



FCA Unified Website & Chapter Integration

CHAPTER INFORMATION SESSION

MONDAY, APRIL 20, 2026

Executive Summary

THIS PROJECT REPLACES ARTISTS QUARTER, FCA'S CURRENT PLATFORM, WHICH IS BEING RETIRED AND FACES IMMINENT SHUTDOWN.

AFTER THOROUGH RESEARCH, FCA IDENTIFIED THIS AS AN OPPORTUNITY TO MODERNIZE OUR OUTDATED WEBSITE. FOLLOWING A COMPETITIVE BIDDING PROCESS, THE FCA WEBSITE ADVISORY GROUP AND BOARD SELECTED BC-BASED OI MARKETING TO LEAD THE REDESIGN.

THE CUSTOM WORDPRESS SOLUTION WILL PROVIDE A SINGLE LOGIN FOR MANAGING MEMBERSHIPS, ART SALES, WORKSHOP REGISTRATION, AND SHOW SUBMISSIONS, WITH PAYMENTS ROUTED AUTOMATICALLY TO INDEPENDENT CHAPTER STRIPE ACCOUNTS.

THE TRANSITION WILL CONSOLIDATE ALL KEY OPERATIONS IN ONE INTEGRATED SYSTEM WITH MINIMAL DISRUPTION.

Complete Feature Set

MEMBERSHIP MANAGEMENT

- MEMBER REGISTRATION AND ONBOARDING
- RECURRING SUBSCRIPTION BILLING
- CONTENT ACCESS RESTRICTIONS BY MEMBERSHIP LEVEL
- MEMBER SELF-SERVICE DASHBOARD
- MEMBER DIRECTORY

ARTWORK SALES VIA ONLINE GALLERY

- FILTER BY EXHIBITION, MEDIUM, PRICE RANGE, CHAPTERS, ARTISTS (ARTIST PROFILE)
- SHOPPING CART AND CHECKOUT
- SALES REPORTS BY CHAPTER

Complete Feature Set Cont

EXHIBITION SUBMISSIONS & JURYING

- CUSTOM SUBMISSION FORMS PER SHOW
- IMAGE UPLOAD CAPABILITY (3+ IMAGES PER SUBMISSION)
- ENTRY FEE COLLECTION
- CONDITIONAL LOGIC BASED ON MEMBERSHIP TYPE
- SIMPLE ADMIN ACCEPT/REJECT INTERFACE
- SORTE JURY RATINGS AND NOTES
- EMAIL NOTIFICATIONS TO ARTISTS
- PUBLIC GALLERY OF ACCEPTED AND RECOGNIZED WORKS
- EXPORT FUNCTIONALITY FOR PRINTING AND CATALOGUES

WORKSHOP & EVENT REGISTRATION

- WORKSHOPS LISTED AS PRODUCTS WITH CAPACITY LIMITS
- REAL-TIME SEAT AVAILABILITY
- REGISTRATION CONFIRMATIONS
- ATTENDEE MANAGEMENT
- DIRECT PAYMENT TO HOSTING CHAPTERS

Complete Feature Set Cont

NEWSLETTER SYSTEM

- SMTP DELIVERY FOR ALL SYSTEM-GENERATED WORDPRESS EMAIL + MARKETING CAMPAIGNS

PAYMENT ROUTING

- NO MANUAL SPLITTING OR ACCOUNTING REQUIRED
- EITHER DIRECT DEPOSIT INTO THE CHAPTER STRIPE ACCOUNT OR AUTOMATED NATIONAL FCA AND CHAPTER ACCOUNT SPLIT
- AUTHORIZED ADMINS CAN OVERRIDE THE SPLIT ON A CASE-BY-CASE BASIS BEFORE PAYMENT IS PROCESSED.

Complete Tech Stack

CORE PLATFORM

- WORDPRESS - CMS
- WOOCOMMERCE - ECOMMERCE ENGINE
- SSL CERTIFICATE - INCLUDED IN HOSTING VIA VULTR: TORONTO AND SECURITY BY CLOUDFLARE CANADA

OTHER PLUGINS

- MEMBERPRESS - MEMBERSHIP MANAGEMENT
- SPLIT PAY FOR STRIPE - PAYMENT ROUTING
- ACE PRO - CUSTOM FILES FOR SUBMISSIONS AND JURY RATINGS
- BIT FORM PRO - SUBMISSION FORMS, WORKSHOP REGISTRATION
- RANKMATH PRO - SEO OPTIMIZATION AND SEARCH ENGINE VISIBILITY
- WORDFENCE PREMIUM - ADVANCED SECURITY MONITORING AND FIREWALL PROTECTION
- ASTRA PRO - WORDPRESS THEME WITH ADVANCED DESIGN OPTIONS
- BREVO - NEWSLETTERS AND EMAIL COMMUNICATIONS

Development Scope & Phases

PHASE 1: FOUNDATION (~ 50 HOURS)

- WORDPRESS INSTALLATION AND CONFIGURATION
- ASTRA THEME SETUP AND CUSTOMIZATION
- ELEMATOR PAGE BUILDER SETUP
- BASIC PAGE STRUCTURE AND NAVIGATION
- MEMBERPRESS INSTALLATION
- WOOCOMMERCE INSTALLATION

PHASE 2: MEMBERSHIP SYSTEM (~ 40 HOURS)

- CONFIGURE FCA MEMBERSHIP TIERS AND CHAPTER MEMBERSHIPS
- CONTENT RESTRICTION RULES BY MEMBERSHIP LEVEL
- MEMBER REGISTRATION WORKFLOW
- MEMBER DASHBOARD CUSTOMIZATION
- CHAPTER-SPECIFIC MEMBER PAGES

Development Scope & Phases

PHASE 3: PAYMENT ROUTING SYSTEM (~30 HOURS)

- SPLITPAY CONFIGURATION FOR CHAPTERS
- CREATE STRIPE CONNECT SETUP GUIDE FOR CHAPTERS
- PAYMENT FLOW TESTING
- DOCUMENTATION FOR CHAPTER ADMINISTRATORS

PHASE 4: ART GALLERY & FRONTEND SUBMISSION (~35 HOURS)

- WOOCOMMERCE PRODUCT STRUCTURE FOR ARTWORK
- FRONTEND ARTWORK SUBMISSION FOR ARTISTS (LOGGED-IN MEMBERS SUBMIT FROM FRONT END)
- UPLOAD IMAGES, ENTER ARTWORK DETAILS, SET PRICE
- SEARCH FILTERS (MEDIUM, PRICE, CHAPTER, ARTISTS)
- PRODUCT CATEGORIES AND TAXONOMY
- COMMISSION TRACKING SYSTEM
- SALES REPORTING BY CHAPTER

Development Scope & Phases

PHASE 5: SHOW SUBMISSION SYSTEM (~40 HOURS)

- BITFORM PRO SUBMISSION FORM TEMPLATES
- SHOW CUSTOM POST TYPE
- ADMIN REVIEW DASHBOARD
- ACCEPT/REJECT WORKFLOW
- AUTOMATED EMAIL NOTIFICATIONS
- PUBLIC GALLERY OF ACCEPTED/RECOGNIZED WORKS
- EXPORT FUNCTIONALITY

PHASE 6: WORKSHOP/EVENT SYSTEM (~20 HOURS)

- EVENTS AS WOOCOMMERCE PRODUCTS
- CAPACITY MANAGEMENT
- REGISTRATION CONFIRMATION
- ATTENDEE LISTS

Development Scope & Phases

PHASE 7 DATA MIGRATION (~30 HOURS)

- EXPORT MEMBER DATA FROM ARTISTS QUARTER
- DATA CLEANING AND FORMATTING
- IMPORT MEMBERS INTO MEMBERPRESS
- ASSIGN MEMBERS TO CORRECT CHAPTERS
- VERIFY DATA INTEGRATION
- TEST MEMBER LOGIN

PHASE 8: TRAINING & DOCUMENTATION (~15 HOURS)

- COMPREHENSIVE ADMIN TRAINING SESSION
- VIDEO WALKTHROUGH RECORDING
- WRITTEN DOCUMENTATION FOR COMMON TASKS
- CHAPTER ADMINISTRATOR QUICK - START GUIDES

PHASE 9: TESTING & LAUNCHING (~20 HOURS)

- QUALITY ASSURANCE TESTING
- BUG FIXES AND REFINEMENTS
- PERFORMANCE OPTIMIZATION
- LAUNCH DAY SUPPORT

Timeline Estimate

TOTAL PROJECT DURATION: 20 - 24 WEEKS (5- 6 MONTHS)

- WEEKS 1 - 4: DISCOVERY, DESIGN MOCKUPS, WORDPRESS FOUNDATION
- WEEKS 5 - 8: CORE MEMBERSHIP SYSTEM CONFIGURATION AND TESTING
- WEEKS 9 - 11: PAYMENT ROUTING SETUP AND CHAPTER STRIPE CONNECT ONBOARDING
- WEEKS 12 - 15: CHAPTER SECTIONS DEVELOPMENT (CHAPTER PORTAL PAGES)
- WEEKS 16 - 18: E-COMMERCE, FRONTEND ARTWORK SUBMISSION, AND WORKSHOP REGISTRATION
- WEEKS 19 - 20: SHOW SUBMISSION SYSTEM AND JURYING WORKFLOW
- WEEKS 21 - 22: DATA MIGRATION FROM ARTISTS QUARTER
- WEEKS 23 - 24: FINAL TESTING, BUG FIXES, AND PERFORMANCE OPTIMIZATION
- WEEK 24+: TRAINING, DOCUMENTATION, AND LAUNCH SUPPORT

Cost Summary

DEVELOPMENT: ONE - TIME BUILD COST: \$18,750 CAD

ESTIMATED WEBSITE OPERATING COST: \$6,951/YR

- ANNUAL SOFTWARE LICENSES: \$2,751/YR
 - MEMBERPRESS GROWTH (\$954/YR)
 - BREVO STANDARD (\$886/YR)
 - ACE PRO FREELANCE (\$203/YR)
 - WORDFENCE PREMIUM (\$203/YR)
 - FANKMATH PRO (\$191/YR)
 - SPLIT PAY FOR STRIPE (\$141/YR)
 - BIT FORM PRO (\$87/YR)
 - ASTRA PRO (\$87/YR)
- MAINTENANCE & SUPPORT: \$4,200/YR

CHAPTER CONTRIBUTION MODEL

- \$200/CHAPTER/YEAR (NO CAP IN CONTACTS)

Benefits for Chapters

LOWER COSTS

- \$200/YEAR FOR WEBSITE MAINTENANCE + NEWSLETTER SUBSCRIPTION

PROFESSIONAL SITE

- SEO OPTIMIZED WEBSITE WITH NATIONAL VISIBILITY
- ONGOING TECH SUPPORT

REDUCED ADMINISTRATION BURDEN

- AUTOMATED MEMBERSHIP RENEWAL + CHAPTER AFFILIATION AS WELL AS NEW MEMBER ONBOARDING
- DIRECT CHAPTER AFFILIATE MEMBER MANAGEMENT
- AUTOMATED PAYMENT ROUTING WITH PAYMENT REPORT

Next Steps

CONFIRM PARTICIPATION

COLLECT CONTENT

STRIPE SETUP

BEGIN BUILD

LAUNCH PLANNING



Thank you