REQUEST FOR PROPOSAL : Website Developer
Date of Issue: July 30, 2024

Purpose

The Leslieville BIA is looking to rebuild its website to make it more functional and to offer more resources to BIA members and the community.

About Us

The Leslieville Business Improvement Area (BIA) is made up of commercial and industrial property owners and their non-residential tenants who join together under a volunteer Board of Management (BIA Board) to carry out improvements and promote economic development within their designated area. The Leslieville BIA boundaries are along Queen Street East between Vancouver and Empire Avenues.

Project Description

Working with existing graphics and basic layout, the Leslieville Business Improvement Area (BIA) is seeking a vendor to provide web development services to recreate the current website, https://visitleslieville.ca/. Currently, the website has bugs and spam on the backend.

Goals

1. Create a secure and spam-free website.
2. Deliver a smooth, user-friendly experience with clear navigation.
3. Enable an efficiently managed back-end for BIA staff to make changes as needed.
4. Enable automatic update and back-up of website.

Mandatory Elements

1. Optimize the website for desktop, tablets and mobile.
2. Add e-commerce capability.
3. Blog, Event Calendar, Business Directory, Drop Down Menu, News, Intake forms (Post a Promotion, Register a Business)
4. Create a user function to subscribe to the BIA Newsletter. Automatically link those subscribers to the BIA MailChimp account.
5. Create a simple site manager tutorial for BIA staff.
6. Create website on Wordpress.
7. Site Automatically Updates Plugins and Wordpress, etc.

Timeline & Key Dates

August 9, 4:00 p.m. EST: deadline for application.

August 14-15: Leslieville BIA to award contractor and kick off project.

August 19-20: Leslieville BIA to share all necessary existing content for the website.

September 2: Contractor 1st draft of website for review by BIA Marketing team.

August 27: BIA Touch Point

September 3 - September 6: Leslieville BIA Board to review and return consolidated feedback.

September 13: Contractor 2nd draft of website for review by BIA Marketing team.

September 16-20: Leslieville BIA Board to review and return consolidated feedback (if any) Potential 3rd round changes

Projected Date of Completion: September 30, 2024

To Apply

Interested candidates are invited to submit proposals by August 9, 2024 4:00 p.m., to leslievillebia@gmail.com with the subject line "Leslieville BIA Website Developer". Thank you.