



## **Grimsby Downtown Business Improvement Area (BIA)**

**Meeting date: May 8, 2024**

**Meeting time: 9 AM**

**Meeting Place: Teddy's Sports Bar, 30 Main Street West, Grimsby**

**Board members:** Mayor Jordan, Councillor Davoli, Mark Wood, Simon Duong, Christine Kempf, Daniel Vandersteen, Chris Mindorff, Ben Burns, Lisa Sproston

**Staff:** Amanda MacDonald – Executive Director of the Grimsby Downtown BIA, Jessica Beaupre – Committee Coordinator

---

- 1. Call the Meeting to Order**
- 2. Approval of the Agenda** (Additions/Deletions)
- 3. Declarations of Interest**
- 4. Business Arising from the Minutes**
- 5. Approval of the Minutes**
  - a. Grimsby Downtown BIA Minutes – April 10, 2024 (Attachment)**
- 6. Delegations / Presentations**
- 7. Financial Transition Update**
  - a. BIA Insurance Update – Verbal Update**
  - b. Summer Student Update – Verbal Update**
  - c. Bookkeeper RFQ (Attachment)**
  - d. CRA and Bank Update – Verbal Update**
- 8. Marketing**

- a. **Visual Identity (Attachment)**
- b. **Promotional Appeal – Verbal Update from Member Burns**

**9. Events**

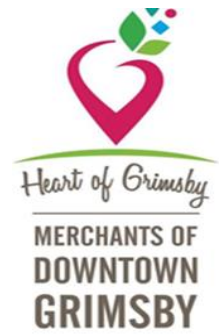
- a. **Ladies Night – Verbal Update from Member Kempf**
- b. **Christmas Market – Verbal Update from Member Kempf**

**10. Reports**

- a. **Chair’s Report – Verbal Update**
- b. **Executive Director’s Report – Verbal Update**

**11. New Business**

**12. Adjournment**



## **Grimsby Downtown Business Improvement Area (BIA)**

**Meeting date: April 10, 2024**

**Meeting time: 9 am**

**Meeting Place: Teddy's Sports Bar, 30 Main Street West, Grimsby**

**Attendance:** Mayor Jordan (exited at 10:03 AM), Councillor Davoli, Mark Wood, Simon Duong (exited at 10:00 AM), Christine Kempf, Daniel Vandersteen, Chris Mindorff, Lisa Sproston (exit at 9:59 AM)

**Staff:** Amanda MacDonald – Executive Director of the Grimsby Downtown BIA, Jessica Beaupre – Committee Coordinator

**Absent:** Ben Burns

---

### **1. Call the Meeting to Order**

The meeting was called to order at 9:01 AM.

### **2. Approval of the Agenda (Additions/Deletions)**

**Councillor Davoli** requested the following items be added to the agenda under item 5, Business Arising from the Minutes:

- Update on Grant Applications
- Christmas Lights

BIA – 24 – 027

**Moved by:** Councillor Davoli

**Seconded by:** Member Vandersteen

Resolved that the agenda for the April 10, 2024, Grimsby Downtown BIA meeting be approved, as amended.

**CARRIED**

### 3. Declarations of Interest

There were no declarations of pecuniary or non-pecuniary interest.

### 4. Approval of the Minutes

#### a. Grimsby Downtown BIA Minutes – March 13, 2024

**Councillor Davoli** noted an administrative error in item 12 from the previous minutes; the phrase is supposed to be student conference fee, not student fee. **Jessica Beaupre, Committee Coordinator**, noted this error for correction.

BIA – 24 – 028

**Moved by:** Councillor Davoli

**Seconded by:** Member Duong

Resolved that the Grimsby Downtown BIA Minutes, dated March 13, 2024, be approved.

**CARRIED**

### 5. Business Arising from the Minutes

#### a. OBIAA Letter of Support

This item was deferred from the previous meeting. The Chair noted the OBIAA is looking to lobby the provincial government on updating the Municipal Act.

BIA – 24 – 029

**Moved by:** Member Mindorff

**Seconded by:** Member Sproston

Resolved that the Board formally adopts the recommendations outlined in the attached report and authorizes their immediate implementation.

**CARRIED**

**b. Special Meeting Policy Update**

**Amanda MacDonald, Executive Director of the Grimsby Downtown BIA** explained the intent of the policy is to create a more detailed policy of when a special meeting can occur. The first draft of the policy will be on the agenda for the May Board meeting.

**c. Grant Applications**

**Amanda** noted that they have tentatively secured two summer student positions and are currently working on a memorandum of understanding (MOU). She will provide the MOU to the Board when it is complete.

**d. Christmas Lights**

**Amanda** explained she submitted the My Mainstream Grant on March 29, 2024. **The Chair** noted mapping of the area for will be scheduled. The Board discussed the Christmas lights, including the location, storage, maintenance, and the RFP process.

**6. Chair Report**

**The Chair** provided a verbal update on; solidifying election policies and procedures, speaking with to Town staff on the process for policies and procedures going forward, and the financial transition.

**7. Election of Secretary**

**The Chair** opened the floor for nominations, and **Member Kempf** nominated herself for the Secretary position.

BIA – 24 – 030

**Moved by:** Member Duong  
**Seconded by:** Member Sproston

Resolved that the Board elect Christine Kempf as the Secretary of the Grimsby Downtown BIA Board.

**CARRIED**

## 8. Financial Transition Update

The Chair noted they have had meetings with Finance Department from the Town.

- a. **Town of Grimsby Corporate Services Memo**
- b. **CRA and Bank Update**

The Chair explained that they have received the CRA business number, which is needed number to apply for grants.

BIA – 24 – 031

**Moved by:** Member Kempf  
**Seconded by:** Member Sproston

Resolved that the Board approves a letter to be sent to the CRA, adding the current Board members to the CRA account as Directors and removing any previous members, including Anthony Tony Quirk.

**CARRIED**

- c. **Bookkeeper RFQ**

BIA – 24 – 032

**Moved by:** Member Kempf  
**Seconded by:** Member Mindorff

Resolved that the Bookkeeper RFQ discussion be deferred until the next regularly scheduled Board meeting on May 8, 2024.

**CARRIED**

- d. **Financial Policies Approval**

BIA – 24 – 033

**Moved by:** Member Kempf  
**Seconded by:** Member Vandersteen

Resolved that the Grimsby Downtown BIA formally adopts the following financial policies: FN001, FN002, and FN003.

**CARRIED**

**e. Open Floor Delegation Session from Members**

**The Chair** noted this item would not be discussed at this time.

**9. Ad-hoc Construction Committee**

**The Chair** noted the sub-committee would meet quarterly. They are suggesting the creation of a 3-member sub-committee with the following membership:

- A representative from the Developer (DeSantis Homes)
- A representative from the Town of Grimsby Public Works Department
- A representative from the BIA Board.

BIA – 24 – 034

**Moved by:** Member Mindorff

**Seconded by:** Member Wood

Resolved that the Board request Council to appoint a staff member from the Public Works department to participate in a construction sub-committee, to be created by the Board upon appointment.

**CARRIED**

**10. Visual Identity**

**The Chair** noted this item would be discussed in closed session, under item 13.

**11. Executive Directors Report**

BIA – 24 – 035

**Moved by:** Member Mindorff

**Seconded by:** Member Vandersteen

Resolved that the Board accepts the report from the Executive Director as information.

**CARRIED**

## **12. New Business**

**Member Kempf** asked questions of clarification around advertisement for the Ladies Night event. **The Chair** opened the floor to new business from the membership. **Member Mindorff** inquired about a collaboration with the Grimsby Economic Development Advisory Committee on filling vacancies downtown. A BIA member inquired about the procedural process regarding the RFP process. Another BIA member inquired about the rules for businesses participating in the Ladies Night event who will be serving Alcohol.

## **13. Closed Session**

### **a. Labour Relations Matter**

**Section 239 (2)(b) of the Municipal Act states a meeting is held for the purpose of personal matters about an identifiable individual, including municipal or local board employees.**

### **b. Beautification Contract Negotiations**

**Section 239 (2)(k) of the Municipal Act states a meeting is held for the purpose of a position, plan, procedure, criteria, or instruction to be applied to any negotiations carried on or to be carried on by or on behalf of the municipality or local board.**

### **c. Visual Identity and Website Pricing and Negotiation Discussion**

**Section 239 (2)(k) of the Municipal Act states a meeting is held for the purpose of a position, plan, procedure, criteria, or instruction to be applied to any negotiations carried on or to be carried on by or on behalf of the municipality or local board.**

BIA – 24 – 036

**Moved by:** Member Vandersteen

**Seconded by:** Member Kempf

Resolved that Grimsby Downtown BIA Board meet in closed session under:

1. Section 239(2)(b) of the Municipal Act, where a closed meeting is held for the purpose of personal matters about an identifiable individual, including municipal or local board employees; and



2. Section 239(2)(k) of the Municipal Act, where a closed meeting is held for the purpose of a position, plan, procedure, criteria, or instruction to be applied to any negotiations carried on or to be carried on by or on behalf of the municipality or local board.

**CARRIED**

The Board entered Closed Session at 10:25 AM and exited Closed Session at 10:40 AM.

BIA – 24 – 037

**Moved by:** Member Wood  
**Seconded by:** Member Vandersteen

Resolved that the direction provided in Closed Session be approved.

**CARRIED**

BIA – 24 – 038

**Moved by:** Member Wood  
**Seconded by:** Member Vandersteen

Resolved that the Board award the RFQ to Trillium Hill Greenhouses and proceed as directed in Closed Session.

**CARRIED**

#### **14. Next Meeting, May 8, 2024**

The next Board meeting will be held on May 8, 2024, at 9 AM.

#### **15. Adjournment**

The meeting was adjourned at 10:45 am.



## **Request for Quote (RFQ): Bookkeeping Services for Grimsby Downtown BIA**

Date Issued: May 13th 2024

Deadline: June 15th, 2024

RFQ Number: GDBIA0022024

### **Introduction**

The Grimsby Downtown Business Improvement Area (BIA) is seeking proposals from qualified bookkeepers for monthly bookkeeping services. This RFQ outlines the requirements and expectations for services from July 1st, 2024, to June 30th, 2025. The contract may be eligible for annual renewal, subject to the approval of the BIA Board, contingent upon a satisfactory performance evaluation reflecting a year of commendable service.

### **Background**

The Grimsby Downtown BIA is a local board of council dedicated to enhancing and promoting the downtown area as a vibrant and inclusive commercial and cultural district. Our organization plays a pivotal role in community engagement, event planning, and economic development within Grimsby's downtown core.

### **Scope of Work**

The selected bookkeeper will be expected to provide comprehensive bookkeeping services, including but not limited to:

- Recording of financial transactions against budget
- Maintenance and reconciliation of financial records in QuickBooks Online.
- Preparation of monthly financial statements.
- Management of accounts payable and receivable.
- Liaison with the BIA's Treasurer and Board of Directors to ensure accurate and timely financial oversight.
- Assistance with the annual budget preparation and audit process.
- Other bookkeeping services as required
- Tax Preparation and Filing Assistance

The estimated time commitment is 1-3 hours per month. However, flexibility is required to accommodate periods of increased activity.

### **Qualifications**

Proposals will be evaluated based on the following qualifications:

- Certified bookkeeper with a minimum of 2 years of experience in bookkeeping.
- Proficiency in QuickBooks Online is mandatory.
- Prior experience with not-for-profit organizations is highly desirable.
- Excellent organizational, analytical, and communication skills.
- Ability to work independently and meet deadlines.
- Experience with municipalities considered an asset.

### **Proposal Submission**

Proposals must include:

- Your qualifications and experience, emphasizing your experience with not-for-profits and proficiency in QuickBooks Online.
- Hourly rate and estimated monthly costs.
- At least two references from previous clients, preferably from the not-for-profit sector.
- Proposals should be submitted via email to [amanda@grimsbydowntown.com](mailto:amanda@grimsbydowntown.com) with the subject line "Bookkeeping Services Proposal - [Your Name or Company]". The deadline for proposal submission is June 15 2024.

### **Evaluation Criteria**

Proposals will be evaluated based on the bookkeeper's experience, the relevance of their skills to the scope of work, cost-effectiveness, and references.

### **Terms and Conditions**

The Grimsby Downtown BIA reserves the right to reject any or all proposals or to accept any proposal that is considered in the BIA's best interest. The contract will be awarded based on the BIA's evaluation criteria and at the BIA's sole discretion. The selected bookkeeper will enter into a contract with the Grimsby Downtown BIA, outlining the terms of engagement, confidentiality, and data protection requirements.

### **Inquiries**

All inquiries related to this RFQ should be directed to [amanda@grimsbydowntown.com](mailto:amanda@grimsbydowntown.com)

We look forward to receiving your proposal and thank you for your interest in providing bookkeeping services to the Grimsby Downtown Business Improvement Area.



**From:** Mark Wood, Chair and Amanda MacDonald, Executive Director  
**To:** Board of Management, Grimsby District Improvement Area  
**Date:** May 2024 Board Meeting  
**Subject:** *RFQ GDBIA Bookkeeper*

**Executive Summary:**

This report seeks the Board of Directors' approval to issue a Request for Quote (RFQ) for bookkeeping services from June 1st, 2024, to May 30th, 2025. The objective is to secure a qualified bookkeeper to manage our financial records with the potential for annual renewal based on satisfactory performance. The RFQ outlines the scope of work, qualifications required, submission process, and evaluation criteria, aiming to ensure the selected bookkeeper meets our organization's needs for accuracy, reliability, and expertise in financial management.

**Background:**

The Grimsby Downtown BIA is committed to enhancing and promoting the downtown area as a vibrant commercial and cultural district. Effective financial management is critical to our success, necessitating the services of a skilled bookkeeper. The decision to issue an RFQ follows our strategic plan to streamline financial operations and enhance accountability and transparency within the organization.

**Scope of Work:**

The RFQ outlines a comprehensive range of bookkeeping services, including:

- Recording and reconciliation of financial transactions in QuickBooks Online.
- Monthly financial statement preparation.
- Management of accounts payable and receivable.
- Liaison with the Treasurer and Board for financial oversight.
- Support in budget preparation and the annual audit process.
- Tax preparation and filing assistance.

**Evaluation Criteria and Selection Process:**

Proposals will be evaluated based on experience, proficiency in required skills, cost-effectiveness, and references, ensuring the selection of a bookkeeper who aligns with our requirements and values. After the May board meeting, the Executive Director and treasurer will review all proposals received in response to the Request for Quote for bookkeeping services, evaluating them against the outlined criteria. All proposals that meet basic guidelines will be compiled with an Evaluation Summary Report, highlighting each proposal's strengths, weaknesses, and overall suitability. Then, a recommendation with a shortlist of the most qualified candidates will be presented to the board. These materials will be distributed to the board members before the meeting to facilitate an informed discussion. At the meeting, the committee will present an overview of the evaluation process and the shortlisted proposals, enabling the board to make a well-informed decision on the bookkeeping services provider.



**Recommendation:**

It is recommended that the Board of Directors approve the issuance of the RFQ for bookkeeping services as outlined.

**Action Required:**

Approve the issuance of the RFQ for Bookkeeping Services

Other Comments: \_\_\_\_\_

# Request for Proposal: Visual Identity Update

Contact: Amanda MacDonald  
Downtown Grimsby  
Email: [amanda@grimsbydowntown.com](mailto:amanda@grimsbydowntown.com)

**SUBMISSION DEADLINE: June 15th, 5:00**

# REQUEST FOR PROPOSAL

## Downtown Grimsby BIA Visual Identity Update

### ***Introduction***

The Downtown Grimsby Business Improvement Area (BIA) is seeking proposals for a comprehensive visual identity update project. This initiative aims to modernize and enhance our identity, reflecting our community's growth and future ambitions. The project's deliverables include a revitalized visual identity, a compelling positioning statement, a succinct tagline, consistent branding across all platforms, and the development and application of supporting visual elements.

### ***Audience/Stakeholders***

Our membership spans the entirety of the Downtown Grimsby Business Improvement Area, encapsulating a diverse array of property owners, merchants, restaurants, and service-based enterprises. From niche boutiques to well-known franchise chains, our members are united by a singular ambition: to attract an increased flow of tourists and business activity to Downtown Grimsby, bolstering the area's economic vitality.

While detailed research is pending, anecdotal evidence highlights our target demographic as predominantly individuals and families aged 30 to 60, with specific interest groups including:

- Urban professionals working in Downtown Grimsby, who are potential patrons for daytime shopping, evening dining, or attending local events.
- Suburban residents are drawn to the downtown area for its unique dining experiences and cultural events.
- Families seeking engaging, community-focused events that offer diverse experiences for all ages.
- Dedicated shoppers loyal to the distinct and varied retail offerings found only in Downtown Grimsby.
- Tourists exploring the area are likely to visit restaurants and spontaneously shop in nearby stores, contributing to the local economy.

### ***Schedule of Events***

- RFP Issue Date: April 15<sup>th</sup>, 2024
- Proposal Submission Deadline: June 15<sup>th</sup>, 2024
- Selection Announcement: July 15<sup>th</sup>, 2024

### ***Scope of Services***

The selected agency will partner with the BIA to implement a visual identity update strategy that encompasses:

- Reflecting Downtown Grimsby's unique attributes and aspirations.
- Enhancing our leadership role within the community and broader region.
- Promoting economic and sustainable growth.
- Amplifying our advocacy for members and the community.

### ***Detailed Deliverables***

1. Brand Strategy and Identity Development
  - Comprehensive brand guidelines detailing usage, tone, voice, and visual elements.
  - Visual identity, including logo, colour palette, typography, and other graphic elements.
2. Digital and Print Collateral
  - Design templates for digital platforms (email and newsletters).
  - Print collateral designs (presentation templates, brochures, stationery, business cards, promotional materials, letterhead, envelopes, etc.).
  - Outdoor Pole Banners
  - Social Media GDBIA icons, animation logo for video
3. File Formats and Brand Guide
  - Digital assets are available in various formats (AI, PNG, JPEG, PDF) for web and print use.
  - A detailed brand guide that includes guidelines on logo usage, color palette, typography, imagery, and application across different media.
4. Implementation Plan
  - Strategy for rolling out the new brand identity across all touchpoints.
  - Templates and designs for key marketing and operational collateral.

### ***Submission Requirements***

Specifications:

- Vendor Details/Specifications
- Detailed budget and any additional service fees.
- Project timeline and description of process and deliverables.
- Demonstrated experience in brand development and design with portfolio of previous branding projects.
- Letter of interest including primary contact information.
- Profile of key personnel, including hourly fees.
- Company profile and a minimum of three client references.
- Portfolio samples.
- Total maximum budget: [Insert Budget], exclusive of taxes.
- Timeline for project completion: [Insert Completion Date].
- Proposals acceptance deadline: [Insert Deadline].

### ***Contract Terms and Submission Details***

This is a competitive process open anyone. A paper copy of this RFP is available upon request. Proposals must be submitted as a pdf sent in an e-mail to:  
Amanda MacDonald @ Amanda@grimsbydowntown.com

The deadline for submissions will be June 15th, 2024, at 5 PM.

An electronic copy of the proposal in PDF format must be submitted prior to the deadline to: Amanda@grimsbydowntown.com. The subject line of the electronic submission must read “Visual Identity Update RFP Submission”



If a vendor has questions in regards to the proposal, we ask that you please submit your questions via email: [Amanda@grimsbydowntown.com](mailto:Amanda@grimsbydowntown.com). All questions and answers will be provided to all companies that have expressed interest in the RFP within two days of the proposal deadline.

The price you quote should be all-inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of their nature. Please quote HST separately.

Those parties interested in submitting a proposal are advised that this project will be awarded to the vendor who offers the best overall proposal and not necessarily to the proposal with the lowest price. The BIA will negotiate contract terms upon selecting the successful vendor. All contracts are subject to review by the BIA and approval by the Board of Directors. The project will be awarded upon signing an agreement or contract outlining terms, scope, budget, penalties for non-performance (including but not limited to failure to meet deadlines), and other necessary items. The BIA reserves the right to add, modify or delete proposal requirements or terminate the competitive process without awarding this project to a vendor. The decision of the BIA is final and cannot be appealed.

Site Ownership: All content, coding, and graphics will become the sole property of the BIA

**Request for Proposal:  
Website Design, Development & Hosting**

Contact: Amanda MacDonald  
Downtown Grimsby  
Email: [amanda@grimsbydowntown.com](mailto:amanda@grimsbydowntown.com)

**SUBMISSION DEADLINE: June 15th, 5:00 pm**

## **1. About the Downtown Grimsby Business Improvement Area**

The Downtown Grimsby BIA advocates for and represents Downtown businesses and property owners in an effort to promote tourism, local shopping, economic development, communication, property values, and the community in general.

### **As per Municipal Affairs and Housing we strive for the following:**

- 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.
- To promote cooperative and joint planning of comprehensive Downtown improvement projects by the municipality, business groups, and the community at large.
- To revitalize and maintain the BIA as a vital local neighbourhood.

### **Vision for Website**

As a membership organization, the Downtown Grimsby Business Improvement Area (BIA) primarily focuses on enhancing the visitor and customer experience while promoting members. This approach recognizes that attracting visitors is essential for the success of our members, which include various retailers, restaurants, and service providers.

There's a notable absence of a dedicated tourism website for Grimsby, revealing an opportunity for the BIA to become the main source of information. Stepping into this role means the BIA could fill a significant gap, making it easier for potential visitors to discover what Grimsby offers but gearing tourism efforts to benefit BIA members.

Creating a tourism website has several benefits:

- **Easy Access to Information:** A single place where visitors can find everything they need to know about Grimsby, from places to eat and shop to events and accommodation.
- **Visibility:** Such a website would make Grimsby more discoverable online, attracting more visitors.
- **Collaboration:** This project encourages working together with local government, cultural institutions, and community groups.
- **Insights:** Running the website provides valuable data on what visitors are interested in, helping to tailor future offerings.
- **Marketing:** It's an effective way to promote Grimsby and its unique attractions to a wide audience.

By becoming the go-to source for information, the Downtown Grimsby BIA supports its members and plays a crucial role in promoting Grimsby as an attractive destination, driving economic growth through a focus on visitors.

## **2. Audience/Stakeholders**

Our membership spans the entirety of the Downtown Grimsby Business Improvement Area, encapsulating a diverse array of property owners, merchants, restaurants, and service-based enterprises. From niche boutiques to well-known franchise chains, our members are united by a singular ambition: to attract an increased flow of tourists and business activity to Downtown Grimsby, bolstering the area's economic vitality.

While detailed research is pending, anecdotal evidence highlights our target demographic as predominantly individuals and families aged 30 to 60, with specific interest groups including:

- Urban professionals working in Downtown Grimsby, who are potential patrons for daytime shopping, evening dining, or attending local events.
- Suburban residents are drawn to the downtown area for its unique dining experiences and cultural events.
- Families seeking engaging, community-focused events that offer diverse experiences for all ages.
- Dedicated shoppers loyal to the distinct and varied retail offerings found only in Downtown Grimsby.
- Tourists exploring the area are likely to visit restaurants and spontaneously shop in nearby stores, contributing to the local economy.

### **3. Proposal Requirements**

This is a competitive process open anyone. A paper copy of this RFP is available upon request. Proposals must be submitted as a pdf sent in an e-mail to:  
Amanda MacDonald @ [Amanda@grimsbydowntown.com](mailto:Amanda@grimsbydowntown.com)

**The deadline for submissions will be June 15th 2024 at 5 PM.**

An electronic copy of the proposal in PDF format must be submitted prior to the deadline to: [Amanda@grimsbydowntown.com](mailto:Amanda@grimsbydowntown.com). The subject line of the electronic submission must read "Website RFP Submission"

If a vendor has questions in regards to the proposal, we ask that you please submit your questions via email: [Amanda@grimsbydowntown.com](mailto:Amanda@grimsbydowntown.com). All questions and answers will be provided to all companies that have expressed interest in the RFP within **two days** of the proposal deadline.

The price you quote should be all inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees. Please quote HST separately.

Those parties interested in submitting a proposal are advised that this project will be awarded to the vendor who offers the best overall proposal, and not necessarily to the proposal with the lowest price. The BIA will negotiate contract terms upon selecting the successful vendor. All contracts are subject to review by the BIA and approval by the Board of Directors. The project will be awarded upon signing an agreement or contract outlining terms, scope, budget, penalties for non-performance (including but not limited to failure to meet deadlines), and other necessary items.

The BIA reserves the right to add, modify or delete proposal requirements or terminate the competitive process without awarding this project to a vendor. The decision of the BIA is final and cannot be appealed.

Site Ownership: All content, coding, and graphics will become the sole property of the BIA

#### **4. Purpose, Description, and Objectives**

##### **Purpose:**

Our goal is to have a simple, appealing, easy-to-navigate website with a tourism and local shopping focus, with a business resource hub for members and the general community.

##### **Objectives:**

- To strengthen the BIA's brand identity
- To increase awareness and interest in the BIA and its services
- To add value to BIA membership
- To present comprehensive information and resources in an easy to use format
- To increase the BIA's search engine optimization
- To provide an online tool for current members to stay connected

#### **5. Project Costs**

The quote must encompass all design, production, and software acquisition or licensing necessary for the website's development and maintenance. Please quote HST separately.

List pricing for:

- New website design (front page, internal pages & navigation system)
- New content management program
- Training and support
- Ongoing technical support services (if required)
- Mobile Device Website – a website that can be easily seen within mobile device browsers or App
- Google Maps and Google listing plug-in with Dynamic Map integration
- Form Integration
- Events Calendar
- Membership Profiles
- Adspace management
- Embedded videos
- Photo Gallery
- API/Third Part Integration Services for Social

## 6. Scope and Guidelines

The scope of the project includes the main BIA website.

The BIA will provide all content in WORD documents and photos that should be on the website and information and files currently available, such as the BIA logo, links to external resources, photos, and video.

The site must include a content management system that allows **in-house staff to update content and modify site design easily and cost-effectively after the initial launch.**

**Project Scope:** The scope of the project shall include, but is not limited to:

- Visual Design
- Functional Design
- Mapping
- Production (to be cost effective, should BIA staff be trained on the new content management system or keep the old system)
- Deployment
- Training
- Support

### **Development Guidelines:**

- Content Management System requirements:
  - Editing tools – fonts, colours, borders etc.
  - Tool requires English spell check built in, updated information must be validated in real time
  - be able to import from multiple formats include – .doc, .xls, .pdf etc.
  - be able to import multiple graphic formats including jpg, bmp, gif etc.
  - Ability to link to internal and external sources
  - Ability to save draft versions of content
  - Tool needs to have the ability to recognize and track changes
  - Ability to handle concurrent users
  - Scalable to grow with future BIA need
- Visually Appealing – pages must not be entirely text based
- BIA logo, main menu and contact info should be prominently displayed on every page as a common header or element.
- Consistent Design – as stated above, each section of the site should have a common look and feel. The use of photographs, fonts and layout should be consistent throughout the site.
- Easy to Navigate
- Enable search capabilities using keywords or phrasing that will identify content from throughout the site and propose other creative strategies to drive traffic to the BIA's site.
- It is intended that materials which become property of the BIA (stock photos/colours/graphics) will be used by the BIA for PowerPoint and/or other presentations or marketing materials as needed from time to time by the BIA Ability to

integrate video into web pages

- Possible ability to host webinar-type programs (for future purposes)
- Photo Album – a photo album program must be in place either within the chosen content management system or as its own standalone program.
- Calendar – we would like a calendar program to post upcoming Community Events. We use Titan for all BIA events.
- RSS feed available to subscribers
- Integration with current social media tools – Facebook/Twitter/LinkedIn
- Blogging capabilities
- Must be compliant with both the Accessibility for Ontarians with Disabilities Act and the Canada's Anti-Spam Legislation.

**Site Specifications:** Your proposal must account for all these requirements:

- Site must be compatible with IE, Chrome, Firefox, Safari, and should be designed for 1024x768 screen
- Website must not require plug-ins as a default
- Site should be easily accessible to the novice as well as the experienced internet user
- Fast loading pages – the website must be designed with a balance of text and graphics such that pages load in 4 seconds or less on an average computer
- Search Engine Compatibility – should be optimized for searches that include:
  - references to the Town of Grimsby and Niagara Region
  - references to business organizations/associations in Grimsby and Niagara Region
  - searches for product/services categories
- Ability to view articles and download user files
- Website must be available by the administrator from any internet connection
- Website must have a single administration interface for account management and content management
- Ability to add multiple administrators
- All pages are printer friendly

**Reporting:**

- Website must integrate with a Google Analytics account
- Detailed reporting of up time and down time and any service outages or slowdowns are required
- A view showing current users accessing information and the type of information being accessed – if not provided by Google Analytics

**Performance:**

- Systems must be stable and include redundancy on a physical site level in the event of a

failure or hardware malfunction

- Systems must have a reliable back up to avoid data loss in the event of a problem
- The system requires adequate bandwidth from a hardware standpoint for convenient connection speeds

**Testing:**

Testing of the site must be done by the vendor on all applicable platforms to ensure the website works as promised. Explain testing plan through development process. The Marketing and Communication Committee will be involved in the final User Acceptance Testing before site is published.

**Tracking:**

Website must integrate with Google Analytics.

**7. Vendor Qualifications**

- List the 3 websites your firm has produced that best reflect your work and relevancy to this project.
- Briefly list the role your firm played in each project. The URL should be submitted. Only sites that are live will qualify during evaluation.
- Describe your experience in producing sites for not-for-profit and/or community-focused projects
- Provide current reference information for 3 former or current clients
- Provide a company profile, length of time in business and core competencies. Include subcontractors who would be working directly on this project.
- Please discuss your testing and support plan
- Please explain your service level agreement structure
  - average response time
  - support hours
  - availability for on-site support or troubleshooting
  - average response time for bug fixes and enhancements
- Time frame for completion
- Terms and conditions

Thank you for expressing interest in bidding. We appreciate your ongoing support of Downtown!