



WORLD TRADE CENTRE®
WINNIPEG

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REQUEST FOR PROPOSALS | WTC WINNIPEG WEBSITE

Friday, September 6, 2019



1. SUMMARY

Objective

The World Trade Centre Winnipeg (WTC Winnipeg) is accepting proposals for the design, construction and delivery of a new website for www.wtcwinnipeg.com.

About | WTC Winnipeg

The World Trade Centre Winnipeg (WTC Winnipeg) is a bilingual private sector-led organisation and leading trade organisation for the Province of Manitoba. The WTC Winnipeg caters to the business community by acting as an information portal for Manitoba entrepreneurs.

Equipped with access to extensive market research databases and privileged access to global leaders through its memberships with the Canada Business Network and the World Trade Centers Association, the WTC Winnipeg is a key resource for those seeking comprehensive information, research and connections. We also identify ways of simplifying the import/export process for your products in the right markets with the right partners.

Our core objective is to work with Manitoba companies in gaining the confidence, training, tools and network of contacts essential to compete locally, nationally and internationally.

2. RFP GUIDELINES

Response Submission | Format and Delivery

This is a closed competitive process. A required format and outline for your proposal is included in Section 7 of this RFP.

Confirmation of interest in submitting a proposal must be received by Chantal Vielfaure (cvielfaure@wtcwinnipeg.com) no later than September 20, 2019. This will ensure all candidates receive timely responses to all questions.

The WTC Winnipeg will only accept electronic submissions. An acceptable electronic submission will consist of one PDF¹ of the proposal and will be received no later than noon (12:00 p.m. on October 4, 2019 by Chantal Vielfaure at cvielfaure@wtcwinnipeg.com. The WTC Winnipeg will send candidates an email confirming timely receipt of the proposal. It is the sole responsibility of the respondents to ensure

¹ We will accept other electronic forms of submission provided they are easily opened, accessed and shared, and provided that you get prior approval for this format from Chantal Vielfaure at the WTC Winnipeg.



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that their responses arrive in a timely manner. The WTC Winnipeg reserves the right to reject all late submissions.

The WTC Winnipeg is not liable for any costs incurred by the respondents in preparing responses to this RFP, or negotiations associated with the award of a contract.

The contents of your response and the provisions in this RFP will be available for inclusion in the final contractual obligations. Consequently, your proposal must be signed by a duly authorized owner, officer or agent of the company submitting the proposal.

Questions

All questions regarding the RFP must be submitted in writing to Chantal Vielfaure at cvielfaure@wtcwinnipeg.com prior to 3 p.m. CST, Friday, September 20, 2019.

Responses to questions and clarifications will be provided in writing (email) to all candidates no later than Wednesday, September 25, 2019.

Omissions

All omissions in the proposal of any provision herein described shall not be construed as to relieve the chosen candidate of any responsibility or obligation requisite to the complete and satisfactory delivery, operation, and support of any and all equipment or services.

Contact Information

All communication regarding this RFP must be directed, by email, to:

Chantal Vielfaure
World Trade Centre Winnipeg
cvielfaure@wtcwinnipeg.com

3. CONTRACT TERMS

The WTC Winnipeg will negotiate contract terms and final pricing upon selection. All contracts are subject to review by the WTC Winnipeg board and legal counsel. A project will be awarded upon signing of an agreement or contract which outlines terms, scope, budget, deliverables, timeline and other necessary items.



4. TIMELINES

September 6, 2019	Release of RFP
September 20, 2019	Confirmation of interest
September 20, 2019, 3 PM CST	Deadline for submission of questions
September 25, 2019	Responses to questions
October 4, 2019, 12-noon CST	Deadline for proposal submission
October 11, 2019	Contract awarded
January 31, 2019	Website live

5. COST

Price quotations are to include provision of all analysis, labor, creation and services necessary for the completion of the work, except as may be otherwise expressly provided in the contract documents.

The budget range for the project is approximately \$15,000 to \$20,000.

Your budget must include all costs related to the design, construction and delivery of the website. This includes, but is not limited to:

- > **Fees** | analysis of requirements, design, project management, training, coding, and any outside specialists or plugins required for the launch of the website
- > **Creation** | mock-ups (up to 3), design, functionality, testing, and delivery
- > **Warranty** | warranties associated with the new website

6. REQUIREMENTS

The current WTC Winnipeg website was developed and launched in 2013. The site has now become outdated from a design perspective, lacks in performance and does not display properly on all platforms. The user interface is not intuitive, and content is out dated.

SCOPE

The successful proposal will subsequently be expected to deliver the following:

- > A new bilingual website design using the Word Press platform
- > Review and update of current plugins (i.e., Eventbrite, Events Calendar Pro)
- > Re-mapping of content to ensure continued connectivity with Dynamics CRM
- > Review and update of the current forms
- > Lead the design and development of the site map



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PRIORITIES

- > Bilingual (without completely mirroring all functionality)
- > Optimized for all platforms (i.e., browsers, desktop, mobile)
- > Responsive
- > Low maintenance cost
- > Ongoing content management by WTC Winnipeg

DESIGN AND TECHNICAL REQUIREMENTS

- > New updated look
- > User friendly and intuitive navigation
- > Mobile device friendly
- > Project professional image
- > Prominently feature the WTC Winnipeg logo
- > Respect brand guidelines (colors, fonts, logo)
- > Update plugins (using as few as possible)
- > Prominently place subscription button
- > Optimized loading capability while projecting high quality visuals
- > Responsive web design
- > Ensure connectivity with Dynamics CRM
- > Search Engine Optimization
- > Merge from existing site
- > Data migration

FEATURES AND FUNCTIONALITY REQUIREMENTS

- > Payment plugin (Paypal)
- > Biz Grid custom built plugin (business services directory managed by WTC Winnipeg)
- > Access to comprehensive analytics (i.e., Google Analytics)
- > Connection to Microsoft Dynamics CRM (including integration of Click Dimensions add-in functionalities)
 - o Forms
 - o Event registrations (Eventbrite)
 - o Subscription management
 - o Lead capture
- > Newsfeed section
- > Photo and video gallery plugin
- > Advertisement space



TARGET AUDIENCE AND DESIRED ACTION

We are looking to drive new and existing clients to our website. The website should speak to a business audience from Manitoba and abroad.

We want our clients to find the information they need, sign-up for our newsletters, register for our events and seminars, and know when and how to contact us.

WEBSITE BUSINESS OBJECTIVES

- > Create a better client navigation experience
- > Ensure that clients are finding the website online and the information needed
- > Create a welcoming experience that encourages clients to reach us for support

CONTENT AND COPYWRITING

The WTC Winnipeg's communications team will be responsible for all written content, though the layout and use of the content will be open to review and suggestion from the chosen candidate.

7. PROPOSAL FORMAT AND OUTLINE

FORMAT

Proposals must be delivered in PDF¹. Please follow the following format specifications:

- > Page size: 8.5 x 11 inches
- > Font size: no smaller than 12 points
- > Maximum proposal length 8 pages (not including attachments)

OUTLINE

Your proposal must follow the outline described below:

- > **Title Page/Cover letter** | Include your company name, address, website, telephone number, and primary contact person with email, direct line and mobile phone numbers. The title page will be considered a cover letter, and should be signed by an agent, owner or authorized officer of your company.
- > **Qualifications** | Provide a description of your company's structure, expertise and experience in web design and development. Include examples (maximum of 5) of websites we can view that you have completed and are comparable or relevant to the work in this RFP. Include two references.
- > **Project Team** | Describe the process that will be used in managing this project (i.e., main point of contact, other team members and their roles).



- > **Project Plan** | Provide an overview of the project plan with timelines, key milestones and deliverables.
 - *The WTC Winnipeg understands that during initiation of the project, the selected candidate's scope of work may change. Any resulting changes to your proposal will be in mutual agreement with the WTC Winnipeg.*
- > **Warranty** | Describe the warranty you provide.
- > **Attachments** | Include any relevant attachments such as sub-contractor information or vendor information.
- > **Breakdown of Anticipated Costs** | Provide an estimated breakdown of each element of the project.

8. EVALUATION

Proposals will be evaluated by the WTC staff and management. You will be notified if any clarification is required.

CRITERIA

- > Compliance with bid documents
- > Cost
- > Overall fit in accordance to the organisation's objectives