

REQUEST FOR PROPOSAL

Website Redesign Project



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www.trurocolchesterchamber.com

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Organization Background

The Truro and Colchester Chamber of Commerce has a proud and rich tradition of serving the local business community. Since its incorporation in 1890, the Chamber has served as the principle voice for business in Colchester Region in matters of economic, social and political importance.

The Chamber has the second largest membership of any chamber in the province with approximately 450 members and has spearheaded many initiatives over its 126 years of service to foster growth in the community.

The strength of the membership is a testament to the diverse industry base that represents the region. The businesses are rooted in the community, providing sponsorship to the arts, health and wellness and many other charitable causes. The Truro & Colchester Chamber of Commerce continually speaks on behalf of the local business community on issues such as business development, taxation and public policy changes.

Along with representing its membership, the local chamber is a member of the Atlantic Chamber of Commerce Inc., promoting and supporting business and economic development in Atlantic Canada, as well as the Canadian Chamber of Commerce advocating on matters of national importance. As the one, strong, unified voice for business, chambers represent more than 200, 000 members across the country influencing policies directly impacting local enterprises.

Detailed information about the Chamber is available on the existing website at www.trurocolchesterchamber.com. The Chamber website is currently registered as trurocolchesterchamber.com

Project Description

At present, the Truro and Colchester Chamber of Commerce website offers static information about the organization, events, news and partner programs. The site is outdated and requires a completely new look and functionality. We would like to improve and expand the service that the site is meant to provide and increase client interest in using the site as resource for news and information.

The Chamber currently has a hosting provider but we would be interested in receiving a quote for this service. The Chamber will provide logos to be used in the design and has the ability to provide photographs that can be used on the site.

Goals

The overall goals of a redesigned site are to:

- Create an attractive, enticing website that is highly informative and which will maintain ongoing and generate new, effective communication with the client base.
- Increase site use and Chamber awareness by residents of the local business and residential community as well as attract and encourage visitation by the travelling public to the area.
- Attract and encourage new business interest in the Colchester and Truro region.
- Promote business services, partner benefits, member profiles, festivals, attractions and events.
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The website should adhere to the following standards and measurable goals:

- Clean, easy to update website design and structure
- Good use of design elements and principals with flexibility in the design and navigation
- Ease of ability to add and remove elements from the site in-house
- Good “usability’ in the design: Ease of use by the client – maneuverability.
- Fast loading web pages – images included
- Intelligent use of web technology: Limited use of complicated technology unless it enhances the message.
- The ability to convey the meaning/message of the website quickly if not instantly.
- Improve the ability to answer frequently asked questions.
- Reduce the number of clicks users have to make to access the content on the site.
- Retain and generate new customers
- Add features that enable us to improve our marketability and promotions.

Special Features

Features that should be incorporated allow for:

- Web hosting should be based out of a Canadian data centre.
- Ability to imbed Youtube or other video links
- Mobile ready and responsive
- Offer directory support
- Built on a standard content management system (CMS).
- Email marketing
- Online newsletter and archives
- Discussion forums
- Clear titles
- Crisp colour
- User updateable, easily accessible to post articles and photos to the site.

- Proper Search Engine Optimization
- Custom design theme
- Ability to create and edit forms on the site.
- Visitor Analytics, google compatible
- Ability to take credit card payments on site.
- Interactive registration for Chamber events.
- Events Calendar with approve and post.
- Website and theme to be standard compliant for optimum viewing on most computers.

Features that are not desirable:

- Page counters
- Blinking or flashing text
- 'Under construction' pages

Maintenance

Develop a shared ability to maintain the website.

- In-house staff will need to have access and the ability to make text and graphic changes to the contents on a regular basis.
- Website Administrator will maintain the more complicated aspects of the site.

Site Comparisons

Attractive sites with similar goals include:

<http://www.newportchamber.com/>

<http://sydneyareachamber.ca/>

<http://halifaxchamber.com/>

<http://discoversaintjohn.com/>

<http://www.brockvillechamber.com/>

<http://greaterkwchamber.com/>

Timeline

All proposals are to be received on or before 4 p.m., Friday, May 27, 2016 at the offices of the Truro & Colchester Chamber of Commerce, 605 Prince St., Truro, N.S., B2N 1G2. Proposals received after this deadline will be returned unopened.

We plan to select our design firm by June 10, 2016 and to have the entire project completed and live by Aug. 26, 2016.

Your proposal should include any ideas for implementation, a cost estimate, a project development timeline, descriptions of relevant projects you have been involved with, client references and a summary of your process for development projects like ours and samples testing across devices. After reviewing the proposals, we will select finalists for in-person presentations.

If you have questions you would like answered before developing a proposal, please contact Sherry Martell at ed@tcchamber.ca.