



## Brand Design & Website Development Request for Proposal

This RFP is for brand design and development services for a new website for The Conception Bay Area Chamber of Commerce.

RFP Sent: Friday, August 7, 2020  
Responses Due: August 14, 2020 at 5:00 pm NST

Send any questions on the RFP to: Heather Howard, Executive Director,  
[info@cbachamber.com](mailto:info@cbachamber.com)

Send proposals by email to: Heather Howard, Executive Director,  
[info@cbachamber.com](mailto:info@cbachamber.com)

Budget for branding and new website: \$10,000 including HST  
[Proposals for just one aspect of this project will also be accepted. Ie: Branding only.  
Website development only.]

Goal for new website launch: September 2020

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### **Conception Bay Area Chamber of Commerce Overview**

The Conception Bay Area Chamber of Commerce is the principal organization representing economic and business interests in the Conception Bay Area from Paradise to Marysvale. The Chamber is the recognized business community voice on matters of significant economic and business interest. In existence for over thirty years, its primary mandate is to enhance opportunities for members to improve their ability to do business. Visit [cbachamber.com](http://cbachamber.com) to learn more about our members.

### **Our Audience**

The primary audience for this website is the general public, including residents of the area as well as visitors.

Our secondary audience is the business owners in the area.

### **New Website Objectives**

Our website's number one objective is to provide a user experience that keeps visitors returning to the site to find products, services and destinations.

The second objective is to promote businesses in the area.

An additional objective for our new website is to educate the importance of following public health orders while visiting businesses and to encourage choosing to shop local.

### **Current Website**

Our current website <https://cbachamber.com> is an information hub for business owners and a sales tool for attracting new members. There is a member directory that mostly promotes B2B relationships which is directly linked to our membership platform.

Our COVID-19 business response team website <https://cbachamber.com/covid-19> was created in response to the COVID-19 pandemic in an effort to provide a one stop resource hub for COVID-19 related news and updates. A business directory was created for business owners to voluntarily share their COVID-19 business hours and response plan, to identify if they were opened or closed or providing a modified service delivery. 40 businesses submitted listings during the period of April – May.

### **New Website Goals**

- Transform the existing business directory <https://cbachamber.com/covid-19/open-for-business/> into a “Shop Conception Bay Area” business directory that has the ability to support a marketing campaign. This website will have its own domain (to be determined by brand development)

### **Brand Development**

- A creative spin on “Shop Conception Bay Area” branding
- Identifiable that the directory is a Conception Bay Area Chamber of Commerce initiative
- Brand guidelines
- Social media templates for promoting directory listings on Facebook, Twitter and Instagram

### **New Website Functionality Requirements**

Our new website will need:

- Modify the current directory [<https://directoriespro.com/>] to provide an intuitive user experience including:
  1. The ability to filter by municipality (Paradise, Conception Bay South, Holyrood, Other)
  2. The ability to filter by business category
  3. Google maps
  4. Ability for businesses to claim listings
  5. Login area for businesses to manage listing
- 6. Suggestions for an optimal user experience using the Directories Pro plugin are welcome

### **Budget Details**

Our budget for this project is \$10,000 including HST. While we of course prefer the most cost-effective solution, all proposals that fall reasonably within this range will be considered and weighed based on their merits.

### **Proposal Requirements**

Please include the following in your proposal response:

- Overview of your company
- Overview of how you will meet our objectives
- Explanation of how you would modify our current directory using Directories Pro
- Basic outline of branding deliverables
- Proposed website timeline from kickoff to launch
- Details about your team
- Recent design & development examples
- Pricing with brand development line-itemed
- Terms & conditions

### **RFP & Project Timeline Details**

RFP Sent: August 7, 2020

Responses Due: August 14, 2020 at 5:00 pm NST

Finalist Selected & Contacted: August 17, 2020

Project Kick-off: August 18, 2020

New Website Launch Target Date: September 14, 2020

Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response.

If you have any questions, please contact Heather Howard at [info@cbachamber.com](mailto:info@cbachamber.com)