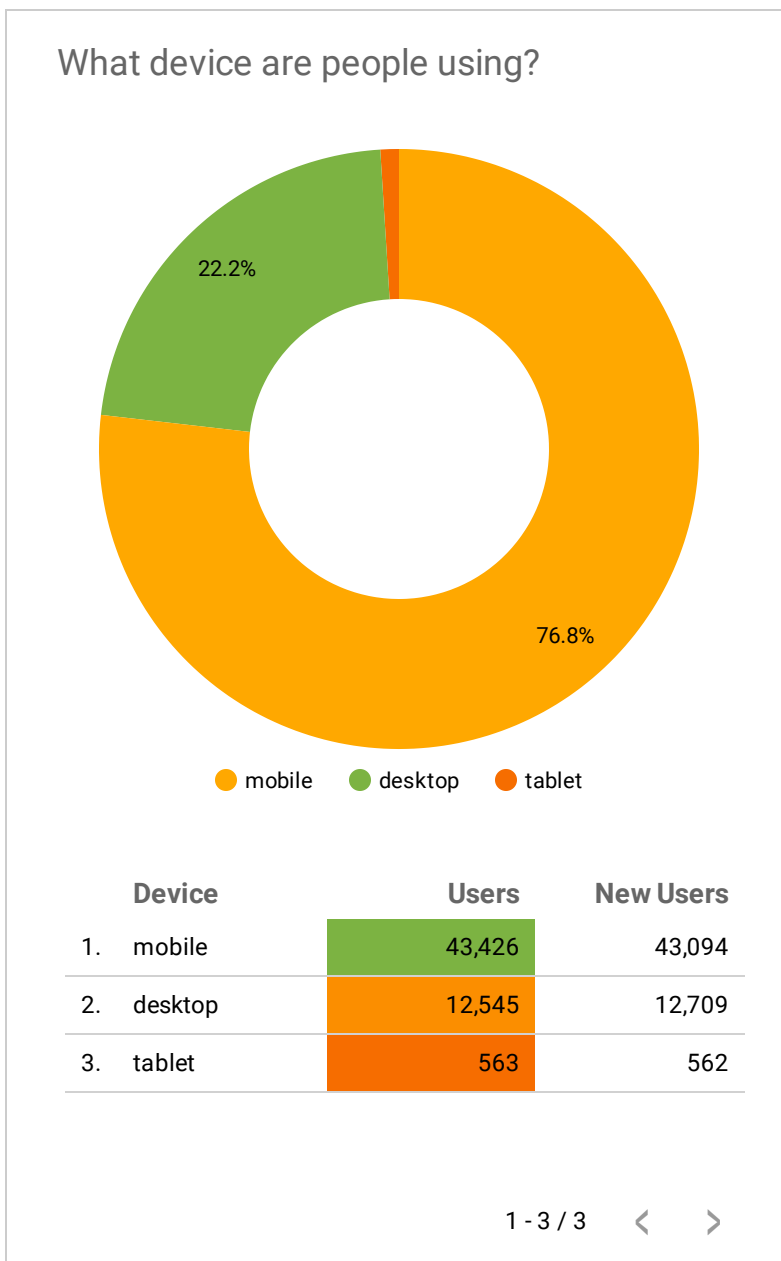
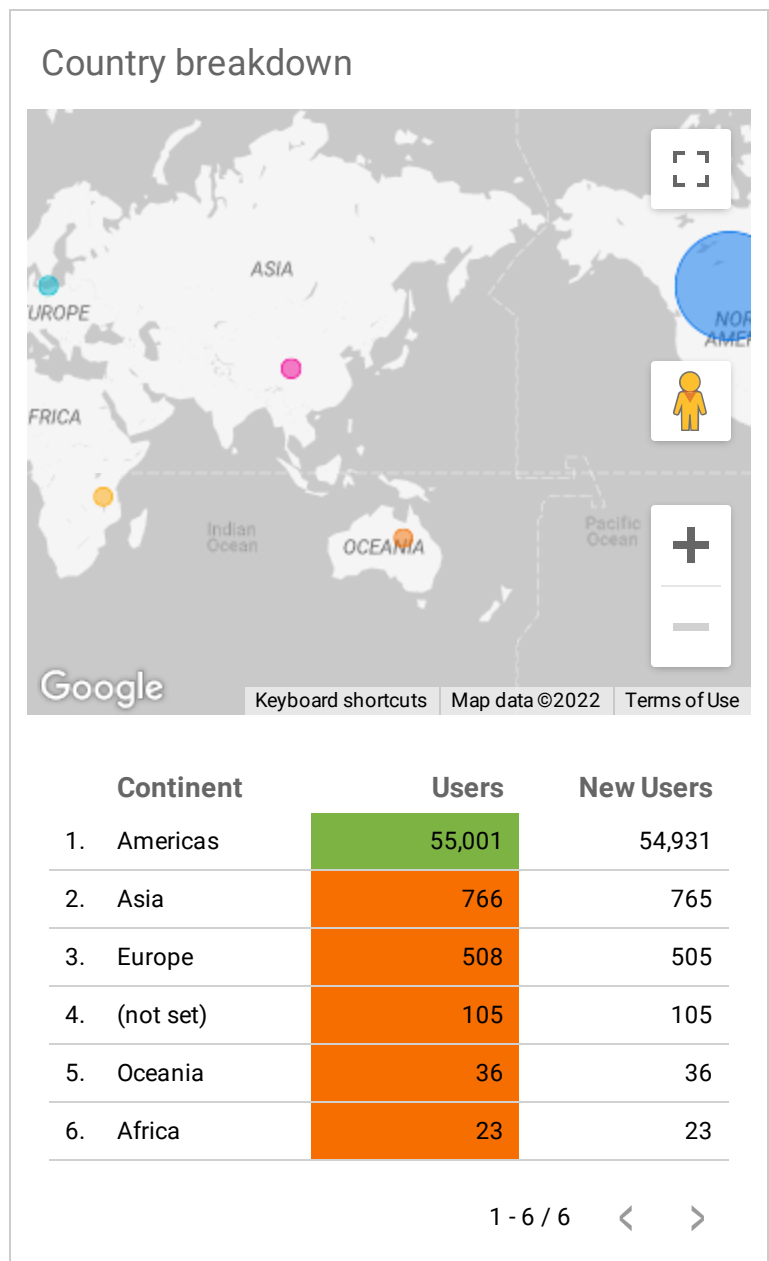
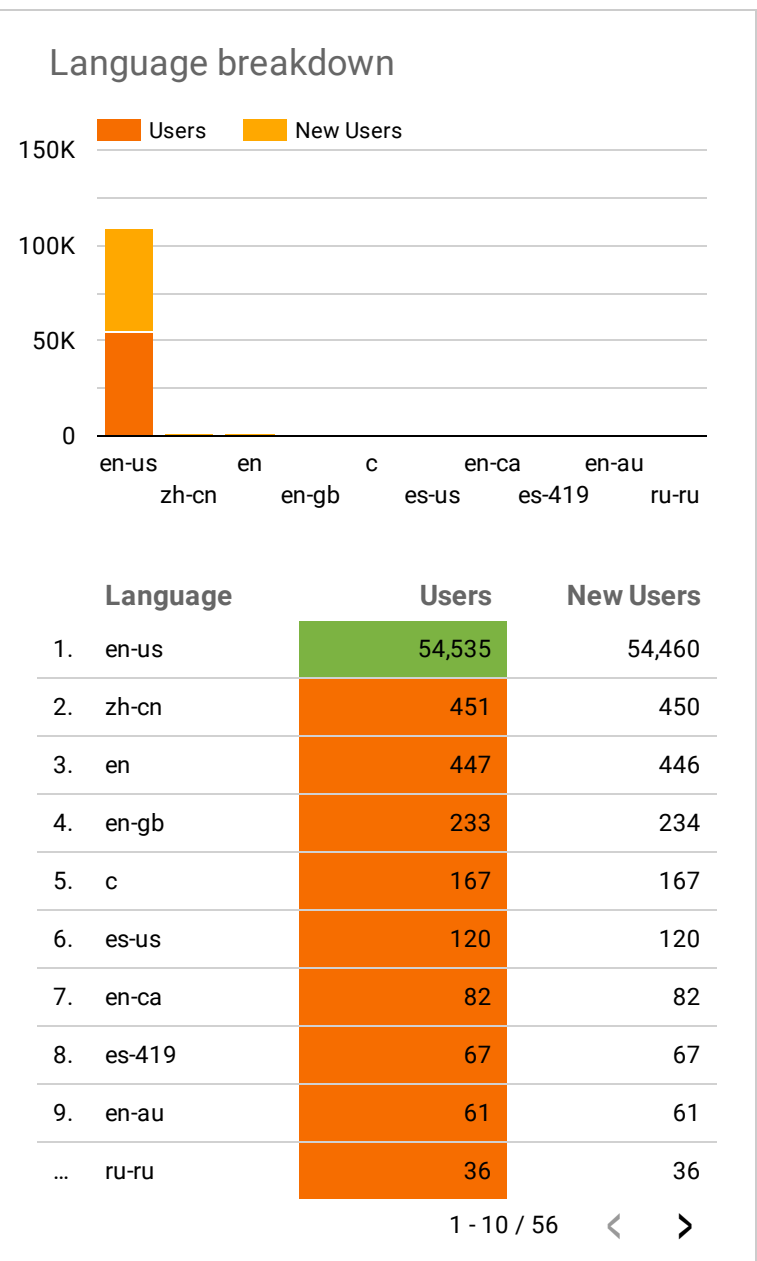
Google Analytics Audience Overview

Continent ▼ | Region ▼ | Channel ▼ | Device ▼ | May 12, 2021 - May 12, 2022 ▼

Your audience at a glance



Let's learn a bit more about your users!



Google Analytics Behaviors Overview

Continent ▾

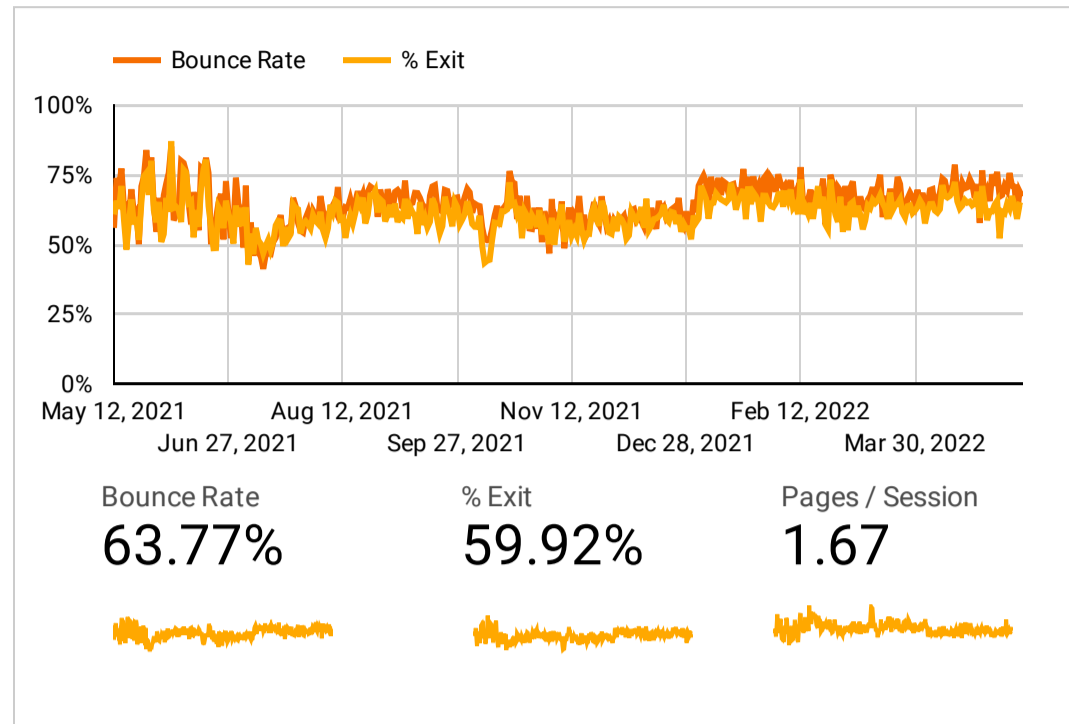
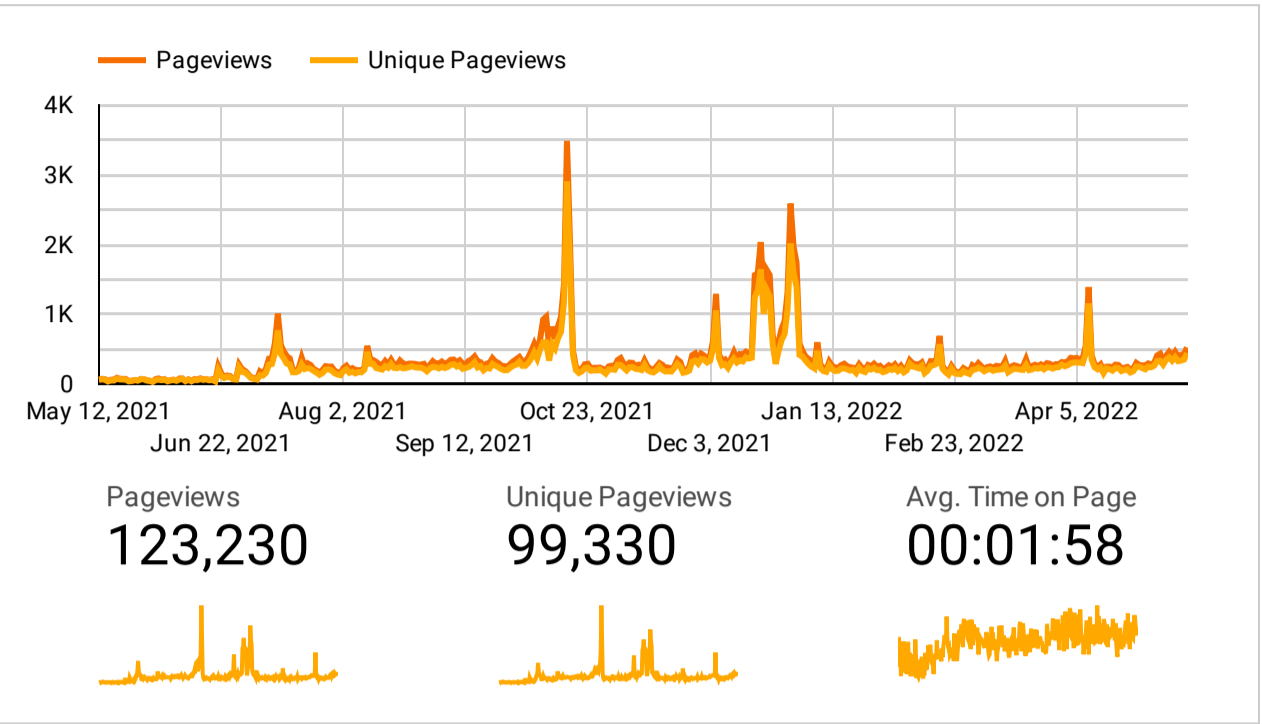
Region ▾

Channel ▾

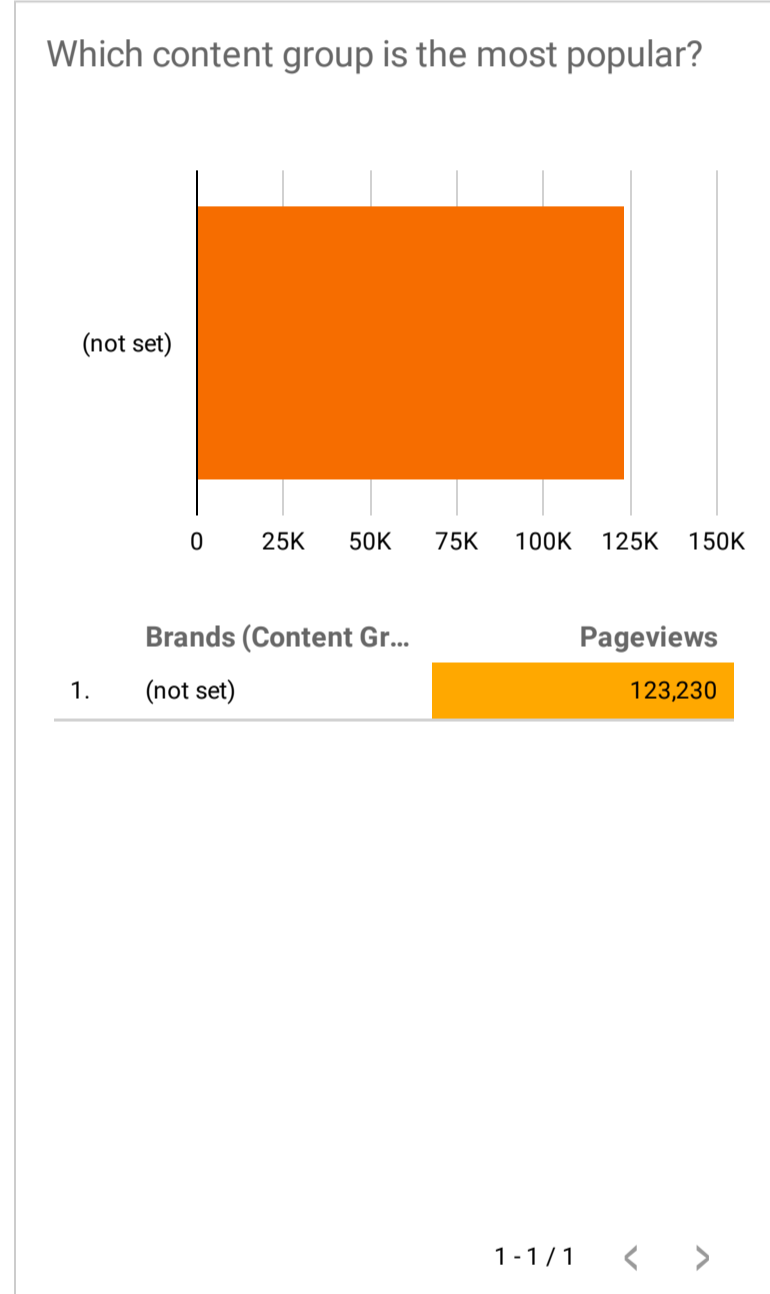
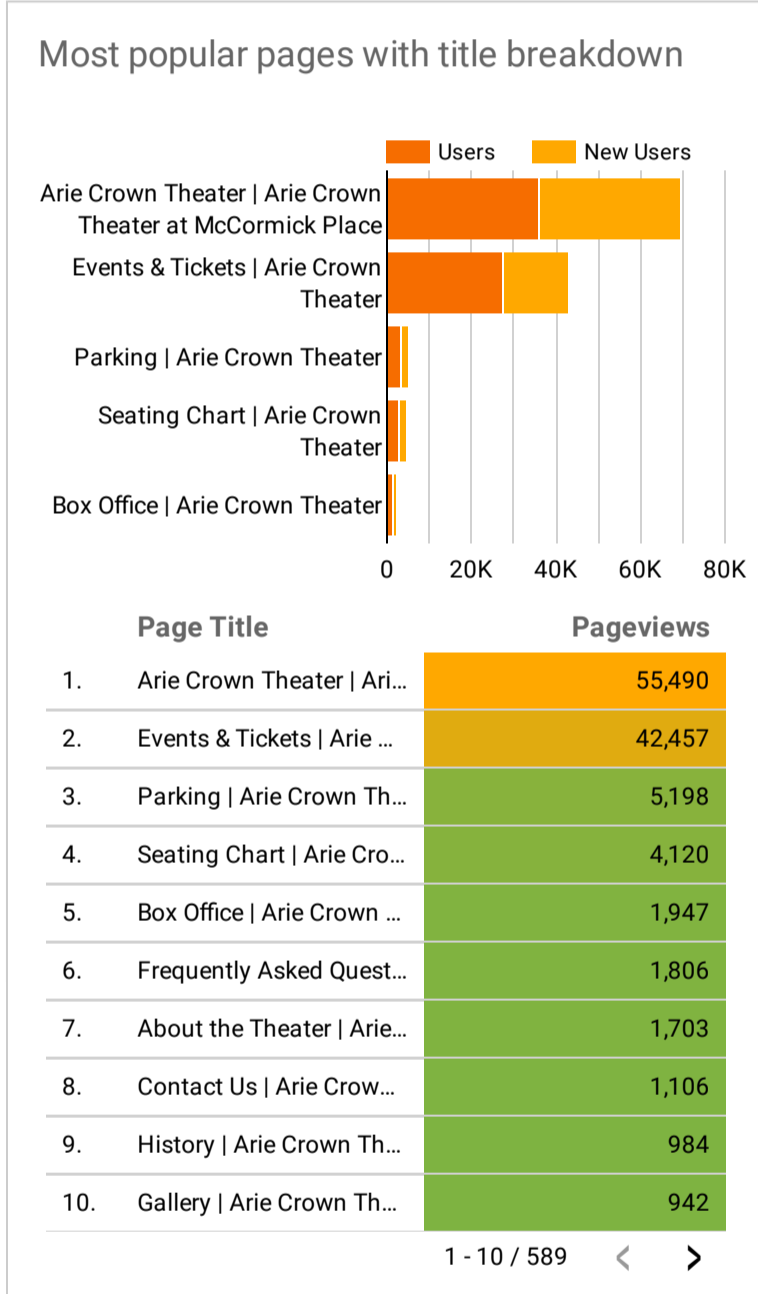
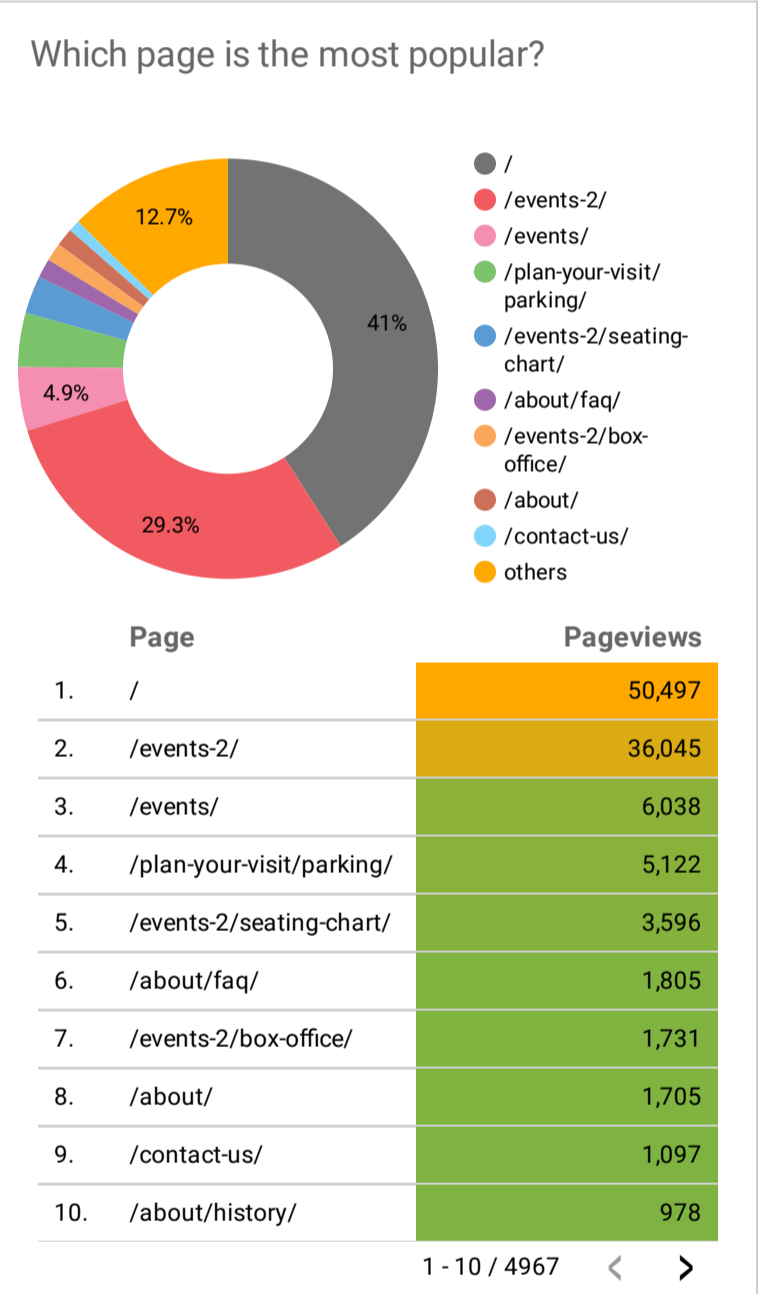
Device ▾

May 12, 2021 - May 12, 2022 ▾

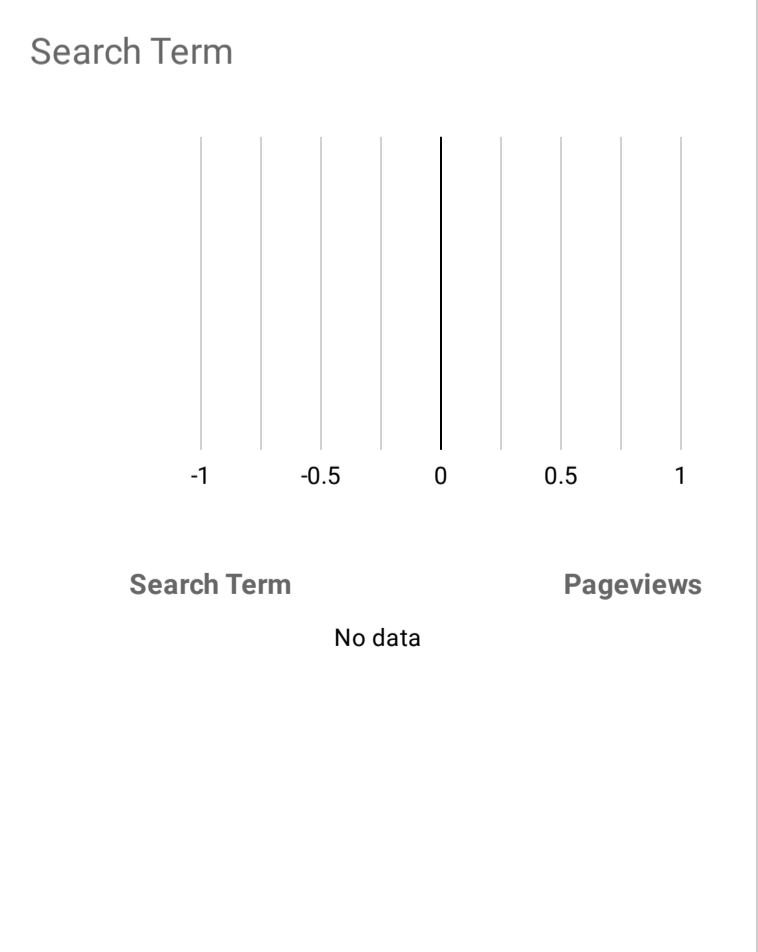
Overview of your user behaviors



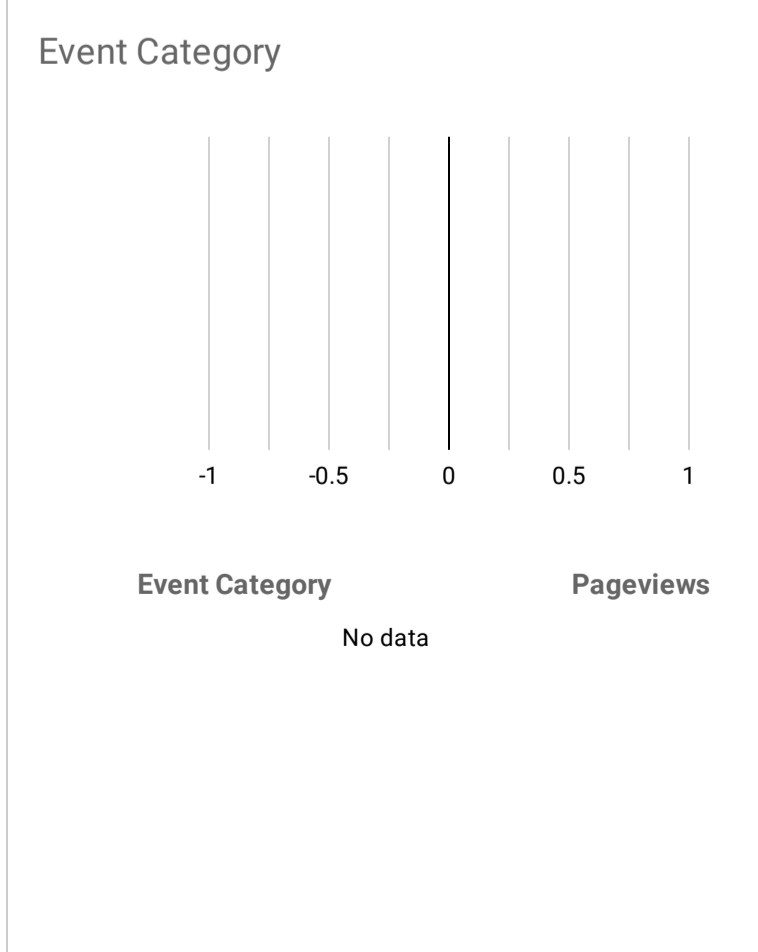
What do users see when they are in your website?



What do users search on the site?



Event category breakdown



How does your website perform?

