ARKANSAS STATE
UNIVERSITY

RFI 26-02

REQUEST FOR INFORMATION
New Website for First National Bank Arena

Arkansas State University, in accordance with the policies of the Board of Trustees, is seeking information from experienced web development firms to develop a modern, user-friendly website that showcases First National Bank Arena (https://www.fnbarena.com) as the premier sports, entertainment, and meeting venue in the region.

BACKGROUND
About First National Bank Arena
First National Bank Arena (formerly the A-State Convocation Center) was completed in 1987. Located in Jonesboro, the largest city in Northeast Arkansas, the facility serves a tri-state market area of 500,000, including more than 10,000 university students.

FNB Arena has the versatility to host events ranging from small lectures to large conventions, as well as concerts, sporting events, and other activities. The center seats 10,252 for concerts (up to 11,209 for concerts in the round) and 10,038 for basketball games. The arena area can accommodate three basketball courts, seven volleyball courts, one tennis court, or a seven-lane 200-meter indoor track with facilities for field events.

First National Bank Arena hosts numerous academic events, including commencement ceremonies. It is also designed to accommodate a wide range of activities, including rodeos, horse shows, truck and tractor pulls, ice shows, circuses, sports shows, trade shows, concerts, and various indoor athletic events.

Over the last 38 years, FNB Arena has hosted a wide range of artists, including Garth Brooks, Taylor Swift, Morgan Wallen, George Jones, Kenny Chesney, Tim McGraw, Rascal Flatts, Little Big Town, The Avett Brothers, Willie Nelson, Styx, REO Speedwagon, and many more.

Objective
The selected firm will design, develop, and launch a new website for First National Bank Arena that meets the following criteria by December 19, 2025:
- Elevates the facility's brand among target audiences. (community, promoters, event planners)
- Showcases upcoming concerts, shows, sports, and events.
- Integrates with A-State's campus calendar (powered by LiveWhale) and Ticketmaster APIs.
- Complies with all state and federal ADA and accessibility requirements.

SCOPE OF SERVICES

The selected firm will provide the following services:

Strategic Planning & Discovery

- Collaborate with arena and university stakeholders to understand brand identity, user needs, and content priorities.

Content Architecture & Navigation

- Develop a clear and intuitive site map that highlights event information, ticketing, booking, and venue details.
- Organize content to support both casual site visitors and event planners.

User Experience (UX) & Usability

- Prioritize user-first navigation and accessibility in all site elements.
- Design with a mobile-first approach, ensuring seamless functionality across devices and screen sizes.
- Incorporate prominent calls to action for ticket sales, booking inquiries, and newsletter sign-ups.

Creative Design & Brand Alignment

- Deliver a bold, contemporary visual design that reinforces First National Bank Arena as the premier regional entertainment venue.
- Showcase upcoming concerts, events, trade shows, Red Wolves NCAA athletic events, and more.
- Align design with the university's branding standards when appropriate, while establishing a distinct Arena online identity.
- Incorporate rich visuals, dynamic event content, and multimedia elements that elevate the site's appeal.

Technical Development

- Recommend and implement a content management system (CMS) that allows for ongoing site updates and show announcements by arena staff.
- Recommend and provide an off-campus hosting solution for the website.
- Implement scalable architecture to support dynamic updates and integrations with platforms such as LiveWhale's Calendar API (A-State's Campus Calendar) and Ticketmaster.
- Meet WCAG 2.1 Level AA standards for digital accessibility, a mandate under Title II of the Americans with Disabilities Act (ADA).

Content Writing & Migration

- Collaborate with Arena staff to refine and create high-quality, on-brand content that enhances clarity and engagement.
- Migrate relevant content from the existing site, ensuring accuracy, consistency, and improved readability.
- Optimize copy for web usability, SEO, and ADA compliance.

Training & Support
- Provide documentation to internal staff responsible for ongoing updates.
- Offer agreed-upon post-launch support to ensure a smooth transition, ongoing CMS updates, and resolve any technical issues.

DELIVERABLES
The selected firm will provide the following deliverables:

1. **Fully Operational Website for First National Bank Arena**
   - Launch deadline of December 19, 2025.
   - Powered by a recommended content management system (CMS), allowing arena staff to manage content on an ongoing basis.
   - Provide or coordinate an external hosting solution.
   - Ongoing support for CMS maintenance, updates, and troubleshooting.

QUALIFICATIONS
The ideal firm will demonstrate:
- A proven history of designing and launching user-centered websites.
- Expertise in accessibility standards (WCAG 2.1 or higher) and best practices for ADA compliance.
- Capability to develop intuitive site navigation and content structure based on audience needs.
- Experience writing or editing web content that is engaging, accessible, and SEO-friendly.
- Ability to deliver bold, modern visuals that support branding and marketing goals.
- Strong communication skills, with a track record of working collaboratively with internal teams and stakeholders.
- Clear timeline management and ability to meet tight deadlines.
- Ability to provide thorough CMS training, post-launch support, and documentation for ongoing use.

SUBMISSION REQUIREMENTS
1. Firm Base Information
   a. Name and address of firm
   b. Primary contact telephone numbers and email addresses
   c. Web page address and any social media addresses
2. Firm Profile
   a. Background, expertise, and key personnel
3. Proposed Approach (2-3 pages) outlining the firm's methodology for addressing the scope of services
4. Portfolio of at least three (3) recent websites developed for clients
5. References from at least three (3) clients for similar work
6. Timeline for completing the project by December 19, 2025
7. Cost Proposal providing a detailed budget for the project.

SUBMISSION REVIEW

Submission evaluations will begin on Monday, July 21, 2025. Respondents will provide an electronic copy (PDF format) to:

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Chief Marketing Officer
Chief Communications Officer
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Rod Saavedra
Director
First National Bank Arena
Arkansas State University
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Lisa Glasco
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QUESTIONS?

Questions about the project can also be directed to the university contacts listed above.