

Request for Proposals

To

Develop a Website

For

Brockville & District Chamber of Commerce

Release Date:

May 2, 2022

Deadline for Submissions:

4 p.m. EST May 30, 2022

Brockville & District Chamber of Commerce

3 Market Street West

Brockville ON K6V 4R7

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Introduction

The Brockville and District Chamber of Commerce (the Chamber) invites proposals to provide services for the complete development of a new website.

About Brockville & District Chamber of Commerce

The Brockville and District Chamber of Commerce is part of a network of Chambers of Commerce and Boards of Trade that exist in virtually every community across Ontario and Canada. The Chamber network consists of 65,000 businesses provincially and 170,000 businesses nationally. Locally, the Chamber has over 300 members and is recognized as this area's official "Voice of Business." This voice is an effective force in influencing issues and legislation affecting your business and our community. It is a membership based and not-for-profit association that is led by an elected volunteer Board of Directors.

Mission Statement: We support and grow business to build a strong economic community through proactive leadership in advocacy and relevant programming.

Vision Statement: We are a Respected leader in regional economic growth and building vibrant business relationships. We have earned this reputation by:

- Working effectively with all levels of government.
- Diversifying our revenue streams resulting in financial viability.
- Being known as the go-to organization for small business in our community for business support and resources.
- Attracting and retaining an engaged membership
- Pivoting to emerging needs of our members, community trends and Ontario Chamber of Commerce developments.
- Providing value to members leading to member satisfaction at an all-time high

Brockville & District Chamber of Commerce Website Goals

The objective of this proposal is to modernize the website and digital assets of the organization. We hope to achieve this through website modernization with the following goals:

1. Creation of a WordPress CMS website for external facing visitors.
2. Migrating the content of our current website to a new modern website.
3. Integration with our internal facing ERP system: **ChamberMaster**.
4. Increase domain authority through SEO best practices.
5. Increase content and keyword capture through new page creation for both services and geographic locations.

6. Increase automation and integration with customer relationship management and tools for our members to access their online content.
7. Content creation and optimization for search engine ads, including creation and integration with landing pages.
8. Integration with Google Analytics and regular reporting of website success.
9. Integration with Social Media platforms for better outreach and engagement.

Performance Objectives

A more visually interesting homepage whose content is not focused mainly on the latest blog post.

- Visually optimized home page, landing pages and key content.
- Mobile friendly
- Page Load Speeds within limits of standard practice in web development.
- Intuitive navigation, breadcrumbs and simple menus.
- AODA Compliant - WCAG 2.0 Level AA
- Clean yet engaging design for members and external users.
- Search engine optimized including meta data rich snippets and google/bing integrated to landing pages.

Note: Goals for future integration on the website include an on-line store capability.

Scope of Work

The Chamber requires the services of a vendor to provide planning, design, and implementation of a striking, dynamic, website identity and architecture to support and promote our services, including: user experience design, software development, content structure and optimization, audiovisual integration services, launch and warranty as detailed below. The full scope of work includes:

1. Work to include the design components, content management, systems design, and other custom solutions as required.
2. Collaboration with the Chamber's Staff and Board in understanding, developing, and supporting, the proposed experience design including necessary media and technology delivery.

3. Providing additional insight, guidance, and experience in support of the Chamber’s stated goals for design, content delivery, and overall experience.
4. Working with the Chamber’s Staff and Board and other partners as appropriate to prototype, beta-test and/or verify software development efforts as needed. Prototypes should be used to verify proposed solutions. A quality assurance program will also need to be specified to ensure testing of all software and equipment as appropriate.
5. Preparation of handover and onboarding provided to pertinent staff about basic operation of and maintenance of all systems
6. Provision of a suggested ongoing annual maintenance schedule and regimen, including suggested software and any equipment.
7. Ensure all current website operations are maintained and not disturbed during the re-development.

Specific Project Requirements

Specific features are expected in the scope of work to be completed by proponents are but not limited to:

- A new externally facing website in WordPress CMS and seamlessly integrated to our internal system Chamber Master.
- Intuitive navigation with clean and focused design
- Content organization and optimization leveraging existing content and resources
- Optimized SEO
- Integration with Google Analytics, Google Ads, traceability in landing pages.
- Social Media and Email Marketing integration
- Integration with external interfaces.
- Documentation & staff training
- Mobile friendly and responsive design

Note: A change in hosting provider, if recommended in the proposal, could be considered. The website is currently hosted by Truespeed.

Proposal Requirements

Proposal Format and Guidelines

Please include the following in your proposal:

1. Title Page Include your company name, address, web site address, telephone number, e-mail address and primary contact person.
2. Cover Letter Signed by the person or persons authorized to sign on behalf of the company.
3. Project Plan A. Your proposed project timeline with major tasks and milestones
 - a) Your approach to:
 - I. Website design
 - II. Project management process
 - III. Managing a domain transition plan
 - b) Your approach to balancing our current website needs with our future expansion goals.
4. Your Team
 - a) Identify who will be involved on the project team, including relevant experience
 - b) Indicate if you have the following specialists on staff:
 - I. Graphic design specialist
 - II. Digital strategy specialist
 - III. Stakeholder engagement specialist (or equivalent)
 - c) Do you anticipate subcontracting any portion of this work to other vendors?

If yes, explain how you will ensure quality management of people not directly in your employ.

 - Note: Once they are identified, the successful vendor will be required to provide a complete list and credentials of all subcontractors. It is NOT expected that this list be include in your proposal.

5. Experience

A. References and Examples:

Please describe your qualifications and experience, including that of key personnel, which will be involved in this project. This overview should include optional services and subcontractors that the Contractor believes will contribute to the needs of the project.

- I. List the five web sites your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project.

The URL should be submitted.

- II. Provide current reference information for three former or current clients.

B. Briefly describe:

- I. Your firm's experience and interest in producing sites that align with the goals for the proposed Chamber site
- II. Your firm's organizational capacity to produce our web site (e.g., staff, equipment, software, physical space, office location, etc.)

C. Tell us what sets you apart from your competition

Provide any additional information you feel is relevant to the proposal including, but not limited to, customer testimonials that contribute to demonstrating qualifications, experience, capabilities and resources to meet the project's requirements as stated in this RFP.

Critical Path & Timing

May 2, 2022	Release of this RFP
May 9, 2022	Deadlines for submission of questions
May 30, 2022	Deadline for proposals
June 6, 2022	Review submissions and follow up with candidates
June 10, 2022	Selection process completed, contract signed and project kick-off meeting set

Bid Sheet (1/2)

Company Name: _____

	Description	Cost
Item 1	Create New WordPress CMS Website	
Item 2	Content Creation based on previous website	
Item 3	Integration with ChamberMaster	
Total		

We reserve the right to accept all or some of the phases. At a minimum Phase 1 proposals will be accepted. The lowest price may not necessarily be accepted.

For additional scope of work beyond what is outlined in this proposal, if applicable:

A) Hourly Rates (If applicable for future updates)

Person	Position	Hourly Rate

B) Maintenance and Ongoing Costs

Item	Monthly Costs	Notes
Website Maintenance		
SEO and Content Creation		
Google/Bing Ads		

Fixed Costs i.e., Hosting		
Other		

Bid Sheet (2/2)

We, the undersigned, have the authority to bind the corporation:

Authorizing Signature:

Authorizing Name:

Authorizing Position:

Corporation:

Authorizing Signature:

Authorizing Name:

Authorizing Position:

Corporation:

Terms and conditions

The Brockville and District Chamber of Commerce reserves the right, at its sole option, and for its convenience, to accept and/or reject any proposal, in whole or in part, for any or no reason. By making this request for proposals (RFP) the BROCKVILLE AND DISTRICT CHAMBER OF COMMERCE does not imply or give any assurance whatsoever that any proposal will be accepted. No contractual or other legal obligations arise on the part of the BROCKVILLE AND DISTRICT CHAMBER OF COMMERCE to any proponent by this RFP until such time as a final, written agreement, if any, is subsequently entered into with a proponent.

BROCKVILLE AND DISTRICT CHAMBER OF COMMERCE may or may not award the business that is the subject of this RFP to any proponent or proponents at its sole discretion. BROCKVILLE AND DISTRICT CHAMBER OF COMMERCE reserves the right to negotiate with proponents, seek clarification from proponents regarding their proposal responses and invite modifications to the proposal responses submitted.

Brockville Chamber retains the right to withdraw or modify this RFP at any time without notice and without obligation to proponents. BROCKVILLE AND DISTRICT CHAMBER OF COMMERCE may waive compliance with the requirements of this RFP and consider a proposal response that does not meet all of the requirements of this RFP.

Your proposal is submitted at your own risk. If, prior to the deadline for submission of proposals you fail to notify BROCKVILLE AND DISTRICT CHAMBER OF COMMERCE of an error and your proposal is selected, you shall not be entitled to any compensation or time by reason of the error or its later correction.

No part of this RFP will become part of any final agreement between BROCKVILLE AND DISTRICT CHAMBER OF COMMERCE and the provider unless specifically incorporated into a final, written agreement. Any or all contents of your proposal may become part of the final agreement. Further, your proposal response, including fees, shall constitute a binding offer capable of acceptance in whole or in part by BROCKVILLE AND DISTRICT CHAMBER OF COMMERCE, and if selected will remain valid until such time as a final agreement is negotiated and executed.

BROCKVILLE AND DISTRICT CHAMBER OF COMMERCE shall not be in any way responsible for or liable for any costs associated with your proposal and you shall not make claim to BROCKVILLE AND DISTRICT CHAMBER OF COMMERCE for any such cost or expenses. By submitting a proposal response, you agree to waive any right to claim damages against BROCKVILLE AND DISTRICT CHAMBER OF COMMERCE for any reason, cause, or thing arising out of the RFP process.

Any contract awarded as a result of this RFP will be non-exclusive. BROCKVILLE AND DISTRICT CHAMBER OF COMMERCE may, at its sole discretion, purchase the same or similar services from other sources during the term of the contract.

3.2 Potential for conflicts of interest

Each proponent, in their proposal submission, shall declare all conflicts of interest or any situation that may be reasonably perceived as a conflict of interest that exist now or may exist in the future. Failure to comply with this requirement will render the proposal non-compliant and will cause the proposal to be rejected.

BROCKVILLE AND DISTRICT CHAMBER OF COMMERCE reserves the right to disqualify from further consideration proposals that in BROCKVILLE AND DISTRICT CHAMBER OF COMMERCE opinion demonstrate a conflict of interest.

3.3 Termination

In the event that the successful proponent, in the opinion of BROCKVILLE AND DISTRICT CHAMBER OF COMMERCE, fails to satisfactorily perform the services in accordance with the terms and conditions of the contract including the instructions to proponents, terms of reference and any other documented terms and conditions, BROCKVILLE AND DISTRICT CHAMBER OF COMMERCE reserves the right to terminate services. BROCKVILLE AND DISTRICT CHAMBER OF COMMERCE further reserves the right to terminate the contract without showing cause, prior to its conclusion, upon giving at least ten (10) days written notice to the successful proponent.

3.4 Terms of payment

Payment will be made in response to invoices in accordance with the final executed contract, provided the invoices are based on work/deliverables described in the scope of the project and are consistent with the timetable of each negotiated deliverable, are completed to BROCKVILLE AND DISTRICT CHAMBER OF COMMERCE satisfaction, and provided there exists no defaults of obligations.

3.5 Subcontracting and assignments

It is understood and agreed that the successful proponent will be an independent contractor. Any proposed BROCKVILLE AND DISTRICT CHAMBER OF COMMERCE subcontracting agreements must be approved by BROCKVILLE AND DISTRICT CHAMBER OF COMMERCE and will not release you from any obligation with respect to the performance of your obligations.

3.6 Errors and omissions

BROCKVILLE AND DISTRICT CHAMBER OF COMMERCE shall not be held liable for any errors or omissions in any part of this RFP. While considerable effort to ensure an accurate representation in this RFP, the information contained in the RFP is supplied solely as a guideline for proponents. The information is not guaranteed or warranted to be accurate, nor is it necessarily comprehensive or exhaustive. Nothing in the RFP is intended to relieve proponents from forming their own opinions and conclusions with respect to the matters addressed in the RFP.

3.7 Indemnification

If you are selected you will be required to provide satisfactory proof of maintenance of relevant insurance coverage (including commercial, professional, general liability and automobile insurance).

The successful proponent shall indemnify and hold harmless BROCKVILLE AND DISTRICT CHAMBER OF COMMERCE, its Board of Directors, its officers and partners from and against all actions, claims, demands, losses, costs, damages, suits, or proceedings whatsoever which may be brought against or made and against all losses, liabilities, judgments, claims, suits, demands or expenses which may sustain, suffer or be put to resulting from or arising, out of the successful proponent's failure to exercise reasonable care, skill, or diligence or omissions in the performance or rendering of any work or service required hereunder to be performed or rendered by the successful proponent, its agents, officials and employees.

3.8 Confidentiality

In the performance of this contract, the successful proponent will not at any time before, during or after completion of the project, divulge any confidential information communicated to or acquired by you or disclosed by BROCKVILLE AND DISTRICT CHAMBER OF COMMERCE.

3.9 Acceptance of terms

By submitting a proposal, you represent you have read, completely understand, and accept all terms and conditions of the RFP in full.

4.0 Submission requirements

4.1 Proposal guidelines

Your proposal must:

1. Be submitted electronically in PDF file. Your submission should not exceed 10 pages in length, plus Appendix.
2. Be accompanied by a cover letter / e-mail certifying the accuracy of all information contained in your submission and acknowledging your offer of services according to (a) the project scope as set out in Section 2.0; and (b) the terms and conditions as set out in Section 3.

Evaluation Criteria

4.2 Evaluation criteria	Criterion	Weight
	Qualifications and professional experience	20%
	Demonstrated expertise and ability to meet requirements per proposal responses	30%
	Quality of proposal and demonstrated ability and capacity based on client references	30%
	Thoroughness of proposal	15%
	Chamber Member	5%

4.4 Submission

It is your responsibility to seek clarification of any matter that you consider unclear before submitting your proposal by the deadline specified herein for submission of written questions. BROCKVILLE AND DISTRICT CHAMBER OF COMMERCE is not responsible for any misunderstanding or misinterpretation of this RFP document or requirements.

Note: To ensure you are apprised of any additional information as may be provided, please confirm your intention to submit a proposal upon receipt of this RFP.

Deadline for proposal submission is:

MAY 30, 2022

At

4:00 p.m. EST

Proposals must be submitted electronically (only) to:

PJRobertson@Brockvillechamber.com