

Request for Quote – Website Development

Background:

A \$40,000 grant from the Colorado Tourism Office will help create the first-ever Colorado Historic Opera Houses Circuit, a joint promotion of five mountain opera houses and the destinations where they sit.

Colorado's historic opera houses offer a unique experience, where visitors can enjoy world-class performances, programs, and private events in a setting much like what they would have found over 100 years ago. This new cultural heritage travel offering will share the performances, programs, history, and stories of these opera houses, which were built between 1878 and 1913 and retain their original character.

This first-of-its-kind collaboration will help the opera houses and destinations recover from substantial pandemic impacts and will connect visitors with the arts and culture they have missed in the past two years.

The following organizations are Circuit partners:

- Aspen Chamber Resort Association
- Central City Opera
- City of Central City
- City of Ouray
- Gilpin Historical Society
- Lake County Tourism Panel
- Sheridan Opera House
- Tabor Opera House Preservation Foundation
- The Wright Opera House
- Wheeler Opera House

Together, they wish to promote the following:

- **Colorado's Contemporary Arts and Culture Scene:** The opera houses provide a mix of performances, films, festivals, and tours, across all seasons. Performances range from talented yet undiscovered local acts to those recognized worldwide. Collectively, the opera house performances provide a rich selection of culture and entertainment. This project would gather the options in one user-friendly spot for visitors.

Tours enable guests to experience the opera houses themselves, to marvel at the venues' stories and historic surroundings and to imagine themselves entering for a show dressed in Victorian finery, taking in the spirit of grand opera houses in the Old West. Rentals enable visitors to hold events with special personal meaning such as weddings in a one-of-a-kind setting infused with history and a Colorado vibe.

- **Colorado Heritage:** Common threads of interest to visitors would be the opera houses' histories of famous performers and patrons, architecture and origin, rehabilitation stories (preservation to tell the stories of the past well into the future), and ghost stories and legends.
- **Visitation to Rural Areas, to Support Local Economies and Disperse Visitors:** A complement to skiing and other outdoor recreation attractions, the opera houses add more flavor of the local area and provide a new activity, and a new window on the town, that visitors may not have known about before.

The opera houses would also increase awareness of and draw people into the downtown areas, prompting more visits to local businesses.

Website Development Services Requested:

Using the provided creative brief, developed in consultation with partners, create an online home for the Circuit that gives a compelling reason to visit Colorado's historic opera houses and their destinations, unifies partners, and enables performance measurement.

We are seeking a basic, streamlined website presenting the reasons to visit Colorado's historic opera houses and their accompanying destinations. It will include the following:

- **Home Page:** An appealing home page with inspirational content would present the reasons to visit the opera houses and their destinations. It would feature an artistic map created for the project. It should be highly visual, with images that encourage people to learn more about the opera houses and destinations. We will supply images.
- **Partner Information:** This section would include links to opera houses and their accompanying destinations. This approach will give each partner a highly promoted platform on which to entice visitors, with a link that enables partners to tell their own engaging stories and provide details about their own cultural offerings and vibrant destinations.

In this inaugural year of the project, we are seeking a very simple website that directs people to the partner websites for details, newsletter signup, etc.

- **Calendar:** A joint calendar would enable all partners to contribute upcoming event listings.
- **How to Visit:** Route information will show travelers how easy it is to visit multiple opera house/destination pairs.
- **About the Circuit:** This section would include brief information about the grant-funded project itself.
- **Press:** This section will include links to featured stories and press contact information.

Analytics: The website should be linked to Google Analytics to provide detailed metrics on site visitors.

Budget: The project budget includes \$5,000 for this website.

To Submit:

Please send quotes to Donna Childress at Donna@ChildressCommunications.com by **COB Tuesday, March 22, 2022**.

Questions:

Please email Donna Childress at Donna@ChildressCommunications.com or call or text her at 703-862-0313.