

Request for Proposal (RFP)

Project Name: Data Infrastructure Integration & Reporting Project

Company Name: The Tech Interactive

Date of Issuance: July 1, 2026

Submission Deadline: July 17, 2026

1. Executive Summary

The Tech Interactive is seeking proposals from qualified data consultants and engineers to establish a coherent, integrated data and reporting infrastructure. Following the rollout of three new core systems (ticketing, development, and finance) in FY26, we require a unified framework to pool revenue, impact, marketing, and fundraising data.

The ultimate goal is threefold:

1. Enable complex, informed internal decision-making for leadership, program managers and operational staff.
2. Align our internal data with external regional and field-wide benchmarks (e.g., Bay Area museum and science center groups, ASTC, AAM).
3. Provide meaningful impact data and evaluations for funders.

2. Organizational Background

- The Tech Interactive is a family-friendly science and technology center in the heart of downtown San Jose. Our hands-on activities, experimental labs and design challenge experiences empower people to innovate with creativity, curiosity and compassion.
- Our Data Ecosystem: We have recently implemented three new standalone systems for ticketing, development, and finance. In addition our programs collect a variety of impact and evaluation data. Currently, these systems operate in silos, hindering our ability to run cross-departmental analysis.

3. Project Scope & Key Deliverables

The selected partner will guide us from initial data discovery through to infrastructure implementation and staff training.

Core Deliverables & Scope of Work

Phase 1: Discovery & Needs Assessment

- Conduct interactive workshops with internal stakeholders (finance, ticketing, marketing, and programs) to map existing data sources and identify critical decision-making needs.
- Deliver a comprehensive report detailing organizational data reporting needs.

Phase 2: Tool Recommendation & Architecture Design

- Provide expert input and recommendations on systems/tools best suited to house, analyze, and report on our data ecosystem.
- Design a data infrastructure plan that integrates internal financial, marketing, visitor, and impact data.

Phase 3: Implementation & Integration

- Execute the approved data infrastructure plan to integrate data from the three new FY26 systems into a unified, reportable format.
- Ensure the architecture accommodates external data mapping for regional/national comparative analysis (ASTC, AAM, etc.).

Phase 4: Capacity Building & Training

- Train a core internal "data team" on system maintenance, data ingestion, and governance.
- Teach staff how to build custom dashboards and reports to ensure long-term organizational autonomy.

4. Technical & Functional Requirements

The proposed data infrastructure must support the following capabilities:

- Data Blending: Ability to merge disparate data streams (e.g., tracking how a specific ticketing behavior correlates with development fundraising trends).
 - Optimize automation where possible to minimize human error and effort.
- Multi-level Reporting & Visualization: User-friendly dashboards tailored for non-technical program managers.
 - Ability to provide tailored visibility by role or department including access to high-level strategic KPIs as well as granular operational data.
 - The system must support both static, scheduled reports and dynamic exploration, ensuring that high-level metrics remain clear and consistent across all departments.
- Flexible and Sustainable: Future changes in software tools and personnel should not affect the long-term success and implementation of the infrastructure.
- External Benchmarking: A structure capable of ingesting or comparing data with external entities (e.g., Bay Area museum groups, ASTC, AAM).

Current tech stack:

- Ticketure - ticketing system
- Kibana reporting software (ticketure reporting)
- Humanitru - CRM + donor plans
- GoFundMe Pro - donations
- Quickbooks - accounting
- Rippling - HRIS, payroll
- Google suite (email, calendar, drive)
- Gemini (org wide) + few Claude licences

5. Project Timeline

We anticipate the project initiating on August 1, 2026 with a target completion date of January 30, 2027.

Milestone / Event	Target Date
RFP Distribution Date	July 2, 2026
Vendor Questions Due	July 10, 2026
Proposal Submission Deadline	July 17, 2026
Vendor Interviews / Demos	July 21-25, 2026
Contract Award & Project Kickoff	August 1, 2026
Phase 1: Discovery Workshops Completed	September 15, 2026
Phase 2: System Recommendations Delivered	October 15, 2026
Phase 3: Infrastructure Implementation	November 15, 2026
Phase 4: Staff Training & Dashboard Launch	December 15, 2026

6. Proposal Submission Guidelines

Proposals must be submitted digitally to Katrina Stevens at kstevens@thetech.org by July 17, 2026 at 11:59pm PT.

Please include the following in your response:

1. Vendor Profile & Experience: Examples of data infrastructure projects built for museums, non-profits, or complex multi-system environments.
2. Proposed Methodology: A clear description of how you will approach the discovery workshops, tool selection, and implementation phases.
3. Training Philosophy: How you plan to build internal capacity so our team isn't permanently reliant on outside developers.
4. Cost Proposal: An itemized breakdown of costs mapped to the 4 phases outlined in the Scope of Work.

7. Evaluation Criteria

Proposals will be reviewed by our internal selection committee based on:

- Relevant Experience (30%): Proven track record with data warehousing, ETL processes, and dashboard creation (experience with museum/cultural metrics is a major plus).

- Technical Approach (30%): The clarity, feasibility, and sustainability of the proposed architecture and methodology.
- Capacity Building Plan (20%): The quality and depth of the proposed training program for our staff.
- Cost & Value (20%): Total cost relative to the scope and clarity of the itemized budget.

8. Point of Contact

- Name: Katrina Stevens
- Title: President and CEO
- Email: kstevens@thetech.org