

The Crooked Road: Virginia's Heritage Music Trail

Request for Proposals – Phone Application

Issue Date: November 11, 2024

Title: Phone Application Design & Development

Issuing Organization: The Crooked Road

Close Date: November 25, 2024 at 5:00 pm EST

Purpose

The Crooked Road, a 501(c)(3) non-profit organization, is soliciting proposals from qualified individual(s) or organization(s) to design and develop a consumer-facing phone application. The scope of this project would include the following: application design, front and back-end development, content generation, database incorporation, interactive map, venue listings, and digital passport integrated with QR scanning ability.

About The Crooked Road

The Crooked Road: Virginia's Heritage Music Trail is a 501 (c) (3) non-profit corporation whose mission is to support economic development in the 19 counties and 4 cities of Southwest Virginia by celebrating and promoting the region's unique musical heritage and culture. The region is home to a rich history of traditional Appalachian music including the genres of bluegrass, old time, gospel, blues, and early country music. Today, The Crooked Road is home to hundreds of cultural caretakers who continue the legacy of playing traditional dance tunes, ballads, and songs that are integral to the cultural identity of Southwest Virginia.

As a 330-mile-long driving trail, The Crooked Road connects ten major venues - institutions that have a special historical and/or cultural significance to the region's musical heritage. The Crooked Road offices are located at One Heartwood Circle, Abingdon, VA 24210.

Since its incorporation in 2004, The Crooked Road has played a major role in regional development through cultural heritage tourism. The Crooked Road has attracted visitors from across the nation and the world to Southwest Virginia to explore the breadth and depth of the region's traditional music. In conjunction with partner organizations, PDCs,

and local governments, The Crooked Road has generated increased revenues for musicians, music venues, local businesses, and local governments.

Objectives:

Design and Develop Phone Application

Consumer-facing application to be used by visitors to explore The Crooked Road and digitally log their travels via a passport.

Application would include, but is not limited to:

- Interactive Map of Southwest Virginia/The Crooked Road
- Listings of Venues & Affiliates
- Digital Passport with QR code scan

Selection Criteria

All proposals should provide a work plan/strategy to accomplish the described objectives outlined in the request above. Proposals will be reviewed by The Crooked Road.

Proposals should include the following information:

- Project plan
- Project management tools
- Team members and qualifications
- Content management system and baseline technology
- Deliverables
- Functionality list
- Content migration
- Image usage
- Search Engine Optimization
- Mobile responsiveness
- Third-party integration and/or APIs
- Proposed timeline, schedule milestones
- Delays
- Payment terms
- Expenses
- User training
- User testing plan
- Warranty period
- Ongoing maintenance
- As needed post-live support

Project Schedule

Date	Activity
Monday, November 11, 2024	Issuance of this RFP
Monday, November 25, 2024	Proposals Due by 5:00 pm EST
Tuesday, November 27, 2024	Firms Notified for Interviews
Monday, December 2, 2024	Consultant Interviews
Thursday, December 5, 2024	Consultant Selection & Contract Negotiations
Wednesday, February 5, 2025	Milestone Check-In
Friday, May 9, 2025	Project Delivered
Friday, May 23, 2025	Public Release of App & Press Conference

Interviews and presentations will be conducted with the top-ranked firms, with the final selection based upon the sole discretion of the Executive Director and selection committee of The Crooked Road.

The selected firm will enter into contract negotiations with The Crooked Road and a final scope of services, amount and method of compensation will be determined. If a mutually acceptable contract for services cannot be successfully negotiated, the organization will commence negotiations with the next highest rank firm and continue until a contract is successfully negotiated.

The Crooked Road reserves the right to retain the awarded individual(s) or firm(s) for future projects similar to the one described herein. Additionally, The Crooked Road reserves the right to reject all proposals.

Submissions:

All proposals must be submitted by November 25, 2024 at 5 p.m. Eastern Time via digital copy to thughes@thecrookedroad.org

Staff Contact:

Direct all questions and inquiries to:

Tyler Hughes

The Crooked Road Executive Director

thughes@thecrookedroad.org

276-492-2409