

## **Request for Proposal**

### **vancouverislandnorth.ca Site Redesign**

4VI (formally Tourism Vancouver Island) and Vancouver Island North Tourism are inviting quotations from qualified creative agencies to design, develop and launch a new refreshed website or reskin for vancouverislandnorth.ca.

**The accompanying Terms of Reference may be utilized in strictest confidence as reference materials to assist in preparing your proposal.**

#### **Assumptions & Agreements**

- The contract will be for the production of a consumer-facing website to be launched no later than March 15, 2023.

#### **Administration Process**

In order to effectively review the proposals and fairly select a vendor, the following process will be utilized:

- The responses to any questions by the proponents will be communicated to all proponents of this RFP.
- Proposals will be delivered to 4VI no later than 4:00pm on August 31, 2022. Quotations received after this time will not be considered for this project.
- Proponents of this RFP will be advised of the selection of a vendor no later than September 6, 2022.
- A contract for services will be negotiated with the successful vendor immediately following the selection process.

#### **Selection Criteria**

The contract for this project will be awarded based on several criteria of which effective use of budget is only one. Following are the criteria that will be considered in relation to the selection of a vendor:

- Proponent qualifications;
- Samples of work;
- Ability of the agency to complete this work;
- Recommendations for web & design innovation;
- Proposed price of providing the services required; and
- References

#### **Technical Requirements**

The technical requirements of this project are outlined in the Terms of Reference. Proponents will provide detailed information on their ability to successfully complete all requirements outlined in the Terms of Reference.

*4VI is grateful to live, work and play on the traditional, ancestral and unceded territories of the Kwakwaka'wakw, Nuu-chah-nulth, and Coast Salish peoples, and Experience Comox Valley is grateful to be guests on the traditional territory of the K'ómoks First Nation.*

### **Additional Information**

Proponents may wish to add any other additional information that they believe will provide support for their quotation.

### **Quotation Requirements**

- Proposed approach for accomplishing this project;
- Recommendations for product roadmap (see Scope of Services);
- Qualifications and experience;
- Timelines/schedule including milestones;
- Budget, including costs or fee schedules for project areas identified. If there are areas that the proponent is not able to set firm prices on, this must be clearly noted in the quotation; and
- Proposed payment terms.

### **Confidentiality**

All documents, information and materials belonging to 4VI, which are obtained by the consultant for use in carrying out the project work, will be treated as confidential and will not be used or disclosed to any third parties for any purposes other than for the work to be done by the consultant. All materials, working papers, documents, reports, ideas, concepts, working knowledge, or techniques created or developed in performing the work to be done by the consultant or its employees, jointly by the consultant or its employees and 4VI personnel, shall be the property of 4VI.

### **Appendices**

Please submit one copy of your proposal, no later than 4:00 pm August 31, 2022 via e-mail to:

Helga Lange  
Manager, Marketing Operations  
4VI  
[helga@tourismvi.ca](mailto:helga@tourismvi.ca)

## Terms Of Reference

VINT is a consumer-facing tourism marketing project managed under contract by 4VI. 4VI is contracted to provide marketing services on behalf of the Vancouver Island North Tourism, and will be the primary contact for the site design.

### Scope of Services

VINT and 4VI require a reskin of the current site consumer website, but also invite quotes for a new site infrastructure and design for the existing site, [vancouverislandnorth.ca](http://vancouverislandnorth.ca). The site is used by travellers to Northern Vancouver Island to aid in travel planning, including sourcing referrals for things to do, places to eat and where to stay.

Services Required:

- Further map out & discuss client goals/requirements
- Proposed sitemap and architecture
- Wireframing of site content and for various layout types, including device layouts
- Design mock ups of the layouts
- Site development
- Launch prep, deployment, & QA

Proponents should expect revisions and feedback at each stage of the process.

### Budget

Proponents should include a detailed proposed budget breakdown for the project phases within the scope of services. This project has a project maximum budget of \$24,000 for a redevelopment of the existing site, which must include all phases, scope deliverables and contingency.

Please also provide a quote for a full rebuild of the consumer site (subject to funding).

Hosting fees should not be included in the budget proposal; any related third party fees required to execute the scope services should be noted and included in the proposed breakdown.

### Functionality & Design

4VI is an engaged, hands-on client that requires malleability in their site builds. We need a system that allows the team to make adjustments on the fly, with little design or custom programming support. In the past, a series of pre-designed blocks within a page has allowed for this type of adjustability. We are open to suggestions and proposals on creating this dynamic environment.

This site is designed to cater to travellers and provide helpful travel information. A key component of this tactic is profiling the many tourism businesses in the area. Stakeholder listings must be integrated into the trip-planning journey, in an easy to search and filter view.

While the site should be visually enticing, it also needs to have strong content integration. We consistently produce content and require a system that can easily house both temporal and evergreen content.

Additional functionality requirements include:

- Blog functionality
- Newsletter integration for both stakeholder and consumer email lists (Mailchimp)
- CrowdRiff Gallery and AMP Stories integration (see VancouverIsland.Travel)
- Events calendar by submission and with approval process
- Interactive mapping of the region (e.g. main transportation routes/ferries, notable stops, parks, accommodations, & stakeholder listing integration)

Lastly, the site will also serve as a mini hub for stakeholder communication. We will require a small subsection for these pages. It can live in a sub folder and be linked from the footer.

### **Accessibility**

Accessible first design is a cornerstone of this project. All designs should be considered from a universal design perspective, with accessibility features built in to reduce barriers.

### **Mobile First**

The site should be designed to reflect a mobile-first experience and must meet Google's Page Speed recommendations.

### **Brand**

VINT is currently requesting proposals (VINT Brand RFP can be reviewed [here](#)) for a new Vancouver Island North brand identity which will result in a new logo, typeface and set of brand colours. These brand guidelines will inform the design of the site.

VINT and 4VI also adhere to the Destination BC Brand, which puts BC's true nature at its core, and injects deeper meaning and emotional resonance in the tagline, Super, Natural British Columbia. All written and visual components of this site project will be developed to reflect the BC brand. Full details of the [BC Brand Guidelines](#) should be reviewed in detail.

The site should use the new brand guidelines, while honouring the Destination BC Brand style.

### **Key Milestone**

August 31:	RFP submission deadline
September 6:	RFP selection notification
November 15:	delivery of new VINT brand identity and creative by 4VI
March 15:	Website Launch

## **About 4VI**

4VI (formerly Tourism Vancouver Island) 4VI is a non-profit social enterprise that exists to ensure that tourism is a force for good on Vancouver Island- forever. As a Board and staff team comprised of proud Vancouver Island Region residents, we are committed to protecting our Island destination and the communities, cultures, businesses and natural environments that bring joy to residents and visitors alike. Our innovative and integrated tourism advisory services will advance the well-being of the Vancouver Island Region and surpluses will be invested into the 4VI Impact Fund.