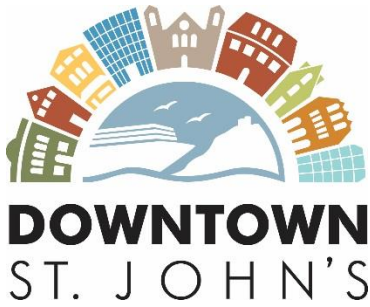




Downtown St. John's Business Commission

Request for Proposals

Redesign Website Project – www.downtownstjohns.com

Proposals are invited and will be received up to 4 p.m. NL time, October 14, 2022, for the above referenced RFP.

Proposals addressed to:

Scott Cluney

Executive Director

Downtown St. John's Business Commission

scott@downtownstjohns.com

The Downtown St. John's Business Commission does not bind itself to the lowest or any submission.

Downtown St. John's Business Commission

Request for Proposals

Redesign Website Project www.downtownstjohns.com

Background

The Downtown St. John's Business Commission (Downtown St. John's) is redesigning and rewriting its website (www.downtownstjohns.com) and looking for a web design company to complete the project.

Requirements of the proposal

The proposal shall include:

A short statement of the consultant's understanding of Downtown St. John's requirements.

An account of the consultant's experience with similar projects.

A detailed description of the methods and processes to be used in the work required to produce the report.

A brief account of the personnel proposed and team structure.

An executive summary.

A costing for provision of the report, which should be valid until November 1, 2023.

Technical requirements of this project will include:

- Gathering requirements from Downtown St. John's staff and Board of Director project representative(s) through interviews/meetings and review of existing website.
- Presenting potential prototypes to stakeholders
- Building the website based on the feedback received.
- Implementing the new site in the production environment.

There will also be some intermediate work on the exiting website to reflect some upcoming events, programs, news, etc. The work on the existing site will be kept to a minimum so that focus can be on the new website.

We are looking for a website that is:

- Professional looking and represents the dynamic, innovative culture of Downtown St. John's and it's business membership.
- Viewable on workstations and mobile devices.
- Audience-based navigation.
- Easy to update and maintain.
- Consistent with Downtown St. John's graphics standards and works within the Downtown St. John's brand.
- Capable of linking with external partners.

Limitations:

- The Executive Director must approve all additional charge for work that should have been reasonably foreseen as part of the professional service contract.
- Downtown St. John's must agree upon any such changes in writing.
- Downtown St. John's reserves the right to accept or reject and proposal on the basis of quality comparison and cancel the RFP at any time. All decisions will be final.

Please also feel free to add any other relevant information as appendices to the main proposal: however, appendices will not be used in the evaluations. We will evaluate proposals on the value the consultant brings and the lowest price will only be considered in the event of a tie between two or more competitive bids. In keeping with the practice of choosing the services for this work within the membership of the Downtown St. John's Business Commission, proposals will only be accepted from the Downtown St. John's Business Commission membership. Solicitation of this RFP will only be offered outside the Downtown St. John's Business Commission membership if it's determined necessary to do so by the Board of Management after evaluation of received proposals from within the membership.

Responses are submitted to Scott Cluney, Executive Director, Downtown St. John's Business Commission. 140 Water Street, Suite 705. St. John's, NL before the closing date of 4 p.m. NL time, Friday, October 14, 2022.

We expect the project to be completed by December 14, 2022.

Downtown St. John's reserves the right to extend or change any of the dates/times outlined in this RFP.