



RFP for Information Architecture &
 Custom Wordpress Theme Design
 and Implementation, and Ongoing Support and
 Maintenance

This RFP is for the restructuring of the Information Architecture, the design and implementation of a custom Wordpress theme, and ongoing support and maintenance for the Town of Annapolis Royal's website, www.annapolisroyal.com.

RFP Number:	2016-05-001
RFP Sent:	May 3, 2016
Responses Due:	May 27, 2016 at 1:00pm
Send any questions on the RFP to:	CAO Gregory Barr, cao@annapolisroyal.com or call 902-532-3146
Send proposals to:	Attention: Gregory Barr, CAO PO Box 310, Annapolis Royal, NS, B0S 1A0
Budget for project:	\$4,000.00 to \$6,000.00
Target Date for Contract Award:	May 31, 2016
Goal for Completion:	September 30, 2016

Town of Annapolis Royal Overview

The Town of Annapolis Royal is rich in history, arts, culture and beauty which makes Annapolis Royal the place where history meets opportunity.

Home to Canada's oldest National Historic Site, Fort Anne, where you can see the Royal Charter from which Nova Scotia gets its name and flag. Some of the oldest wooden buildings in Canada are found here and this cozy community of just over 480 people boasts over 135 registered heritage properties. It is also home to North America's only Tidal Generating Power Plant that lets you witness the incredible power of the Bay of Fundy's world-renowned tides put into practical action.

Annapolis Royal was listed in the #1 spot of Maclean's Magazine's Top 10 Places To See in Canada in 2014. The award-winning 17-acre Annapolis Royal Historic Gardens are recognized as one of the "Top 5 North American Garden Worth Traveling For" and was the Canadian Garden of the Year in 2015. It was a 2008 Communities in Bloom International Winner, in 2006 it was a Prince of Wales Prize winner for outstanding stewardship of built heritage, in 2004 it won the International Awards for Livable Communities in its category, and has been declared Cultural Capital of both the Maritimes and of Canada.

The town hosts one of the few year-round Saturday Farmers' Markets in Nova Scotia. It is also home to visual artists, craftspeople, writers, and performance artists and has multiple festivals that celebrate its arts and history. The town has its own theatre, King's Theatre, which runs movies, concerts, plays, and more. It also has an active boat haul-up where modern-day craftspeople work and keep the historic waterfront active. The town has many historic inns or B&B's, as well as motels, scenic campgrounds, and cozy cottages available for visitors.

The Town of Annapolis Royal is a vibrant, creative, historic community with a wide range of services and amenities. The Town has a council of five, its own police department, public works and recreation departments. It has all of the modern conveniences like financial services, healthcare, shopping, dining, entertainment, art galleries, community activity spaces, 6-12 School, walking and cycling trails, and more delivered in a breathtaking historic setting.

Annapolis Royal is located on scenic Highway 1 (also known as the Evangeline Trail) just 30 minutes from the Digby-Saint John ferry, 1.5 hours from Yarmouth, and 2 hours from Halifax.

Our Audience

We have three primary audiences of equal importance:

- 1.) Residents/ Business Owners
- 2.) Visitors
- 3.) Potential Residents/Business Owners/Operators

Both audiences tend to the 40+ demographic and are moderately technically savvy.

Residents are interested in the services provided by their Town Hall and information available from their Town Hall. They want to be able to easily find pertinent municipal information (announcements, bylaws, meeting information, etc.). This information is currently primarily found in the About Annapolis Royal, Town Hall, and Business Information sections of the existing website. They are also interested in community events and resources.

Visitors are interested in what the community has to offer – what to see and do, the history of the town and the surrounding area, travel information and resources (attractions, accommodations, activities, etc.). They are interested in history, the built heritage of the area, the artistic and cultural aspects of the community, and the outdoor activities available here and in the area.

Our third audience is someone who wants to relocate either their home or their business (or establish a new business). These are people who potentially want to invest in our community as a resident and or business. Often, these people will enter our audience cycle as a visitor first. However, this group has an interest that goes deeper than the visitor. They want all the visitor information but they also want demographics, information on services, development opportunities or potential, and help navigating municipal requirements.

Website Objectives

Our website's number one objective is to promote Annapolis Royal and build brand awareness by focusing on its unique place in Canadian history, its prominent creative community, and its promising economic development opportunities and over-all livability.

The second objective is to provide easily accessible information desired by each of our main audiences.

The uniting root of both of these objectives is to provide information and drive economic development.

In 2014 we began the first phase of development on the website by having it converted to Wordpress. No one has yet been trained to do our own updates in Wordpress.

In 2014/2015 we had our town logo redesigned. It was added on to the existing website, but not formally integrated into the design.

This RFP is to address the final phase of development of our website – to assist us with an update to our Information Architecture and to create and implementation a new custom Wordpress theme.

General objectives include:

- Promotion of businesses and economic development
- Provide information to residents about Town services and engage citizens in local government
- Promotion of local tourism attractions and activities
- Promotion of festivals and events.
- Encourage active living, and promote recreation programs and facilities
- Attract new residents and encourage investment the Town of Annapolis Royal
- Raise awareness about local arts, culture, history, and heritage
- Publicize community groups and activities

Current Website

The design of our current website, AnnapolisRoyal.com, is approximately nine years old.

The Information Architecture is no longer well organized and the navigation is not intuitive. The content has outgrown the current structure, and much of the content is outdated, disorganized, or duplicated. One of the frequent complaints about the website is that users have a hard time finding the information they want.

Some of the current functionality that we like and wish to retain in some format (not identical to current) includes:

- Events calendar
- Featured news/post items on home page
- Updateable carousel of images with copy on home page

Project Requirements

Our Information Architecture needs to be reviewed and current best practices implemented to improve the usability and organization of the website. We will be active participants with your team during this portion of the project and will participate with a needs assessment led by your team. We will work with you to establish a new Information Architecture and we will write or edit copy for the subsequent web pages as required based on your guidance and recommendations.

The new website will need:

- A fully customized responsive Wordpress theme, designed and implemented
- Intuitive navigation that reflects the updated Information Architecture
- Design that reflects our unique community and fully incorporates our new logo
- All applicable content imported from current site
- Fully optimized with SEO best practices implemented using a suitable Wordpress plugin (e.g. Yoast SEO, or similar)
- 301 Redirects as needed for old URL's to go to their new counterparts or to a site map or search page
- Clear contact options
- A blog (for news, announcements, and articles)
- An Events calendar that can be easily updated by staff and community organizations
- Social media integration (share buttons, follow buttons, etc.)
- Email sign-up form for our monthly newsletter (we use MailChimp)
- Polling or survey plug-in

You are invited to include recommendations on additional items you feel we need to consider as part of this project.

Part of this project would also include ongoing maintenance and support as required (WordPress software updates and support, one-off graphic

work, etc.) Please provide a cost for this element separately. This is not anticipated to be a large amount of work.

Optional Items & Future Work

We would like to have the following included in this project but they are optional or would be considered part of future work. Please provide a separate cost for WordPress training for administrative staff (basic updating).

Budget Details

As listed in the summary, our budget for this project is between \$4,000.00 and \$6,000.00. While we of course prefer the most cost-effective solution, all proposals that fall reasonably within this range will be considered and weighed based on their merits.

Proposal Requirements

Please include the following in your proposal response:

- Overview of your company that documents a minimum of 5 years of experience, with a focus on tourism and/or community economic development based websites
- Overview of how you will meet our objectives
- Explanation of your proposed platform/CMS
- Outline of your website design & development strategy
- Details about your team
- Recent design & development examples
- References from 3 recent clients
- Any key differentiators about your company
- Proposed timeline from project kickoff to launch
- Pricing with optional elements line-itemed
- Your standard terms & conditions for a project

RFP & Project Timeline Details

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Thank you for your interest in responding to this RFP. The Town of Annapolis Royal reserves the right to accept or reject any proposal and further reserves the right to accept any proposal which it considers to be in its best interest. No adjustment to submitted proposals will be allowed. Proposals, however, may be withdrawn prior to the closing date and time for the submission of proposals.