



REQUEST FOR PROPOSALS “WEBSITE DEVELOPMENT AND DESIGN”

Deadline: Tuesday, June 20th, 2017, 5:00 p.m.

BACKGROUND

The MarkeTO District Business Improvement Association (formerly Dufferin-Wingold BIA) was established in 2015 and represents the business and property owners along Dufferin Street from Wingold Ave to Lawrence Ave.

At MarkeTO we're warm and welcoming of everyone. We stand by our old friends and new. And our goal is to become the friendly marketplace at the centre of Toronto. We will be the destination for anyone looking for culturally unique shopping and dining experiences. Being at the centre of the GTA we are truly the heart of the greater city. And the place everyone gravitates to, for down to earth family centric warmth.

PROJECT DESCRIPTION

The MarkeTO District BIA is inviting qualified marketing and branding agencies (hereafter “consultant”) to develop and implement a website.

Ultimately, the goals of the website are to:

- ✓ Promote the neighbourhood of Dufferin Street (between Wingold Ave and Lawrence Ave) as a great place to live, work, stroll, shop, dine and invest.
- ✓ Grow our exposure and ultimately the revenue of our businesses.

SCOPE OF WORK

- **Design and develop a BIA website**
 - ✓ Creation of a visually appealing, informative, interactive and mobile-optimized website that reflects our BIA and its members and that is easy to read, navigate and understand.
 - ✓ Develop different creative options for front-end design and different concepts.
 - ✓ Implement e-newsletter.
 - ✓ Integrate our Social media platforms.
 - ✓ Fully accessible in-house CMS system.
 - ✓ Integrated google mapping.
 - ✓ Recommendations for database marketing and management.



PROCESS

Upon being awarded the contract, the successful consultant will work within our methodology and prepare a detailed plan.

The process should be carried out in three phases:

1. Planning Phase
2. Implementation Phase
3. Evaluation Phase

In each phase the consultant is to meet with the client in workshop meetings to include client feedback and incorporate these findings into the overall project results.

A schedule for Progress Reports will be agreed upon by both parties. These written reports will highlight activities undertaken, results achieved and outline any unexpected delays or difficulties that arise as the work progresses.

The consultant will work directly with the BIA's Board of Directors and the BIA coordinator to fulfill all requirements in the website development.

Based upon the feedback of the Draft Report, the successful consultant will make the appropriate changes as a result of input received from the BIA coordinator and Marketing and Communications Committee team members, and incorporate them in the strategy.

PROJECT BUDGET

The maximum budget for this project is expected not to exceed **\$5,000 CAD**. The budget must be broken down by showing the cost of each phase.

Please note that the Marketo District Business Improvement Association is a volunteer organization and a project of this magnitude is a significant expense to us. We would therefore look favourably upon a consultant that considers this project an opportunity to support us in our work to improve the community and business life in our region, and would thusly make a pro bono contribution of time and/or expense to supplement the proposed budget.

SELECTION CRITERIA

The following criteria will be used to select a successful consultant:

- ✓ Proposal must be no longer than 5 pages in length (excluding appendices).
- ✓ Quality of written proposal and understanding of the scope of the assignment.
- ✓ Organization and adequacy of proposed plan including points of contact, timetable and reporting schedule.
- ✓ Proposed fees and total cost of proposal.
- ✓ Extent of work proposed in relation to costs.
- ✓ Expertise and relevant experience and time contribution of the team members.



- ✓ Samples of relevant work related to involvement in similar types of work.
- ✓ A statement of willingness and ability to sign a formal agreement.

TIMELINE

The proposed timeline for the project is the following:

| | |
|---|---|
| Deadline for receipt of proposals: | Tuesday June 20 th , 2017 |
| Interviews/selection process/: | Week of June 26 th - 30 th , 2017 |
| <i>Please note: Only short-listed consultants will be contacted. The Marketo District BIA will select a short list of three (3) consultants for a presentation interview by members of the Media and Marketing Committee, as part of the selection process.</i> | |
| First meeting with Client: | July 3 rd – 5 th , 2017 |
| Website development process: | July 6 th – 26 st , 2017 |
| Presentation of Design to the Board: | July 27 th , 2017 |
| Launch of website: | Sept 19th, 2017 |

PROPOSAL SUBMISSION AND COMMUNICATIONS

The proposal must contain the company profile, project experience, marketing plan outline and cost proposal as a flat rate “fee for service”.

Your proposal must be received no later than 5:00pm on Tuesday, June 20th, 2017.

Late submissions will not be considered.

E-mail submission is the preferred method of submission of proposals and must be in PDF format when sent electronically. If hard copies are submitted, an electronic version must also be provided.

All proposals must be marked with the bidder’s name and reference the title of this Request for Proposal.

Proposals should be mailed to:

Marketo District BIA

2919 Dufferin Street

Toronto, ON, M6B 3S7

E-mail: bia@traxsmedia.com

Questions concerning the RFP including contract terms and conditions should be directed to:

Ludwig Guzman

BIA Coordinator

Tel: 416.606.0224

E-mail: bia@traxsmedia.com