



**Request for Proposals
CraftHouston.org Website Redesign
Fall 2023**

Houston Center for Contemporary Craft (HCCC) is a nonprofit arts organization founded in 2001 with a mission to advance education about the process, product, and history of craft. Over the last 20 years, HCCC has become a leader in the field of contemporary craft through its nationally recognized artist residencies, exhibitions, and educational programming. Major emphasis is on art objects made primarily of fiber, metal, glass, clay and wood. In service of its mission, HCCC is committed to providing free admission to its exhibitions and related programming, while supporting the local, regional, and national craft artists that make the field possible.

By the end of 2023, HCCC hopes to launch an updated website to attract new and younger audiences, enhance our fundraising capacity, grow support for artists and small businesses, and help connect educators to arts-based learning. The budget for this project is \$15,000 - \$25,000.

Our goals include:

- Designing SEO and mobile-friendly content and supporting program registration online on the WordPress platform
- ADA compliance features
- UI/UX design focus
- Creating searchable content
- Making a platform for online art sales
- Creating recognition opportunities for future patrons and sponsors
- Updating our archives of exhibitions and resident artists

Our audience includes:

- 80,000 annual visitors to CraftHouston.org
- 30,000 followers on social media
- 8,000 in-person visitors
- 5,000 e-news subscribers
- A diverse audience of families, artists and makers, students, patrons, scholars, and philanthropic community organizers

Proposal Submission

Deadline to Apply: Monday, September 25th

Please email a brief bio, a short narrative description of your vision for the new site, several work samples, references, and a proposed timeline to Rene Henry, Marketing Manager, at rhenry@craftouston.org.