

THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

REQUEST FOR PROPOSALS (RFP) ADDENDUM

FAILURE TO RETURN THIS ADDENDUM IN ACCORDANCE WITH THE INSTRUCTIONS BELOW MAY SUBJECT YOUR PROPOSAL TO REJECTION

RFP Number: RFP11042025VLG

Addendum Number: 03

Addendum Date: December 2, 2025

RFP Opening Date / Time: January 7, 2026 at 12:00 PM Eastern Time (ET)

Instructions: Return one properly executed copy of this addendum prior to the RFP Opening Date / Time specified above. This addendum may be included with your proposal, or it may be emailed separately to Veronica Green at Veronica.Green@unc.edu. If proposal has already been submitted to EvP successfully no further action is required.

- A. Proposal due date has been revised to January 7, 2026 by 12:00 PM ET. Previous Due Date was December 16, 2025
- B. Revised Public Opening link January 7, 2026 at 1:00 PM ET – **Attendance is Optional**
- C. Section 5.3 updated to include in person finalist presentation requirement.
- D. Page 2 of this Addendum: University responses to all questions received by the deadline to submit written questions of November 18, 2025 at 5:00 PM ET

Execute Addendum:

Vendor Name: _____

Authorized Signature: _____ Date: _____

Name and Title: _____

Email Address: _____

No.	Vendor Question	University Response
1	Will maintenance services be 1 year from the contract effective date or will it be 1 year from the website launch date?	One 1 year from website launch.
2	What are some main "pain points" with the existing site?	Lack of customization, outdated Wordpress version (Difficult page-building workflow, limited block types or content flexibility, slow backend load times, repetitive manual steps for routine updates, a gap in mobile-first design, lack of modular content blocks, lack of responsive media handling, gap in contemporary branding and storytelling layouts)
3	Are there any existing plugins, integrations, or tools that UNC requires to be maintained or migrated into the new site?	Complianz Privacy Suite, Gravity Forms, Limit Login Attempts Reloaded, Media Library File Size, Popup Maker, Redirection, TablePress (premium), WP Carousel, WP Help, Yoast SEO
4	Will a developer or rep from TNEW/Tessitura be involved to ensure proper functionality & monitorization from their end?	We can, but given the current lack of true integration with TNEW and our site, I don't know if that's necessary. It becomes necessary if we're able to proceed with an actual integration, which I don't know if resources will allow for that.
5	Do you have existing analytics for us to preview when working through a sitemap & architecture?	We would provide access to Google Analytics.
6	Who will be responsible for creating content for the website? Will CPA's in-house content team create all the content or will this be a shared responsibility between various stakeholders to include the vendor who is awarded this contract?	Vendors can include / recommend limited content support related to UX best practices, but assume that CPA will provide / populate most of it.
7	If copywriting, photography, or videography fall under the vendor's responsibilities, please provide an estimate of the expected copy volume. Should the vendor plan for supplemental copy, several pages of new content, or full copy support across the entire website?	Vendors can include / recommend limited content support related to UX best practices, but assume that CPA will provide / populate most of it.
8	Approximately how many pages of content will require migration, cleanup, consolidation, or rewriting?	Year-round pages, estimating about 40+, to include existing pages, Southern Futures migration pages, and other pages created that enhance UX. For season-specific performance pages that are time-bound, please plan on adding anywhere from 15-20 additional pages. We are also launching a festival in February 2027; that will add another 5-10 pages.
9	Will there be new images added to the website? Do these images already exist or will new images such as photos need to be captured?	A mix of both - new images that already exist and a constantly expanding media library that we maintain and manage.
10	If there are new images that will need to be captured, will the vendor on this contract be responsible for taking these photos or is there another responsible party?	A mix of both - new images that already exist and a constantly expanding media library that we maintain and manage.
11	Will there be video included or added to the website?	Yes.
12	If new videos are going to be added, who will responsible for creating the videos? Will providing the videos be the responsibility of another party other than the vendor on this contract?	We would provide existing videos.

13	What is the URL for the Southern Futures site? Is this the correct site https://southernfuturescpa.org/?	Yes.
14	What are some KPI's/metrics that will be used to measure the success of this redesign?	Engagement / time spent on site rates, unique visits
15	How many stakeholder groups should the vendor plan to interview, and how many sessions are expected during Discovery?	3-4 stakeholder groups across individual sessions.
16	What stakeholders are involved in the review and approval process?	Marcomm team, exec team, small group of artistic partners, small group of board committee members
17	What is the expected amount of time it will take for the stakeholders to review and approve key deliverables such as architecture diagrams, sitemaps, wireframes, hi-fi designs, etc.?	2-3 weeks
18	Is there an incumbent who currently supports the website? If so, what is the reason why there is a RFP for the redesign?	Yes, there is a current incumbent supporting the website. The RFP has been issued as part of our standard procurement cycle to ensure we continue to receive the best value and innovative solutions for the University.
19	Are there any sites out there you think serve as a model for the overall look and feel you're trying to achieve?	https://www.woollymammoth.net/
20	Currently the Ticketing aspect of the Tessitura integration seems to be linking of to a subdomain where visitors interact, buy tickets, etc. there: https://tickets.carolinaperformingarts.org/aakash-odedra-company . Is this the level of integration targeted going forward where we link off to be managed on a third-party subdomain?	Yes, though our end goal would be a custom integration for a more seamless customer UX.
21	Would a goal be to keep the Ticketing site separate, but bring CRM-first features like the email signup onto the site through API?	Yes, though our end goal would be a custom integration for a more seamless customer UX.
22	If you want purchasing integration beyond the above, could you outline what you're looking for and how Tessitura enables that through APIs or other functions?	We'd be looking for agency recommendations on this.
23	I just wanted to confirm if that relevant adjacent experience was acceptable or if its disqualifying to have never worked with Tessitura specifically?	Adjacent experience can be sufficient.

24	<p>A quick Google site index search shows ~800 pages: https://www.google.com/search?q=site%3Ahttps%3A%2F%2Fcarolinaperformingarts.org&oq=site%3A&gs_lcrp=EgZjaHJvbWUqBggBEEUYOzIGCAQRRg5MgYIARBFQDsyBggCEEUYQDIGCAMQRRg7MgYIBBBFGDoyBggFEEUYQTIGCAYQRRhBMgYIBxBFGEHSAQgyMTQyajBqNKgCA7ACAFefoYuvvTXgdIDxBaGLr7014HZQ&sourceid=chrome&ie=UTF-8. It can be inflated sometimes due to PDFs, old pages, or other things caught in Google's archive. Does that count seem right to you or do you know how many pages are managed on your current site? You can typically see a breakdown of content numbers by Post Type in WordPress.</p>	<p>No - a majority of that is old performance archives and some are pages that need to be deactivated. Year-round pages, estimating about 40+, to include existing pages, Southern Futures migration pages, and other pages created that enhance UX. For season-specific performance pages that are time-bound, please plan on adding anywhere from 15-20 additional pages. We are also launching a festival in February 2027; that will add another 5-10 pages.</p>
25	<p>Do you have an estimate for how much net new content you're planning to create/write for the new site? For example, do you anticipate keeping roughly 80% of the existing content and just reorganizing it and optimizing it for search engines better? Or do you think you'll create a substantial amount of new content?</p>	<p>I'd plan on keeping 75% of the content, but just organizing and streamlining it, with 25% new content (mostly supplied from us with support from the vendor on what's the best site architecture).</p>
26	<p>You referenced an internal Content Strategy team. Is it safe to assume that you'll be creating content in-house? Or would you look to our team to do some copywriting? Or potentially a hybrid where you do the copywriting based on messaging frameworks we help establish and we do an SEO review?</p>	<p>Yes, CPA creates content in house. We would need this partner to help advise on SEO best practices, site architecture, and key words, and essentially how to make the most of what we have. We do not plan on needing extensive and additional copy-writing.</p>
27	<p>Are the individual Events, https://carolinaperformingarts.org/current-season/, being created within WordPress to build out that listing? Or are you sync'ing data from other third-party sources to populate the list?</p>	<p>Built out within Wordpress</p>
28	<p>Are you pulling data in from any third-party databases or tools outside the site? Or are you dumping any data into a third-party database from the site?</p>	<p>No.</p>
29	<p>For the Southern Futures site, https://southernfuturescpa.org/, do you want it to keep its own branding and feel somewhat distinct as an autonomous section/microsite within the main CPA WordPress framework? Or should it fold in relatively seamlessly and be a core part of the site?</p>	<p>It should maintain the name and feel like an initiative that folds seamlessly under Carolina Performing Arts' brand and is intentionally woven into the site architecture and UX.</p>

30	Are there other pieces of integration or functionality that I haven't flagged that you want to mention here and call out for us to consider in the scope?	No.
31	Are there any specific interactive features (e.g., an interactive map) or new functionality you've seen that you would like included in the new site?	Yes - anything that makes the UX experience more seamless for the customer, but some of that is dependent on TNEW and the ability to create an integration, which we may not have the scope or budget for.
32	Do you have a rough budget? Even a range can be helpful for us to figure out if we're a good fit and help us align our recommendations with your resources, especially as we think through depths of different integrations.	The University will not share budget information as part of the RFP process.
33	Will UNC provide the full Carolina Performing Arts brand guidelines (logos, typography, colors, tone) that must be followed?	CPA has an established brand system and would need to work alongside the MarComm director and graphic designer.
34	Where will the website be hosted? Will this be hosted on the new UNC WordPress Hosting site that is being awarded under the UNC WordPress Hosting RFP? Or should the vendor supply hosting costs in its proposal?	Please provide hosting costs in the proposal.
35	Does UNC wish to preserve any elements of the current website, or should the vendor assume a full rebuild and redesign?	Beyond elements that make sense from a UX, we are open to a redesign.
36	Regarding the security requirements in Section 3.3, as this is a public-facing marketing website rather than a SaaS application, is the 'HECVAT' (Higher Education Community Vendor Assessment Tool) the preferred compliance document if the vendor does not hold a SOC 2 Type II report?	For security documentation requirements, UNCCH requires documentation of how the vendor will protect the website and connections. While a SOC 2 is preferred, a comparable assessment, such as HECVAT, is accepted, and will undergo review by the University to ensure security. You must be able to provide at least one of the following, listed in order of preference: <ul style="list-style-type: none"> • A current SOC 2 Type II report issued within the last 36 months • A completed Higher Education Community Vendor Assessment Tool (HECVAT) • An ISO/IEC 27001 certification (2013 or 2022 version) • A comparable third-party risk assessment • Data Security and Privacy Controls
37	Regarding the requirement for an "intuitive ticketing experience" involving TNEW/Tessitura, does this scope require a full headless integration using the Tessitura API to keep the user on the CPA domain for browsing and checkout, or will it involve merely applying custom styling/skinning to the standard hosted TNEW pages?	We'd love the ability for a full integration but may be limited due to budget.

38	To clarify the WordPress development and the integration of the "Southern Futures site as a nested subsite", does the University require a WordPress Multisite setup, or is the migration into a sub-directory/sub-domain structure within a single instance sufficient? Which specific WordPress version or distribution is preferred?	Southern Futures should be migrated into Carolina Performing Arts' Wordpress setup and fold within the site.
39	Will the new WordPress website be hosted on the University's internal infrastructure, or are there preferred third-party managed WordPress hosts (e.g., Pantheon, WP Engine) that the vendor should budget for and integrate with? Is the expectation for the vendor to establish the CI/CD (Continuous Integration/Continuous Deployment) pipeline for the production environment?	It will not be hosted on the university's internal infrastructure. We don't have an expectation for CI/CD and would look to the selected agency for pros and cons of having one.
40	Section 3.5.12 is titled "MULTI-FACTOR AUTHENTICATION" but lacks detail. Does the university require Single Sign-On (SSO) integration (e.g., SAML/Shibboleth) for WordPress admin users, or is a standard, plugin-based multi-factor authentication solution for CMS management acceptable?	As far as we know as of today, a standard plugin-based MFA is acceptable.
41	To accurately estimate the effort for content strategy and migration, can the University provide an approximate count of total pages, posts, and media assets that must be moved from the existing site, and what percentage of this migration must be completed manually versus automatically	Year-round pages, estimating about 40+, to include existing pages, Southern Futures migration pages, and other pages created that enhance UX. For season-specific performance pages that are time-bound, please plan on adding anywhere from 15-20 additional pages. We are also launching a festival in February 2027; that will add another 5-10 pages. I'd plan on keeping 75% of the content, but just organizing and streamlining it, with 25% new content (mostly supplied from us with support from the vendor on what's the best site architecture).
42	Can you provide the budget range for this project?	The University will not share budget information as part of the RFP process.
43	Are there any organizational priorities (e.g., new programs, partnerships, etc.) that should guide prioritization in this redesign effort?	We are launching a festival in 2027 that will need to be accounted for in terms of the redesign; we're beginning a 10-year University campaign with an aggressive fundraising goal - creating a more navigable and streamlined donor pathway.
44	Are there particular audience segments (e.g., first-time visitors, students, specific donor tiers) that you'd like the new site to focus on or engage more effectively?	STUDENTS, and while first-time visitors are always important, we have found that we need to work more creating familiarity with patrons that may have attended one show with us - but haven't been back again. Focusing on creating a UX that more readily and helpfully outlines other ways / avenues for them to more deeply engage with CPA would be ideal.
45	How will CPA quantitatively measure the success of the newly designed website post-launch? Are there metrics you currently track that the vendor should keep in mind?	Engagement / time spent on site rates, unique visits.
46	Roughly how many hours a month go toward maintenance today? Do you think that's the right amount, or is it likely to change after the launch of the new site?	Currently anywhere from 10-20 but a lot of those hours at this point are less about maintenance and more about project support. I am not confident enough to estimate how that may change post launch.

47	Could you clarify how tightly the Southern Futures site needs to be integrated? Should it function as a true subsite with shared code, or simply use its own template while sitting under the CPA domain?	It should look and feel like a CPA initiative that is not separate or maintained separately from CPA.
48	What is the full list of active domains and subdomains (e.g., cpac.unc.edu, tickets.carolinaperformingarts.org, southernfutures.unc.edu) that are currently associated with Carolina Performing Arts (CPA) and will be involved in this redesign or referenced by it?	https://southernfuturescpa.org/ and https://tickets.carolinaperformingarts.org/
49	Are there any performing arts or cultural websites that you think are great examples or that you draw inspiration from? Providing URLs and noting specific features you like will help guide the visual and functional design direction.	https://www.woollymammoth.net/
50	How many different post types or content types are you using on the site today?	Blogs, pages, image galleries, events, rental events, press releases, forms, venues, and artist bios.
51	Will the new WordPress website be hosted on a University-managed server (UNC's existing environment) or is the University interested in receiving a quote for a vendor-managed, high-performance WordPress hosting solution?	Wordpress hosting solution
52	In addition to Tessitura/TNEW, are there any other required external systems that the new website must integrate with? (e.g., marketing tools, CRM beyond Tessitura, Digital Asset Management (DAM), search tools, SSO, campus/partner APIs, etc.)	Wordfly and potentially - Salesforce (but that would be down the road).
53	Does CPA anticipate a full programmatic migration of most or all legacy content, or a selective migration with more new content being added to the system?	Selective migration if we have the ability to archive older material (would seek guidance from agency on best way to do this).
54	Has CPA completed any prior user research (e.g. surveys, focus groups, or user-testing, interviews) that will be made available to the vendor to inform the initial Discovery phase and help define user personas?	Yes - 2024 statewide brand survey with YouGov; 2023 festival feasibility student; 2023 student survey (completed in partnership with Hussman students).
55	Can you confirm the key departments or roles (e.g., Marketing, Development, Ticketing, IT, etc.) that will be participating in the discovery interviews and the approximate size of the participation group?	Marketing & Ticketing - 4-5 members; exec team - 2-3 members; board committee - 2-3 members; artistic partners (2-3 members)
56	Does the current CPA website use any custom-developed or contributed plugins (e.g., SEO, calendaring, forms, etc.)? If so, please briefly describe the functionality of those plugins that must be replicated or replaced within the new platform.	YoastSeo, Gravity Forms

57	Are you expecting the vendor to provide writing and editing support, or will CPA manage all content creation once the strategy is set?	CPA creates content in house. We would need this partner to help advise on SEO best practices, site architecture, and key words, and essentially how to make the most of what we have. We do not plan on needing extensive and additional copy-writing.
58	Is there a preference for working with a local agency for this engagement?	No.
59	Can you share a budget or budget range for the project that will help us tailor our recommended approach to match expectations?	The University will not share budget information as part of the RFP process.
60	Can you share a budget or budget range for the project that will help us tailor our recommended approach to match expectations?	The University will not share budget information as part of the RFP process.
61	Would you like to see options and pricing for ongoing website maintenance/management post-launch in this proposal?	Yes.
62	Is there any flexibility in the timeline outlined, or is there a specific event or milestone driving the desired launch timeframe?	Open to slight flexibility, but our season always launches in July, and we would really aim to keep the project on track for that.
63	What are the primary functional expectations for the Tessitura integration beyond ticketing? For example, will it also involve membership management, donor relations, or other critical data exchange?	It does work to help identify donors, but doesn't act as a traditional CRM. Our goal would eventually be use of Salesforce, but given the current limitations of the University and that Tessitura views Salesforce as a competitor, we have a gap in a fully robust CRM.
64	Can you elaborate on the desired level of integration required to achieve an "intuitive ticketing experience" across all devices? Specifically, will this require a full, two-way, direct API communication to handle real-time inventory checks, seat selection, cart functionality, or account login directly within the new website interface? Or is the expectation that we'd link out to hosted Tessitura pages or use iframes/embedded snippets to include Tessitura without direct api integration?	Ideally the former, but given potential cost and scope, we're assuming the former.
65	Does CPA intend for the selected vendor to provide external, fully managed hosting (e.g., via Pantheon, WPEngine, or AWS), or will the new website be hosted within the existing UNC ITS WordPress environment (e.g., web.unc.edu or CloudApps)?	The former - vendor provides hosting.
66	If the website is to be hosted on UNC ITS infrastructure, will the vendor have root access to the server environment to configure server-side caching (Redis/Varnish) and install custom PHP modules required for advanced Tessitura API integrations?	Not hosted on UNC ITS infrastructure.

67	Does the hosting environment enforce an "allowlist" of pre-approved WordPress plugins (as seen in other UNC environments), or will the vendor have the autonomy to install and configure premium third-party plugins (e.g., for SEO, advanced forms, or dynamic content) without prior ITS architectural review?	Thus far, we have autonomy but that can / could change. University ITS may evaluate plugins for security at any point.
68	Does CPA envision this as a sub-directory within a WordPress Multisite Network (sharing users and plugins with the main site), or as a distinct post type/section within a single site installation to maximize content cross-pollination?	We would need to seek clarity from our agency of record on the benefits and disadvantages of setting it up this way.
69	Given the media-heavy nature of performing arts, will CPA provide an external Digital Asset Management (DAM) solution or enterprise-grade media hosting (e.g., Vimeo OTT) that the site must integrate with to bypass these limits?	At the moment we currently only utilize Google Suites to work with outside vendors (Microsoft Teams has extreme limitations but we could look to see if that would be a possibility) and not a more advanced DAM. We are also open to DAM suggestions.
70	What version of the Tessitura application is CPA currently running (e.g., v15.1, v16.0), and are there any scheduled upgrades planned within the 4-month project timeline that the web vendor must account for?	v16
71	The RFP references "seamless integration." Does CPA require a "headless" integration where ticket selection and cart management happen entirely within the WordPress domain via the REST API, or is the expectation to style the hosted TNEW pages (CSS/Header/Footer injection) to visually match the WordPress site?	We would prefer the former, but expect that given scope and budget limitations, we'd have to move forward with the latter.
72	Is CPA currently utilizing TNEW v7 (implemented during the previous redesign) or the latest TNEW v16? If on v16, does the organization plan to utilize the new HTML email templating features as part of this redesign scope? Tessitura	V16
73	To achieve the "frictionless functionality" mentioned in Section 3.5.3, is the existing TNEW instance already configured for "Shared Sessions" with the current website, or will the vendor be responsible for configuring the token exchange and "Approved Redirect Domains" to enable Single Sign-On (SSO) between WordPress and TNEW?	TNEW is not configured for shared sessions.

74	Are there specific complex pricing rules, subscription packages (e.g., "Pick 5"), or membership validation logic currently active in Tessitura that must be exposed or replicated on the WordPress frontend?	We only utilize dynamic pricing and promo codes; we don't offer subscriptions.
75	Is the intention to process donations through the TNEW checkout path, or is CPA utilizing a separate fundraising platform (e.g., Blackbaud, as hinted in other university documentation) that requires a separate integration?	Donations are processed through UNC website; that cannot change.
76	Does CPA currently use a middleware solution (e.g., JCA, Fusion) to sync event data from Tessitura to WordPress, or will the vendor be required to build a custom sync engine to pull performance dates, prices, and availability into the WordPress custom post types?	We do not currently have a middleware solution; everything is done manually.
77	For Southern Futures, what is the approximate volume of content (number of pages, posts, media items) to be migrated, and does the current site utilize custom metadata or post types that must be mapped to the new architecture?	Southern Futures has roughly 40 pages of content and 500+ types of media content (images, downloads, etc.) that would need to be mapped to new site architecture.
78	For the "nested subsite" architecture, will the Southern Future" team require distinct administrative permissions and publishing workflows separate from the main CPA marketing team?	No.
79	Does CPA possess a centralized Digital Asset Management (DAM) system for high-resolution performance imagery and video, or will WordPress serve as the primary repository for all media assets?	We only utilize a combination of Microsoft Teams and Google Suites.
80	Given the heavy use of video in the "Southern Futures" archive (artist diaries, performances), does CPA use a dedicated video hosting platform (e.g., Vimeo OTT, Brightcove) that needs to be integrated, or are these assets hosted directly in the WordPress Media Library?	Hosted through YouTube
81	To what extent must the new design also strictly adhere to the broader UNC University Branding Guidelines (e.g., logo placement, typography, color palettes), and will the University Brand Review Board act as a gatekeeper for design approval? brand	CPA has an established brand system and would need to work alongside the MarComm director and graphic designer.

82	The RFP notes working with an in-house content strategy team. Will this team be responsible for writing/rewriting all site copy, or is the vendor expected to provide copywriting services for key "storytelling" and "donor journey" pages?	CPA creates content in house. We would need this partner to help advise on SEO best practices, site architecture, and key words, and essentially how to make the most of what we have. We do not plan on needing extensive and additional copy-writing.
83	Have detailed user personas and journey maps already been developed by the in-house team, or is the creation of these deliverables a primary objective of the Discovery phase?	We have general user personas defined by a YouGov brand survey and some additional survey work; that said, there'd be ample opportunity to further enhance those personas by analyzing site traffic and journeys.
84	Beyond the delivery of a VPAT, will the University's Digital Accessibility Office (DAO) perform a mandatory manual audit of the site prior to launch?	Vendor must represent and warrant to University that the Products and Services meet the accessibility requirements (to the extent applicable) outlined in Title II of the Americans with Disabilities Act (28 CFR Part 35 Subpart H), and the best practices outlined in the W3C Web Accessibility Initiative.
85	TNEW pages are hosted by Tessitura. If the University's accessibility audit finds violations within the TNEW iframe or hosted pages (a common issue), will the vendor be held responsible for remediating code that is technically outside their control?	No.
86	Given the collection of donor data, does the solution need to be compliant with GDPR (for international artists/donors) or CCPA, in addition to standard US/NC privacy laws?	We are not sure but would be open to understanding more about these.
87	Does UNC utilize a centralized cookie consent management platform (e.g., OneTrust) that the vendor must implement, or should a WordPress-native solution be proposed?	Wordpress native solution.
88	We understand UNC has a policy deleting Gravity Forms data after 90 days. Does CPA require the vendor to implement an automated data export solution (e.g., to Salesforce Marketing Cloud) to ensure donor and volunteer data is preserved beyond this window?	No.
89	Is the 4-month timeline driven by a specific hard deadline (e.g., Season Announcement, Fiscal Year End, or expiration of a current hosting contract)? Is there flexibility to opt for a phased launch (e.g., MVP first, Southern Futures later)?	Four months was just an ideal timeline; that said, a hard deadline will need to be to have the site up and running for donor pre-sale, which is typically the end of July.
90	Given the short timeline, can CPA guarantee a turnaround time of 2-3 business days for all design and deliverable approvals?	No.
91	Who is the ultimate decision-maker for the project? Will approvals require sign-off from a University committee or Board of Directors, which might impact the agile schedule?	Our executive and artistic director

92	Will the incumbent vendor (Plank) be available to provide technical documentation or export data from the existing WordPress instance, or must the new vendor rely solely on public-facing scraping for content migration?	We don't have anything that contractually binds the existing vendor to doing this but our hope would be if Plank is not the selected vendor, they would provide technical documentation.
93	Will the vendor be granted direct access to the current Google Analytics (GA4) and Google Tag Manager accounts immediately upon contract signature to inform the Discovery phase?	Yes.
94	Should the vendor include the costs of premium WordPress plugin licenses (e.g., Advanced Custom Fields Pro, WP Rocket, Gravity Forms) in the proposal budget, or will these be purchased directly by CPA?	Please provide estimated premium costs with the proposal.
95	The RFP mentions an initial 1-year maintenance term. Does CPA require 24/7 SLA-backed support for the website, or is business-hour support sufficient given the nature of the organization?	Business hour is sufficient with some extra padding around specific times of year (season launch, etc.)
96	Does CPA currently have a staging/development environment for TNEW that the vendor can use for testing integrations without impacting live ticket sales?	Yes
97	Does CPA require an advanced search solution (e.g., Algolia, Elasticsearch) to handle the Southern Futures archive and event catalog, or is the native WordPress search sufficient?	Without expertise in this matter, for now I would say the Wordpress search is sufficient but would ask the agency of record to advise on this.
98	Will the vendor be responsible for a full 301 redirect strategy mapping all legacy URLs (including the southernfuturescpa.org domain) to the new architecture to preserve SEO equity?	Yes.
99	For the "staff training sessions," how many distinct user roles (e.g., Editor, Author, Shop Manager) need to be trained, and is the preference for live synchronous training or recorded asynchronous modules?	I would say just two user roles - admin and author; a combination of training options is preferred.
100	Are there specific Core Web Vitals benchmarks or page load speed targets that will serve as acceptance criteria for the "Performance" deliverable?	No.
101	How should the "The Commons" festival, which has its own distinct branding and pass-based ticketing model (\$30 all-access vs single day), be integrated? Does it require a separate landing page architecture or unique ticket bundle logic in TNEW?	The Commons does not need to be a consideration for anything.

102	Integrating this into the main site requires careful planning. Does the "Buy Pass" button link to a TNEW bundle, or a separate event instance? The content strategy must account for the cyclical nature of this festival, allowing it to be prominent during the season and archived afterward.	The hyperlink could vary from a bundle to single-event instances.
103	To ensure the proposed solution aligns with University financial expectations, can CPA provide a budget range for the initial build and the annual maintenance?	The University will not share budget information as part of the RFP process.
104	Regarding the "Cost Form" (Attachment D), does CPA prefer a fixed-bid cost structure for the entire project scope, or is a Time & Materials estimate acceptable for the Discovery and Migration phases due to their variable nature? Who are the internal stakeholders identified in Section 3.1.5, and how do they currently interface with the website or your organization? ("Conduct internal stakeholder interviews to define project goals and priorities.") budget	Please provide a fixed-bid cost structure that includes itemization for expenses beyond what is expected.
105	Has the University conducted any internal research on user feedback and/or Google Analytics metrics that will inform the redesign?	We don't have research or results specific to surveys; we do utilize GA.
106	Regarding the Month 1 Discovery timeline: Is there flexibility in the proposed schedule? One month can be a tight window to gather stakeholder input and build consensus if they have not been previously engaged.	Yes, without putting a July launch at-risk.
107	Under "Month 2: Conduct iterative testing for user experience enhancements," can you clarify the type and depth of stakeholder involvement expected? Depending on scope, this may impact the overall timeline, budget, or resource planning.	Stakeholder involvement is intentionally light, strategic, and time-boxed so it informs the work without slowing momentum or requiring additional budget. If any needs arise beyond this scope, we can address them as change-management items rather than assumptions built into the base plan.
108	Are there any incumbent or current vendors expected to bid on this project?	UNCCH will not share information about other vendors.
109	Where is the current website hosted, and should vendors include hosting recommendations as part of the proposal?	Hosted through Wordpress
110	What is the current website's architecture and theme? (e.g., WordPress Classic Editor, Block Editor, ACF, Elementor, WPBakery, custom theme.)	WordPress 6.9 running Carolina Performing Arts theme.
111	Are there specific fixed dates or deadlines by which each milestone must be completed? (For example: Does the project need to be complete by May 1, 2026?) timeline	We launch our donor pre-sale late July; the site would need to be ready by then.

112	Are there budgetary parameters the University would like vendors to consider? Would a proposed range of \$90,000–\$135,000 fall within expected expectations?	The University will not share budget information as part of the RFP process.
113	The RFP mentions involving "TNEW/Tessitura to create an intuitive ticketing experience." Could you clarify the required scope of this integration? Specifically, are we required to integrate directly via API, or is the core requirement focused on styling and optimizing the user journey within a specific Tessitura Network Express Web (TNEW) template?	While ideally the former, realistically the latter due to budget and scope limitations.
114	The scope includes a content audit, gap analysis, and collaboration with CPA's in-house content strategy team. To ensure we scope the effort correctly, can you clarify the division of labor regarding content creation and migration? Will the CPA team be responsible for writing all new/revised content and performing the final migration, or should our proposal include resource hours for Atypical Savant's Content Strategist to execute some of these tasks?	CPA creates content in house. We would need this partner to help advise on SEO best practices, site architecture, and key words, and essentially how to make the most of what we have. We do not plan on needing extensive and additional copy-writing.
115	While we will complete Attachment D, we would appreciate any guidance on the anticipated budget range for this project to ensure our comprehensive proposal is aligned with CPA's expectations.	The University will not share budget information as part of the RFP process.
116	Can you share more information on the overall level of redesign? Are there existing brand guidelines that can be used as a starting point?	CPA has an established brand system and would need to work alongside the MarComm director and graphic designer.
117	What priority content will need to be migrated (all of it, some of it, etc.)?	Estimating 75% of content will need to be migrated.
118	Will ticket purchases continue to happen on the separate subdomain (e.g. https://tickets.carolinaperformingarts.org/lost-lear) or is the intent to better integrate Tessitura into the site experience?	While ideally the latter, most likely the former given scope and budget limitations.
119	What has historically been successful for campaigns that drive donors to the site to give?	Due to staff turnover and a lack of targeted annual giving campaigns, and redirect to UNC site for donations, we don't have historical information on this.
120	The RFP mentions the Southern Futures site as a subsite nested within the main site. Will this need to be redesigned? Or simply moved to live in a WordPress multisite (https://southernfuturescpa.org/) Are there any other sites or subdomains that we need to factor into the design and development scope?	Moved into the wordpress multisuite.

121	Are there any other sites or subdomains that we need to factor into the design and development scope?	https://southernfuturescpa.org/ and tickets.carolinaperformingarts.org
122	Is there a budget range or cap that you can share to help align our approach with any financial considerations (e.g. depth of discovery and design activities)? Can you share a budget?	The University will not share budget information as part of the RFP process.
123	The RFP says “integrate seamlessly with CPA’s CRM and ticketing systems.” Can you provide additional information or details on this? We see how your integrating tessitura now, do you expect to have a similar experience? Tessitura	Tessitura is not fully integrated - just linked through the path to purchase. Ideally we'd like to explore a custom API integration, but most likely would be limited due to scope and budget.
124	What CRM are you using and how is that being integrated now?	Tessitura - and no it's not.
125	It looks like your donation page links to a UNC powered portal, do you want to replace this experience?	No.
126	The RFP asked for; 3.5.5 CONTENT STRATEGY & OPTIMIZATION; “Collaborate with CPA’s in-house content strategy team to restructure and refine key content.”; for pricing purposes, can you provide additional guidance?	CPA creates content in house. We would need this partner to help advise on SEO best practices, site architecture, and key words, and essentially how to make the most of what we have. We do not plan on needing extensive and additional copy-writing.
127	Do you expect us to write or edit content? If yes, how many pages?	CPA creates content in house. We would need this partner to help advise on SEO best practices, site architecture, and key words, and essentially how to make the most of what we have. We do not plan on needing extensive and additional copy-writing.
128	Do you need the vendor to do the migration of content? If yes, how much content do you anticipate needing to be moved from the old site to the new one?	Year-round pages, estimating about 40+, to include existing pages, Southern Futures migration pages, and other pages created that enhance UX. For season-specific performance pages that are time-bound, please plan on adding anywhere from 15-20 additional pages. We are also launching a festival in February 2027; that will add another 5-10 pages.
129	Who is your current hosting provider? Do you expect to move to a new provider?	Wordpress is current host; open to other suggestions with business justification.
130	Does CPA have existing research (surveys, focus groups, usability studies) that will be shared during the Discovery phase?	Yes - 2024 brand survey, 2023 festival feasibility survey, and some smaller student-focused surveys.
131	Does CPA require multilingual support?	No.
132	Does the University require a specific format (WCAG 2.1 AA or AAA)?	Yes.
133	Is stakeholder interview scheduling facilitated by CPA, or must the vendor propose the interview plan?	This would be a collaborative process.
134	Are any existing design assets (icons, photography, illustrations) available for reuse?	Yes.
135	Are there page limits for the proposal, attachments, or portfolio submissions?	No.
136	Are in-person presentations required for finalists, or can they be virtual?	In-person required.

137	Is there a preferred resume format for personnel documentation?	No.
138	The RFP states that references within higher education are encouraged. Is it mandatory to submit references specifically from higher education institutions, or will similar complex projects from enterprise sectors be considered acceptable?	They can be considered.
139	Is it mandatory to provide all security certifications listed (e.g., SOC 2, HECVAT, ISO 27001)?	For security documentation requirements, UNCCH requires documentation of how the vendor will protect the website and connections. While a SOC 2 is preferred, a comparable assessment, such as HECVAT, is accepted, and will undergo review by the University to ensure security. The Requirement is to provide at least one of the following, listed in order of preference: <ul style="list-style-type: none"> • A current SOC 2 Type II report issued within the last 36 months • A completed Higher Education Community Vendor Assessment Tool (HECVAT) • An ISO/IEC 27001 certification (2013 or 2022 version) • A comparable third-party risk assessment • Data Security and Privacy Controls
140	Can you confirm the total number of pages expected to be migrated from the current Carolina Performing Arts website, Southern Futures site, and any microsites?	Upwards of 100+ pages
141	What is the estimated volume of content, including pages, posts, media assets, PDFs, images, events, and archival materials, that will need migration?	Estimated between 5000 plus files of content that will need migration.
142	What is the current hosting environment (e.g., WordPress hosting provider, custom stack, cloud platform)	Wordpress is current host; open to other suggestions with business justification.
143	Will the vendor be responsible for new hosting setup?	Yes.
144	If the current site is built on WordPress, can you confirm the exact WordPress version, PHP version, and any major plugins or theme frameworks currently in use to help us assess compatibility and migration requirements?	Wordpress 6.9
145	Is the incumbent vendor (current website developer/maintainer) participating in this RFP process?	The RFP is open to all suppliers.
146	Does CPA have a preferred hosting provider (e.g., WP Engine, Pantheon, Acquia), or should vendors propose options?	We do not have a preference and are open to options with sound business justifications that work within our budget.
147	Could you please share the anticipated budget range for the entire website redesign and development project?	The University will not share budget information as part of the RFP process.
148	Are there any existing systems or third-party integrations (aside from Tessitura) currently connected to the CPA website ?	No.

149	Could you please clarify the duration and scope of post-launch maintenance or support you expect from the selected vendor (e.g., 30/60/90 days or longer-term ongoing maintenance)?	Year-to-year or bi-annual from data of website launch.
150	Should hosting and license fees (if applicable) be included in the "Additional Options" section of the Cost Form, or would you prefer these be itemized under a different heading?	Please include in additional options.
151	Will the ticketing portion of the online experience remain as a sub-domain (separate from the main website)? https://tickets.carolinaperformingarts.org/lost-lear	I believe it will need to given budget constraints and / or transaction data.
152	Does the ticketing website send any data about shows to the main website? Or is the only connection the button/link from the main website to the ticketing website? Tessitura	Only connection are hyperlinks; there are no current data or API integrations.
153	Are there planned enhancements to the integration between the main website and the ticketing sub-domain?	Enhancements that are within scope and budget that optimize UX
154	Who is responsible for hosting? Do you have a hosting preference?	Wordpress is current host; open to other suggestions with business justification.
155	Is there a target or recommended budget range the University would like vendors to stay within for design, development, and launch? If a total range cannot be shared, is there a not-to-exceed amount or an internal ceiling that would guide appropriate scoping?	The University will not share budget information as part of the RFP process.
156	Will CPA provide new or updated content, photography, and video assets, or should vendors include content creation and copywriting support?	Vendors can include / recommend limited content support related to UX best practices, but assume that CPA will provide / populate most of it.
157	Roughly how much existing content (number of pages, assets, or sections) is expected to migrate to the new site	Year-round pages, estimating about 40+, to include existing pages, Southern Futures migration pages, and other pages created that enhance UX. For season-specific performance pages that are time-bound, please plan on adding anywhere from 15-20 additional pages. We are also launching a festival in February 2027; that will add another 5-10 pages.
158	Will the current TNEW implementation remain the same, or is CPA exploring a reconfiguration or API-based integration for a more seamless UX?	We'd be open to a more seamless UX, but cost and integration capabilities may limit this. Also - privacy and security controls related to customer data and transactions could limit our ability to integrate this into the updated site.
159	Are there specific CRM or ticketing pain points the redesign should address (checkout flow, mobile optimization, data sync, etc.)? Tessitura	Right now, TNEW is just a redirect in the purchase pathway. There is no integration between our main site and the ticketing site, creating a disjointed UX and also creating redundancies when populating information across both sites specific to performances, and free workshops and events.

160	Should the Southern Futures subsite maintain its own URL structure and branding, or be fully integrated under the main CPA domain and navigation?	Fully integrated.
161	Is content migration for this subsite included in the initial four-month timeline?	Yes
162	Does CPA have an established brand system (fonts, color palette, visual identity) to align with, or should vendors plan to expand or evolve it?	Yes, CPA has an established brand system and would need to work alongside the MarComm director and graphic designer.
163	Will the University conduct its own WCAG 2.1 accessibility testing, or should vendors include independent third-party testing?	Vendors should include.
164	Will the new WordPress site be hosted within UNC's infrastructure, or should vendors propose managed hosting and post-launch maintenance?	Vendors should propose managed hosting and post-launch maintenance.
165	For optional renewals mentioned in Section 2.4, does CPA anticipate retaining the awarded vendor for future maintenance and feature work?	Our goal would be to build a long-term relationship with this vendor.
166	Can you confirm whether UNC's information-security documentation (SOC 2 / HECVAT) is required before contract award or only for the selected vendor?	For security documentation requirements, UNCCH requires documentation of how the vendor will protect the website and connections. While a SOC 2 is preferred, a comparable assessment, such as HECVAT, is accepted, and will undergo review by the University to ensure security.
167	Who will serve as the day-to-day project contact or internal project manager on the CPA side?	Director of Marketing and Communications
168	Are there other internal units or campus communications teams that will participate in review or sign-off?	Not that we're aware of outside of CPA.
169	The RFP outlines a four-month timeline—does CPA have a target live date tied to a specific performance season or fundraising campaign?	Ideally we would want to be live by the beginning of July in advance of our donor pre-sale at the end of July and public on-sale the first week of August.
170	Is there flexibility in that timeline if stakeholder discovery reveals a need for phased delivery?	yes