

Regional Tourism Organization 7

Request For Proposals

For

Web Site Development & Support Services

Release Date:

July 8, 2011

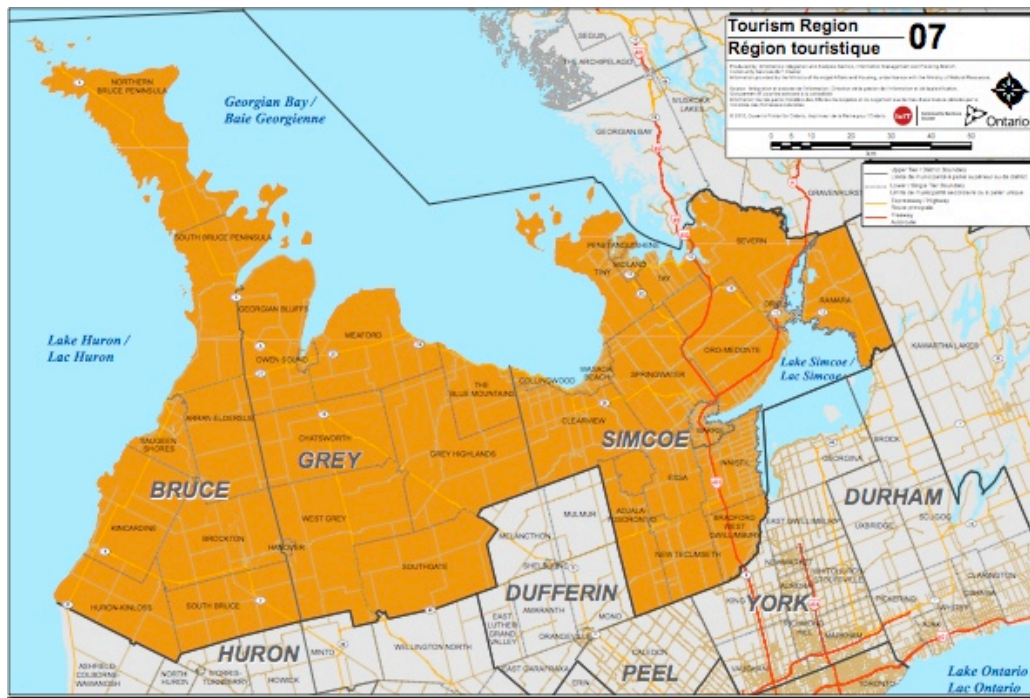
Deadline For Submissions:

July 25, 2011

Introduction

Regional Tourism Organization 7 (RTO7) invites proposals for provision of web site development and support services.

Tourism Region 7 is comprised of Bruce, Grey and Simcoe Counties.



RTO7 was incorporated in December 2010 pursuant to the Ontario Ministry of Tourism & Culture's new regional tourism management and funding strategy. For Ontario's tourism regions visit www.mtc.gov.on.ca/en/regions/regions.shtml

RTO7 has inherited a web site established to support the transition (incorporation) process. For further information about RTO7 visit www.rto7.ca

About this RFP

This request for proposal (RFP) document consists of the following:

1. Scope
2. Terms and conditions
3. Submission requirements

Intention to submit proposal / questions

To ensure you are apprised of any additional information as may be provided, please confirm your intention to submit a proposal upon receipt of this RFP. Reply to:

Alexandra Hogan
Administrative Coordinator
Regional Tourism Organization 7
ahogan@rto7.ca

Written questions (only) may be submitted to the e-mail address above. One consolidated response to all questions (without attribution) will be published to all proponents who have declared intent to submit a proposal.

Procurement process	
Jul 8	RFP released
Jul 15	Deadline for submission of questions
Jul 18	Question responses published
Jul 25	Deadline for RFP submissions (5:00 pm EDT)
Aug 3	Review proposals, shortlist
Aug 12	Compete finalist interviews, vendor selection
Aug 31	Finalize work plan, contract

1. Scope

1.1 Overview

RTO7 requires a vendor who can fulfill the following requirements:

1. The development of a site to serve two main audiences:
 - a. **Industry focus (PHASE 1):** to convey information to and communicate with stakeholders, with functionality to support enterprise and member-based activities
 - b. **Consumer focus (PHASE 2):** a marketing and information site that provides consumers with a landing point for information about destinations, attractions and events. This will include development of purpose-built micro sites to support fall and winter marketing campaigns that are in development.
2. **Functionality:** a scalable, hosted solution that includes a robust content management system and high calibre creative design services

Only PHASE 1 is in scope for the purposes of this RFP. However, vendor capabilities and competitiveness with respect to PHASE 2 requirements will be critical considerations in the awarding of this engagement.

1.3 Industry focus (PHASE 1)

The industry side of the site will provide RTO7 stakeholders with information about RTO7 and its activities. SaaS back office functionality will support administration of CRM (contact, business profile) functions for permission-based communications, access to data, images, etc. The site will launch Dec 1/11.

1.2 Consumer focus (PHASE 2)

The consumer (public) side of the site will act as focal point for RTO7 marketing activities. It will serve as the call to action for promotional and offline and online advertising and provide visitors with information about the region.

The site will reflect high creative and user-focused production values consistent with best-of-breed tourism destination marketing sites with emphasis on imagery, refreshment of content, and social media. PHASE 2 will launch in 2012 (to be determined).

Interim consumer content will be supplied through micro sites. Concurrent to this project are the development of fall and winter marketing campaigns. These campaigns will feature seasonal micro sites that will serve as the principal call to action for marketing activities. These micro sites are out-of-scope for this project. However, the winter campaign micro site will launch in parallel with PHASE 1 site (Dec/11) and as part of the PHASE 1 build the public site will consist of static/placeholder public content in support of the winter campaign microsite.

The PHASE 2 or consumer site build will commence in Q1 2012 with a rollout in spring May 2012 based on 2012/13 marketing plan (to be determined). This will be a separate project that will be subject to specifications and a timeline to be determined. The successful vendor will be integral to the planning and execution of this phase and will be expected to develop a detailed implantation plan and separate quotation.

1.4 Functionality

The following table defines the types of features and functionality that are contemplated. Preference will be given to modular, off-the-shelf solutions featuring platforms with proven performance, as opposed to customized solutions.

PHASE 1: Industry / member side	
1. Editorial, general information	5. Communication: batch e-mail functionality with support for e-newsletter creation
2. Login/controlled access with role-dependent permissions for staff, board, members, etc.	6. SharePoint type functionality for documents and forms
3. Profile configuration and maintenance with basic query and extraction capability (e.g., mailing lists)	7. Event registration
4. Flexible database architecture to create and manage data, lists	8. Online survey tools
	9. E-commerce tools*
PHASE 2: Consumer / public side	
1. General information / editorial pages	6. Search features including mapping and way finding tools
2. Flexibility to create and integrate campaign- or purpose-built micro sites	7. Social media – blogs, integration with Twitter, facebook, YouTube, etc.
3. Portal access feature destination, stakeholder and partner web sites	8. Online survey tools
4. Calendar of events	9. Multilingual support*
5. Dynamic display – e.g. banner ads, badges	10. Online reservation requests*

* For future consideration – not required at launch

1.5 Build and support

RT07 operates without in-house IT resources. An outsourced, secure hosted solution is required with demonstrated customer-focused support of a user-friendly CMS and enterprise tools. The successful proponent will provide a turnkey, fully uploaded and supported site.

RT07 will provide basic content, original artwork and imagery but requires editorial and design support.

With respect to design, concurrent with this initiative RT07 is developing a brand identity. The deliverables of this project include creative elements that will define the look and feel of all marketing collateral as well as the web site. Brand and design elements will be available in Sep/11.

Although original design is out-of-scope for this engagement, RT07 will require expert support from the selected provider to provide initial and ongoing design support to apply brand and creative elements to the site including the creation and maintenance of navigation structure, style sheets, graphic elements, etc.

Ongoing support requirements will consist of:

1. Ongoing hosting, back up, routine maintenance and technical support
2. Periodic (e.g., seasonal) design and static content refreshes
3. Development and implementation of dynamic content, consisting mainly of marketing support tools (e.g. micro sites)
4. Tracking and analytics measure site utilization

1.5 Implementation timeline

PHASE 1 Launch	
Sep 1	Build commences
Oct 15	Formal testing begins, back office training
Nov 15	Soft launch
Dec 1	Go live (coincident with launch of winter micro site)

2. Terms and conditions

RTO7 reserves the right, at its sole option, and for its convenience, to accept and/or reject any proposal, in whole or in part, for any or no reason. By making this RFP, RTO7 does not imply or give any assurance whatsoever that any proposal will be accepted. No contractual or other legal obligations arise on the part of RTO7 to any proponent by this RFP until such time as a final, written agreement, if any, is subsequently entered into with a proponent.

RTO7 may or may not award the business that is the subject of this RFP to any proponent or proponents at RTO7's sole discretion. RTO7 reserves the right to negotiate with proponents, seek clarification from proponents regarding their proposal responses and invite modifications to the proposal responses submitted.

RTO7 retains the right to withdraw or modify this RFP at any time without notice and without obligation to proponents. RTO7 may waive compliance with the requirements of this RFP and consider a proposal response that does not meet all of the requirements of this RFP.

Your proposal is submitted at your own risk. If, prior to the deadline for submission of proposals you fail to notify RTO7 of an error and your proposal is selected, you shall not be entitled to any compensation or time by reason of the error or its later correction.

No part of this RFP will become part of any final agreement between RTO7 and the provider unless specifically incorporated into a final, written agreement. Any or all contents of your proposal may become part of the final agreement.

Your proposal response, including fees, shall constitute a binding offer capable of acceptance in whole or in part by RTO7, and if selected will remain valid until such time as a final agreement is negotiated and executed.

RTO7 shall not be in any way responsible for or liable for any costs associated with your proposal and you shall not make claim to RTO7 for any such cost or expenses. By submitting a proposal response, you agree to waive any right to claim damages against RTO7 for any reason, cause, or thing arising out of the RFP process.

If you are selected you may be required to provide satisfactory proof of maintenance of relevant insurance coverage (including commercial, professional, general liability and automobile insurance).

2.1 Potential for conflicts of interest

Each proponent, in their proposal submission, shall declare all conflicts of interest or any situation that may be reasonably perceived as a conflict of interest that exist now or may exist in the future. Failure to comply with this requirement will render the proposal non-compliant and will cause the proposal to be rejected. RT07 reserves the right to disqualify from further consideration proposals that in RT07's opinion demonstrate a conflict of interest.

Any contract awarded as a result of this RFP will be non-exclusive. RT07 may, at its sole discretion, purchase the same or similar services for other sources during the term of the contract.

2.2 Termination

In the event that the successful proponent, in the opinion of RT07, fails to satisfactorily perform the services in accordance with the terms and conditions of the contract including the instructions to proponents, terms of reference and any other documented terms and conditions, RT07 reserves the right to terminate services. RT07 further reserves the right to terminate the contract without showing cause, prior to its conclusion, upon giving at least ten (10) days written notice to the successful proponent.

2.3 Terms of payment

Payment will be made in response to invoices itemized in accordance with the final executed contract, provided the invoices are based on work/deliverables described in the scope of the project and are consistent with the timetable of each negotiated deliverable, are completed to RT07's satisfaction and provided there exists no defaults of obligations.

2.4 Subcontracting and assignments

It is understood and agreed that the successful proponent will be an independent contractor. Any proposed subcontracting agreements must be approved by RT07 and will not release you from any obligation with respect to the performance of your obligations.

2.5 Errors and omissions

RT07 shall not be held liable for any errors or omissions in any part of this RFP. While considerable effort to ensure an accurate representation in this RFP, the information contained in the RFP is supplied solely as a guideline for proponents. The information is not guaranteed or warranted to be accurate, nor is it necessarily comprehensive or exhaustive. Nothing in the RFP is intended to relieve proponents from forming their own opinions and conclusions with respect to the matters addressed in the RFP.

2.6 Indemnification

The Successful proponent shall indemnify and hold harmless RTO7, its Board of Directors, its officers and partners from and against all actions, claims, demands, losses, costs, damages, suits, or proceedings whatsoever which may be brought against or made and against all losses, liabilities, judgments, claims, suits, demands or expenses which may sustain, suffer or be put to resulting from or arising, out of the successful proponent's failure to exercise reasonable care, skill, or diligence or omissions in the performance or rendering of any work or service required hereunder to be performed or rendered by the successful proponent, its agents, officials and employees.

2.7 Confidentiality

Performance shall not at any time before, during or after completion of the project, divulge any confidential information communicated to or acquired by you or disclosed by RTO7 in the course of carrying out this project.

2.8 Acceptance of terms

By submitting a proposal you represent you have read, completely understand, and accept all terms and conditions of the RFP in full.

3. Submission requirements

3.1 Proposal guidelines

Your proposal must:

1. Be submitted electronically (PDF / MS Office formats preferred). Your submission should not exceed 25 pages in length.
2. Be accompanied by a cover letter and/or e-mail signed by an authorized representative of your company certifying the accuracy of all information contained in your submission and acknowledging your company's offer of services according to the terms and conditions of this RFP.
3. Include responses to all questions in Section 3.2. Please cite each question in framing your responses and provide clear and concise answers. Ambiguous statements such as "all reasonable effort to provide" must be avoided.

3.2 Questionnaire

1. Provide a brief overview of your company including legal name, address and URL. Identify the representative authorized to negotiate on behalf of your company. Include full contact information.
2. Provide a brief history of your company including years in business and describe its ownership and management structure and lines of business. Provide a representative client list.
3. Identify project lead and key team members. Outline their roles and responsibilities and provide a brief bio.
4. Provide a minimum of three references from organizations that can speak directly to services that you currently deliver in a similar capacity. References should be able to speak to experience with proposed project personnel. Include name, title and full contact information.
5. Describe your service offerings and/or products relevant to the requirements as detailed in Section 1.0.
 - a. Describe particular technical innovations and advantages that differentiate your solution.
 - b. Describe your experience with emerging technologies, i.e., your experience with site optimization for searches, mobile consumption (e.g. apps).

6. Provide details of supported CMS, applications and tools that you would use to fulfill these requirements.
 - a. Provide links to and/or screen shots of sites that you have designed and built utilizing these tools.
 - b. Describe how these products are supported and accessed.
 - c. Describe security and data integrity safeguards.
7. Provide details of analytics and measurement tools that would be deployed to monitor site utilization and how you will support them.
8. Outline your proposed approach to delivery for PHASE 1 referencing the requirements set out in Section 1.0.
 - a. Outline your experience and qualifications relative to PHASE 2 (consumer site) requirements.
 - b. If selected, how will you approach PHASE 2? What considerations do you see as integral to the successful implementation of a consumer site?
9. Provide an implementation project plan for PHASE 1 referencing your response to question #8 and the implementation milestones set out in Section 1.0. Include details of your proposed build, testing, hosting, training and pre- and post-launch support plans.
10. Provide details of ongoing hosting and support including accessibility and back up. Include details of your service standards including up time and response time.
11. Provide a detailed quotation referencing your responses to Questions #8, #9, and #10. Clearly document your quotation basis including hourly rates and HST calculation, and indicate clearly any assumptions.
 - a. Specify implementation costs. Clearly identify fixed and variable costs.
 - b. Specify hosting and support costs including licenses, certificates and other fees.
 - c. Specify any proposed expenses and basis.
12. Provide any additional information you believe will be helpful in assessing your capabilities.

3.3 Evaluation criteria

Criterion	Weight
Quality and competitiveness of proposed technical solution, innovation	20%
Quality and competitiveness of hosting and ongoing support solution	20%
Demonstrated design capability as supported by work product samples	15%
Quality of implementation and support plans, thoroughness of proposal	10%
Implementation, support and service capability as supported by references	10%
Competitiveness of proposed fees	25%

3.4 Submission

It is your responsibility of to seek clarification of any matter that you consider unclear before submitting your proposal. RT07 is not responsible for any misunderstanding or misinterpretation of the RFP requirements.

Proposals must be submitted by the specified deadline to:

Alexandra Hogan
Administrative Coordinator
Regional Tourism Organization 7
ahogan@rto7.ca

Deadline for proposal submission:

5 pm EDT, Monday, July 25, 2011