

REQUEST FOR PROPOSAL

Corporate Rebrand and Website Design

Belleville Downtown Improvement Area

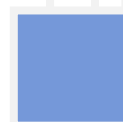
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Version 2.0

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All Proposals or requests for further information about this RFP must be directed to:

Kathryn Brown
Chair, Belleville Downtown Improvement Area
Email: chair@downtownbelleville.ca
Phone: 613-771-0606



REQUEST FOR PROPOSAL

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PROJECT OVERVIEW

About Us

Belleville Downtown Improvement Area (BDIA) is the governing body to oversee the improvement, beautification and maintenance of municipally-owned land, buildings and structures in the area beyond that provided at the expense of the municipality generally; and to promote the area as a business or shopping area. (Municipal Act 2001, c. 25, s. 204 (1)). Founded in 1972, the BDIA is comprised of approximately 200 members including Downtown building owners, retail, food & beverage businesses, services, arts and entertainment locales. Together we aim to develop/advocate/promote Downtown Belleville as a vibrant community that provides people with a great experience and life style.

- The BDIA is considered the core of the City of Belleville and its boundaries include: North – Station St., East – The Moira River, South – Dundas St. and to the East – the western half of Pinnacle St.
- The Downtown core is considered a Heritage district that includes largely heritage buildings developed in the late 1800's.
- The BDIA is funded through an annual property tax levy from all building owners that include commercial properties.
- The BDIA typically hosts 4 or more events annually, including support for third-party events within the BDIA boundaries.

Project Goals

The BDIA Board of Directors was appointed by the Municipal government – The City of Belleville in January 2019 and is in the process of defining a new staffing model for the BDIA office, creating a new Vision & Strategy and to rebrand the organization.

We envision the BDIA will have a brand that:

- Will position us alongside other nearby prime tourist destinations (e.g. Prince Edward County, Cobourg, Port Hope and Napanee)
- Will help us create alignment with the various independent businesses through the core
- Will help us create consistency across our various marketing and promotional programs
- Will provide us with a modern and simplified visual brand, identifiable throughout our Downtown businesses and by other BIA's
- Will give us an impactful way of speaking about our organization and our locale
- Will be representative of the entire Downtown community.

Project Scope

Phase 1: Brand Identity Development & Design

A list of brand deliverables may include the following; but we are open to further recommendations:

- Primary logo-mark
- Colour Schematics
- Typography
- Supporting Brand Identities (Events & Programs)
- Program Logos / Template
- Brand Positioning Statement
- Brand Guidelines
 - Logo use application
 - Supporting Iconography
 - Typography & Style Guides
 - All supporting file sets
 - Photography Style direction
- Stationery Templates (letterhead, business cards, email signatures, etc.)
- Document templates (policies, bulletins, guides, reports, manuals, etc.)
- Graphic templates for Social Media

Phase 2: Brand Launch/Rollout

The second phase of this project is the Brand launch/rollout. A comprehensive brand launch plan will be created in consultation with the selected agency, after which a more detailed list of brand launch deliverables will be determined, which could potentially include launch videos and photos.

- Help in creating a brand launch plan
- Help in creating brand rollout strategy with timelines
- Help in creating design elements for a brand launch specific website (and potentially branch-launch specific microsite)
- Help in creating branch launch videography, photography and social media graphics
- Help in monitoring the application of the brand throughout the rollout

The BDIA will be guided by the preferred suppliers recommended by the selected agency; but reserve the right to consult on any/all sub-contractors and offer alternate suppliers based on proposed expenses and similar businesses located in the City of Belleville.

Phase 3: Website Development, Testing and Deployment

The successful agency will be responsible for the development, design and implementation of a new website. All content (text and visual) will be audited by the BDIA Executive Director, Marketing & Media Officer and key members of the BDIA Executive Committee. Our current website will remain live until the new website is finished and our domain is redirected.

Upon completion of this phase, the BDIA Marketing & Media Officer will be responsible for content maintenance. Recurring website maintenance, security and regular backups will ideally be handled by a third-party.

Target Audiences for Website:

1. Primary - Millennial (age 18-38)
2. Secondary – Gen X (age 39-54)
3. Destination Tourists
4. Members of the Business Improvement Area
5. Residents and potential residents of the City of Belleville and Quinte Region
6. Potential property investors that should consider the Downtown core

Project Deliverables:

- Website design
- Intuitive Information Architecture
- Website development, testing and deployment
- Assistance with the launch of the new website
- Post build maintenance plan and training.

To be effective, the website must:

- Be mobile-friendly and responsive
- Be designed with user experience (UX) in mind
- New website will be based on an easy, flexible CMS (e.g. WordPress preferred) and can be supported, maintained and upgraded in the future
- Aligns with the mission and vision statements (which we are currently redefining) and supports new brand direction
- Structured how an external visitor might naturally find information instead of according to our internal organization structure. Information should be intuitive and easy to find.
- Position The BDIA as progressive place to invest, work & play and be accurately illustrative of our heritage community
- Reflect the urban, vibrant, diversity of Belleville and visually appeal to Millennials
- Require little maintenance and security by our Marketing & Media Officer. If WordPress CMS is recommended, we would prefer the least number of plugins to be used and risks of hacking or malware to be minimal.

Desired Website Design Components:

- Mobile-friendly – the new site should be responsive and adapt to different screen sizes, loading quickly with minimal page load times. Website caching is desired.
- User Experience – responsive website that adapts to various devices and commonly used internet browsers. Regardless of what URL someone types (e.g. downtownbelleville.ca, www.downtownbelleville, <http://downtownbelleville.ca>, it should take everyone to our site.

- Pages – we’d like the ability to duplicate pages and page templates, customize page (header, footer, where forms & images appear), embed social media content, multimedia (YouTube, Vimeo), HTML and CSS Editor, add featured images or SEO.
- Events Calendar – create one time and recurring events in a visual calendar. Functionality should include the ability to add events to third party calendars (e.g. iCal, Google Calendar), recurring events (weekly, monthly and custom) add images, link forms and contact information.
- Search Engine Optimization – the sites content and structure must be optimized for search engines. SEO should include meta tags, site structure, semantic tags, XML sitemap, site verification, SSL, friendly and readable URL structure, alt and title attributes.
- Analytics – The site should be integrated with Google analytics and Google Search Console, We’d like to include Facebook, Instagram and Twitter pixels to be set up on the website.
- Forms – use for program and event registrations. Customize based on user’s selections and send forms to a specific email address.
- Microsites and Subdomains – we’d like the ability to set up microsites and/or subdomains for BDIA activity landing pages.

Other Website Components:

- Interactive Google Map for our location
- Social media integration
- Video and multimedia embedding
- Sign up email newsletter integration
- Password Protected areas – for staff and members where they can download resources. Future plans include forms, policies and training modules

Project Timelines

The following timelines have been established for this project; however, we’re open to adjusting them after consultation with the chosen agency. We want to adhere to the dates for key deliverables as closely as possible.

Proposed Timeline

April 5, 2019	RFP Release Date
April 19, 2019	Deadline for Questions and Clarification
May 1, 2019	RFP Submission Deadline
May 7, 2019	Agency Selection
May 8 – 16, 2019	On-boarding & Discovery
June 14, 2019	First Draft of Brand Design & Website homepage direction presented to Board of Directors
June 18, 2019	Second Draft of Brand Design & Website presented to Board of Directors
July 2 – Aug. 23, 2019	Brand Standards Finalized, Asset Curation, Website Design & Development
Late August 2019	Organization Unveiling (including BDIA members)
September 2019	Public Brand & Website Launch

Project Team

Project Lead – Executive Director, BDIA
Working Lead – Marketing & Media Officer, BDIA

Advisory Group

Various stakeholders from different areas of the organization, including BDIA Executive Committee, retail and food & beverage businesses, arts community and entertainment venues.

Project Budget

The budget range for all phases, including brand development, brand standards, brand launch support and website (including videography, photography and copywriting) is in the range of \$25,000 - \$30,000.

DRAFT

PROPOSAL REQUIREMENTS

About You

Please provide us with a brief overview of your company.

- Tell us about your leadership and creative team members
- Tell us why you think you are the best agency for this project
- Tell us what makes you different from your competitors

Experience

Please outline your experience with rebranding projects.

- Tell us about your experience working with non-for-profit agencies
- Tell us about projects of similar scope that you have previously worked on
- Provide us with relevant samples from relevant rebranding projects that you have completed
- Provide references from organizations that you've helped rebrand

Approach

Please outline your company's approach to a rebranding project like this one

- Your creative and design process
- Project management style
- Different steps involved in creating a new brand
- Suggestions on challenges we may encounter and steps to alleviate them

Schedule

Please provide your proposed project timelines and schedule.

- Estimated timeline to complete each phase
- Work plan outlining dates for key deliverables
- Any challenges you foresee on proposed timelines

Fees

Please provide a breakdown of the fees and terms for this project.

- Cost breakdown for each brand deliverable as outlined in the RFP.
- Estimated fee schedule and/or budget allocation for sub-contractors / preferred suppliers providing videography / stock photography / copywriting. (Note: We would prefer the sub-contractors, once fee schedules are agreed, to invoice directly to the BDIA versus through the chosen agency. This will contribute to transparency of our investments to our members.)

SUBMISSION AND SELECTION

Selection Process

All elements of the bid submission will be taken into consideration during the valuation of potential candidates. The selection process will not be based solely on the lowest costs; but on a variety of factors.

- A clear understanding of the project goals and willingness to work with the BDIA throughout the various phases
- The relevance of previous experience and quality of relevant project examples
- The quality and level of detail provided in the bid submission
- The financial terms of the proposal and the rationale behind the costs
- Any ideas or advantages which were not identified in the proposal requirements

A few of both tangible and intangible things we are looking for in a partner include:

- An organization with previous experience working with not-for-profits
- An organization that can help tell our story through more than just visual elements
- An organization that is creative, yet flexible and open to constructive feedback from the client
- An organization that is willing to partner with us to see the brand applied properly throughout launch and rollout out phases

Questions & Bid Submission

Please direct questions by-way of email **by April 19th, 2019** and Bid Submission in electronic format by **May 1st, 2019** to:

- Kathryn Brown
Chair, Belleville Downtown Improvement Area
Email: chair@downtownbelleville.ca
Phone: 613-771-0606