



THE CORPORATION OF THE TOWN OF GODERICH

Request for Proposal (RFP)

Develop, Build and Support a Tourism Website

for the Town of Goderich

Date of RFP Issue: October 22, 2020
Submissions must be received on or before:
November 6, 2020 at 3:30pm

Proposals are to be submitted via email to:
Town of Goderich Tourism Website
Andrea Fisher, Clerk
afisher@goderich.ca

1. BACKGROUND & PROJECT SUMMARY

The Town of Goderich is an urban municipality, with a population of approximately 8,000 individuals, located on the shores of Lake Huron in south-western Ontario. There is much to see and do in this port town. The lakefront is one of the primary tourist attractions and visitors that come to enjoy the beach and the sunsets, are urged by Tourism Counselors to explore the remainder of the Town.

Goderich's natural setting provides recreation and leisure choices including hiking and cycling trails offering breathtaking views of nature. The town has a rich and colourful history, celebrated in its museums, designated heritage districts and destinations of historical interest.

Goderich is well known for its award-winning, distinctive downtown, an octagonal core known as The Square, where streets radiate from the centre of town, Courthouse Park. It is home to over 140 businesses and services and features free and accessible parking. Courthouse Square features a weekly farmers' market and outdoor concerts during the summer, specialty shops, and outstanding restaurants and cafes. From Courthouse Square, visitors can follow along West Street, a designated heritage district, to arrive at the beautiful lakefront.

The Town recognizes that tourism, overnight visitors, and day trip visitors represent an important economic generator for the community. Currently, tourism information is located on the Town's corporate website with business information housed on a different tab and on the BIA and Huron County Chamber websites.

The Town is seeking to develop a new tourism website that will provide mobile capability (responsive web pages). We are interested in an inherent format that is compatible with the potential of adding more technical features to the tourism site in the future to include online experience-based products or apps with easily navigable interactive technology.

Goals:

- Develop and launch new site Winter 2021
- Create an intuitive design that promotes all local tourism assets including attractions, events, accommodation, food & drink, shopping etc.
- Build on current branding concept or theme with a build to promote Tourism Goderich that incorporates emotive words and intense visuals (Appendix B)
- Create efficiency of design and maintenance with an intuitive format that enables ease of use and limited staff time
- Cost effective with practical ongoing maintenance costs.

2. Instructions to Proponents

2.1 Invitation

The Town of Goderich is seeking proposals from qualified individuals, teams, or firms to provide professional services to develop, build and maintain a tourism website. This new website will have mobile capability (responsive web pages). We are interested in an inherent format that is compatible with the potential of adding more technical features to the tourism site in the future to include online experience-based products or apps with easily navigable interactive

technology. The project will include identifying regional tourism interests as a means of supporting a coordinated approach to tourism investment attraction product development within Goderich.

The budget for this project will not exceed \$15,000.

2.2 Submission

The Proponents are to provide a digital copies via email, clearly identified in the subject line and sent to:

Town of Goderich Tourism Website

Andrea Fisher, Clerk

afisher@goderich.ca

Proposals must be received at this location NO LATER THAN Monday, November 6, 2020 at 3:30 pm.

Proposals shall be deemed to be successfully received via a response from Ms. Fischer, stating received. The Town will not be responsible for any delay or for any Proposals not received for any reason, including technological delays or issues by either party's network or email program and the Town will not be liable for any damages associated with Proposals not received.

The Town at their sole discretion reserves the right to accept Proposals that are received after the Closing date and time but is under no obligation to evaluate. For assistance with submission, phone 519-524-8344 ext. 209 and speak with Jenna Ujiye, Tourism and Community Development Officer.

2.3 Enquiries:

Enquiries are to be submitted in writing and sent by email to: jujiye@goderich.ca referencing the RFP name. Enquiries should be made no later than 3 business days before the closing date. The Town at its sole discretion will determine which enquiries require response, which will be provided to all interested parties by issue of written addenda and posted on the Town's website before the closing date.

2.4 Addenda:

Proponents are required to check the Town's website before the closing date for any updated information and addenda issued.

Upon submitting a Proposal, Proponents will be deemed to have received notice of all addenda that are posted on the Town website and deemed to have considered the information for inclusion in the Proposal.

2.5 Conflict Of Interest

Proponents should disclose in their Proposal any potential conflicts of interest and existing business relationships they may have with the Town.

2.6 Solicitation Of Council Members And Staff

Proponents will not contact any member of the Town Council or staff with respect to this RFP at any time prior to the award of a contract or the termination of this RFP other than as permitted as an

enquiry identified in this RFP. The Town may reject the Proposal of any Proponent that makes any such contact.

2.7 Not A Tender

This RFP is not intended to create a contractual relationship between the Town and the Proponent. By issue of this RFP document, the Town intends to reserve itself to absolute and unfettered discretion to invite, consider and analyze Proposals, select preferred Proponent(s) and negotiate with or issue a Request for Proposals to the preferred Proponent(s) or cancel this RFP process as the Town considers desirable.

2.8 Responsibility

Under no circumstances may the Services or any part thereof be subcontracted, transferred, or assigned to another firm, person, or company without prior written authorization of the Town.

2.9 No Claim

No Proponent shall have any claim for any compensation of any kind whatsoever, as a result of submitting a response to this RFP, including accepting a noncompliant bid, and by submitting their company's information, each Proponent agrees that it has no claim.

2.10 Proponent Expenses

The Town will not be responsible for any costs incurred by the Proponents in the preparation of a Proposal and for any time expended in any subsequent negotiations and demonstrations.

3.0 Scope of Services

THE PROPONENT WILL:

1. Meet with the Community Economic Development Committee and Town staff.
2. Design an intuitive, easy to navigate Tourism Goderich website.
3. Build the site around a concept or theme that can be used to promote Tourism Goderich's brand and works with current Corporate brand. (Appendix B)
4. Supply all required components and licenses.
5. Content migration of data from existing websites and new content creation.
6. User logins to allow for dynamic, real time content updates
7. Development of an interactive Events Calendar.
8. Testing and implementation of the new site, CMS, workflow and security.
9. Configuration and staff / business training.
10. Subsequent support and maintenance.
11. Work with Goderich's staff and IT support, where applicable, to ensure the Town's technical standards are met.

3.1 Qualifications

Preference will be given to Proponents that have:

- Created a comparable website with the purpose of driving tourism awareness and visitation.
- Created award-winning websites.
- Conceptualized an overall theme for the website in terms of branding Tourism in Goderich.

3.2 Navigation

The website must have a professional and user-friendly interface. The CMS must be easy for Town staff to update and maintain.

- Compatibility: Content must be delivered across multiple platforms.
- Social Media: The website should integrate social media. Proposals should discuss integration of popular social media services such as Instagram, YouTube, Twitter and Facebook. Also, the ability to submit photos and comments.
- Videos/Rich Media: The website should have the ability to incorporate videos and other rich visual elements.
- Events Calendar: The proposed solution must support an events calendar that is easy for public users to populate and navigate.
- Blog: The proposed solution must have the ability to post updates to a blog.
- Search tool: To search by topic for relevant content.
- Subscriptions: The ability for website users to subscribe to content through email.
- The website must be able to integrate with planned future technology (i.e. Tourism app).

3.3 Content Management System

Please provide the CMS software name, version and manufacturer/vendor in the Proposal Submission Form. Proponents are requested to recommend website hosting services. Please provide detailed recommendations on hosting providers, including justification behind your recommendation, and list the ongoing operational costs in the Proposal Submission Form.

3.4 Proposal Evaluation

Proposals will be evaluated according to the following criteria:

CORPORATE

- Experience and References demonstrating experience with successful implementation(s) of similar size, scope and complexity

TECHNICAL

- Functional requirements
- Methodology
- Schedule, timelines and availability commitment
- Quality Assurance
- Customer Service

FINANCIAL

- Total price, including development, implementation and ongoing software support
- Value Added Services or Product Features
- Sustainable Benefits Proponents that are shortlisted will be invited to make a presentation which will be part of the evaluation.

PRESENTATION

- Quality of presentation, if applicable.

Upon submitting a proposal, Proponents consent to the Town and their representatives checking and verifying the information provided. References may also be contacted. Reference checks will be kept confidential and will not be reviewed or discussed with other companies.

3.5. Selection Process

The evaluation team will review the Proposals and rank them based on the evaluation criteria outlined in the Proposal Submission Form (Appendix A). The Town reserves the right to consider other criteria that may become evident during the evaluation process to obtain best value.

3.6 Negotiation

The Town reserves the right, prior to contract award, to negotiate changes to the scope of the services (including pricing to meet budget) with the proponent or any one or more proponents, proposing the “best value” without having any duty to advise any other proponent or to allow them to vary their proposal as a result of changes to the scope of the services or to the contract documents; and the Town may enter into a changed or different contract with the proponent(s) proposing the “best value”, without liability to proponents who are not awarded the contract.

GENERAL TERMS AND CONDITIONS

Errors and Omissions

The Proponent has the responsibility to notify the Town of Goderich, in writing, of any ambiguity, divergence, error, omission, oversight, or contradiction contained in the RFP as it is discovered and to request any instructions, decisions or discretion which may be required in preparing the Submission, prior to the closing of this RFP.

Rejection Rights

The Town of Goderich reserves the right to reject any or all Submissions. Any Submissions not containing sufficient information, in the view of the Town of Goderich, or its designated agent(s), to permit a thorough analysis may be rejected. The lowest cost proposal will not necessarily be accepted. The Town reserves the right to retain all proposals submitted and to use any ideas contained in a proposal regardless of whether that proposal is selected.

The Town of Goderich reserves the right to verify the validity of the information supplied, and to reject any Submission where the contents appear to be incorrect, or inaccurate in the estimation of the Town of Goderich, or its designated agent(s).

Submissions not conforming to the requirements of the RFP may not be considered, at the sole discretion of the Town. Responses which are unsupported by the information requested in the RFP document, or not complying therewith, may not be considered. Revisions received orally, by telephone, facsimile or other means, after the specified closing time and date may not be accepted or considered.

Notification of Outcome

Following the award of this contract, the Proponents will be notified in writing/email.

Agreement

The successful Proponent must fulfill all obligations of the contents of their Submission and this RFP Document. The Town of Goderich reserves the right to negotiate details of the Agreement and to make the necessary changes or substitution within the general scope of the contract.

Confidentiality

The Proponent shall not at any time before, during or after the completion of the contract divulge to any third parties confidential Town information, which they obtain during the course of the contract. All requirements and information obtained by a Proponent in connection with the RFP are the property of the Town of Goderich, and must be treated as confidential and not used for any purpose other than for replying to this RFP and for the fulfillment of any contract.

All documentation which a Proponent delivers to the Town of Goderich or its designated agent(s) for the purposes of this RFP, becomes the property of the Town of Goderich and is subject to the terms of the Municipal Freedom of Information and Protection of Privacy Act.

If a Proponent believes any part of its Submission reveals any trade secret of the Proponent, any intellectual property right of the Proponent, scientific, technical, commercial, financial or labour relations information, or any other similar secret right of information belonging to the Proponent, and if the Proponent wishes the Town of Goderich to attempt to preserve the confidentiality of the trade secret, intellectual property rights or information, then these matters must be clearly identified and designated as confidential.

The Proponents are informed that certain information respecting the privacy of individuals and proprietary information regarding the security of municipal operations cannot and will not be released to anyone other than the Proponent that has been engaged.

All requests for access to the submitted RFPs will be subject to a formal review pursuant to section 10(1) of the Municipal Freedom of Information and Protection of Privacy Act, and representation will be sought prior to disclosure of any third party information.

Compliance with Laws

The Proponent shall comply with all applicable laws relating to the RFP, the Submission and any contract resulting there from.

Accessibility Standard Compliance

The *Accessibility for Ontarians with Disabilities Act, 2005 (AODA)*, Accessibility Standard for Customer Service (ASCS) and the Integrated Accessibility Standards Regulation (IASR) requires all contractors and their employees who provide goods, services or facilities on behalf of the Town of Goderich receive training on these standards and on the Human Rights Code as they pertain to persons with disabilities. Contractors must keep records of all training, including dates when training was provided, the number of employees who received training and individual training records for their business. Contractors are required to make this information available to the Town and/or the Province upon request.

Subcontracts and Brokering

Subcontracts for components of this contract must be fully disclosed and meet all the same requirements as the lead contractor. All subcontracts must receive the approval of the Corporation of the Town of Goderich prior to services being rendered. Only Submissions received directly and/or through an approved representative of the named Proponent will be accepted. Submissions received by Brokers representing one or more Proponents shall not be accepted and will be disqualified.

WSIB Coverage

The Proponent warrants that they are not in financial arrears with the Workplace Safety & Insurance Board and that all of their employees are fully covered under the terms of the Act and will provide the Town with a current Certificate of Coverage during any time in the execution or performance of the resulting contract.

Indemnity

The Proponent shall defend, indemnify, and hold harmless the Town of Goderich, all of its officers, agents and employees from and against all claims, actions, suits, demands, proceedings costs, damages and liabilities, arising out of, connected with, or resulting from any negligent acts or omissions of the Proponent or any agent, employee, subcontractor, or supplier of contractor in the execution or performance of the resulting contract.

Insurance

Proponent shall have in place a General Liability policy in the minimum amount of \$5,000,000 and Professional Errors and Omissions Insurance with a minimum coverage of \$1,000,000. Certificates of insurance are required from the successful Proponent prior to award of the assignment.

APPENDIX A

1.0 CORPORATE PROFILE

Company Name	
Head Office Location	
Local Branch Office Location	
Length of time in business and core competencies.	
Detail your company's experience in creating a tourism website.	
Describe experience producing sites for local government or other government as well as any related awards.	
Describe the organizational capacity of the Proponent to produce the website (e.g. staff, equipment, office location, etc.).	

2.0 PRICE

Price for Development & Implementation of Goderich's Tourism Website	
Description	Price (exclude PST & GST)
Strategy and preliminary design costs including branding Tourism Goderich	
Website development, implementation and configuration	
Administrator and End-User Training	
Software license costs including subscription, support and maintenance for initial one-year term, if applicable Total (exclude PST & GST)	
Years 2 through 3 – Software Upgrades, Support & Maintenance per year, if applicable	
Price for adding additional licenses in future years , if applicable (specify license metric)	
Hourly rate for additional professional consulting services, if applicable	
Advise if there would be any additional costs associated with the software or services, such as website hosting (describe below)	

Rates stated must include all travel, fuel, disbursements and any other expenses. Confirm these rates would remain in effect until successful completion of the project:

3.0 METHODOLOGY AND WORKPLAN

Provide details for engagement with the Town as to how your organization would approach this project. Identify all the steps to be taken, hours/days which would be required of Town staff and Proponent team.

4.0 CMS & WEB HOSTING RECOMMENDATIONS

Please provide the CMS software name, version and manufacturer/vendor in the Proposal Submission Form. Proponents are requested to recommend website hosting services. Please provide detailed recommendations on hosting providers, including justification behind your recommendation, and list the ongoing operational costs in section 2.0 Price.

5.0 DESIGN CONCEPT

Proponents should propose how they would deliver a website concept that incorporates strong visual elements that reflect the Town's existing brand while also integrating elements that position the Town's Tourism identity as Tourism Goderich. Provide suggestions involving the proposed Tourism Goderich website design plan, including an overall look and feel. Two initial design concepts should be submitted, if the contract is awarded, with subsequent editing to selected design as required.

6.0 BRAND CONCEPT

Goderich's tourism brand will reflect the Town's unique competitive identity and assets and will guide expectations not only to what visitors will see and do when visiting this Town, but also how they will feel. This brand will drive the website's strategic approach. Describe how your company would create a refreshed Tourism Brand that draws on Goderich's existing brand and takes into consideration the Ontario's West Coast branding.

7.0 QUALITY ASSURANCE

The Town is a high-performance organization with a culture committed to building and maintaining high levels of trust, commitment, enthusiasm, and end user satisfaction within our organization, in the service of our clients. Describe how your company will commit to complete the project to the satisfaction of the Town.

8.0 CUSTOMER SERVICE

In the event of a contract award, describe the steps you will have in place to ensure deliverables are met and communications are maintained.

9.0 SCHEDULE

The Town is targeting for a Tourism Website launch in Winter 2021. The Proponent is to state when they are available and ready to start this project. Provide high-level timelines for implementation, configuration and end-user training. Indicate the time frame for completion, including starting time and completion time. The implementation schedule will be considered in the evaluation.

Proposed Project Schedule		
Activity	Start Date	Completion Date
Completion of Project		

10.0 FUNCTIONAL REQUIREMENTS

Description	Requirement?	Yes/No	Additional Comments (is it included, or add on? How?)	Additional Pricing for add-ons if applicable
GENERAL REQUIREMENTS				
Site to be developed with a responsive design. Site shall be accessible on all common devices and browsers (including mobile devices and tablets).				
Search Engine Optimization - Human readable URLs				
Website Statistics Reports				
Social Media - Integration of social media including YouTube, Instagram, Twitter and Facebook.				
Videos/Rich Media - Incorporate videos and other rich visual elements. - The public should have the ability to easily submit photos and comments				

Subscriptions – Ability for users to receive email updates by electronically subscribing				
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Description	Requirement?	Yes/No	Additional Comments (is it included, or add on? How?)	Additional Pricing for add-ons if applicable
CONTENT CREATION/EDITING – FOR AUTHENTICATED USERS				
Page Properties/Metadata (incl. publish dates, expiry dates, meta-tags, categories/subcategories)				
Search Engine Optimization - Human readable URLs				
Website Statistics Reports				
Social Media - Integration of social media including YouTube, Instagram, Twitter and Facebook.				
Videos/Rich Media - Incorporate videos and other rich visual elements. - The public should have the ability to easily submit photos and comments				
Subscriptions – Ability for users to receive email updates by electronically subscribing				

Description	Requirement?	Yes/No	Additional Comments (is it included, or add on? How?)	Additional Pricing for add-ons if applicable
APPLICATIONS				
Events Calendar - Keyword searches - Document/image attachments - Community event submission - Easy to populate and update				
Robust Search Tool - Ability to report on most common search terms over specific date ranges				
Link to Survey Monkey or Integrated with Survey Monkey				
Ability for readers to share content through social media.				
Optional Blog (hide or show)				
Mobile app integratable				

11.0 KEY PERSONNEL AND TEAM COMPOSITION

12.0 EXPERIENCE AND REFERENCES

Provide up to three recent client references where your company has provided website design and implementation services. Preference will be given to Proponents having successfully completed tourism website design projects. Proponents consent the Town may contact the companies below to verify references. References will be confidential and will not be reviewed or discussed with Proponents.

13.0 VALUE ADDED BENEFITS AND SERVICES

Describe any services that can be provided to assist the Town in managing the website. Confirm what value added benefits would be provided to the Town. List any additional services and/or areas of expertise that the Town may use to leverage efficiencies over the term of the contract.

14.0 SUSTAINABLE BENEFITS

Provide information on any corporate initiatives, programs and product choices that the Proponent has implemented that could be considered environmental, financial/economic, social/ethically sustainable value:

15.0 CONFLICT OF INTEREST DECLARATION

Proponents shall disclose any actual or potential conflicts of interest and existing business relationships it may have with the Town, their elected or appointed officials or employees:

16.0 ADDENDA

We acknowledge receipt of the following Addenda related to this RFP and have incorporated the information received in preparing this Proposal:

17.0 AUTHORIZATION

We hereby submit our response for the supply and services described in this RFP and agree to the terms stated herein.

We confirm that rates and other information contained in our Proposal are accurate. The signature is an authorized person of the organization and declares the statements made in their submission are true and accurate.

For the purpose of this RFP submission, electronic signatures will be accepted.

Company Name:	
Address: Phone:	
GST Registration No.:	
Project Contact:	
Name and Title of Individual for communication related to this RFP (please print)	
Contact Email:	
Name & Title of Authorized Signatory: (please print)	
Signature:	
Date:	

APPENDIX B

CURRENT CORPORATE LOGO

