

WINDSOR-ESSEX REGIONAL

Chamber of Commerce

Request for Proposal Document: Addendum 2
Wednesday, April 18, 2012

Web Redesign &
Online Content Management System

2. Proposal Submission

2.1. Information for Proponents

2.1.4.a.1. Proponent minimum submission requirements

- Information that supports the financial viability and stability of the proponent's organization (including a credit report).
- Outline of web training to be provided to staff.
- Outline of Content Management System utilized by proponent for this project.
- Experience in and references for WordPress (or other open CMS).
- Search Engine Optimization experience, references, and examples.
- Outline any in-kind services that the proponent will take into consideration to offset the cost of the web redesign and content management system (partial or in-full).
- Outline of site structure, including secure, private areas for staff, board, executive, members and Gold Circle members.
- One login per member.
- Status of Chamber Membership. (Chamber Membership is not required but is worth 5% in evaluation of bids.)

2.2. Planned Schedule of Events

Release of Addendum 2: **Wednesday, April 18, 2012.**

Deadline for proposals submissions: **Tuesday, May 1, 2012 (before 4:30 p.m.).**

Selection process completed and shortlisted proponents contacted: **Monday, May 7, 2012.**

First mock up or wireframe to be submitted for layout review by **Monday May 28.**

Website soft launch with working content management system: **Monday, June 18, 2012**
(deadline is flexible within reason, please contact adsales@windsorchamber.org).

Website hard launch with content equivalent to relevant content on current website or Chamber supplied replacement content: **Friday June 29.**

Section 3.0

APPENDIX B - Technical Clarification

Home Page

- Allocating space above the fold for the 10 Chamber Gold Circle participants
- Each participant's image will have the ability to be clicked and have a "frame" overlay the homepage with a video (YouTube or custom) of the participant, information on them and links to their homepage as well as social icons to their social links
- A link to the Gold Circle sub-page within the website to be included in this section

Content Management System Elements

- MEMBERS LOGIN: Member login section with members-only information, such as; Member-to-Member Discounts, Membership Directory, Members-only President's Blog entries, and Policy Updates. Members will also have access to their Chamber profiles on our Member service (separate login that the Chamber handles on their end). The member login will also need to have different permissions per user. For example, the Gold Circle participants will have access to, and be able to view a link to a "Gold Circle only" area which will be a discussion forum with threads, topics and posts.
- CHAMBER GOLD CIRCLE: This will be an area which discusses the Chamber Gold Circle and will include a Login Form which will be used by only the 10 Gold Circle participants