

Request for Proposal: The Tech Interactive Website Redesign

Issued by: The Tech Interactive

Project: Redesign and rebuild of thetech.org

Current CMS: Umbraco

Preferred CMS: WordPress

Submission deadline: July 31, 2026

Target project start: September 2026

Target launch: March 2027

Overview

The Tech Interactive, San Jose's Science Center, is seeking a website partner to redesign and rebuild thetech.org.

The Tech Interactive is a nonprofit, hands-on science and innovation center in downtown San Jose with a mission to inspire the innovator in everyone. The redesigned website should reflect The Tech's playful, accessible, inclusive, and future-facing identity while making it easier for visitors, families, educators, donors, members, partners, and the media to find information and take action.

The current website is built on Umbraco. The Tech is interested in moving to WordPress or a comparable CMS that is secure, easy for staff to manage, and flexible enough to support future growth.

Project Goals

The redesigned website should:

- Improve the visitor experience and make it easier to plan a visit.
- Increase ticket sales, event registrations, memberships, donations, email signups, and online shopping activity.
- Make education resources easier to search, filter, download, and share.
- Support clear, accessible storytelling through blogs, videos, PDFs, white papers, press materials, and other content.
- Provide a mobile-first, responsive, accessible experience.
- Strengthen search visibility through SEO and GEO, or generative engine optimization.
- Give staff an intuitive CMS with flexible page templates, reusable widgets, and simple editing tools.
- Improve security, analytics, maintenance, and long-term site performance.

Required Website Features and Functionality

CMS and Website Management

The new website should include:

- WordPress hosted by WP Engine, Webflow, or a comparable staff-friendly CMS.
- Fully hosted CMS and website with pricing plans that include the hosting company owning the responsibility for all software updates and security patches required to keep the platform updated to the latest versions, 24x7 support and monitoring, and a 99% uptime service level agreement
- A CMS pricing plan that supports multiple websites
- Flexible page templates and reusable content blocks that can be copied/pasted/hidden easily.
- Widget or module management for alerts, calls to action, featured content, forms, and promotions with pop-up capability..
- Easy updates to navigation, homepage content, landing pages, event pages, education resources, and blog posts.
- Role-based access control for staff permissions.
- SCIM or Google user provisioning
- Draft, review, and publishing workflows.
- Staging/development site for testing with the ability to publish to production site
- CMS upgrade support, plugin management, documentation, and staff training.
- File hosting for Educator Resources

Design and User Experience

The site should be mobile-first, responsive, visually engaging, and aligned with The Tech Interactive's brand. It should support clear user paths for:

- Plan a visit.
- Buy tickets.
- Explore IMAX® Dome Theater listings.
- Find events.
- Access lesson plans and education resources.
- Book field trips and events
- Become a member.
- Donate.
- Shop online.
- Sign up for e-newsletters.
- Read blog posts, news, and stories.
- Access press and media materials.

Accessibility

The site should be built to meet WCAG 2.2 AA standards and include accessible navigation, forms, color contrast, heading structure, alt text support, keyboard navigation, screen reader compatibility, and caption-friendly video display.

Sitewide Search

The site should include strong search functionality across pages, events, lesson plans, blog posts, videos, downloadable PDFs, press materials, and other resources with the ability to hide certain pages/sections from search (i.e. Ask a Geneticist)

Search should support filtering by content type, topic, audience, date, and category where appropriate.

Education Resource Library

The redesigned site should include a searchable and filterable education resource library for The Tech's lesson plans, activities, curriculum, downloadable PDFs, and educator materials.

Users should be able to search and filter by:

- Keyword.
- Grade level or grade band.
- Topic or subject area.
- Resource type.
- Duration.
- Language.
- Standards alignment, where applicable.
- Audience, such as educators, caregivers, students, or after-school providers.

Lesson plan and resource pages should include consistent fields such as title, description, grade level, duration, topic, standards, downloadable materials, related resources, and calls to action.

Calendar of Events

The site should include a searchable calendar of events for public programs, IMAX Dome Theater listings, workshops, member events, donor events, education programs, and special events.

The calendar should include:

- Keyword search.
- Filters by date, audience, event type, topic, age range, price, and location.
- Featured events.
- Recurring events.
- Event detail pages.
- Ticketing calls to action.
- Add-to-calendar functionality.
- SEO and GEO-friendly event pages with structured data.

Ticketing Integration

The site should integrate clearly with The Tech's Ticketure ticketing system for:

- General admission.
- IMAX Dome Theater tickets.
- Event tickets.
- Memberships, if applicable.
- Program or workshop registration, if applicable.

The ticketing path should feel seamless, easy to follow, and measurable through analytics.

Blog, News, and Stories

The site should include a blog or stories function with:

- Categories and tags.
- Author fields.
- Featured images.
- Video embeds.
- Related posts.
- Social sharing.
- SEO metadata.
- Archive pages.
- Easy staff publishing.

Online Shopping

The site should support future online shopping or a clear integration with The Tech's online store. This may include merchandise, gift cards, memberships, featured products, or other shop-related promotions.

Donations and Fundraising

The site should support donor engagement and campaign-based fundraising, including integration with GoFundMe or other donation platforms used by The Tech.

Functionality should include:

- Prominent donate calls to action.
- Campaign landing pages.
- Embedded or linked donation forms.
- GoFundMe integration where appropriate.
- Tracking for donations and campaign performance.

Email and Mailchimp

The site should integrate with Mailchimp for e-newsletter signups.

Functionality should include:

- Newsletter signup forms throughout the site.
- Interest-based signup options, where appropriate.
- Thank-you messaging.
- Spam protection.
- Analytics and conversion tracking.

Video, PDFs, and Downloadable Resources

The site should support:

- Embedded videos.
- Video landing pages.
- Captions and transcripts.
- Downloadable PDFs.
- White papers.
- Educator guides.
- Reports.
- Press releases.
- Media kits.
- Program materials.

Downloadable resources should be contained in a media library that is searchable, organized, and easy for staff to update.

Multilingual Access

The site should support multilingual access, including Google Translate or a comparable translation tool. The site should also be structured to support future Spanish-language and multilingual content.

Analytics, SEO, and GEO

Site functionality should include:

- Google Analytics integration.
- Google Tag Manager, if recommended.
- Conversion tracking for tickets, donations, email signups, downloads, online shopping, and forms.
- SEO-friendly URLs.
- Metadata fields.
- XML sitemap.
- Redirect strategy from the current site.
- Schema markup for events, articles, education resources, FAQs, and organization information where appropriate.
- GEO-friendly content structure to improve visibility in AI-powered and generative search tools.
- Page speed optimization.

Security, Hosting, Maintenance, and Service

The proposal should include recommendations for:

- Secure hosting for the CMS and website.
- SSL.
- CMS and plugin updates.
- Security monitoring.
- Backups and recovery.
- Spam protection.
- Uptime monitoring.
- Performance monitoring.
- Ongoing maintenance and support.
- Post-launch service options.

Content Migration

The selected partner should support and train internal staff on the migration of content from the current Umbraco site to the new CMS.

The migration should include recommendations on priority pages, education resources, PDFs, events, blog or news content, media materials, images, and other agreed-upon content.

The project should also include redirect mapping to preserve SEO and a process for reviewing migrated content before launch.

Proposal Requirements

Please provide a high-level proposal that includes:

1. Agency Overview

Briefly describe your agency, project team, relevant experience, and examples of work with nonprofits, museums, science centers, cultural organizations, education organizations, or visitor-serving institutions.

2. Project Approach and Timeline

Provide a proposed approach for discovery, design, development, content migration, testing, staff training, launch, and post-launch support. Include a recommended timeline and key milestones.

3. Feature and Functionality Response

Confirm your ability to deliver the requested website features, including CMS management, search, education resource filtering, calendar of events, Ticketure integration, Mailchimp, Google Analytics, GoFundMe, online shopping, blog functionality, downloadable resources, accessibility, SEO, GEO, security, and maintenance.

Please note any recommended adjustments, alternatives, or phased approaches.

4. Budget

The total budget for this project is between \$50,000 - \$75,000. Provide an estimated budget or budget range, including any assumptions. Please identify costs for design, development, integrations, content migration, launch support, and optional ongoing maintenance.

5. Portfolio and References

Please include three to five relevant website examples and at least three client references.

Selection Considerations

The Tech will evaluate proposals based on:

- Relevant experience.
- Strength of design and user experience.
- Ability to deliver the required features.
- Experience with WordPress or comparable CMS platforms.
- Experience with ticketing, events, education resources, e-commerce, email, fundraising, and analytics integrations.
- Accessibility, SEO, GEO, security, and mobile-first best practices.
- Budget, timeline, and long-term support model.

Submission Instructions

Please submit proposals by **July 31st** to:

Natalie Taylor
VP, Engagement & Experiences
The Tech Interactive
nataylor@thetech.org

Please send proposals as a PDF with the subject line:

Proposal for The Tech Interactive Website Redesign

The Tech Interactive may invite selected firms for follow-up conversations.

Thank you for your interest in helping The Tech Interactive build a website that supports joyful discovery, hands-on learning, and our mission to inspire the innovator in everyone.