



PARRY SOUND DOWNTOWN BUSINESS ASSOCIATION

REQUEST FOR PROPOSALS Website Development

Terms of Reference: The Parry Sound Downtown Business Association (PSDBA) is seeking the expertise of a Web Developer & Designer to design and build a fresh looking website.

1. Purpose

The main objective of this RFP is to attract Proposals from qualified businesses to redesign the PSDBA's website www.downtownparrysound.ca taking into account the unique position of a BIA and their target audience – residents, visitors, cottagers, businesses (existing and potential), and investors.

2. Background

Since its establishment in 1977, the Parry Sound Downtown Business Association's (PSDBA) mandate has been to market and beautify Downtown Parry Sound as the primary commercial and business centre in the Parry Sound area.

The PSDBA represents approximately 250 businesses and their employees, as well as the broader community of Parry Sound and the surrounding municipalities. The PSDBA plays an active role advocating for a thriving and diverse community of retailers, restaurants, and services.

Funding for the PSDBA comes from a supplementary tax levied on all commercial buildings within its boundaries. This geographical area represents a dense mix of retail stores, hospitality and tourism services, professional services and social agencies.

3. Objective of the Assignment

The PSDBA is looking for a Web Designer & Developer, who will closely work with the Executive Administrator to meet the following objectives

Specific Objectives:

- a) To create a website that is informative, interactive and practical for all site visitors as well as our members
- b) Must follow Web Content Accessibility Guidelines
- c) Optimize content management to facilitate easy and timely updates by the Executive Administrator
- d) Optimize the website for mobile use
- e) Easy to use and easy to navigate
- f) Ability to post blogs on website and then upload content to various Social Media platforms (go to <http://www.downtownnewwest.ca/Blog> or <http://www.libertyvillagebia.com/blog/> for examples)
- g) Interactive capabilities that will allow DBA member's to sign in with a password so they can update their own business information and input events and promotions related to their business.
- h) Integrated Google mapping (showing points of interested within the DBA boundaries including all member business locations – Lon/Lat provided)
- i) A "Search" feature, allowing visitors to the site to search for a specific business, event or general information
- j) Generate regular and accurate website analytics
- k) Migration of existing content, including all information from the Business Directory
- l) Content on the website will include, but not be limited to
 - Board members including bios and pictures
 - An "About Us" information section
 - DBA Business Directory
 - DBA Events Section
 - DBA map
 - Photo gallery
 - Other information
 - Resources and links
 - Webcam

5. Project Details

Ideally, the RFP seeks proposals that address the following components. However, the PSDBA encourages the use of these only as a guideline, and to provide additional elements or recommendations as appropriate.

Phase	Action
Phase 1 – Investigation	An in-depth look at the PSDBA's current website to understand its goals for the website moving forward
Phase 2 – Strategic Planning	Development of a project plan outlining steps to be taken to achieve the goals
Phase 3 – Design & Test	Preliminary design concepts with the final selection done by the PSDBA. Testing the website for ease of navigation, use, etc.
Phase 4 – Launch	This phase includes launching the website along with the training for the Executive Administrator on how to upload content and maintain the information on the site
Phase 5 – Long Term Support	This phase extends beyond the timelines of the RFP contract, providing technical support for additional changes that cannot be done internally as well as any bugs that may present themselves over time.

6. Proposal check list

Respondents are requested to include the following components in their submissions:

- A clear work plan and description of approach to the project
- Proposed project schedule including key dates
- A detailed/line itemed breakdown and summary of costs with a total price shown. Prices must be quoted in Canadian dollars, including taxes
 - The cost for hosting the new website must be listed as a separate option.
There is an opportunity to continue using the current provider, if applicable.
- A complete company profile outlining history, capabilities and experience as well as other information deemed relevant
- Summary of prior experience (within the last 3 years) on similar projects dealing with BIA's or other associations

- Identification of all key personnel who will oversee their project. Please include their relevant experience and qualifications and their roles and responsibilities in the project.
- If the execution of work to be performed requires the hiring of sub-contractors, you must clearly state this in the proposal. Sub-contractors must be identified and the work they will perform must be defined.
- At least two references including names, position, telephone numbers and e-mail addresses for which the bidder has performed similar work. These references might be contacted during the proposal evaluation phase to determine their satisfaction with the work carried out.

7. Submission of Proposals

Submit an electronic copy of your proposal to:

Susan Hrycyna

Executive Administrator

downtown@psdba.ca

All proposals must be received by Friday January 26th, 2017 at 4:00pm

8. Other Considerations

- The PSDBA may ask for additional information, discuss the submitted proposal with any bidder without any obligation to other bidders and without giving rise to any rights of other bidders to amend or negotiate their response.
- The PSDBA, at its discretion, may select any one proposal or reject any or all proposals. The PSDBA is not obligated to select the proposal with lowest price. The PSDBA reserves the right to negotiate with any or all proponents.
- Subject to the other provisions of the RFP, the criteria specified are the sole criteria, which will be used for the evaluation of the proposals.

9. No Adjustments to Proposals

No unilateral adjustments to submitted proposals will be permitted.