

## **WEBSITE REFRESH - REQUEST FOR PROPOSAL**

**Submission Deadline: Friday, September 21, 2018 at 4pm**

### **GENERAL INFORMATION**

The West End Business Improvement Association (WEBIA) is a not-for-profit society representing the interests of property owners and businesses on three commercial streets: Davie, Denman and Robson Streets (See Appendix A). The association includes over 500 businesses. The business categories include restaurants, retail, services, accommodation, beauty/health/fitness, and nightlife. The WEBIA's mission is to 'brand, promote and revitalize the West End.' The organization rebranded in 2013 (See Appendix B) and has developed a solid digital presence over the past five years. We have invested in a WordPress site and it continues to be a good tool. Our current supplier has downsized and we are looking for a new partner to help us take a good website and make it great.

### **PROJECT DESCRIPTION**

The West End BIA requires a refreshed website that is both functional and visually appealing. The updates would use existing site architecture and have the capacity to house and highlight video and photography. The website should be an effective tool for tourists, area residents, business owners and community partners. WEBIA would own all aspects of the website at the end of the project.

#### **The website refresh should include the following:**

- Navigation – easy to locate information on businesses, general neighbourhood, events, business resources, Jim Deva Plaza, getting to the West End.
- Aesthetic – showcasing the West End BIA's strong digital presence (blog posts, video and photography) in a way that is immediate, pleasing, and streamlined.
- Interactive – showcase events, campaigns and a dynamic registry of area businesses.
- Social – integrated with our social media channels (Instagram, Facebook, and Twitter).
- User-friendly – mobile-first. WordPress (or equivalent) CMS for regular content and visual updates.
- Ability for WEBIA staff to easily update content.

#### **Branding:**

The website needs to conform to the West End BIA's existing brand guidelines. Existing graphics will be provided. Any new graphics that are required need to be approved by client. Brand essence is attached (See Appendix B).

## Specific Requirements:

- **Functionality:** Intuitive to navigate with tabs listing popular pages and important resources (see appendix C).
- **Design:** Flexible, clean, contemporary. Must improve mobile experience, be secure and support digital content trends including video and photography. Addition of an Instagram reel on the homepage.
- **Data Migration:** WEBIA will aim to secure source code. WEBIA will provide refreshed copy. Transfer existing content onto updated site may be required.
- **Events:** Major events listed in a rotating order that reflects what is coming next. Integration of current Do604 calendar.
- **Content & Ongoing Maintenance:** Content easily updated by WEBIA staff. Ongoing maintenance to be negotiated related to, but separate from, the initial website refresh project which this RFP speaks to. Review and optimize Google Analytics. Optimize popular pages and improve SEO. Update WordPress Core and Plugins on a monthly basis.

## PROJECT TIMELINE

Submission deadline:	September 21, 2018
Contractor selection by:	October 1, 2018
Target date to go live:	December 15, 2018 or sooner
Proposed Schedule:	Key dates to be provided for client's approval throughout the project

## PROPOSAL GUIDELINES

When submitting your proposal, please include the following:

1. Summary of experience, including links of relevant work. 3-5 current references required.
2. Understanding and approach:
  - a. Understanding of WEBIA's marketing objectives, and
  - b. Proposed approach to website development.
3. Rates, timelines, and deliverables:
  - a. Budget projection, detailing all expenses (hourly and daily rates), and
  - b. Schedule – availability and estimated time of completion.

## TERMS AND CONDITIONS

### General:

The terms of the agreement will commence on the 'Effective Date'. The Effective Date, Early Termination and Extension(s) will be specified in the 'Services Agreement' contract. Other Terms & Conditions elements will be identified in the Service Agreement contract and will include, but not be limited to: Conflict of Interest, Intellectual Property Rights, and Non-Disclosure of WEBIA Information. Award of the contract resulting from this RFP will be based upon the most responsive vendor whose offer will be the most advantageous to the WEBIA in terms of cost, quality, flexibility and fit to brand.

The WEBIA reserves the right to:

1. Reject any or all offers and discontinue this RFP process without obligation or liability to any potential vendor,
2. Accept other than the lowest priced offer,
3. Award a contract on the basis of initial offers received, without discussions or requests for best and final offers, and
4. Award more than one contract.

### DELIVERY:

Acceptable proposal formats are:

- Printed and delivered to: #411 – 1033 Davie Street, Vancouver, BC V6E 1M7
- Emailed in PDF format to: [s.regan@westendbia.com](mailto:s.regan@westendbia.com)

Your proposal must be received by the West End BIA before 16:00 hrs (PST), Friday September 21, 2018 to be considered for this bid.

Please contact Stephen Regan with any questions at [s.regan@westendbia.com](mailto:s.regan@westendbia.com) or 604.696.0144.

# APPENDIX A AREA MAP



**West End BIA**



## APPENDIX B BRAND ESSENCE



# THE WEST END

“W” represents the neighbourhood: high-rise buildings, diversity of people and growth of business, with the three vertical bars signifying Stanley Park, English Bay and downtown Vancouver.

“E” represents the commercial streets: Davie, Denman and Robson. Together, these three horizontal bars create an ensemble that is unmatched in the city.

“WE” captures the essence of the West End: ‘Three great streets. One amazing neighbourhood.’ To help unify and highlight each of these three great, distinct streets, the banners are colour-coded: blue for Denman, to acknowledge its proximity to the ocean; green for Robson, to represent the lushness of Stanley Park; and purple for Davie Street to highlight the spirit of the LGBTQ community.

## APPENDIX C SITE NAVIGATION

### Current:

NEIGHBORHOOD	DIRECTORY	EVENTS	Search Bar
Davie		Do604 event calendar	About
Denman		Summer Cinema Series	Getting here
Robson		Pride	Contact
English Bay		Celebration of Light	
Stanley Park		Polar Bear Swim	
Jim Deva Plaza		Lumiere	

### Anticipated (samples provided):

FIND	EVENTS	ABOUT	JIM DEVA PLAZA	GETTING HERE
<b>Businesses</b>	<b>Major Events</b>	<b>Neighborhood</b>	<b>About</b>	<b>Parking</b>
<i>Bars &amp; Clubs</i>	<i>Summer Cinema Series</i>	<i>Davie</i>		
<i>Restaurants</i>	<i>Car Free Day</i>	<i>Denman</i>	<b>Event schedule</b>	<b>Bus</b>
<i>Food Retail</i>	<i>Canada Day</i>	<i>Robson</i>		
<i>Specialty Retail</i>	<i>Pride Week</i>		<b>Apply to hold an event</b>	<b>Sea bus</b>
<i>Coffee Shop</i>	<i>Celebration of Light</i>	<b>BIA History</b>		
<i>Service</i>	<i>Lumiere</i>	<i>BIA formation</i>	<b>Jim's Legacy</b>	<b>Car share</b>
		<i>West End history</i>		
		<i>LGBTQ history</i>		<b>Walking</b>
	<b>Seasonal Events</b>			
	<i>Valentine's Day</i>			<b>Sky train</b>
	<i>Halloween</i>			
	<i>Luna New Year</i>			<b>West coast express</b>
	<i>Polar Bear Swim</i>	<b>Resources</b>		
		<i>Leasing</i>		<b>Bike share</b>
	<b>Do604</b>	<i>Market profiles</i>		
	<i>Various business events</i>			
		<b>Contact</b>		