

**DISTRICT OF 100 MILE HOUSE**  
**Request for Proposal**  
**RFP 2020-04**  
**Tourism Website Re-Design**

Responses are to be submitted on or before **2:00 p.m. local time, <Sept. 22, 2020>** to the attention of:

Joanne Doddridge, Director of Economic Development & Planning  
Municipal Office  
385 Birch Avenue  
100 Mile House, BC V0K 2E0  
Phone: (250) 395-2434  
Email: [jdoddridge@100milehouse.com](mailto:jdoddridge@100milehouse.com)

**Submission Details**

- a) Two (2) copies of the responses are to be in sealed envelopes or packages marked with the Respondent's Name, Title and marked "Tourism Website Re-Design RFP 2020-04". Emailed copies of the proposal will not be accepted.
- b) The District reserves the right to cancel this Request for Proposal for any reason without any liability to any proponent or to waive irregularities at their own discretion.
- c) The District reserves the right to reject any of all proposals and to accept the proposal deemed most favourable to the interest of the District.
- d) The District will not entertain any claims for costs related to the preparation and/or presentation of the proposals.
- e) The District is NOT contractually bound to any matters until such time as the District has negotiated a **separate contract** that is totally independent of the RFP process.
- f) The proposal must meet the requirements as stated in item 2 in the complete RFP document.

**"PROPOSALS WILL NOT BE OPENED IN PUBLIC"**

Queries should be submitted in writing to:

District of 100 Mile House  
Attention: Joanne Doddridge, Director of Economic Development & Planning  
385 Birch Avenue, Box 340  
100 Mile House, BC V0K 2E0  
Fax: (250) 395-3625  
E-Mail: [jdoddridge@100milehouse.com](mailto:jdoddridge@100milehouse.com)

## 2. MANDATORY CRITERIA

- Cover Letter
- Company Profile
- Management Team
- Project Development Approach
- Tourism Website Design Experience
- Project Budget

### Options

- Additional Products Offered, if applicable

## 3. PROPOSAL REQUIREMENTS

***Only complete submissions*** will be accepted. Partial submissions will not be considered. Submissions may be revised by written amendment, delivered to the location set out for delivery of submissions, before the Closing Date.

Should the proponent consider additional services and materials appropriate, it should be recommended in their proposal. The Proponent is to cost these additional items separately.

The proposal should include estimated hours and timeframe involved and a letter of introduction, including name and address of Respondent and details of potential partnerships and business agreements contemplated for the project.

**The Project Scope of Work is attached.**

## 4. EVALUATION AND SELECTION CRITERIA

The Request for Proposal is used to select a Proponent, who will have demonstrated a capability to commence and complete the work described within the time frame specified and according to the following criteria, provided that this list is not exhaustive, or set out in any particular order of priority.

**Proposals not meeting all mandatory criteria will be rejected without further consideration.**

Proposals shall be evaluated to determine the best value offered to the District using the following criteria:

- The Respondent's business and technical reputation and capabilities and the experience of its personnel.
- The Respondent's strategy to deliver the Project on or ahead of schedule, and experience and reputation in delivering similar projects on or ahead of schedule.
- The Respondent's ability and past experience meeting a tight time frame.
- Methodology and approach (understanding of service objectives and outcomes).
- Resources and pricing structure (staff, equipment).

- The Respondent's financial capability to undertake the Project.
- Proposal is clear and logical and shows value for the money to the District and demonstrates capabilities that make his/her services uniquely qualified to provide the requested services including any innovative approaches successfully used with other clients.

## 5. **NEGOTIATION DELAY**

If a written Contract cannot be negotiated within thirty days of notification of the successful Proponent, the District may, at its sole discretion at any time thereafter, terminate negotiations with that Proponent and either negotiate a Contract with the next qualified Proponent or choose to terminate the Request for Proposal process and not enter into a contract with any of the Proponents.

## 6. **FIRM PRICING**

Proposals must be firm for at least 60 days after the closing date. Prices will be firm for the entire Contract period.

## 7. **CURRENCY AND TAXES**

**Prices quoted are to be**

- a) in Canadian dollars;
- b) inclusive of duty, where applicable;
- c) FOB destination, delivery charges included where applicable, and
- d) Goods and Services Tax and Provincial Sales Tax to be itemized separately.

## 8. **CLARIFICATION OF THIS REQUEST FOR PROPOSAL**

This is a request for proposal only and will not give rise to a Contract "A" (bid contract). The District is free to negotiate with any of the proponents and that as a result of the negotiation process, the District is not required to treat all proponents equally. This request for proposal process is NOT a tendering process. No legal relations are intended to arise from the RFP process. The District is NOT contractually bound to any matters until such time as the District has negotiated a **separate contract** that is totally independent of the RFP process.

If a Proponent has any questions about the contents of the RFP, or about any matters relating to it the question must be directed in writing, and not orally, to the District's Representative at the contact address set out below, before **Sept. 9, 2020**. The District's Representative will answer all questions in writing, and will provide a copy of all questions and their answers to each of the Proponents no later than **Sept. 15, 2020**. E-mail responses will be accepted.

The RFP process forms complex legal obligations. Any information obtained from any source other than the District Representative is not official and should not be relied upon. Any uncertainty regarding the process, therefore, must be referred to the District Representative.

**9. DISTRICT REPRESENTATIVE**

The District's Representative on this project is Joanne Doddridge and all inquiries related to this "Request for Proposal" are to be directed to:

Joanne Doddridge, Director of Economic Development & Planning  
District of 100 Mile House  
385 Birch Avenue, Box 340  
100 Mile House, BC V0K 2E0  
Fax: (250) 395-3625  
E-Mail: [jdoddridge@100milehouse.com](mailto:jdoddridge@100milehouse.com)

**10. NOTICE TO PROPONENTS**

**a. Liability**

The proponents shall ensure that the District, its officers, employees and committee members, are save harmless from any liability whatsoever arising out of the proponent's performance or non-performance of the term of this Proposal.

**b. Proponent Responsibilities in Submitting Proposals**

Each Proponent is solely responsible for the risk and cost of preparing and submitting its proposal in response to this RFP and neither the District nor its officials, employees, committee members, or Proponents (including the District's representative" are liable for the cost of doing so or obliged to remunerate or reimburse any Proponent for that cost.

By submitting its proposal to the District, each Proponent represents and warrants to the District that the information in its proposal is accurate and complete. This RFP does not impose on the District any duty of fairness or natural justice to any or all respondents with respect to this RFP or the process it creates. Unless the District is expressly permitted or required by this RFP to "act reasonably" the District is entitled to act in its sole, absolute and unfettered discretion.

**c. Confidentiality and Freedom of Information of Proposals**

All submissions submitted to the District become the property of the District, and the information in Submissions will be disclosed as necessary to carry out the RFP process or as required by law, including the Freedom of Information and Protection of Privacy Act. That Act creates a right of access to records in the custody or under the control of the District, subject to the specific exceptions in the right set out in the Act. The District will receive all proposals submitted in response to this RFP in confidence, including for the purposes of s.21 of that Act. In light of the right of access to information created by that Act, the District does not guarantee that information contained in any proposals will remain confidential if a request for access in respect of any proposal is made under the Act. Any information the proponent considers 'personal information' because of its proprietary nature should be marked as "confidential" and will be subject to appropriate consideration as defined by the Act.

Proponents are required to keep their proposals confidential and must not disclose their proposals, or information contained in them, to anyone else without the prior written consent of the District.

**11. WAIVER AND ALLOCATIONS OF RISK**

The District accepts no responsibility or liability for the accuracy or completeness of this RFP (including any schedules or appendices to it) or of any recorded or oral information communicated or made available for inspection by the District (including through the District's Representative or any other individual) and no representation or warranty, either express or implied, is made or given by the District with respect to the accuracy or completeness of any of those things. The sole risk, responsibility and liability connected with reliance by any proponent or any other person on this RFP or any such information as is described in this paragraph is solely that of each Proponent. Each Proponent acknowledges and agrees that it is solely responsible for obtaining its own independent financial, legal, accounting, and other advice with respect to the contents of this RFP or any such information as is described in this paragraph. Each Proponent who submits a proposal to the District is deemed to have released the District from, and waived, any action, cause of action, claim, liability, demand, loss, damage, cost or expenses, of every kind, in any way connected with or arising out of the contents of this RFP or any such information as is described in this paragraph. Each Proponent who submits a proposal is deemed to have agreed that it is solely responsible and liable to ensure that it has obtained and considered all information necessary to enable it to understand the requirements of this RFP, and of the project, and to prepare and submit its proposal.

## **12. CLOSING DATE OF PROPOSALS**

The closing date for proposals will be 2:00 p.m. on Sept. 22, 2020. All proposals must be clearly marked with the name and address of the Proponent and the "Request for Proposal" title. Proponents are responsible for ensuring that courier delivery occurs within the deadline. Late proposals will not be accepted and will be returned to the Proponent unopened.

**District of 100 Mile House  
Tourism Website Re-Design  
RFP 2020-04**

**Certification Document**

**Certification:**

We have carefully read and examined the RFP document and have conducted such other investigations as were prudent and reasonable in preparing this response.

We certify that the statements made in this response are true and complete. These statements and prices as bid represent our response to the District of 100 Mile House. We agree to be bound by statements and representations made in this response and to any agreement resulting from this response.

We hereby agree that this RFP response may only be withdrawn by written notice delivered to the office of the District Representative prior to the time set for the opening of tenders. We agree that the RFP response attached hereto shall be irrevocable by us for a period of sixty (60) days after the date of the opening of the RFP.

Print Company Name and Address:

---

---

---

Print Name and Title of Authorized Signing Officers:

---

---

Signature of Authorized Signing Officer: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-mail address: \_\_\_\_\_

**Acknowledgement of Addenda**

We acknowledge receipt of the following addenda which become part of this RFP:

ADDENDUM # \_\_\_\_\_

ADDENDUM # \_\_\_\_\_

ADDENDUM # \_\_\_\_\_

Signed this \_\_\_\_\_ day of \_\_\_\_\_, 20 \_\_\_\_

---

# **Request for Proposal**

---

## **South Cariboo Tourism Website Re-Design**

---

District of 100 Mile House

---

### **Project Scope of Work**



***Proposals will not be opened in public***

## Request for Proposal – TOURISM Website Re-Design - Project Scope of Work

### 1. Introduction

The District of 100 Mile House is seeking proposals from experienced website developers to undertake a re-design and update of the South Cariboo Tourism website: <http://southcaribootourism.ca/>. The District is seeking to improve the website image, functionality, content, and make it more responsive for visitors and other users.

### 2. Background

The existing website is outdated, static, graphically weak, and does not meet the needs of users in terms of expectations around an ever-evolving digital landscape. In addition, several visitor-type websites have been created by individuals, possibly in response to a desire for an improved Visitor website. These private websites were not commissioned or endorsed by the municipality, and there is no control of the content on these privately developed pages. Web visitors may not be reaching the “official” South Cariboo Tourism website.

### 3. Purpose

The District of 100 Mile House is seeking a qualified contractor to evaluate the South Cariboo Tourism website and web applications and submit proposals for implementing a fully re-designed site that provides optimal image, organization and functionality. The re-designed site will strengthen the South Cariboo Tourism’s online presence and will introduce a fresh new design. It will be the leading source for quality visitor information.

Expected results of the re-design of the District’s website and online presence include:

- Improvements to the South Cariboo Tourism’s online image and ability to promote the region to visitors.
- Re-established as the premier source for quality, robust visitor information.
- Improved communication mechanisms.
- Improved appeal for visitors.
- Improved graphic richness.
- Improved access to information by visitors, including searchability.
- Improved responsiveness and access to information on mobile devices.
- Improved content management systems and protocols.

The District expects the re-designed website to be attractive, clean, engaging, intuitive, well-organized, dynamic, and easy to navigate, with a clear and identifiable look, feel and experience. It must be manageable to administer for District staff, as our small organization does not have full-time dedicated communications personnel.



## Request for Proposal – TOURISM Website Re-Design - Project Scope of Work

### 4. Scope of Services – South Cariboo Visitor Website Re-Design

Meeting the District's expectations will be accomplished by tailoring your solution to meet our needs. The new website should include the following features:

#### REQUIRED:

- Refresh the overall look and feel of the website by introducing a new design. Note: the District expects to contract with another firm to establish a strong identity for the website. The successful proponent will work within the resulting brand guidelines in creating the new website design.
- Employ intuitive design, logical menus.
- Be compatible with all common browsers, with fast loading speeds.
- Have complete mobile version that displays well on all common smartphones and supports touch platforms.
- Have user-friendly, non-proprietary Content Management System. Proposal should identify and provide rationale for using selected CMS.
- Provide guidance and expertise in developing and organizing content. This will include reorganizing content to be more user friendly, potentially adding, deleting, or editing content to provide clear, concise, and useful information to our audiences.
- Update the calendar feature to be more dynamic
- Build in a live-chat feature.
- Build in the ability for users to quickly see weather and road condition updates.
- Implement a prominent, robust search function.
- Incorporate a print friendly function.
- Ability to upload and download documents.
- Allow for the ability to integrate video content and photos.
- Integrate with social media pages.
- Ability to link to other relevant pages like: partner websites, Destination BC, Explore Cariboo (explorecariboo.com), [www.love100milehouse.com](http://www.love100milehouse.com), and others.
- Provide standardized page templates with full editing capability.
- Migration of content from existing website.
- Include website analytics, site statistics and marketing metrics feature.
- Include a plan for testing the site, resolving issues and providing technical support.
- Provide manual to staff upon project completion, containing applicable website user and style guide, best practices systems documentation, posting guidelines and recommended protocols.
- Provide training in managing and editing content to key staff.
- All features must be ad-free.
- All features must be fully editable for staff.
- Warranty on design that covers bug fixes discovered in the first month after launch.

## Request for Proposal – TOURISM Website Re-Design - Project Scope of Work

- All data must be stored in Canada and be compliant with the *Freedom of Information and Protection of Privacy Act*.

### OPTIONAL:

- Integrated Google Maps with custom markers and geolocation search features.
- Provide other features or functionality that may help the District of 100 Mile House deliver services and promote the municipality as a desirable place to visit.

### HOSTING:

- Make recommendations on reliable and cost-effective hosting in Canada.

**NOTE:** The District will provide all photographs for the website.

## 5. Project Management

The contractor shall:

- Review the South Cariboo Tourism's existing website to determine how best to organize and present the content to provide a high-quality, attractive and user-friendly website.
- Design and build the website working with relevant staff.
- Supply all components and licences as required.
- Manage the project so that all deliverables and timelines are reasonable and achievable.
- Provide a project plan and schedule timeline outlining the discovery, design, development, migration plan and deployment phases
- Prepare a sitemap proposal during the initial design stages of the project
- Provide prototypes, design flats or mock-ups for review.
- Undertake internal and external beta testing of the site.
- Conduct quality assurance testing on popular browsers and mobile devices.

## 6. Anticipated Project Schedule

- Advertisement for Proposal: Aug. 28, 2020
- Proposal Deadline: Sept. 22, 2020
- Award of Project: Sept. 30, 2020
- Website Launch: Feb. 15, 2021

## 7. Project Budget

Respondents must provide a detailed fee proposal with a breakdown of each task in the project. The budget should include a base cost plus any extra costs for additional services.

## Request for Proposal – TOURISM Website Re-Design - Project Scope of Work

Costs associated with software maintenance, hosting, software purchases or additional training should be identified separately.

### 8. Submissions

- Cover letter signed off by a principal of the company authorized to execute a contract with the District of 100 Mile House
- Company Profile, including overview of company and why your company should be chosen
- Management Team, including name, title, role and experience
- Project Development Approach, including explanation of all project phases, deliverables, milestones, timeline, and what role the District will play in the project
- Tourism website design experience, including references and applicable website URLs
- Project budget, including fees for additional or optional services
- Additional products offered, if applicable.