



Request for Proposal

SECTION I:

INTRODUCTION

The Gravenhurst Chamber of Commerce (GCOC) was incorporated in 1948 and is governed under the National Board of Trades Act. The objective of the Gravenhurst Chamber of Commerce is to promote and improve trade and commerce and improve the economic, civic and social welfare of the Town of Gravenhurst. The Board is comprised of a president, vice president and secretary/treasurer who together with eight other members are elected by the members for two-year terms.

The Chamber also has the contract to offer Visitor Service for the Town of Gravenhurst and operates a Service Ontario license office.

Vision • The Gravenhurst Chamber of Commerce is an approachable and progressive organization supporting the local business community.

Mission • We will provide leadership and access to opportunities by promoting member engagement.

SUBMISSION TIME AND PLACE

Responses to this RFP may be submitted by regular mail or email.

Submissions by regular mail must be on 8.5" x 11" paper, printed on one side, typed using 1" margins and numbered pages. Place the words Website Design and Development in the bottom left corner of the envelope and address it to:

Attn: Sandy Lockhart

Gravenhurst Chamber of Commerce: [275 Muskoka Rd S, Gravenhurst, ON P1P 1J1](https://www.gravenhurstchamber.com)

Submission by email must be in a portable document format (.pdf). Place the words Website Design and Development in the email subject line and send to: manager@gravenhurstchamber.com

The top applicants will present their proposal before a committee of chamber board of directors and staff.

SECTION II:

All responses are due **August 10 by 4:00 PM**. Responses received after this date and time will not be accepted. The Gravenhurst Chamber of Commerce will not be responsible or reimburse for any cost incurred in the preparation of responses

SECTION III: SCOPE OF WORK

The Gravenhurst Chamber of Commerce currently has four websites:

<http://gravenhurstchamber.com>

<http://experiencegravenhurst.com>

<http://www.docksidefestival.com>

<http://www.gravenhurstcarshow.com>

The chamber has outgrown the functionality of the current sites and would like a single, updated, mobile responsive interactive robust site. The chamber needs a single online platform that reflects its enhanced and evolved mission.

The scope of this project is to create a new, vibrant, state of the art website that provides easy navigation for members and visitors and will be smartphone compatible.

A continuous look and feel throughout the site should be maintained and intuitive navigational aids and links should be consistently used throughout the site. A common framework and standardized style will enable users to easily navigate.

The site should be quick to download. The page should make it easy and convenient for visitors to navigate, locate, and select information and services on the site. An intelligent rapid Search Engine Optimization (SEO) should be incorporated into the design as an enhanced navigation tool.

Depending on the selected concept, provide home page, navigation pages, and individual content pages that allow visitors to move freely and without unnecessary graphics or other items that impede or slow down accessing information. These pages should allow content and links to be easily updated, added, or replaced without disrupting the template.

Design standards will be incorporated into the website. Design should be flexible and render properly for different screen resolutions on the popular browsers (Internet Explorer, Microsoft Edge, Firefox, Safari and Chrome). The vendor will create a guide that details standards for use of fonts, colours, templates, graphics and photos as well as suggestions for how to handle site growth.

The vendor will create site side and custom graphics that help brand the site and identify individual sections of the site. This can be done with photos, colour, and other techniques applicable to the web.

The selected vendor will work closely with the Chamber staff to achieve the desired look and feel of a new site. The intended outcome of this collaboration will be a site that represents the Chamber and its many roles.

Deliver relevant, high-quality content, attractive use of media, an appropriate amount of information, timely and current information, and consistent themes.

The GCOC staff will provide content for the new site. They will maintain ownership of the website, its components, and content, and will maintain the site with internal staff. The site must include a technology solution that allows the in-house staff to easily and cost-effectively update content after initial launch

Although GCOC has some specific requirements, we are also interested in vendor ideas for content, and more specifically, vendor approach in designing the style of the website. We encourage respondents to consider and propose alternative solutions and recommendations.

SECTION IV: SPECIFIC STRATEGIES

- Increase market share
- Increase visitation via organic search
- Present comprehensive information and resources in an easy to use and downloadable format
- Provide for social interaction via links to social networks
- Incorporate blog platform, RSS (Really Simple Syndication), landing pages and search engine
- Incorporate Content Management System to allow for easy updating
- Strengthen relationships with partners, owners, agents, customers and other organizations (business directory, calendar of events)
- Improve business efficiencies
- Increase site promotion activities
- Integrate brand messaging
- Deliver a consistent message
- Collect email addresses and create a comprehensive database
- Offer subscription services that include a Learning Management System
- An interactive site that includes a customer portal that is a private, secure website that enables GCOC to share account-specific information with customers.

SECTION V: DEVELOPMENT GUIDELINES:

The website designed by the successful candidate must meet the following criteria:

- Create/implement an easy content management system that will permit non- technical staff to instantly update website content to specific pages.

- Easy updating – Once the site has been completed and accepted by GCOC, the site will be maintained by GCOC staff.
- Be visually appealing – The new site must have an attractive mix of text and graphics.
- Common theme – The website should promote brand consistency in font, colour, etc.
- Photographs, fonts and layouts should be consistent throughout the site.
- Easy to navigate – The site should be easy to navigate. Information should be grouped and presented in a logical manner.
- Provide necessary software and licenses to maintain the site internally or externally as decided by GCOC.
- Provide search capabilities using keywords or phrasing that will identify content from throughout the site.
- Capability to share documents with a member document management system.
- Capability to gather email, areas of interest and demographic information from visitors in a format that permits the chamber to maintain a single database of users and email each according to their area of interest and profile.
- Provide training and all necessary support to permit easy use by selected GCOC staff.
- A more prominent call to action for calendar events and special promotions.
- Social networking sites to be present on homepage.
- Cross-browser accessibility on all current browsers.
- Support transactions such as online forms and applications, etc.
- Implement a two-way system allowing members and visitors to communicate and request information.
- Integrate capabilities for hosting and streaming videos.
- Opportunity to include advertising on site.

SECTION VI: REQUIREMENTS:

GCOC encourages creativity in the proposals submitted; however there are certain requirements for the website project. Your proposal must account for the listed requirements and all other sections of this request.

- Fast Loading Pages – The website must be designed with an aesthetically pleasing balance of text and graphics.
- Site must display well on mobile devices.

- Encrypted, manually installation of CMS
- Multiple level security, completely contained within the website infrastructure, and not reliant on the existing Navigate network security or peer-to-peer connectivity.
- Easy content management for designated staff to add, remove and update content using tools and templates that do not require extensive knowledge of web development languages or technical structure.
- A capability of the general website administration staff to:
 - Control size and content of individual web pages
 - Control size and types of images used within the site
 - Control publishing of links to other websites.
 - Report number of visits to each page of the site.
 - Email interfaces, not dependent on a specific email client.
 - Social bookmarking popup generates after time spent on the site.
 - Description of platform, whether open source (preferred) or proprietary, that website will be built upon.
 - Provide a staging site for development, training and signoff before “go live”
- Technical support must be available in the contract for maintenance and support that is not setup for the GCOC staff to provide.
- Adequate training to maximize the use of the website is mandatory. Training shall include administrator and security level as well as a user level. Training will be provided on-site at the Chamber offices.
- Annual support and maintenance of the website would be determined by a maintenance contract and include services such as refreshing the design elements, updating of technology in the website design, engineering, Search Engine Optimization (SEO) and other elements associated with the website. GCOC would like to have these elements included with this project beginning with the first day of “go live” for the website for one (1) year and, as an optional ongoing item and cost with the continuation of this support in one (1) year increments thereafter. Information and pricing for this option should be described separately.
- All linked documents should be in Portable Document Format (PDF), or in a format to provide ease of viewing, printing, and downloading, and in alternate downloadable formats.
- Include links for visitors to download any browser documents, such as Acrobat Reader, that is necessary to view information on the site.
- Option for future development of blogs and/or newsgroups both restricted within a department’s portion of the website and made available generally while hosted by a specific department.
- Ability to integrate current interactive and social networking mediums such as Facebook, Twitter, and RSS feeds, as well as flexibility to add these types of features in the future.

SECTION VII: TRACKING

Implementation of tracking software to produce user-defined site log reports. We need a tool to help us better understand and measure web visitors' behaviour and improve website performance and availability. Including:

- Web traffic analysis
- Path analysis
- Visitor trends
- Page views
- Entry pages
- Top pages
- Exit pages
- Page – length of stay
- Technical analysis: browsers and platforms

SECTION VIII: SUBMISSION REQUIREMENTS

The Proposal shall include the qualifications requested. Information should be complete and demonstrate that the Service Provider can perform professional work. You are welcome to provide any other information deemed appropriate for this project.

Introduction:

Prepare a brief introduction including a general demonstration of understanding of the scope and complexity of the required work. The title page of the proposal should contain your firm's name, address, telephone number, principal contact, fax number, and email address. The Proposal should contain a Table of Contents as well as the below qualifications:

- Minimum of 8 years of verifiable experience designing, developing and implementing enterprise-level web solutions.
- Knowledgeable in Web 2.0 functionalities and beyond.
- Experienced in SEO standards proficient in UI design.
- Briefly describe your firm's organizational capacity to produce our website (e.g. staff, equipment, software, physical space, office location, etc.).
- Provide a company profile, length of time in business and core competencies.
- Please discuss your firm's project management process.
- Please discuss any hardware/software vendor partnerships used.

- Please discuss your testing and support plan.
- Please explain your service level agreement structure.
- Please disclose any relevant conflicts of interest and/or pending lawsuits.
- Include time frame for completion for evaluation. In addition, timeframes will be part of the contractual agreement; therefore, a realistic timeframe for completion is requested.

Client References:

Provide three comparable websites designed by your firm that exhibit complexity: blend of information and online services, multiple departments providing content, and a wide range of intended audiences. Include the website address, company/agency contact, address, telephone number, and hard copies of the Home Pages. These companies/agencies may be contacted for references. Only sites that are live will qualify during evaluation. Briefly list the role your firm played in each project. Clearly specify which services are provided in-house and which are outsourced.

Pricing and Budget:

The proposal should contain a total cost of the project, as well as a detailed “line item” breakdown of costs for the Website Design and Development, Hosting fees, SSL certificate etc. In addition, please specify:

- Any additional costs/charges must be clearly defined.
- Proposals should include necessary software and hardware, any additional communication requirements, integration needs and potential costs necessary to maintain the website (i.e. hardware, software, installation, licensing, training, etc.).
- Proposal should be all encompassing, with a single vendor identified as the “responsible lead vendor”. Please include any subcontractor(s) that will be required to meet the needs of the proposal or clearly indicate what portion of the services are not included as part of your proposal.

Evaluation Criteria

The following criteria will form the basis upon which the Gravenhurst Chamber of Commerce will evaluate proposals. The mandatory criteria must be met and include:

- Suitability of the proposal – the proposed solution meets the needs and criteria set forth in the RFP
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references
- Aesthetic capabilities – Prior work demonstrates artistic and innovative user- friendly interfaces that engage viewers
- Candidate experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project

- Value/Pricing Structure and Price Levels – The price is commensurate with the value offered by the proposer
- The candidate firm has appropriate staff to develop the site in the timeframe needed
- Proposal Presentation – The information is presented in a clear, logical manner and is well organized
- Demonstrated commitment to high service level agreements
- Special consideration will be given to chamber members