



Municipal & Economic/Tourism Websites

REQUEST FOR PROPOSAL

Website Content Management Services Closing Date: July 20, 2020 – 12 Noon

All procedural inquiries and the proposals must be directed to:

Mary Lee Prior,
Economic Development Officer
Town of Vermilion
5021 – 47 Ave
Vermilion, AB T9X 1X1
Telephone: 780-581-2419
Email: economic@vermilion.ca

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1. GENERAL

1.1 INVITATION TO SUBMIT A PROPOSAL

Your firm is invited to submit a proposal for a Municipal & Economic/Tourism Websites Content Management Services for the Town of Vermilion, Vermilion Economic Development & Tourism.

Request for Proposal: Services

Description: Town of Vermilion Municipal, Economic Development & Tourism Website Content Management Services

Date Issued: June 29, 2020

Closing Date: July 20, 2020 Closing Time: 12:00PM MST

Request for proposals must be submitted via email to economic@vermilion.ca or in a sealed envelope with the required documentation, complete with return address.

Address to:

WEBSITE RFP

Mary Lee Prior

Economic Development Officer

Town of Vermilion

5021 – 47 Ave

Vermilion, AB T9X 1X1

Telephone: 780-581-2419

Email: economic@vermilion.ca

The proposal and accompanying documentation that are submitted are the property of the Town of Vermilion and will not be returned. Such proposals and accompanying documentation will only be used by the Town of Vermilion.

1.2 PROPOSAL SUBMISSION

Consultants shall carefully read the Request for Proposal documentation and submit proposals subject to all conditions contained in the proposal documents. Consultants shall make all investigations necessary for estimating as to the condition under which the work must be carried out and its nature and location. The submission of the Proposal by a bidder shall be construed by the Town of Vermilion to mean that the Consultant agrees to abide by and carry out all conditions set forth in the proposal documents.

1.3 ACCEPTANCE OF PROPOSAL

The Town of Vermilion reserves the right to:

- 1.3.1 Accept any proposal submitted prior to the REQUEST FOR PROPOSAL closing time, as specified in the REQUEST FOR PROPOSAL;
- 1.3.2 Accept the withdrawal of such Proposal as permitted hereunder or by the REQUEST FOR PROPOSAL;
- 1.3.3 To reject any or all Proposals, and;
- 1.3.4 To waive any irregularities and informalities contained in any Proposal;

The lowest priced or any Proposal will not necessarily be accepted.

1.4 SHORTLISTING

A shortlist of Consultants may be established. Shortlisted Consultants may be requested to make formal presentation of their Proposal to the Evaluation Team. The demonstration must be identical in its name and version to the one in the Proposal. Key Vendor management and technical personnel will be expected to participate in the presentations. These presentations will be made at no cost to the Town of Vermilion, or any of its stakeholders.

1.5 COPIES

The Consultant shall provide one (1) original print or an electronic copy of their proposal.

1.6 REFERENCES

The Consultant shall provide references of their ability to perform the proposed work.

1.7 AMENDMENTS

The Town of Vermilion reserves the right to amend or revise the proposal documents by addenda up to forty-eight (48) hours prior to the proposal closing time. Verbal instructions given in person are null and void and shall not be accepted by the Proponent. It is the Consultant's responsibility to ascertain and verify, prior to closing time that it has received any and all addenda issued in relation to a proposal package.

1.8 LIMITATIONS

No proposal shall be altered or amended after the closing time without the agreement of the Town of Vermilion.

1.9 GOODS & SERVICE TAX

The proposal is subject to the Goods and Service Tax. All Goods and Services Tax shall be identified as a separate line item.

1.10 OPENINGS

The Town of Vermilion will open all proposals at the Administration office in the Town of Vermilion. No proposal award decision will be made until the Economic Development Committee has had an opportunity to examine and evaluate all Proposals.

1.11 REJECTED SUBMISSIONS

The Vermilion Economic Development Committee may reject any or all submissions including the lowest cost proposal. Proposals may be accepted in whole or in part.

1.12 PREPARATION COSTS

The Town of Vermilion and Vermilion Economic Development Committee is not liable for any cost of preparation or presentation of proposals that the Consultant incurs.

1.13 SUBCONTRACTING

In the event the Consultant intends to use sub-contracted individuals, the Consultant will be solely responsible for all incurred costs, plus meeting all regulatory requirements as outlined by both the federal and provincial acts and regulations pertaining to labor, health, safety, and taxations laws.

1.14 WITHDRAWAL

The Proposal may be withdrawn at any time up to the REQUEST FOR PROPOSAL closing time in writing and signed by the Consultant. The Proposal withdrawal request may be submitted by fax or email.

2. BACKGROUND

Since 2013, the Town of Vermilion, Economic Development & Tourism have been operating their websites with a Word Press based platform.

Goals:

- Develop a new municipal website
- Create an enhanced economic development/investment website (New Ideas For Living website) promoting economic development and tourism in Vermilion and the surrounding region.

3. PROPOSAL

3.1 OVERVIEW OF THE REQUEST FOR PROPOSAL

The Town of Vermilion is seeking a qualified Social Media/Website Consultant to develop a municipal and economic development/tourism website(s) that will the Vermilion community to the world. The Vermilion Economic Development Committee invites proposals from interested Consultants with experience in website development, social media strategy, implementation, and management; website maintenance and development combined with a strong digital capacity, creative/artistic approach in addition to strong communication and organizational skills and concept development.

3.2 SCOPE OF WORK

The scope of work is designed to encourage aggressive, proactive social media and website outreach to increase visibility of the Town of Vermilion, Economic Development and Tourism along with it's events, activities, amenities and promotions. It will include but not be limited to the following:

- Develop a new municipal website
- Create an enhanced economic development/investment website (New Ideas For Living website) promoting economic development and tourism in Vermilion and the surrounding region.
- Ensures compliance with the WCAG 2.0 Level AA guidelines and Canada's Anti-Spam Legislation (CASL)
- Hosting of our full websites
- Support for multiple languages
- Allows for viewing and editing online content directly in your browser – no applications, installations or add-ons required. Easy file and image management.
- User-friendly, responsive design ensures our websites look great, whether it's viewed on a computer, tablet or smartphone
- Integrated reports to identify stale content and view editor activity
- Integration with our Town of Vermilion App
- Integration with our finance system.

3.3 PROPOSAL PREPARATION GUIDELINES

The following information must be provided in each proposal in order for it to be considered responsive. This information will be utilized in evaluating each proposal submitted. Consultants proposing an alternative to any Request for Proposal requirement must clearly substantiate the merit of the alternative. Proposed alternatives must substantially meet the fundamental intent of the requirement. The evaluation team will decide the acceptability of the alternative. Preference will be given where requirements are exceeded.

The Consultant must supply a complete package outline, which includes the following information:

- Point of contact (name, title, email and phone number)
- Qualifications as a Social Media/Website Consultant
- Description of experience on no more than three (3) similar projects. Please include name of client and description of services provided, schedule and total cost to complete.
- A proposed project budget for primary scope of work

- Provide a listing of other government/large corporate developments for which you may have provided similar services.
- Provide a list of references where services were rendered for organizations with similar scope of work requested. Please provide current contact information, including contact name, agency, address, telephone, website, and email address. Three references required.
- Your understanding of the project requirements and deliverables, and
- Your approach to the project, including methods and plans

3.4 PROPOSAL EVALUATION CRITERIA

Upon receipt of the proposals, an Evaluation Team will screen each proposal to ensure compliance with the requirements of this Request for Proposal and the suitability of the proposal.

The following criteria will be considered in evaluation of the proposals:

a) Introduction to proposal, demonstrated understanding of the Project and identified requirements.	10
b) Project methodology, including the approaches, techniques, and thoroughness that the Consultant will utilize in carrying out the project.	25
c) Time commitment for the preparation and completion of project, minimum number of posts/updates per week, including specific social media platforms.	20
d) Statement as to ability to carry out project and satisfy requirements	5
e) Outline of professional staff to be assigned to project, to include detailed breakdown of time each person will devote to project.	10
f) Submission of three references complete with contact name and complete phone number, fax number, and email address.	10
g) Cost of services and products to be provided.	10
h) Overall quality of proposal.	10

3.5 PROPOSAL AWARD

A Proposal award decision may be made after the Vermilion Economic Development Committee has had an opportunity to examine and evaluate all Proposals in detail. The Vermilion Economic Development Committee reserves the right to reject any or all Proposals and to accept any part of one or more proposals. Those Consultants who appear to meet the criteria may be “short listed”. Those Consultants shortlisted may be requested to make a formal presentation regarding their proposal for evaluation and to provide samples of previous work. These presentations will be made at no cost to the Vermilion Economic Development Committee.

This Proposal does not commit the Vermilion Economic Development Committee to award a contract or to pay any cost incurred in the preparation of a proposal, the provision of samples, or the attendance at a mandatory bidder’s meeting.

Written notification of the decision will be mailed to all submitters within seven (7) days of the date on which the final decision is made.

3.6 PROPOSED WORK PLAN

The Consultant must supply a work plan for the project including time allotment breakdown, and identify any resource allotment.

3.7 COST DATA

The evaluation of each Proposal will consider the total cost of the Project and the qualifications and capabilities of the proposed resources, as well as how much time is allocated by each provider and hourly rates if applicable.

3.8 CONCLUSION

The Consultant must provide a summary as to why they believe their firm should be selected as the successful Consultant.

4. BUDGET

The Town of Vermilion Website Content Management Services cannot exceed \$50,000.

5. TIMELINE

The website(s) must be completed and up and running by December 1, 2020.