

REQUEST FOR PROPOSAL
Web Site and Rebranding of Town
Portfolio



CORPORATION OF THE
TOWN OF RAINY RIVER

1. Background

The Corporation of the Town of Rainy River is a small community in Northwestern Ontario which has a population of approximately 900. The municipality has a permanent staff of 3 FTE positions in the administrative department and permanent staff of 4 FTE responsible for all public works functions including the operation of the municipality's water treatment and distribution systems and the wastewater collection and treatment systems. The community's size and financing capabilities does not lend itself to have a full time Media Coordinator.

2. Purpose

The Corporation of the Town of Rainy River invites qualified web developing firms to submit proposals for a) redevelopment of the Town of Rainy River website with ecommerce abilities b) rebranding/logo upgrade for the Town

3. Scope of Work

Website Design Overview:

- Landing Page (cover page)

Landing page with all the relevant page links, graphically appealing and matching the rebranded town portfolio together with a Facebook plugin to follow latest social media posts by the town.

- "What to do in Rainy River" page

A page to highlight all the activities to do in Rainy River (tourist focused). Park, fishing, train museum, tourist information, recreational center, railroad daze, walleye tournament, Yonge Street exploration etc

- "Service clubs" page

A page to highlight services and information about local service clubs including Lions club, church groups, curling club, fix it, senior depot etc

- "Business Directory"

Each business to be insert in a business card format with basic info, a photo/logo, weblink, email

- "Town Information" section

"Mayor and Council" info page

"Administration and Finance" page – Financial Statements, Tenders, HR opportunities, Meeting Minutes, By Laws, Town lots for sale

“WTP” – reports

“Planning & Building” – By Laws, Building Permits (fillable), Official Plan, Zoning by law

- Campsites (online booking and pay option)

A page or a section allowing online payments to book campsites, check available lots

- Town ecommerce shop for souvenirs /rec center gear

An online shop to purchase town merchandise, Recreational Center gear

- Payment Gateway option – at counter & via website

Online payment options for Water & sewer, Property taxes, afterschool program, Gym membership

Other Requirements:

- Branding the town portfolio

Rebranding of town portfolio including the color themes, logo, tag lines to other relevant sections, to effectively share the story of Rainy River in a wider spectrum.

Developing a new logo/colour scheme which is modern, unique and accurately represents the current culture of the community

With consideration given to:

- a) Entrance point to the country, Province, Sunset Country, and community
- b) Accentuate the natural environment (water, trees, wildlife, tranquility)
- c) Service community
- d) Gate way to Lake of the Woods tourist area
- e) History or trains, paper mills and forestry
- f) Agriculture

Have regard the new town signs and banners and take into account both design and colour.

Photography and Video

Photography needed to cover the project as well as a video (use of existing video footage) to show the true beauty in the region.

3.2 Tentative Project Timelines

Distribution of Invitational RFP	June 3, 2022
Questions regarding the tender will be answered between	June 3 & June 15, 2022
Bid Closes	June 22, 2022 at 3:00 pm CST
Recommendations to Council	July 11, 2022
Awarding of Tender	July 13, 2022
Estimated Completion Date	December 31, 2022

A detailed schedule with major milestones is to be developed by the proponent in their proposal to achieve the estimated completion date.

4. Codes, Standards and Regulations

Standard AODA requirements to be met.

4.1 Licensing Requirements

Costs to include to domain and hosting fees, maintenance costs

5. Resources Available

The successful firm shall have access to archive photos, videos and any photos, videos taken for the project will be property of Town of Rainy River.

6. Proposal Requirements

Proponents shall submit the following:

A detailed price quote with a clear breakdown

Links to previous work in websites, photography and branding

7 Submission Deadline

Proposals are to be submitted via email to the address ecdev@tbaytel.net no later than 3:00 pm CST on Thursday June 22, 2022.

For further clarifications,

The Corporation of the Town of Rainy River
 c/o Veldron Vogan, Chief Administrative Officer
 P.O. Box 488, 201 Atwood Avenue, Rainy River, Ontario, P0W 1L0
 Phone: (807)852-3978, Fax: (807)852-3553
 Email: rainyriver@tbaytel.net, Website: www.rainyriver.ca

8. Evaluation Criteria

The Town of Rainy River will consider the following criteria, in no particular order, in selecting a proposal:

- Experience and portfolio
- Understanding of the requirements
- Costs proposed
- Ease of use for town staff (administration use)
- Deliverables, timing, thoroughness
- Innovativeness

9. Award

The Town of Rainy River reserves the right to accept or reject any or all proposals at its discretion and to use its sole discretion in evaluating the proposals, including the application of any criteria as it may deem appropriate, in determining which proposal is acceptable. Contract award may be all or in part, depending on funding received. Every proposal prepared in response to this RFP shall be prepared at the cost and expense of the respondent.