

Request for Proposal

“Festival Marketing & Website Development”

The Queensway Business Improvement Area requests proposals for the provision of branding and marketing the annual festival which can be utilized to identify and promote the BIA in all aspects of its marketing program, and update the existing website (ShopTheQueensway.com), to better reflect current best practices and help identify and promote the various businesses in the district.

Deadline for submissions: 25 January 2019.

The Queensway BIA is inviting proposals from qualified marketing companies to enter into a 5-month contract (February to June) to provide a marketing program for the BIA’s annual festival, and update and upgrade the current website.

SCOPE OF WORK

The objective of this RFP is to:

Develop a work schedule to meet and work with The Queensway BIA Board of Management in order to:

A – Develop a brand and market the annual festival.

B – Design and develop a new website for the BIA.

BACKGROUND

TheShoptheQueensway.com BIA is 3KM stretch located on The Queensway between Parklawn and Kipling. Our neighbourhood is in transition and has a mixture of car dealerships, restaurants, box stores, grocery outlets and mom and pop shops.

The BIA has two distinct audiences. The primary users of the website are the BIA membership including businesses within the Queensway and property owners. Secondary visitors are clients, particularly individuals who shop, dine, visit local businesses, and the residents in the area who are interested in events and activities pertaining to the business area.

The site is currently hosted on Sobi pro and we would like to transition to a word press site.

Although the BIA has been hosting annual festivals in the area, starting 2019 a new theme has been decided upon and that requires naming, branding and marketing the festival.

The successful candidate will be responsible for providing all the necessary resources to carry out services, but not limited to, the following activities, duties and obligations:

1. Finalize the name of the festival in cooperation with Board of Directors of the BIA.
2. Provide logo design options of the name.
3. Based on the approved name, design and develop the required marketing and promotional assets including, but not limited to: The Stage Backdrop, Banners, Posters, Presentation Template to promote the festival as well as the Festival Brochure.
4. Develop a marketing plan and execute the relevant aspects of it in conjunction with the BIA's marketing coordinator
5. Design and develop a website to replace the current website.
6. The new website should have an easy and intuitive navigation that does not require multiple clicks to reach a desired page
7. Mobile responsive web design
8. Support high-resolution media (images and video)
9. Develop an integrated google mapping system of the businesses in the area
10. Integration of social media feeds within the homepage and other key pages, including hashtag strategy
11. Meets ADA standards of compliance
12. Employs analytics integration including visitor trends, page views, web traffic analysis, path analysis, entry and exit pages, length of stay, browsers, platforms, as well as gathering email, areas of interest and demographics information in a format that permits the BIA to maintain a single database of users and email each according to area of interest and profile
13. Employ a CMS/platform that can readily accommodate future requirements as needs expand

PROJECT BUDGET

Interested bidders must provide a firm, fixed, all-inclusive price for all services proposed. The cost for the festival marketing and website should be provided separately. The Queensway BIA will not pay for any costs or expenses not included in the proposed price, unless otherwise expressly provided.

SELECTION CRITERIA

The following criteria will be used to select a successful consultant:

- Quality of written proposal and understanding of the scope of the assignment
- Proposed fees and total cost of proposal
- Extent of work proposed in relation to costs
- Expertise and relevant experience and time contribution of the team members
- Samples of relevant work related to involvement in similar types of work

TIMELINE

The proposed timeline for the project is the following:

Deadline for receipt of proposals: Friday, January 25, 2019

Interviews/selection process: Friday, February 8, 2019 – Wednesday, February 13, 2019

Please note: Only short-listed consultants will be contacted. The BIA will select a short list of three (3) consultants for a presentation interview, as part of the selection process.

SUBMISSION

Proposals must include credentials of the company bidding. Examples of similar work done by the respondent. Recommended approach to the website and festival branding and marketing as well as the corresponding cost breakdown. The proposal must be submitted electronically in PDF format no later than 5pm on Friday, January 25, 2019 to info@shopthequeensway.com Late submissions will not be considered. All proposals must be marked with the bidder's name and reference the title of this Request for Proposal.