



Website Re-Design and Development Request for Proposal

This RFP is for web design and development services to redesign www.roncesvallesvillage.ca for the Roncesvalles Village BIA.

RFP Sent: June 22nd

Responses Due: July 10th

Send any questions on the RFP in writing no later than June 29th to:

Veronica Feihl, RVBIA Manager, veronica@roncesvallesvillage.ca

Send proposals to:

manager@roncesvallesvillage.ca

Budget for new website: TBD

Start Date for project: July 17th.

Goal for new website launch: November 16, 2018

Overview

The Roncesvalles Village Business Improvement Area (BIA) exists to improve business conditions for its business members on Roncesvalles Avenue through street beautification, property maintenance, events and marketing, while spurring economic development and community building.

Our Audience

Our primary target is Roncesvalles and Toronto residents. Young singles and young families. Middle to high-income, culturally diverse and educated. They are young professionals 26-54 who are social and enjoy activities such as shopping, movies, bars, restaurants, reading, physical activity, health and wellness.

Our secondary target are visitors to Toronto who are looking to experience some of Toronto's "best" neighbourhoods.

Our Members -- the business owners and commercial property owners along Roncesvalles Avenue -- are also keenly interested in how well they and their main street are reflected on our website and social media channels.

New Website Objectives

Our website's primary objective is to promote Roncesvalles Avenue -- its commerce, events, amenities, community and culture -- thereby sustaining our thriving main street, driving consumer traffic to our Members and stimulating employment and economic growth. We want to position our brand (our main street) as a must visit destination, and a great place to live and grow.

This will be done by:

- strengthening customer and community loyalty to our businesses
- attracting new visitors
- recruiting volunteers for our marketing and operational activities
- capturing the stories and images that exemplify our culture, uniqueness and initiatives.

Current Website

Our current website, www.roncesvallesvillage.ca is providing the basic necessities, but is not operating at its full potential and does not reflect the vibrancy of our community. We no longer have access to our metrics, the design is dated and not very engaging for potential Roncesvalles Village visitors, thus it does not sufficiently benefit our BIA and its Members.

Several plugins had to be deactivated for security reasons. Current employees have difficulty making certain back-end design changes and troubleshooting issues.

The site is content rich with 307 posts dating back to May of 2007, many of which still highlight the uniqueness of our BIA and community. However, because we are only two staff members and a volunteer board that is not involved in content creation, it can be difficult to create monthly or more frequent blog posts. Those featured on our Homepage can soon become outdated, which makes our site look stale.

Website Redesign Requirements

Hosting and Platform

- Currently hosted on Blue Host with SiteLock security. Alternative hosting services will be considered.
- OPTION A: Retain a WordPress platform. Note that our two subdomains for Roncy Rocks and the Roncesvalles Polish Festival also use a WordPress platform and will need to be ported to the new host
- OPTION B: Propose a new platform and provide a chart to compare the benefits of the existing and proposed option.

Design and Usability

- A more visually interesting homepage whose content is not focused mainly on the latest blog post.
- Mobile friendly
- Intuitive navigation, e.g.
- AODA Compliant - WCAG 2.0 Level AA
- Clean yet engaging design

Functionality

- Social media integration (share buttons, follow buttons)
- Automated posting of blog posts to Facebook
- Contact Form(s)
- Interactive map of business directory with option for public (new members) to submit their business information for our approval (Submit your business form), e.g. <http://cabbagetownto.com/#biz-directory>
- Events Calendar and/or page which has the option for the public and our Members to submit their events for our review and publication (ex: Submit your event form)
- A Members-only area for posting, AGM Minutes and supporting documents, Member Orientation Packages, Member Surveys
- Web metrics

Content

- All relevant content to be retained and reorganized or migrated from current site
- Optimized with SEO best practices
- Map of BIA Boundaries (under the about the Roncesvalles BIA)
- A blog for BIA news, events and feature stories
- Home Page Content:

Navigation & Content Features

- Home Page: *[Reasons to visit] Shop, Eat, Play, Work, Live, Give, Thrive*
- Business Directory: *Sorted Alphabetically, By Category, with Links to Business Profiles*
- News: *Blog, Feeds, Media, Newsletter Signup (TBD)*
- Events: *Calendar, Roncy Rocks, Polish Fest, Instagram Feed*
- About Us: *Boundary Map, History, Management, Staff, Community Partners, Gardens*
- Contact Us: *Contact Info, Get Involved: RoncyWorks, Roncy Rocks, Polish Fest*
- Footer: Member Registration and Login

Training and Maintenance

- Content Management Training as needed
- Ongoing System Maintenance and Troubleshooting Support

Optional Requirements

We would welcome the following functionality and support for our new website, depending on how these elements would impact timeline and/or budget. Please provide cost for these elements separately, and note if any additional design or development time would be required

- Interactive map of business directory
- Revenue generating options, such as advertising or branded merchandise offers and gift card, likely using a ticket system like universe.com
- Advanced SEO work

Budget Details

Our budget for this project is to be determined. While we prefer the most cost-effective solution, all proposals that fall reasonably within our range will be considered and weighed based on their merits. Proposals that offer flexibility in billing for non-essential elements added to the website after initial launch will also be considered, as we would budget for additional funding for certain

additional website elements or ongoing marketing efforts in the next fiscal year. All invoices for this project must be billed before December 31, 2018.

Proposal Requirements

Please include the following in your proposal response:

- Overview of your company
- Overview of how you will meet our objective
- Outline of your website design & development strategy approach
- Proposed website timeline from kickoff to launch
- Details about your team
- Recent design & development examples
- References
- Pricing with optional elements line-itemed
- Include separately a cost for transfer and hosting of our two subdomains roncyrocks.com and polishfestival.ca
- Your Terms & Conditions

RFP & Project Timeline Details

RFP Sent: June 22, 2018

Questions due by June 29, 2018

Proposals Due: July 10, 2018

Finalists Selected & Contacted : July 11, 2018

Shortlist interviews: July 13, 2018

Winner Selected & Contracted : July 16 , 2018

Project Kick-off : July 17, 2018

New Website Launch Target Date: November 16, 2018 to be confirmed with vendor

Thank you for your interest in responding to this RFP with a proposal for our renewed website. We look forward to your response.

If you have any questions, please contact Veronica Feihl at manager@roncesvallesvillage.ca by June 29, 2018.