



**COLUMBIA SHUSWAP
REGIONAL DISTRICT**
Shuswap Economic Development

REQUEST FOR PROPOSALS

***New Website Development (Including Content Development) -
Amalgamation of the Shuswap Economic Development, Shuswap
Tourism, and the Columbia Shuswap Film Commission websites.***

SEPTEMBER 2018

Columbia Shuswap Regional District – Shuswap Economic Development
555 Harbourfront Drive NE
Box 978 SALMON ARM BC, V1E 4P1
Telephone (250) 832-8194 – Toll Free 1-888-248-2773
www.csr.bc.ca

General Scope of Services

The Shuswap Economic Development department of the CSRD is issuing this Request for Proposals (RFP) to invite qualified consulting firms with at least 3 years' experience in website creation and content development. This consultant also is required to have experience in working with economic development and destination marketing/management organizations.

1. INTRODUCTION

1.1 Form of Contract

The successful Proponent will enter into a form of contract for the delivery of the services based on the Proponent's proposal, the terms within this RFP and negotiations with the Preferred Proponent and the Regional District.

1.2 Definitions

In this RFP the following definitions shall apply:

"Closing Time" has the meaning set out in Section 2.1;

"Contract" means a formal written contract between the Regional District and a Preferred Proponent to undertake the Services;

"Office" means the office of the Columbia Shuswap Regional District located at 555 Harbourfront Drive NE, Box 978, Salmon Arm, BC V1E 4P1

"Preferred Proponent(s)" means the Proponent(s) selected by the Regional District to enter into negotiations for a Contract;

"Proponent" means an entity that submits a Proposal;

"Proposal" means a proposal submitted in response to this RFP;

"RFP" means this Request for Proposal.

2. INSTRUCTIONS TO PROPONENTS

2.1 Closing Time and Address for Proposal Delivery

Proposals must be marked **"Proposal – New Website Development (Including Content Development) - Amalgamation of the Shuswap Economic Development, Shuswap Tourism, and the Columbia Shuswap Film Commission websites"** for the work contained herein and addressed to:

- (a) Columbia Shuswap Regional District – Shuswap Economic Development
Attention: Robyn Cyr, Economic Development Officer

555 Harbourfront Drive NE
PO Box 978
Salmon Arm, BC V1E 4P1

- (b) or by electronic submission via email in PDF format to: rcyr@csrd.bc.ca
- (c) on or before the following date and time (the “Closing Time”)

Time: 4:00 PM local time

Date: Friday, October 5, 2018

It is the Proponent’s sole responsibility to ensure its Proposal is received at the address set out above by the Closing Time.

Faxed submissions will not be accepted.

2.2 Number of Copies

Proposals submitted by mail should include the original plus two hard copies (three in total).

2.3 Late Proposals

Proposals received after the Closing Time will not be accepted or considered.

2.4 Amendments to Proposals

Proposals may be revised by written amendment, delivered to the location set out above, or submitted electronically via email in PDF format, at any time before the Closing Time but not after. Amendments received by fax will not be accepted.

2.5 Inquiries

All inquiries related to this RFP should be directed in writing to the person named below **(the “Regional District Representative”)**:

Robyn Cyr,
Economic Development Officer, CSRD –Shuswap Economic Development
555 Harbourfront Drive NE
PO Box 978
Salmon Arm BC V1E 4P1
Phone: (250) 832-8194 / Toll Free: 1 (888) 248-2773
Fax: (250) 832-3375
Email: rcyr@csrd.bc.ca

Information obtained from any person or source other than the Regional District Representative may not be relied upon.

Inquiries should be made no later than three days before Closing Time. The Regional District reserves the right not to respond to inquiries made within three days of the Closing Time. Inquiries and responses will be recorded and may be distributed to all Proponents at the discretion of the Regional District.

Proponents finding discrepancies or omissions in the RFP, or having doubts as to the meaning or intent of any provision, should immediately notify the Regional District Representative. If the Regional District determines that an amendment is required to this RFP, the Regional District Representative will issue an addendum in accordance with Section 2.6. **No oral conversation will affect or modify the terms of this RFP or may be relied upon by any Proponent.**

2.6 Addenda

If the Regional District determines that an amendment is required to this RFP, the Regional District will post a written addendum on the Regional District's website www.csr.bc.ca that will form part of this RFP. No amendment of any kind to this RFP is effective unless it is posted in a formal written addendum on the Regional District's website. Upon submitting a Proposal, Proponents will be deemed to have received notice of all addenda that are posted on the Regional District's website.

2.7 Examination of Documents

Proponents will be deemed to have carefully examined the RFP, including all attached Schedules and all relevant documents, prior to preparing and submitting a Proposal with respect to any and all facts which may influence a Proposal.

2.8 Budget and Project Time Frame

The budget for this project needs to include all aspects relating to the completion of the project – **New Website Development (Including Content Development) - Amalgamation of the Shuswap Economic Development, Shuswap Tourism, and the Columbia Shuswap Film Commission websites.**

The target completion of the website is **March 31, 2019.**

3. PROPOSAL SUBMISSION FORM AND CONTENTS

3.1 Package

Proposals should be submitted in a sealed package, marked on the outside with the Proponent's name and title of the project, or sent via email, as detailed in Section 2.1.

3.2 Form of Proposal

The Regional District reserves the right to waive informalities in proposals, reject any or all proposals or accept the proposal deemed most favorable in the interests of the Regional District. Furthermore, the Regional District reserves the right to negotiate with any proponent at its discretion. The Proponents will be competent and capable of performing the work. The proponent may be required to provide evidence of previous experience and financial responsibility before a contract is awarded.

3.3 Signature

The proposal should be signed by a person authorized to sign on behalf of the Proponent and include the following:

- (a) If the Proponent is a corporation then the full name of the corporation should be included, together with the names of authorized signatories. The Proposal should be executed by all of the authorized signatories or by one or more of them provided that a copy of the corporate resolution authorizing those persons to execute the Proposal on behalf of the corporation is submitted;
- (b) If the Proponent is a partnership or joint venture then the name of the partnership or joint venture and the name of each partner or joint venture should sign personally (or, if one or more person(s) have signing authority for the partnership or joint venture, the partnership or joint venture should provide evidence to the satisfaction of the Regional District that the person(s) signing have signing authority for the partnership or joint venture). If a partner or joint venture is a corporation then such corporation should sign as indicated in subsection (a) above; or
- (c) If the Proponent is an individual, including a sole proprietorship, the name of the individual should be included.

4. EVALUATION AND SELECTION

4.1 Evaluation

The Regional District will evaluate the Proposals by applying the evaluation criteria as described in Section 4.2 to identify the Proponent that the Regional District determines is the most advantageous to the Regional District.

The criteria will be applied without priority or weighting established in advance of the evaluation, and in particular, the Proponent whose Proposal has the lowest price will not necessarily be selected as the Preferred Proponent. The Regional District will apply the criteria evenly and fairly to all Proposals.

4.2 Evaluation Criteria

The Regional District will compare and evaluate all Proposals to determine the Proponent's strength and ability to provide the Services in order to determine the Proposal which is most advantageous to the Regional District, using the following criteria:

(a) Experience

The Proponent will demonstrate a project understanding, including familiarity with the development of agriculture strategies for rural communities, and experience working with local governments, committees and the public.

(b) Reputation and Resources

Proponents will provide complete information on experience of key personnel, if applicable, to be involved in the project and references from work on similar projects. The Proponent must include a minimum of three references complete with contact information in the proposal for projects similar to the project described herein. Proponents will submit evidence of previous successful performance in comparable work. A brief description of the projects completed with each reference should be provided.

(c) Work Plan, Methodology and Schedule

The Regional District will consider the Proponent's proposed work plan, methodology and schedule as indicated in the Proposal. Proponents are encouraged to identify innovations that would maximize the efficiency and economics of the proposed work.

(d) Financial

The Regional District will consider the Proponent's prices as indicated in the Proposal.

4.3 Additional Information

The Regional District may, at its discretion, request clarifications or additional information from a Proponent with respect to any Proposal, and the Regional District may make such requests only to selected Proponents. The Regional District may consider such clarifications or additional information in evaluating a Proposal.

4.4 Waiver of Deficiencies

If a Proposal does not satisfy every Regional District request or requirement as described in this RFP, the Regional District may, in its sole discretion, waive such deficiency and consider such Proposal in the evaluation of Proposals.

4.5 Selection of Proponent

The Regional District will select the Proponent which it determines is the most advantageous to the Regional District based on the Evaluation Criteria set out in Section 4.2 above. The Regional District is not bound to accept the lowest priced Proposal. The Regional District reserves the right to accept or reject any Proposal in whole or in part.

4.6 Good Faith Negotiations

By submission of its Proposal the Proponent agrees that if at any time in the 60 days from the Closing Time it is selected by the Regional District to enter into negotiations for a Contract, the Proponent will, in good faith, participate in negotiations with the Regional District and use reasonable commercial efforts to reach agreement and finalize a Contract with the Regional District based on the Proponent's Proposal.

5. GENERAL CONDITIONS

5.1 No Regional District Obligation

This RFP is not a tender and does not commit the Regional District in any way to select a Preferred Proponent, or to proceed to negotiations for a Contract, or to award any Contract, and the Regional District reserves the right in its sole discretion to at any time reject all Proposals, and to terminate this RFP process.

5.2 Proponent's Expenses

Proponents are solely responsible for their own expenses in preparing, and submitting Proposals, and for any meetings, negotiations or discussions with the Regional District relating to or arising from this RFP. The Regional District and its representatives, agents, consultants and advisors will not be liable to any Proponent for any claims, whether for costs, expenses, losses or damages, or loss of anticipated profits, or for any matter whatsoever, incurred by the Proponent in preparing and submitting a Proposal, or participating in negotiations for a Contract, or other activity related to or arising out of this RFP.

5.3 No Contract

By submitting a Proposal and participating in the process as outlined in this RFP, Proponents expressly agree that no contract of any kind is formed under, or arises from, this RFP, prior to the signing of a formal written Contract.

5.4 Conflict of interest

A Proponent shall disclose in its Proposal any actual or potential conflicts of interest and existing business relationships it may have with the Regional District, its elected or appointed officials or employees. The Regional District may rely on such disclosure.

5.5 Confidentiality

All submissions become the property of the Regional District and will not be returned to the Proponent. All submissions will be held in confidence by the Regional District unless otherwise required by law. Proponents should be aware the Regional District is a "public body" defined by and subject to the Freedom of Information and Protection of Privacy Act of British Columbia.

5.6 Insurance

The successful Proponent will, in the event of award, be required to provide to the Regional District, within ten (10) days of award:

- (a)** Proof of public liability insurance for injury, property damage or death arising from the Proponent's operations under the agreement in an amount not less than **THREE MILLION (\$3,000,000) DOLLARS** naming the Columbia Shuswap Regional District as additional named insured;
- (b)** Proof of professional liability insurance in an amount of not less than **FIVE HUNDRED THOUSAND (\$500,000) DOLLARS**; and
- (c)** Proof of registration with WorkSafe BC.

5.6 Acceptance

The Regional District reserves the right to accept or reject any or all Proposals and to accept the Proposal it considers most advantageous to the Regional District.

5.7 Notice of Award

The successful Proponent will be notified of acceptance of its Proposal by notification in writing delivered to the address contained within the Proposal. No other communication will constitute acceptance of any Proposal.

5.8 Invoicing

The successful Proponent will submit invoices to the Regional District following the commencement of works and each shall be accompanied by a work report.

5.9 Background Information and Services

The Regional District will make available all relevant studies and reports and will provide digital mapping as necessary.

SCHEDULE 'A'

CSRD – SHUSWAP ECONOMIC DEVELOPMENT – New Website Development
(Including Content Development) - Amalgamation of the Shuswap Economic Development, Shuswap Tourism, and the Columbia Shuswap Film Commission websites.

TERMS OF REFERENCE

BACKGROUND

Shuswap Economic Development (SED) is the regional economic development organization for Electoral Areas C, D, E, and F of the Columbia Shuswap Regional District (CSRD). SED currently engages in various business development activities throughout its region; maintains a website; maintains relationships with a variety of community, regional, and other industry stakeholders; and also manages Shuswap Tourism, the Destination Marketing/Management Organization (DMO) for the Shuswap Region, and the Columbia Shuswap Film Commission, the regional film commission.

- **Shuswap Tourism** is the DMO for the City of Salmon Arm, the District of Sicamous, and Electoral Areas C, D, E, and F of the CSRD. Shuswap Tourism currently maintains a website, produces a variety of tourism sector promotional material, maintains a relationship with the Thompson Okanagan Tourism Association (TOTA), Destination British Columbia (DBC), and other industry organizations, attends tourism related promotional trade shows, and participates in other promotional tourism activities as required.
- **The Columbia Shuswap Film Commission** is a full-service film commission that represents the City of Salmon Arm, District of Sicamous, and all electoral areas within the CSRD. The Film Commission currently maintains a website, and offers a variety of other film-based services including scouting, accompanied surveys, script breakdown, and community liaison services. The Film Commission also maintains a comprehensive locations database in conjunction with Creative BC.

Historically, each of the three above-noted organizations has maintained its own, separate website. This has worked well from a user perspective, but has led to additional organizational resources needing to be devoted to appropriately update and maintain three separate websites. The objective of this Website Creation and Content Development Project is to combine all three web properties (economic development, tourism, and film) into one new mobile responsive website, as well as to create a new landing/gateway page.

The separate and established URLs for the three organizations will still direct to the relevant section of the new website, while a new URL will also be established that will direct users to the new landing/gateway page. In this new format, the uniqueness of each organization will be maintained in their relevant section, but they will be related together under through a newly developed landing page/gateway that will reference the previously-developed Shuswap Brand Book. (***Note that the City of Revelstoke is included in the service region of the Columbia Shuswap Film Commission, so Revelstoke brand elements must also be included in areas of the website that feature the Film Commission*).

An online business database will also be included in the development of this website that can be integrated into each website Shuswap Economic Development, Shuswap Tourism, and the Columbia Shuswap Film Commission.

Proposals, clearly marked “**Proposal – New Website Development (Including Content Development) - Amalgamation of the Shuswap Economic Development, Shuswap Tourism, and the Columbia Shuswap Film Commission websites**”, will be accepted until **4 PM on Friday, October 5, 2018** at the offices of the CSRD – Shuswap Economic Development, PO Box 978, 555 Marine Park Drive N.E., Salmon Arm, BC V1E 4P1.

The Columbia Shuswap Regional District and its member municipalities, will, in no way, be responsible for the costs of preparing proposals.

The lowest or any proposal not necessarily accepted.

OBJECTIVES

A new landing page/gateway for the three organizations noted above will be developed, and must fit with the previously-developed Shuswap Brand. It must also must appropriately reflect the diversity of services offered by the three organizations. Finally, it should also have strong visual and marketing appeal, given that it will be the gateway to three websites that are each tasked with marketing and promoting different aspects of the Region.

The new combined website for Shuswap Economic Development, Shuswap Tourism, and the Columbia Shuswap Film Commission should be designed and developed in a way that follows the previously-developed Shuswap Brand, and with a final aesthetic that is unique to other surrounding regions (***Note that the City of Revelstoke is included in the service region of the Columbia Shuswap Film Commission, so Revelstoke brand elements must also be included in areas of the website that feature the Film Commission*). Written and visual content will need to reflect the mandate and core information base of each organization, as well as highlight the unique aspects, vision, and values of each community within the organization’s service area. Content should also be created keeping in mind the need for strong user engagement, given that marketing and promotion is one of the intrinsic elements of each organization.

The new website will also include a business database. It will be used by the public to locate businesses in the area both through direct searches as well as directories based on specific needs. The business database will also allow individual businesses to expand their web-presence.

The content/aesthetic objectives are as follows:

- To work collaboratively with organization representatives in all aspects of website development in order to ensure needs are met and the final product is optimally representative of the three organizations and the communities they represent.
- To maintain an overall brand (including imagery and text) that is unique to the Shuswap Region
- To follow all elements of the Shuswap Brand
- To create a landing page that will serve as a gateway to the three separate organization websites

- To work with representatives from the three organizations to establish a new domain/URL for the landing page that fits with the overall Shuswap brand. This new domain must also be chosen based on opportunities for use with marketing and engagement activities.
- To create written content and an overall sitemap, based on input from representatives from the three organizations, which accurately represents the Shuswap Region in an interesting and engaging manner, while also representing the previously-developed Shuswap Brand.
- To identify image needs (so organization representatives can source and provide)
- To ensure content reflects the ongoing collaboration that exists amongst related stakeholders throughout each organizations' defined region
- To create a central business database where businesses throughout the Shuswap Region can be entered and categorized based on industry classification.

The technical objectives are as follows:

- Establish a new domain for the landing page noted previously.
- The website must be designed using responsive web best practices. **Responsive Web Design** is the approach that suggests that **design** and development should respond to the user's behavior and environment based on screen size, platform and orientation. The practice consists of a mix of flexible grids and layouts, images and an intelligent use of CSS media queries.
- Ensure use of target keywords, and word count is sufficient to allow for greater search engine optimization.
- Use 301 redirects on all pages from previous organization websites to the new sites in order to maintain search engine optimization.
- Ensure sufficient page speed.
- Ensure headings, URLs, page titles, and Meta descriptions for every page on the website are optimized for search engine recognition.
- Incorporate other website elements that will allow for google and other search engine optimization, including adding a sitemap and language/location coding to headers and footers
- Ensure graphics, including photography, are all of the highest possible quality.
- Work with organization representatives to ensure all opportunities for link building are realized
- Improve overall information architecture and site design to ensure maximum efficiency and user ease-of-use.
- To ensure that all website aspects will expand easily throughout the growing variety of today's social media landscape, including Instagram, Facebook, Twitter, YouTube, and LinkedIn.
- To design and build the website so, once complete, organization representatives have the ability to edit content.
- Creation of an e-blast marketing system with templates that meet the Brand Book standards.
- Ensure website is optimized for Reel Scout integration.
- Ensure website is optimized for CrowdRiff integration.