

WINDSOR-ESSEX REGIONAL

Chamber of Commerce

Request for Proposal Document

**Web Redesign &
Online Content Management System**

Proposal Conditions

1.1. Executive Summary

1.1.1. Values, Vision, and Goals

The Windsor-Essex Regional Chamber of Commerce website serves two main purposes:

- To provide effective and efficient online communications and to deliver timely information for both members and non-members
- To allow members to use technology to register for events, buy memberships, meeting centre bookings, and so on

When individuals visit the Windsor-Essex Regional Chamber of Commerce website, we want them to find a current, professional, and informative site that can be navigated easily in a fresh new format reflective of our new direction and a design in the spirit of our Business Briefs publication.

1.1.2. Windsor-Essex Regional Chamber of Commerce of Commerce Overview

Established in 1876, the Windsor-Essex Regional Chamber of Commerce (hereafter referred to as “Chamber”) is a not-for-profit membership organization with the following mission: “Leading the business community to create regional economic prosperity.” Through strong volunteer leadership and a dedicated staff, the Chamber advances the interests of business in Windsor-Essex through its advocacy efforts at the municipal, provincial, and federal levels of government.

The Windsor-Essex Regional Chamber of Commerce is a member of the Canadian Chamber of Commerce and the Ontario Chamber of Commerce and is recognized throughout the community as a business leader.

1.1.3 Major Stakeholders and Their Goals

There are two major stakeholders in the Chamber. The first is the Chamber membership. Members are interested in receiving accurate information about the Chamber and its activities and care about having their businesses accurately represented on the website. The members require a website that will allow them to find timely information about events, issues, and the Windsor-Essex business community. The second stakeholder is the Chamber board of directors. The board is responsible for the long-term sustainability of the Chamber. Its goals need to be effectively and efficiently communicated by the website. The board also sees the website as a promotional tool that will enable the Chamber to meet its long-term goals. Ultimately, the board of directors wants accurate and timely information placed on the website.

1.2. Scope and Intent of the Project

The Chamber is seeking a site redesign and development of an online content management system. The redesign of the site will provide for the professional image of the Chamber to be communicated visually through a clean and fresh design.

The purpose of the content management system is to manage the online content of the Chamber website, with the idea that Chamber staff will be able to easily enter data so that it displays on appropriate pages and in a pre-formatted way.

The Chamber is seeking submissions and proposals (hereafter called “Proposals” or “Submissions”) outlining how your company would create a high-quality, professional website able to manage extensive information. The scope of the Request for Proposal document is to solicit proposals offering web design to come up with a straightforward solution to manage online content including such items as events, media releases, news, photos, and published policy issues, all the while fully integrating the site into different means of social networking.

1.3. Target Audience

1. **Primary:** Current members seeking event information and registration, committee plans and issues, published policy papers, meeting dates, and business news.
2. **Secondary:** Prospective members seeking general information about the Chamber, upcoming event details, membership benefits, event registration, and members directory.
3. **Tertiary:** General public seeking information about the Windsor-Essex business community. The general public views the Chamber site as a reliable and trustworthy source of business information for the Windsor-Essex region.

1.4. Organization Contact Details

Please provide email contact information to the Windsor-Essex Regional Chamber of Commerce at adsales@windsorchamber.org immediately upon receipt of this RFP document to facilitate forwarding of any additional information or amendments. Except as otherwise authorized in this document, no other Chamber persons may be contacted with respect to this RFP. Contact with other such individuals may void the proponent’s response to this RFP.

1.5. Enhanced Agreement Relationships

Notwithstanding the specific details requested in this RFP, the Chamber is interested in receiving proposals which highlight opportunities for an enhanced agreement relationship. The recommended enhanced agreement period is a minimum of one year, renewable on an annual basis to the mutual agreement of both parties. The Chamber reserves the right to cancel this agreement for nonperformance or contract non-compliance with 90 days written notice.

1.6. Indemnification

Proponents who submit responses may, at the option of the Chamber, be required to make individual presentations to representatives of the Chamber. Should a proponent be selected directly from the RFP proposal, the successful vendor shall indemnify the Chamber for all damages suffered by it as a result of the negligent actions or wrongful acts of the successful supplier, its employees, and agents.

The successful vendor shall indemnify and hold harmless the Chamber, Board of Directors, employees, members, and agents from all claims, demands, losses, costs, damages, actions, suits, or proceedings initiated by third parties arising from the negligence of the vendor, its employees, and agents.

1.7. Succession of business

This agreement in its entirety is transferable for the duration of the agreement period to a corporation or institution created by the merger, acquisition, or sale of business on the vendor's side, upon review and approval of the Chamber's board of directors.

2. Proposal Submission

2.1. Information for Proponents

2.1.1. Delivery and quantity of submissions

Proponents are required to submit five (5) paper copies and one (1) electronic copy (on a CD or USB drive) of the proposals, in a sealed envelope or package identified as **PROPOSAL SUBMISSION** to:

Windsor-Essex Regional Chamber of Commerce of Commerce
2575 Ouellette Place
Windsor, ON
N8X 1L9

Attention: Lindsey Rivait

Closing Date and Time:

All submissions must be submitted by 4:30 p.m. EST **Tuesday, February 21, 2012.**

2.1.2. Late Submissions

Quotations received by Chamber later than the specified closing time may be rejected at the sole discretion of the Chamber.

2.1.3. Questions or Inquiries

a) Questions concerning this RFP are to be directed by email to the Communications Coordinator at adsales@windsorchamber.org.

Enquiries must not be directed to other Chamber employees. No clarification requests will be accepted by telephone. Responses to clarification requests will be provided to all proponents in writing. Questions pertaining to this RFP must be received no later than 72 hours, excluding weekends and holidays, prior to closing.

b) Any and all significant changes to the terms, conditions, or specifications required before the RFP closing date will be identified by the Chamber in the form of an Addendum.

c) If Addenda are issued, their receipt must be acknowledged by the proponent in their submission.

d) The Chamber will assume no responsibility for oral instructions or suggestions.

2.1.4. Proponent minimum submission requirements

- A completed Acknowledgement Form
- A completed Proponent Information Form

- A summary of the proponent's experience in providing web design services describing in general terms how your services will meet the needs of the Chamber
- Examples of how your company has implemented social media networking on its own and on clients' websites
- Examples of mobile sites designed by your company
- Examples of how you've successfully implemented Web Accessibility
- Explanation of what distinguishes your company, solutions, and services?
- Any additional partnership benefits your company can provide
- A list of references, including phone, email, and standard mail contact information regarding the above experience
- A brief description of the proponent organization including history, activities, and/or similar information about any resources the proponent would bring to bear on this RFP
- Information that support the financial viability and stability of the proponent's organization, such as financial statements, etc.

2.1.5. Period of Acceptance

The proponent's proposals and all of its conditions are to be valid and remain in effect for three months following date of closing.

2.2. Planned Schedule of Events

Release of RFP: **Wednesday, February 1, 2012.**

Deadline for proposals submissions: **Tuesday, February 21, 2012.**

Selection process completed and organization contacted: **Wednesday, March 7, 2012.**

Website is completed and is live with working content management system: **Monday, May 14, 2012** (deadline is flexible within reason, please contact adsales@windsorchamber.org).

2.3. Terms and Conditions Relating to this RFP

2.3.1. Supplier Qualification

All factors being considered, Chamber members in good standing will be given preference for the purchase of goods and services. In good standing is generally defined as an organization or individual who has been a paid up member of the Chamber for a minimum of 90 days. Where no member exists for the required purchase of goods or services, or where no financial agreement can be reached between the two parties, the Chamber will next select an organization or individual from within the Windsor-Essex business community. Where no such organization or individual exists within Windsor-Essex, the Chamber will secure the business from outside the area. On all cases purchases must be in the best interests of the Chamber.

2.3.2. Opening of the Proposals

The Chamber reserves the right to open proposals privately and to reject any or all proposals received. Any proposal need not necessarily be accepted.

2.3.3. Disqualification

Proposals that do not adhere to the RFP terms and conditions, schedule, instructions, or requirement details as provided herein, including any addenda distributed, shall be disqualified.

2.3.4. Withdrawal

The Chamber reserves the right to withdraw, at its discretion, this RFP at any time and shall not be liable for any expense, cost, loss, or damage incurred or suffered by any proponent as a result of such withdrawal.

2.3.5. Rejection of Proposals

The Chamber reserves the right, without prejudice, to reject or accept any, or any part of, or all proposals and also reserves the right to award a contract to a proponent other than the proponent submitting the lowest total acquisition cost.

2.3.6. Confidentiality

The Chamber will consider all proposals confidential with respect to content and detail.

2.3.7. Clarification on Intent

The Chamber reserves the right and in its sole discretion to request from one or more proponents to provide additional information, clarification, greater detail, and/or address specific matters not adequately covered in the original submission after the RFP closing date, without being obliged to offer the same opportunity to all proponents.

2.3.8. Mathematical Errors

Should there be any error in extensions, addition, or computation, the Chamber shall be entitled to correct such errors based on the unit prices shown and the corrected total shall be considered as representing the intention of the proponent and shall be used as the basis for comparison of proponent's documents and submissions.

2.3.9. Alternative Proposals

In addition to responding to the precise requirements of this RFP, proponents may submit separate and individual proposals for alternative solutions that the prospective supplier considers feasible for consideration. Any alternative solution must include the same level of detail as the information requested in response to the original requirements. The evaluation committee reserves the right, in its sole discretion, to determine the feasibility and acceptability of any alternative solution proposed.

2.3.10. Acceptance of Terms and Conditions

The proponent must acquaint themselves with the terms and conditions and clearly identify, by clause, any exceptions. Failure to do so will be deemed that all terms and conditions have been accepted by your organization. Submitting your organization's standard terms and conditions will not be acceptable to fulfill this requirement. These terms and conditions will apply to all purchases arising from this RFP. Any terms or conditions which cannot be fulfilled should be clearly stated in the proposal.

2.4. Other information

Detail on your own letterhead and submit with our response any other information you feel the Chamber should know when considering an agreement with your firm. The Chamber may require additional information to determine if there is financial stability, quality control, qualified professional staff, and business organization in the Chamber's opinion, to conduct proper business with the Chamber. All quotations submitted to the Chamber become the property of the Chamber.

2.5. Evaluation of Submissions and Proposals

Value – The Chamber will be evaluating the submissions received on the following list of criteria as they pertain directly to the requirements outlined in this RFP:

- Lump sum fee (not to exceed) for provided services
- Hourly rate for additional services (if requested)
- Anticipated schedule with milestones
- Specifications – includes but not limited to the requirements as outlined in section 1.1
- Enhanced Agreements – includes but not limited to the financial and non-financial value support given in this proposal, for the benefit of the Chamber, and ultimately its members
- Service, Support, and Reference – includes but not limited to the warranties, availability of service personnel, and expertise
- Design – based on look of first page design sample including elements listed in Appendix B: Technical Clarification

2.6. Selection Process

All valid proposals will be reviewed and evaluated to determine which proponent best meets the requirements of the Chamber. Consideration may also be given to any additional information and comments if they should increase the benefits to the Chamber. All proposals will be reviewed and evaluated in complete confidence and considered to be open for negotiation unless otherwise stated by the proponent.

2.7. Acceptance of Proposals

The Chamber will not be liable for any costs incurred by the proponents in the preparation or submission of their Proposals. All materials submitted by the proponent(s) in response to this RFP will become the property of the Chamber and will not be returned. The Chamber reserves the right to either select a vendor or vendors whose proposals offers the best value to the Chamber directly from this RFP process, however, the Chamber is not under any obligation to award a contract and reserves the right to terminate the request for information process at any time and to withdraw from discussions with any or all of the prospective vendors who have responded. This RFP and any or all proponent proposals and responses will form an integral part of any agreements entered into as a result of this RFP process. The Chamber may, at its sole discretion, terminate negotiation with the selected proponent and negotiate with another proponent of its choice with no liability to the previously selected proponent.

Section 3.0

APPENDIX A

Proponent Information Form

This form must be completed, signed, and returned with the proposal.

Closing Date: Tuesday, February 21, 2012.

Submit to:

Windsor-Essex Regional Chamber of Commerce of Commerce

2575 Ouellette Place

Windsor, ON

N8X 1L9

ATTN: Lindsey Rivait

Name of Organization

Street Address

City/Province/Postal Code

Contact Person

Position

Telephone

Fax

Email

Signature of Authorized Person

Name (print or type)

Position

Date

APPENDIX B

Technical Clarification

The Chamber requires the design and coding for a website and the design and coding of a simple online content management system. Once a proposal has been awarded, the Chamber will supply a detailed site map and all text copy for web pages. Once the project is completed, future site maintenance and content management system entry will be done at the Chamber location. The Chamber may require additional work/technical support on your end, however (to be paid an agreed-upon hourly rate where required).

Principles of the Website

1. Simplicity: The Chamber requires a sleek and modern design, but one that puts content first, making information easy to find. The professional image of Chamber should be communicated visually through clean and fresh design, reminiscent of our updated Business Briefs publication. The Chamber also requires a liquid design of page that expands and shrinks to suit users' monitor size or preferred window size.

2. Mobile Devices: With more and more people using their phone to go online, it is imperative that the Chamber have a functioning and visually pleasing mobile version of its website.
3. Accessibility: The Chamber's site needs to be available to the visually impaired, those with motor disabilities, hearing impairments, seizures, and cognitive and intellectual disabilities.
4. Functionality: Ability for Chamber to create or update registration forms for events, products, nomination forms for the business achievement awards, etc.
5. Ability to maintain and update content management system at the Chamber offices.
6. Ability to maintain, update, add, and post pages and photos online at the Chamber offices.

Suggested Website Elements (provide sample page)

Home Page

- Navigation items (to include drop down boxes): Home, About the Chamber, Membership Services, Gold Circle Membership, Events, Directory, Resource Centre, Policy/Advocacy, Volunteers, News, Advertising/Marketing Opportunities, ATHENA Program, and Contact Us
- Integrating social media (Twitter, Facebook, YouTube, and LinkedIn, with more to be added as we go along) and weather app
- We are looking for a way of making all of this information more attractive and less cluttered
- Increased advertising space. Currently we have a small space for ads only on the main page that can suit 2-3 small static images. We'd like rotating ads, static ads, and space to accommodate differently sized ads. Ideally, we'd also like ads to appear on other pages, not just the main page
- Sign up box for the Chamber's bi-weekly electronic newsletter
- Search function
- An online membership registration form with the ability to calculate fees, and the ability to collect credit card information and send to Chamber securely ***without processing payments online***

Site Elements

- Font size and type, at your discretion
- A link from all front page feature items to correct place on site
- Chamber address and phone number on each page

Content Management System Elements

The purpose of the content management system is to manage the online content of the Chamber website, with the idea that Chamber staff will be able to enter data so that it displays on appropriate pages and in a pre-formatted way. The Chamber requires one Admin account that will be able to take care of everything on the site, as well as individual accounts for each

employee where they will be able to edit only sections on the site that pertain to their job function. The Chamber requires eight individual accounts (plus one Admin account to make nine) with the option of adding more accounts should the Chamber hire additional staff.

- **ABOUT THE CHAMBER:** Subcategories with drop down boxes will include Annual Report, Board of Directors (with room for photo of each Board member and corresponding 200-word bio), Committees, Departments and Staff, Privacy Policy, and Location and Map
- **MEMBERSHIP SERVICES:** Subcategories with drop down boxes will include Membership Benefits, Membership Application, Joining the Chamber, International Business Builder, Member Testimonials, and Chamber Site of the Month
- **GOLD CIRCLE MEMBERSHIP:** Details of this will be forthcoming
- **EVENTS:** Subcategories with drop down boxes will include: a separate page for each major event (After Business, Business Excellence Awards, Chair's Ball, Golf Tournament, Holiday Party, and Luncheons) with options to add more events. For Business Excellence Awards - design as a "website within a website" to feature a photo gallery of finalists, finalists' information, event sponsors, and information about the history of the event. Other subcategories under events include: Calendar and Registration, Event Committees, Networking, Sponsorship, and Photo Gallery. The Photo Gallery must have the ability to upload large batches of photos easily at one time and offer a field for photo captions.
- **DIRECTORY:** This will be a searchable database of Chamber members, which is done through Membee
- **RESOURCE CENTRE:** Subcategories with drop down boxes will include Member Resources, and Links
- **POLICY/ADVOCACY:** Subcategories with drop down boxes will include Advocacy, Policy Committee, Policy Development, Policy Positions, and Reports and Surveys
- **VOLUNTEERS:** Subcategories with drop down boxes will include Volunteer Committees, and Volunteer Application
- **NEWS:** Subcategories with drop down boxes will include Media Releases, Chamber in the News, Business Briefs, Electronic Newsletter, and Photos. The Photos here are a separate gallery from the Events Photo Gallery
- **ADVERTISING/MARKETING OPPORTUNITIES:** This will include our advertising rate card and information about our publications (Business Briefs, Electronic Newsletter, and Website)
- **ATHENA PROGRAM:** Subcategories with drop down boxes will include ATHENA Award, and ATHENA Scholarship
- **CONTACT US:** Simple page listing name, job title, email, and phone extension

The proposed website will have to be integrated seamlessly with the existing Chamber Membership Management System (IRM Systems which includes our membership online directory and events related calendar).

Appendix C

Acknowledgement Form

To be read and completed by the proponent.

I/We the undersigned, do hereby:

- a) Acknowledge receipt of and accept all general and specific terms and conditions of the RFP document.
- b) Submit the enclosed proposals and submissions in accordance with the terms, conditions, and requirements as set out in the RFP document.
- c) Agree to supply any and all supplementary information pertaining to our submission separately at the request of the Chamber.
- d) Declare that the matters stated in the proposal(s) are in all respects true.

Name of Organization

Street Address

City/Province/Postal Code

Contact Person

Position

Telephone

Fax

Email

Signature of Authorized Person

Name (print or type)

Position

Date