WINDSOR-ESSEX REGIONAL
Chamber of Commerce

Request for Proposal Document: Addendum
Wednesday, February 15, 2012

Web Redesign &
Online Content Management System

2. Proposal Submission

2.1. Information for Proponents

2.1.4.a. Proponent minimum submission requirements

- ==Shortlisted proponents must submit a design. The initial minimum requirements for the proposal do not include a web design sample submission==

2.2. Planned Schedule of Events

Release of RFP: **Wednesday, February 1, 2012.**

Deadline for proposals submissions: **Tuesday, February 21, 2012.**

==Selection process completed and shortlisted organizations contacted: **Wednesday, March 7, 2012.**==

Website is completed and is live with working content management system: **Monday, May 14, 2012** (deadline is flexible within reason, please contact adsales@windsorchamber.org).

2.5. Evaluation of Submissions and Proposals

Value – The Chamber will be evaluating the submissions received on the following list of criteria as they pertain directly to the requirements outlined in this RFP:

- Lump sum fee (not to exceed) for provided services
- Hourly rate for additional services (if requested)
- Anticipated schedule with milestones
- Specifications – includes but not limited to the requirements as outlined in section 1.1
- Enhanced Agreements – includes but not limited to the financial and non-financial value support given in this proposal, for the benefit of the Chamber, and ultimately its members
- Service, Support, and Reference – includes but not limited to the warranties, availability of service personnel, and expertise
- ==Design – based on look of first page design sample including elements listed in Appendix B: Technical Clarification: this is only submitted by shortlisted proponents)==

APPENDIX B

Technical Clarification

==**Suggested** Website Elements. Shortlisted proponents only to provide sample page. The following information is for proponents to understand our website requirements.==

Home Page

- Navigation items (to include drop down boxes): Home, About the Chamber, Membership Services, Gold Circle Membership, Events, Directory, Resource Centre, Policy/Advocacy, Volunteers, News, Advertising/Marketing Opportunities, ATHENA Program, and Contact Us
- Integrating social media (Twitter, Facebook, YouTube, and LinkedIn, with more to be added as we go along) and weather app

- We are looking for a way of making all of this information more attractive and less cluttered
- Increased advertising space. Currently we have a small space for ads only on the main page that can suit 2-3 small static images. We'd like rotating ads, static ads, and space to accommodate differently sized ads. Ideally, we'd also like ads to appear on other pages, not just the main page
- Sign up box for the Chamber's bi-weekly electronic newsletter
- Search function
- An online membership registration form with real-time credit card processing (through the Chamber's TD Merchant Services Beanstream account) and the ability to calculate fees.

Content Management System Elements

The purpose of the content management system is to manage the online content of the Chamber website, with the idea that Chamber staff will be able to enter data so that it displays on appropriate pages and in a pre-formatted way. The Chamber requires one Admin account that will be able to take care of everything on the site, as well as individual accounts for each employee where they will be able to edit only sections on the site that pertain to their job function. The Chamber requires eight individual accounts (plus one Admin account to make nine) with the option of adding more accounts should the Chamber hire additional staff.

- **MEMBER LOGIN**: Member login section with members-only information, such as Member-to-Member Discounts, Membership Directory, Members-only President's Blog entries, and Policy Updates. Members will also have access to their Chamber profiles on our Membee service (separate login that the Chamber handles on their end).
- **PRESIDENT'S BLOG**: Simple blog format for the President to update. Some information will be public, but lead to links (and full articles) under the Member Login section.
- **ABOUT THE CHAMBER**: Subcategories with drop down boxes will include Annual Report, Board of Directors (with room for photo of each Board member and corresponding 200-word bio), Committees, Departments and Staff, Privacy Policy, and Location and Map
- **MEMBERSHIP SERVICES**: Subcategories with drop down boxes will include Membership Benefits, Membership Application, Joining the Chamber, International Business Builder, Member Testimonials, and Chamber Site of the Month
- **GOLD CIRCLE MEMBERSHIP**: Details of this will be forthcoming
- **EVENTS**: Subcategories with drop down boxes will include: a separate page for each major event (After Business, Business Excellence Awards, Chair's Ball, Golf Tournament, Holiday Party, and Luncheons) with options to add more events. For Business Excellence Awards - design as a "website within a website" to feature a photo gallery of finalists, finalists' information, event sponsors, and information about the history of the event. Other subcategories under events include: Calendar and Registration, Event Committees, Networking, Sponsorship, and Photo Gallery. The Photo Gallery must have the ability to upload large batches of photos easily at one time and offer a field for photo captions.

- **DIRECTORY**: This will be a searchable database of Chamber members, which is done through Membee
- **RESOURCE CENTRE**: Subcategories with drop down boxes will include Member Resources, and Links
- **POLICY/ADVOCACY:** Subcategories with drop down boxes will include Advocacy, Policy Committee, Policy Development, Policy Positions, and Reports and Surveys
- **VOLUNTEERS:** Subcategories with drop down boxes will include Volunteer Committees, and Volunteer Application
- **NEWS:** Subcategories with drop down boxes will include Media Releases, Chamber in the News, Business Briefs, Electronic Newsletter, and Photos. The Photos here are a separate gallery from the Events Photo Gallery
- **ADVERTISING/MARKETING OPPORTUNITIES:** This will include our advertising rate card and information about our publications (Business Briefs, Electronic Newsletter, and Website)
- **ATHENA PROGRAM:** Subcategories with drop down boxes will include ATHENA Award, and ATHENA Scholarship
- **CONTACT US:** Simple page listing name, job title, email, and phone extension

The proposed website will have to be integrated seamlessly with the existing Chamber Membership Management System (IRM Systems which includes our membership online directory and events related calendar).