



Request for Proposal

Redesign of Tourism Lethbridge Website

Issued by:

Lethbridge Destination Management Organization

operating as:

Tourism Lethbridge

Response Deadline:

July 15, 2024

1. Introduction

Tourism Lethbridge is seeking proposals from qualified web designers to redesign our current website. The selected person will be responsible for creating a visually appealing, user-friendly, and responsive website that meets the needs of our diverse audience, including our residents, tourists, local businesses, and other stakeholders.

2. Background

The Lethbridge Destination Management Organization Society was established in 2018 under the Societies Act and operates as Tourism Lethbridge. It is an independent organization that operates at arms-length from the City of Lethbridge, its primary core funding source. The core funding from the City of Lethbridge is leveraged for specific projects and initiatives as strategically defined by the Tourism Lethbridge Board of Directors based on the tourism opportunities and needs of the community.

Tourism Lethbridge is governed by a volunteer Board of Directors and managed by a team of professionals dedicated to promoting the visitor economy in the region. Tourism Lethbridge Board members are drawn from a diverse cross-section of the community with the intention of best accomplishing the mandate and objectives of the organization.

Tourism Lethbridge's mission is to increase visitation and Lethbridge's tourism market share, grow Lethbridge's economy and showcase Lethbridge and our region across the nation.

3. Project Goals

- Create a fresh, visually appealing website that reflects the vibrant spirit of Lethbridge.
- Improve navigation and user experience to ensure ease of access to information.
- Ensure the website is fully responsive and accessible on all devices.
- Enhance the website's SEO to improve search engine rankings and visibility.
- Using a CMS website to enable easy content updates and management by our team.
- Provide comprehensive training for the Tourism Lethbridge team on how to use and maintain the new website.

4. Scope of Work

The Vendor will adhere to all guidelines, timelines and requests specified in this RFP. Deliverables include but are not limited to:

- Website Design: Create a modern and engaging design that aligns with our brand.
- Website Development: Develop the website ensuring all functionalities are working seamlessly. (Itinerary builder on current website is not needed as a functionality – looking for blogs, forms, directories, and event calendar if possible as functionalities)
- Content Migration: Working with our marketing team to transfer existing content to the new website and ensure proper formatting and functionality.
- SEO Optimization: Implement best practices for SEO to improve online visibility.
- Testing: Conduct thorough testing across multiple devices and browsers to ensure compatibility and performance.
- Training: Provide detailed training sessions for the Tourism Lethbridge team on using and managing the new website.

5. RFP Guidelines

5.1 RFP Timeline

RFP Issue Date: June 13, 2024

Proposal Due Date: July 15, 2024

Selection of Vendor: July 25, 2024

Project Kickoff: August 6, 2024

5.2 Complete Proposals

The requirements that each proponent must follow and include in its proposal submission are summarized in this document. Tourism Lethbridge reserves the right to determine, in its sole and unfettered discretion, whether any proposal meets the requirements. Proposals shall address all the requirements as outlined in this RFP in addition to any perceived or anticipated requirements determined by the Vendor.

5.3 RFP Questions and Answers

Each Vendor is solely responsible for ensuring that it has all information necessary to prepare its proposal and for independently verifying and informing itself with respect to any terms or conditions that may affect this proposal.

NOTE: Please, do not call with questions, as they will not be answered by phone. You are welcome to set up a meeting with the Senior Director of Communications to answer an questions you may have.

5.4 Acceptance of Proposal

Tourism Lethbridge reserves the right to reject any or all proposals or to accept the proposal(s) deemed most favourable to Tourism Lethbridge. All proposals must include a statement of authorization to submit a proposal signed by a principal of the Vendor.

Following the evaluation of the submitted proposals, Tourism Lethbridge may consider entering into negotiations for a contract with any prospective Vendor it believes best meets the needs and expectations and offers the best overall content and value. The solicitation of proposals does not in any way commit Tourism Lethbridge to accept any proposal or to commence negotiations with any Vendor, and the submission of a proposal does not constitute a legally binding agreement between the Authority and any Vendor.

Tourism Lethbridge reaffirms its right to make any selection it deems prudent and responding forms or individual participants acknowledge through their participation that such selection is not subject to protest or contest. The Authority is not bound to negotiate with the lowest cost or any Vendor.

Tourism Lethbridge reserves the right to:

- Not award a contract as a result of this RFP;
- Award contracts to one or more Vendors;
- Modify the tasks based on negotiation with Vendors and/or reduce scope based on proposed costs or any other reason;

6. Proposal Requirements

6.1 Declaration of No Conflict of Interest

The Vendor must declare any real, potential or apparent conflict of interest related to working on this project in their submission.

6.2 RFP Submissions

Submit an electronic copy of your proposal to Dominika Wojcik at dominika@tourismlethbridge.com

All responses must be received on or before 5:00 p.m. on July 15, 2024.

Proposals should include the following:

- Provide a brief overview of your company, including relevant experience and qualifications.
- Showcase at least three examples of websites designed and developed by your team, preferably using Webflow.
- Outline your approach to this project, including design, development, testing, and training.

- Provide a detailed timeline for the project, ensuring completion by December 2024.
- Include a detailed breakdown of costs associated with the project.
- Provide at least three references from previous clients with similar projects.

7. Evaluation Process and Criteria

Proposals will be evaluated based on the following criteria:

- Demonstrated experience in web design and development, particularly with Webflow.
- Assessment of previous projects and the quality of the proposed design approach.
- Clear understanding of project goals and requirements.
- Cost-effectiveness and value for money.
- Positive feedback from references.

8. Submission Details

Please submit your proposal electronically to:

Dominika Wojcik
Senior Director, Communications
Tourism Lethbridge
dominika@tourismlethbridge.com
403-394-2403

For any questions or clarifications regarding this RFP, or to request a meeting with Dominika and the marketing team for further information, please do not hesitate to reach out.