

HALIFAX CHAMBER OF COMMERCE

The logo features the text 'HALIFAX CHAMBER OF COMMERCE' in a bold, blue, sans-serif font. To the right of the text is a large, orange, L-shaped graphic element that starts at the top right of the 'COMMERCE' line and extends downwards and then horizontally to the left.

Tuesday, November 28, 2017

Request for Proposal: Website Development

Proposal Due Date: 5:00pm on Friday, December 15, 2017

Submit by mail or email to: Lindsay Burns, Marketing & Sponsorship Specialist

Primary Contact: Lindsay Burns
lindsay@halifaxchamber.com
(902) 481-1230
Halifax Chamber of Commerce
100-32 Akerley Blvd, Dartmouth NS B3B 1N1

BACKGROUND

The Halifax Chamber of Commerce is a best-practice, business advocacy organization that continuously strives to make Halifax an even more attractive city in which to live, work and play.

Together, the approximately 1,600 member businesses and their over 65,000 employees, act as a single powerful voice through the Chamber to promote local business interests. The volunteer board of directors and chamber staff undertake initiatives by request of, and on behalf of our diverse membership. We are recognized as the first Chamber established in North America and are certified to the ISO 9001:2015 international quality standard, the first Chamber in North America to receive this accreditation.

PROJECT DESCRIPTION

The Halifax Chamber of Commerce is looking for proposals for a new website. Halifaxchamber.com serves three main purposes:

1. To provide efficient communication and timely information to the Halifax business community
2. To allow members to use the technology to activate their membership, including registering for events, making online purchases and updating their information
3. To encourage businesses to become a member of the Halifax Chamber of Commerce

TARGET AUDIENCE

The most important people to consider when designing the new website are our members and prospective members. They are looking for information about events, policy issues, news, member benefits, membership directory and membership registration.

PROJECT REQUIREMENTS

- Open source content management system, currently WordPress
- Integration with our current CRM, Chamber Master including event calendars, event registration, forms, e-directory, Member Login Portal
- Event map and seat selection feature and e-commerce through ticket/table purchases
- Easy to use dashboard on the website's back end
- Professional and current design integrated with our new brand (see attached Brand Guidelines)
- Put content first by displaying a variety of different types of information in the most efficient manner

- Searchable and attractively displayed library of policy documents
- Variable text size options for increase accessibility to information
- Responsive on all browsers and all devices
- Integration with social platforms including Facebook, Twitter, Instagram, YouTube and LinkedIn
- Full search engine optimization and analytics implementation
- Advertising revenue model with flexible ad placement and analytics tracking
- Capability to support new emerging technologies

Notes:

1. The Halifax Chamber of Commerce will provide all content, videos and photos.
2. Please disclose if you plan to use subcontractors in executing this project.

SUBMISSION REQUIREMENTS

We encourage your submissions to outline how you will develop a website that will efficiently manage extensive information. The website should be easily updated by Chamber staff, with the awarded company to assist with major updates.

- One point of contact within your organization to be the project lead
- Be a Halifax Chamber of Commerce member upon awarded contract
- Detailed plan of project requirements listed above
- Breakdown of timeline and methodology
- Highlight any new technology not outlined in this document
- Training and support plan for Chamber staff
- Pricing breakdown and estimated ongoing maintenance packages
- Two examples of work which include the URL to visit and a contact reference for each company

BUDGET

- \$35,000 - \$45,000 plus monthly hosting fee
- 25% payment upon contract signing and remainder as progress payments with the final 25% on project completion.

EVALUATION CRITERIA

Please ensure all project requirements and submission requirements are clearly demonstrated in your proposal. Proposals will be scored by multiple people on a 5-point scale. The scoring criteria are as follows (in no particular order):

1. Chamber Master Integration
2. User Friendly Dashboard
3. Design & Brand Integration
4. Content Element Organization
5. Social Media Integration
6. SEO/Analytics
7. Revenue Model
8. Pricing Breakdown
9. Proposed Timeline & Methodology
10. New Technology/Features
11. Staff Training Plan
12. Experience & References
13. Any Added Value Provided
14. Overall Impression

MILESTONES AND DEADLINES

Circulate request for proposal	November 27, 2017
Submission due date	December 15, 2017
Scoring of submissions	December 18-20, 2017
Notifying short-listed candidates	December 21, 2017
Presentations of top proposals	January 3-10, 2018
Awarded contract	January 12, 2018