

REQUEST FOR PROPOSALS

KOOTENAY SPORT FISHING PROJECT



PROVISION OF COPY WRITING FOR WESPORTFISH.CA WEB PORTAL CONTENT

ISSUE DATE October 4, 2018
CLOSING TIME October 22, 2018 by 12:00 pm Pacific Time

HARDCOPY DELIVERY Att: Ron Perepolkin
 Community Futures of Greater Trail
 825 Spokane Street, Trail BC V1R 3W4

ELECTRONIC DELIVERY ron@communityfutures.com

PROPONENT NAME (please print): _____

PROPONENT EMAIL: _____ PHONE: _____

AUTHORIZED REPRESENTATIVE (please print): _____

SIGNATURE OF AUTHORIZED REPRESENTATIVE: _____

DATE: _____

Completed cover page must be included in submission. Enquiries related to this RFP may only be directed in writing to the aforementioned Community Futures representative who will respond if time permits. Information supplied by any other source other than the above delivery agent shall not be relied upon as accurate.

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ABOUT COMMUNITY FUTURES GREATER TRAIL

Community Futures of Greater Trail is a not-for-profit corporation with a mandate to assist entrepreneurs and to aid in the growth and diversity of the local economy. We help small business achieve goals through resources and business development services such as planning, training, counselling, loans and self-employment assistance. We initiate and participate in a wide variety of community economic development initiatives to improve the regions ability to do business and create employment opportunities.

SUMMARY OF PROJECT

The Kootenay Sport Fishing project is a community economic development (CED) tourism action plan to promote and market world class Kootenay sport fishing to potential visitors. Project outcomes will increase economic opportunities for guides, tackle shops, marinas, accommodation providers, and other local businesses and amenity providers. The project is made possible through funding from the BC Rural Dividend Fund and is guided by a multi-community steering committee.

SUMMARY OF OPPORTUNITY

Community Futures of Greater Trail is requesting proposals from qualified and experienced Copywriters for fresh and unique content for a web portal to be named *WeSportFish.com and .ca*. The new web portal will promote and market sport fishing in the waterways from Arrow Lakes at Syringa Creek Park down the Columbia River to the USA border along with the Nancy Green and Champion lakes. Other tributaries may be included if deemed a sufficient tourism draw. The Copywriter's primary objective is to inspire virtual visitors to become actual visitors that utilize our guides, accommodator providers and other visitor amenities.

KEY OBJECTIVES

- Engage web portal visitors.
- Encourage repeat visitation.
- Enable engagement through social media integration.

KEY DELIVERABLES

- Develop informative copy on local fish species of interest to sport fishers.
- Develop informative copy on bodies of water to fish in the region.
- Develop informative copy on fishing tips and techniques.
- Recommend and develop informative copy on regulations and environmental stewardship practices. May include licensing, regulations, river safety, invasive species, fish restocking, and/or other topics.
- Recommend, develop and execute concepts for stories/showcases/blogs/fishing reports and/or other dynamic web portal content of interest to sport fishers.

TIMELINE

This is a negotiable, part-time contract opportunity that may span up to 12 months. Web portal design begins November 2018, site launch and marketing campaign in April 2019, and project completion is September 2019. Static copy for general website content is required before launch and dynamic content copy after launch. Ongoing services may be required depending on project outcomes.

- Concepts for logical documentation structure for both static and dynamic content will be the first requirement. This will allow the web design firm to build the required navigation structure and dynamic content framework. This should be completed with input from the Community Futures project lead and the web design firm (TBD).
- Web portal static copy such as species, waterways, and informational articles are the first Copywriting deliverables. Initial or sample copy must be available when required by the web design firm for integration and testing.
- Upon launch of the web portal copywriting focus will change to dynamic content such as blogs, fishing reports, updates, and other content as proposed.

QUALIFICATIONS CRITERIA

The ideal candidate will have intimate knowledge of sport fishing in the region and a proven track record of published articles on the subject matter in print and/or online. As a multi-community tourism initiative, the proponent should be a team player able to relay information to stakeholders and work with the web design firm (TBD) and others as required to ensure success of the project. The successful supplier:

- Should have experience as a copywriter on the subject matter.
- Should be proficient with research and information gathering to ensure accuracy.
- Should be aware of angling licensing and regulations to ensure articles do not promote or mitigate concerns with non-compliance of local laws, regulations and good fishing practices.
- Should be able to create and adhere to a logical documentation structure to allow intuitive web portal navigation and addition of future articles, and;
- Should be a motivated, self-directed professional capable of multi-tasking with stakeholders and potential contributors such as guides, regulatory bodies, conservation entities, and others.

OWNERSHIP RIGHTS

All original works created by the successful proponent become the sole property of Community Futures of Greater Trail and may not be used for any other purpose without express written consent. When the successful proponent chooses to use the services of an outside vendor or to repurpose pre-existing work Community Futures of Greater Trail reserves all rights and privileges for current and future use of the material in regards to both web portal content and to promote the web portal without further payment, commissions or royalties.

PRICING

Proponent will provide a detailed description on compensation structure. Proposals and quotes must be firm in pricing for at least 45 days after this RFP closing date. Prices must be firm for the entire contract period.

SUBMISSION INFORMATION

- Complete, sign and return the RFP cover page.
- Provide an executive summary of your qualifications including sport fishing experience or knowledge, research experience, and copywriting experience.
- Provide samples of, or links to previous relevant work.
- Provide an outline of your planned deliverables and the proposed timelines to develop content for WeSportFish.com.
- Provide your pricing schedule and intended time allotment for each task you propose. This shall form the basis for payment. Pricing may include optional components such as photography, media purchase, etc. to allow contract adjustments.

EVALUATION CRITERIA

Proponents will be evaluated based on:

- Knowledge of subject matter.
- Copywriting experience.
- Planned deliverables.
- Ability to accommodate the project timeline
- Cost and value of proposed services.

BUDGET

The fixed project Copywriting budget is \$10,000. This may be increased for proposals with optional components that add significant value and/or reduce other costs associated with developing web portal content.

TERMS AND CONDITIONS

1. Late submissions will not be accepted.
2. Lowest or any quotation will not necessarily be accepted.
3. Potential suppliers must comply with all applicable laws.
4. Potential suppliers are solely responsible for their own expenses and any 3rd party or other expenses incurred.
5. Should the evaluation process require clarification from preferred candidates or result in a short-list situation the proponent(s) may be asked for additional information or to address their proposal in front of the project steering committee.
6. The terminology of this RFP may include: “must” to designate a mandatory requirement, “should” to designate items of significant importance to this project, and “may” for non-essential items that may add value.
7. Ownership rights to original content produced under an agreement with Community Futures becomes the sole property of Community Futures. All content will be provided without further payment, commissions or royalties for any future promotional use by the project or the project web portal, or to promote the project or the project web portal.
8. If an acquisition agreement cannot be reached with 15 days of notification Community Futures may terminate negotiations and enter into an agreement with another provider.