

# Request for Proposal

## WEB DESIGN & DEVELOPMENT [RFP#100]

### *2021 Canada Summer Games – Niagara*

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The 2021 Canada Games Host Society, Inc., a non-profit organization, requests proposals for web design & development agency that will create, design and deliver a unique event website with compelling narrative, vibrant aesthetics and emotion engagement for the Niagara 2021 Summer Games.

**Proposals to be completed and submitted by 12pm on Friday, April 5<sup>th</sup>, 2019 with notice of intention to submit a proposal by 12pm on Monday, April 1<sup>st</sup>, 2019.**

Electronic submissions of the proposal are to be submitted as follows:

Content Presentation

- [vwikston@2021canadagames.ca](mailto:vwikston@2021canadagames.ca)

Financial Proposal

- [jking@2021canadagames.ca](mailto:jking@2021canadagames.ca)

Both submissions should have “Proposal – Website – Niagara 2021” in the subject line for quick reference.

### **Introduction**

April 2017, the Niagara Region was awarded the 2021 Canada Summer Games scheduled for August 2021. The opportunity to host the Canada Games in 2021 has truly captured the imagination and spirit of Niagara. The Games will be a powerful catalyst to help provide critical legacy in Niagara, and represents a tremendous opportunity for incredible growth. Niagara’s vision for the Games is based on four pillars of growth:

- For the Games’ participants;
- For Niagara, Ontario and Canadian sport development;
- For all of Niagara; and
- For the Canada Games.

The Niagara 2021 Canada Summer Games is scheduled from August 6<sup>th</sup>, 2021 – August 21<sup>st</sup>, 2021 welcoming over 5000 participants (athletes, coaches, officials, etc.) involving 17 sporting disciplines. This high-profile sporting event will also be certain to attract government officials, media, professional sport scouts, participant family & friends and of course the Niagara Region at large.

The vision of the Games is to Inspire, Transform and Unify the entire Niagara Region, comprised of 12 municipalities. The Niagara 2021 event platform is a celebration gathering of sport; as well as, a celebration gathering of arts and culture. Both equally important to our brand strategy.

### **About the 2021 Canada Games Host Society (2021 CSG)**

In preparation for the games, a Host Society has been established and lead by a Board of Directors that is comprised of passionate, experienced and accomplished sport and community leaders. Chairman of the board is Mr. Doug Hamilton – lawyer and Olympic medalist/World Champion rower.

The goals of the Host Society are to:

- Provide a phenomenal experience for the athletes and other participants at the 2021 CSG—an experience that will propel their development, allow them to perform their best and inspire them to dream big;
- Provide a legacy of sport infrastructure and programs that are vital for Niagara, Ontario, and Canadian sport development;
- Provide a legacy of infrastructure, community programs and unify a spirit that will be transformative for Niagara; and
- Provide an unmatched podium and partnership for the Canada Games Council to build upon the success of previous Canada Games and strengthen the Canada Games property.

### **Project Background | Services Requested**

[www.canadagames.ca](http://www.canadagames.ca) is the official event site hosting and managed by the Canada Games Council. However, it is the desire of the 2021 Canada Games Host Society to create a stand-alone website for the 2021 Niagara Games allowing the opportunity for content management autonomy, proactive event promotion and audience engagement via social media streams, etc.

The new site must capture the following:

- Fully integrated customized website platform with a responsive design for various digital mediums (mobile, I-Pad, etc.)
- Cosmetically appealing with brand recognition integration. (*Note: Official Niagara 2021 brand is currently under development with anticipated completion by April 30<sup>th</sup>, 2019*)
- Back-end content management access for 2021 Canada Games Host Society administration
- Search Engine Optimization Set-up
- Database Capture i.e. Volunteer Recruitment, Newsletter, etc.
- Contact E-Mailer Management
- Blog System

- Embedded Video Player (home page) along with a responsive Photo & Video Gallery Manager
- Social Media Integration
- Event Date Clock Count-Down
- Google Analytical Reporting
- Opportunity for Sponsorship Advertising (Big Box and Banner Ads – various main pages)

**Appendix A** | Suggested website wireframe is attached for development consideration. We look forward to your approach to speaking to multiple audiences.

Please note that the website must be AODA compatible and is mandated by the Official Languages Act to be fully bi-lingual in French Canadian. The 2021 Canada Games Host Society will have employed an Official Languages Coordinator that will be responsible for content translation and act as a direct liaison with the selected web provider.

### **Current Website Status**

As mentioned above the current website is managed by [Canada Games Council](#). Hyperlink to the Niagara 2021 games is as follows:

[https://www.canadagames.ca/node/1231?\\_ga=2.61474284.1101092520.1549641151-1520006757.1546891509](https://www.canadagames.ca/node/1231?_ga=2.61474284.1101092520.1549641151-1520006757.1546891509)

### **Target Audiences**

- Niagara Region Event Stakeholders | Residents & Business Community
- Event Participants | Event Spectators
- Event Partners | Venues | Sponsors
- Media | Event Employees | Volunteers
- Canada at Large

The primary use for this website is to bring forth to the above audiences specific information pertaining to their needs.

### **Servers | Hosting**

Supplier to provide a hosting option for web system(s) either via a third-party hosting service or on their own servers. The supplier will be required to provide an incremental backup solution in case of data loss. The hosting environment must have the bandwidth capabilities to handle spikes in traffic and must have the necessary storage space for all web site media and files.

As well, the supplier would be required to purchase domain(s), required SSL Certificated and set up he required hosting environment with the ability to add team email addresses as required.

**Third Party Sites**

Initially the website will not have a need for third party vendors; however, the site will eventually require the capability of direct links for the following:

- Tourism Accommodation & Attraction Reservation Systems
- Ticketing System
- Merchandise E-Commerce

We look forward to hearing your approach on site integration while minimizing fracturing the visitors experience on our site.

**Style**

The Niagara 2021 Summer Games is an elite sporting and cultural entertainment event. Website design & visual approach should capture athlete motivation, aspiration while capturing the beauty & cultural essence of the Niagara Region as host to the games.

**Copy & Content Management**

Content will be provided by the 2021 Canada Games Host Society. It is to be noted that a working committee may be formed to assist with the scope of the project. Vendor to be agreeable to working with one or more representatives from the 2021 Canada Games Host Society administration team.

**Anticipated Schedule**

- |  |                                       |
|--|---------------------------------------|
| • RFP issued                                 | March 28th, 2019                      |
| • Notice of Intent to Submit due to 2021 CSG | April 1 <sup>st</sup> , 2019          |
| • Proposals due to 2021 GSG                  | April 5 <sup>th</sup> , 2019          |
| • Proposal Review & Question Period          | Week of April 8th                     |
| • Decision                                   | Week of April 8th                     |
| • Start Date                                 | Week of April 15 <sup>th</sup> , 2019 |
| • Completion Date [ <i>don't laugh</i> ]     | May 31 <sup>st</sup> , 2019           |

Proposals should include detailed project deliverables with associated implementation timelines.

**Budget**

The Canada Games Niagara Host Society is not merely looking for a vendor with a fee for service approach. Instead it is our belief that all vendors associated with the 2021 Niagara Games become strategic event partners offering both fee for service; as well as, Value In-Kind (VIK) opportunities and are agreeable to become an active participant in the communications committee working group.

Project Budget is estimated at \$45,000 (plus HST).

We have a budget of \$60,000 for a new website. However, ideally, we would love to complete the project with \$45k and have \$15k to invest in content marketing. We would love to hear your thoughts on how to most effectively spend this budget. In addition we would love to hear your thoughts on additional features and functionality as we draw closer to the 2021 games. Our budget does not include monthly management fees if applicable; to which, should be clearly indicated is proposal submissions.

### **Legacy Build**

As a part of our sustainability and legacy plan for the 2021 games, it is the desire of the 2021 Host Society to transfer this website to the future organization handling sport tourism for the Niagara Region for their continued implementation.

### **Proposal Requirements**

- Provide a brief description of your firm's structure and capabilities; as well as, identifying who will be involved on Company Project Team, including their relevant experience and credentials.
- Describe in detail your company's approach and process for website development to achieving the project scope addressed above.
- Describe in detail any programming elements that your organization is presenting that are beyond our project scope that would enhance our 2021 platform that are being made available through VIK opportunities.
- Details regarding process to client administrative training.
- Provide case studies of your firm providing similar services to firms of our scope.
- Submit a detailed schedule with your proposal for the project with includes critical milestones, assuming a start date of April 15<sup>th</sup>, 2019.
- Provide a detailed fee proposal with outlines the specific activities that would be performed during (1) design & development stages and (2) the maintenance stages. Be certain to identify VIK sponsorship considerations either for budget relief and/or enhanced programming.
- References: Supply at least three (3) references that have used your professional services for a similar project. Include a contact name, address, and a contact phone number.

Please be certain to include the name and contact details of the persons to be approached for clarification of the proposal if needed.

### **Proposal Evaluation**

Proposals are due to 2021CSG by 12pm, Friday, April 5<sup>th</sup>, 2019. Selection criteria are outlined below and will be used to evaluate proposals. 2021 CSG will intend to negotiate contract terms with the most qualified vendor. If unsuccessful, 2021 CSG would intend to then negotiate with the next most qualified vendor, until reaching a satisfactory contractual arrangements. This RFP does not commit 2021 CSG to award a contract or pay any costs incurred in the preparations or submission of proposals. 2021 CSG reserves

the right to reject any or all proposals received in response to this RFP and to negotiate with any of the vendors or other firms in any manner deemed in be in the best interest of the 2021 CSG.

Selection of the successful proposal will be made by 2021 CSG based upon the bidder's:

- Responsiveness to work scope and program needs (35%)
- Demonstrated experience and expertise in similar projects (30%)
- Cost effectiveness (20%)
- Value In-Kind opportunities (either budget relief and/or project enhancements) (10%)
- Comprehensiveness (5%)

Please note special consideration will be noted for Niagara Region based vendors.

### **Contract Terms**

The proposed contract period for services is through the end of September 2021; however as mentioned in the above legacy plan, it is intended that this website be transferred to a new sport tourism hosting organization.

All material produced, data collected, and reports generated by the subcontractor on behalf of 2021 CSG are confidential and become exclusive property of 2021 CSG. The contractor may not share program materials, customer data, industry or program participant contact information, etc. unless explicitly authorized by 2021 CSG to do so.

This RFP does not commit to pay any costs incurred in the preparation of a proposal or to procure or contract for services. 2021 CSG reserves the right to accept or reject any or all proposals received as a result of this RFP, to negotiate with all qualified bidders and to cancel the RFP, in part or in its entirety at its sole discretion.

### **Additional Information or Clarification**

Should additional information be required, please contact:

Vittoria Wikston, CMP, CMM

Manager, Marketing & Community Development

2021 Canada Games Host Society

c/o [vwikston@2021canadagames.ca](mailto:vwikston@2021canadagames.ca) | 905.321.5979

# Appendix A | 2021 Website Wire Main Frame

*Draft – as of March 15<sup>th</sup>, 2019*

Style? Chapters – Tabs verses Vertical and/or Horizontal Scroll? Hybrid?

## Home Page

- Countdown Clock
- Video Player [should this be embedded as a stand-alone video player; or link to Youtube? Bandwidth?]

## Niagara 2021

- Pillars | Vision
- Board of Directors
- Niagara Region | 12 Municipalities
- Brand Story
- Legacy
- Sustainability
- Winning the Bid

## Sports | Venues

- All Sport Disciplines
- All Venues | Locations, Etc.
  - Venue Apps

## Schedule of Events

- Sport
- Opening | Closing
- Culture Program

## Experience

### Tickets [3<sup>rd</sup> party site]

- Landing Page | Details [include group/corp structures]
  - E-Commerce Site

### Visit Niagara [3<sup>rd</sup> party site]

- Tourism Platform Landing Page
  - E-Commerce Site
    - Hotels
    - Flights
    - Transportation
    - Attractions

### **Boujour Niagara [3<sup>rd</sup> party site]**

- Official Languages Landing Page
  - Enter Boujour Niagara Site

### **Volunteer**

- Join the Movement | Landing Page
  - Recruitment Software |GemsPro

### **Catch the Spirit**

- Mascot
- Education
- Torch Relay

### **Merchandise**

- Landing Page
  - E-commerce

### **Supporting the Games**

- Sponsorship
- Friends of the Games
- Community Partners
- Go Fund Me | Philanthropy Program

### **Alumni**

- Profiles

## **Media | News**

- Blog
- Media Contacts
- News Releases
- Photo Gallery
- Newsfeeds

## **Contact**

## **Social Feeds**

## **Games Time :**

- Watch
  - Broadcast & Webcast Schedule
- Results