



REQUEST FOR PROPOSAL

**Redesign, Hosting and Support of
Burlington Economic Development Corporation's Website**
www.bedc.ca

Issue Date: October 20, 2010

Due Date: November 8, 2010

TERMS OF REFERENCE

1.0 PROPOSAL INVITATION

Burlington Economic Development Corporation (BEDC) is currently seeking firms with experience in communications/marketing, website design, content management and development and the use of web 2.0 technologies to submit a proposal to assist with the redesign, hosting and support of www.bedc.ca.

To assist with this, BEDC is currently seeking a qualified consultant with particular experience in the field of economic development, municipal, corporate and non-profit websites to work in partnership with BEDC to define and execute a new website for 2011.

BEDC is a non-profit corporation, providing the economic development function for the City of Burlington, responsible for attracting new investment, retaining and expanding existing business, and supporting local companies. Our Board of Directors has recognized the need to enhance the role of the website in the delivery of our vision and mission. There is also a need to improve the functionality, design and layout of our website to ensure that we are on par with current marketing trends and providing our visitors with a robust and relevant website. The website will play a key role in BEDC's ability to achieve its, and Burlington's, goals and objectives related to marketing events and communications, investment attraction, supporting the continuing growth of local companies and delivering an effective and efficient economic development program.

2.0 BACKGROUND

BEDC's website was last redesigned in 2005 to add e-commerce functions. Subsequently, BEDC has adopted an updated economic development strategy, revised our vision and mission, and prepared a communications plan and an investment attraction strategy. As BEDC moves strongly into implementation on its various initiatives, there is a desire to enhance the role and capability of the website to help the corporation achieve its goals and objectives. BEDC believes that the current site does not meet our current and emerging requirements. In addition to re-thinking and repositioning the website there is also a need to refresh its design and insure that its technical structure and functionality will meet our existing and future needs.

There are issues with the functionality of the site pertaining to ease of navigation, locating necessary information, and the organization of the pages that will need to be addressed.

At this time the site is hosted and supported by separate external vendors. It is BEDC's intention to continue to have the site hosted externally but improve our ability to manage the content and functionality. BEDC will work in partnership with the web consultant to develop a plan and new design for www.bedc.ca.

BEDC interacts with a diverse set of audiences that includes the existing business community that needs to be informed about local economic issues, developments and initiatives; potential investors either individually or through their consultants/site selectors; participants and sponsors of BEDC events; stakeholder groups engaged in specific projects; and community stakeholders interested in Burlington's overall prosperity. BEDC's new website will need to meet the needs of our various visitors with a secure, interactive, user-friendly and informative site relating to the Burlington business community and BEDC's services, programs, events and investment opportunities.

3.0 RENEWED WEBSITE OBJECTIVES

Transform BEDC's Marketing/Communications Activities

- Make the website a primary marketing and communications tool that supports and is fully integrated with BEDC's efforts to implement its vision, mission and economic development strategies, and revenue generation needs
- Implement BEDC's marketing and communication objectives – promoting Burlington as a great place to live and work, using bold imagery and a common theme
- Strengthen BEDC's brand and profile and enhance Burlington's community image globally
- Improve the overall feel of the website layout – develop more eye-catching imagery to attract the user and retain interest
- Create a site universal enough to appeal to the diverse audience that BEDC attracts
- Communicate and market current information on BEDC events and activities, and provide easy access to register for events and programs.

Enhance BEDC's Investment Attraction Capabilities

- Create a platform for Burlington's value proposition, investment and partnership opportunities and our investors and sponsors to be profiled more effectively

- Be a primary resource for investment and site location experts, assisting them in short-listing Burlington as a competitive business location
- Link to associated program (site search tool for example) and sponsor companies.

Improve Functionality of the Website

- Improve the functionality and ease of navigation while maintaining the ability to communicate a large amount of information. The current website is not as user-friendly as it could be.
- Re-organize the design to improve its functionality, visitors are not able to easily locate the information they seek based on the headers provided
- Add in a 'Recent News/developments' function. Currently, the links posted along the right hand side attract minimal attention and get lost on the page
- Create a more interactive and dynamic site, allow for the introduction of Web 2.0 technologies including social media and collaboration tools

Support BEDC's Program Development, Administration and Productivity

- Provide a seamless transition of a new/revised registration system that will accept online event registrations and secure real-time credit card payments and provide timely and accurate reports on BEDC events and revenues (registration lists, payments received, etc.)
- Continue to measure the use of site on an on-going basis and provide intelligence with respect to the effectiveness of the site in achieving our objectives.
- Improve our ability to dynamically up-date content, add/activate new features and functions as needed, and easily access and use data and information generated through the website.

4.0 Scope of Work

It is anticipated that the BEDC website redesign will have 3 phases.

1. The preparation of a website plan.
2. The redesign of the website to improve functionality, while addressing graphics and visual appeal.
3. The implementation of the website and new components; i.e. the discussion board, social media, etc.

The scope of work for the project must include the elements noted below. Currently, BEDC staff use Microsoft operating systems and software, as well as Salesforce CRM system.

Website Plan

- The plan should assess the current website with respect to strengths and weaknesses
- The plan should establish key objectives, functions, content and navigation requirements, content management requirements and site evaluation methods
- The plan should identify the desired outcomes with respect to the use of social media and the integration of appropriate social media tools with the website
- Plan preparation should include discussion/interviews with expected site users to help assess their needs.
- The plan should incorporate time reserved to review the effectiveness of the site and to discuss and implement corrections/improvements after the site goes-live.

Basic Redesign of Current Site

- Create a clean and fresh look to complement BEDC's corporate marketing materials and requirements
- Provide a dynamic, interactive site that is continually refreshed by providing new information and elements such as audio, virtual tours, video clips
- Ensure user-friendly and intuitive navigation of content and links
- Add option for subscription to free information from BEDC (e.g. announcements, broadcasts)
- Link easily to sponsors websites and associated programs/websites
- Support BEDC's ability to deliver specific campaigns/initiatives

Home Page Redesign

- Allow BEDC to communicate and regularly change business community news (i.e. media advisories, press releases, events, announcements)
- Support and promote upcoming BEDC events
- Allow for investor/sponsor profiling
- Establish Quick Links
 - Discussion/Collaboration Centre (see below for details)
 - BEDC Events Calendar
 - Available land/real estate, mapping, etc.
 - Request for Information

Information Subscription Manager

Create two way E-communications capabilities. Include forward to a friend, opt-in links and other mechanisms to promote self propagating communications between users. Include back office administration tools with the ability to modify template to add, maintain, and update content and photos.

The site should have the ability to: archive past communications; subscribe and unsubscribe features built into subscription functions (double opt-in process); and broadcast to email database.

Search Capabilities

Search capabilities must allow website visitors to intuitively navigate and search the entire website and locate desired information with minimal effort on their part.

Site Content Manager

Allow BEDC staff to easily add, delete or edit site text and graphics without having to format special pages and upload through File Transfer Protocol (FTP). The administration interface should allow the user to easily place, delete or edit copy and photos to meet page layout requirements. Database content should allow for specific search mechanism that does not require second party program.

- Give access to certain pages to “Page Masters” to enable them to update their information as required and ideally add additional pages as required. The process should be simple, with no programming required so that the average computer user will be able to execute.
- Editing can be done on-site or remotely

Feedback Mechanism

In order for BEDC to evaluate whether we are meeting the visitor needs, it is important to have a mechanism to capture website feedback including the ability to conduct on-line surveys. This will be developed in partnership with BEDC staff and will allow for customer service improvements.

Web 2.0.

The web-site should be designed to allow for the inclusion, use and administration of Web 2.0 technologies and social media tools. The addition of social media platforms will allow for website users to become actively involved and communicate openly and freely with BEDC

employees and other users about events, news and issues pertaining to community and business development in Burlington.

Discussion/Collaboration Centre

The formation of a discussion/collaboration centre in which users can sign up to become members and participate in real-time discussions with other members, BEDC work groups (such as BEDC's Rapid Response Team) and staff members on issues regarding economic development. Participants should be able to receive notices and updates when a new 'posting' is put up by a member or when a discussion is formed. BEDC would like to provide its partners and investors with an outlet in which to communicate directly with staff, board members and each other about topics that are pertinent to BEDC issues. These members can also form groups that allow them to discuss certain topics with like-minded individuals – i.e. a group for the Financial District.

E-commerce and Security

The new website will allow for visitors to register online for all BEDC events and sponsorship opportunities, as well as providing secure real-time credit card payments. Financial processing of credit card transactions must be compliant with PCI DSS and other relevant standards. BEDC should also have the ability to undertake registration and payments on behalf of other economic development partners. Seamless links to partner's websites and materials will be required.

Security of BEDC information must be treated as a priority. The website plan should align with your organization's security policy and plans and address issues related to disaster recovery, anti-virus programs, firewalls, and intrusion detection systems. BEDC will retain ownership of any data hosted on the system and will require that the data is regularly backed up that there is a mechanism for providing BEDC with a copy in a readable format upon request.

Website Examples

In order to help you with our expectations, four sites we are impressed with include:

<http://business.kingstoncanada.com/en/> - Kingston Economic Development Corporation

www.investinhamilton.ca – Hamilton Economic Development

www.miltonthiswayup.ca – Town of Milton – Economic Development

www.tourismburlington.com –Tourism Burlington

5.0 Deliverables

The consultant will be responsible for the following deliverables:

- Conduct an initial meeting with BEDC to discuss scope of the work, project work plan deliverables, content requirements and the preparation of the plan for website redevelopment
- Participate in regular meetings and keep BEDC up to date on progress at each stage of redevelopment
- Provide a critical path for launch of new website by April 29, 2011
- Provide a website development plan
- Provide a draft website design for review, comment and revision.
- Provide final design and recommend hosting options
- Migrate all content from existing site to new design.
- Ensure search engine optimization by setting up key words.
- Implement one training session for BEDC staff on the use of all web-based applications and provide detailed training manual.
- The successful bidder will allot 14 days to “soft test” all website components considered deliverables under the terms of this Request for Proposal. Such testing will be done in a live web environment provided by the contractor prior to uploading the website.

6.0 Project Team

The successful team will work with BEDC to redesign the website.

The project team will provide background information, guidance and direction. The first point of contact will be Kyle Benham, Executive Director at BEDC. Any responsibilities of BEDC beyond what is described in this section should be identified in the consultant’s proposal.

7.0 Project Timing

The following anticipated timing and dates are subject to change:

DESCRIPTION	DATE
RFP Issue	October 20, 2010
Proposal due date	November 8, 2010
Evaluation of Proposals	November 12, 2010
Interviews with Short-listed Proponents	November 16, 2010 from 9 am to noon
BEDC Executive Committee Award of Contract	November 19, 2010
Contract Start Date	November 22, 2010
Initial Meeting(s) Presentation with Staff	November 22, 2010, 10:30 am to 12:00
Completion of Draft Design Phase	March 31, 2011
Contract Expiry Date/Project Completion Date	April 29, 2011

Consultants are asked to confirm the above timetable is achievable and will result in a successfully developed project.

8.0 Pricing

A total of between \$30,000 and \$40,000 has been allocated to the BEDC website redevelopment and includes implementation of the stated objectives and deliverables.

The consultant's fee should be based on the following:

- Performance and demonstration to BEDC that the fees the web consultant invoiced is proportional to the work performed at the time of the submission of the invoice.
- The project contract administrators will be the sole judges as to the performance and progress of work performed. Payment will be for such services accordingly when invoiced by the consultant. An amount of 25% of the total value of the consulting contract will be held back (if necessary) pending completion.
- Only those consultants' selected to be interviewed will be contacted.

9.0 Proposal Content Requirements

All proposals must include the following:

1. Your understanding of our needs and identification of resources and support required from the project team.
2. Identification of the principal consultant and any sub-consults that may be involved with a description of roles and responsibilities, qualifications, relevant experience, and references.
3. Proposed work plan and schedule
4. Fees related to the project including disbursement and taxes
5. An estimate of the minimum and recommended hosting, licensing and maintenance costs for a three year period following the launch of the new website.
6. A copy of your organizations standard service level agreement that outlines the type and level of after-care support provided and the associated costs
7. Description of work experience in related projects, in particular work performed for other economic development organizations or municipalities
8. The website addresses of the top three sites your firm has designed and which you feel would apply to this particular project.
9. Include the names of three references from economic development organizations or municipalities or other clients - which are relevant to this project.

10. Mandatory forms:
 - a. Project Pricing Summary
 - b. Proposal Submission Form
 - c. Personnel Allocation and Fee Structure.

10.0 Consultant Selection Criteria

The selection of a consultant will be based on the following criteria:

- Quality of proposal aligned to addressing the “Terms of Reference”
- Feasibility of the proposed plan, methodology, process and timelines/schedule
- Experience, knowledge and competency of the principal consultant and identified project associates
- Cost and value of services proposed
- Cost of on-going operations and maintenance
- Technological and security resources and capabilities

11.0 Materials Attached

Appendix A: Pricing Summary Sheet

Appendix B: Proposal Submission Form

Appendix C: Personnel Allocation and Fee Structure.

Appendix D: BEDC Profile, Economic Development Strategy, Vision & Mission

12.0 Submission Deadline

Four copies of your organization’s proposal are to be submitted no later than: 4:00pm on November 8, 2010.

Attention: Kyle Benham

Burlington Economic Development Corporation

Re: BEDC Website Redesign Proposal

414 Locust Street, Suite 203

Burlington, ON

L7S 1T7

benhamk@burlington.ca

Tel: 905-332-9415 x 7252

Upon the launch of the re-designed website, all content will be the sole ownership of BEDC.

Appendix A

PROJECT PRICING SUMMARY

SECTION A (Mandatory to complete)

Provide the overall fee for your services below, (not including disbursements):

Sub Total \$ _____
H.S.T. 13% \$ _____

***Total \$** _____

Note – A more detailed breakdown of the fees by work stage/activity including person hours allocated per stage/activity, will be required as part of your proposal.

SECTION B (Optional Alternative - not necessarily aligned with the Terms of Reference, but another way to fulfil our requirements)

Provide the overall fee for your services below, (not including disbursements):

Sub Total \$ _____
H.S.T. 13% \$ _____

***Total \$** _____

Note – A more detailed breakdown of the fees by work stage/activity including person hours allocated per stage/activity, will be required as part of your proposal.

SECTION C

Disbursements (estimated upset price)

Sub Total \$ _____
H.S.T. 13% \$ _____

***Total \$** _____

PROPOSAL SUBMISSION FORM

PROPOSAL SUBMITTED BY:

Company Name:

Signature of Authorized Officer:

Street Address:

Name & Title (Print):

Town/ City, Province:

Name & Title of Contact Person:

Postal Code:

Telephone Number:

PERSONNEL ALLOCATION AND FEE STRUCTURE

(if applicable, e.g. Consulting Services)

(This form is to be completed and submitted with proposal. Attach additional pages if needed)

Name of Person(s) to be Assigned	Title & Role	Rate per Diem	Hourly Rate	# of Hours Allocated	Extended Value
				Sub-Total	\$

Indicate the number of hours that each individual will work in the column provided. If additional services are requested, the preceding per diem and per hour rates will apply.

SUB-CONTRACTORS/THIRD PARTY VENDORS, IF ANY

This form is to be completed and submitted with proposal. Attach additional pages if needed.)

Name of Company and Person(s) to be Assigned	Title & Role	Rate per Diem	Hourly Rate	# of Hours Allocated	Extended Value
				Sub-Total	\$

Indicate the number of hours that each individual will work in the column provided. These subcontractors and third party vendors are not to be replaced without informing BEDC beforehand and receiving written approval to do so.