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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 destination 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 one-time 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 web design firms to develop a new recreational sport fishing tourism web portal (website) to be named WeSportFish.com. The new website will promote and market sport fishing in the waterways from Arrow Lakes at Syringa Creek Park near Castlegar BC down the Columbia River to the USA border near Trail BC. The Nancy Green and Champion lakes will also be promoted as well as other tributaries if deemed a sufficient tourism draw.

Firms with logo design experience may include logo design as an optional service in their submission. Should the successful respondent not offer, or not be chosen for logo design, a third-party graphic designer or online service will be used. Should this occur the web design firm is expected to provide input to ensure the logo and website are complimentary.

TARGET VISITOR

The target website visitor are those that travel to fish and intend on hiring a guide, staying in a hotel, and utilizing local amenities. The website will destination market world-class sport fishing to these types of visitors and their families. The main attractant is expected to be the Columbia River; one of North America's finest free-flowing fisheries.

Fly fishing for Rainbow Trout is considered a top-level "connoisseur" method of sport fishing. This is the main customer base for local fishing guides who attract customers from around the world. These visitors travel to fish and fish for sport rather than food. Many practice catch-and-release taking only a photograph as a trophy. These are highly desirable visitors as they respect the environment and have a low impact on the ecosystem. The website will embrace and encourage good environmental stewardship practices.

Other popular fishing methods and species include casting for Walleye, trolling for Kokanee, and to some extent winter ice-fishing. The website will promote all types of fishing, but the focus will be on the target customer wants and needs as defined by market research scheduled for completion in early November 2018.

KEY OBJECTIVES

The primary objective of the website is to inspire virtual visitors to become actual visitors that utilize local guides, accommodator providers, and other visitor amenities. The website message is that we offer: *uncrowded world class sport fishing in beautiful British Columbia.*

The desired format will be a “glossy” tourism website with a primary focus on engaging sport fishers through images, video, stories, and information. Promotion of select visitor amenities and alternative activities for spouse and family that may not sport fish is also highly desirable. The website will become the regional resource to promote sport fishing for municipalities, destination marketing organizations, chambers of commerce, and others.

DESIRABLE CONTENT

Most content will be provided by the project lead and contracted copywriter. Additional content may come from fishing guides and other stakeholders. Relatively static content is expected to include pages and complimentary images and/or video on topics such as:

- Local fish species of interest to sport fishers
- Bodies of water to fish in the region
- Fishing tips and techniques
- Local guiding companies and their guide biographies
- Regulations and environmental stewardship. This may include licensing, regulations, river safety, invasive species, fish restocking, and/or other topics
- A directory with information on select accommodation providers, marinas, sporting shops, and other complimentary businesses. Initially there will be no charge for listings, however, for site longevity fees may have to be charged in the future
- Alternative outings for family that may not fish. May include parks, tours, events, museums, and other activities
- Interactive maps such as embedded ArcGIS (Esri) Story Maps on historic waterway use, river boat launches, fishing spots, etc. are highly desirable

In addition to the above new and dynamic content is desirable to encourage repeat visitation and further engage our target customer. This may be in the form of fishing: reports, events, stories, blogs, and/or other dynamic website content of interest to sport fishers. Dynamic content is expected to come from a variety of contributors and stakeholders, but for site flow and continuity, it may become a requirement that submissions go through the website editor(s).

DESIRABLE WEBSITE ATTRIBUTES

- The web portal CMS should be responsive, secure, user friendly, easy to maintain, easy to backup, and have a large user-base for community support
- The website should be optimized for search engines and offer analytics for metrics reporting to stakeholders and potential sponsors and advertisers.
- Media should be easily embedded and should accommodate ArcGIS Story Maps
- The site should plan to integrate a social media marketing campaign
- Management system for future paid ads
- Email collection for distribution lists

DESIRABLE WEBSITE ATTRIBUTES (cont.)

Due to the one-time nature of project funding it is critical to keep ongoing post-project costs such as hosting and maintenance to a minimum. Community Futures has in-house support and is a long-term customer of Canadian based Baremetal.com. We highly prefer this host for its' proven reliability and technical support. Should specific hosting and/or a maintenance agreement be deemed necessary the respondent must note the reasons and present an option for a prepaid term of 36 months. Submission evaluations will include ongoing costs.

LOGO DESIGN (optional item)

For branding purposes a logo is desirable for potential integration into the visual design of the project website. In addition the logo will be used for marketing purposes such as:

- Links to WeSportFish.com from other websites
- In social media campaigns, apps and/or other digital marketing
- In print and/or other marketing materials

LOGO PREFERENCES

- Should include full text "We Sport Fish"
- Print versions should convey it is a website address
- All text must be fully legible at a smaller scales
- Prefer clean lines and modern, simple graphics
- Graphics should "pop" with a maximum of 3 colours
- Playful, youthful, colourful design is preferable
- Should be able to overlay on various backgrounds, photographs, video, etc.

LOGOS OF INTEREST

Generic logos of interest: Burger King, Trip Advisor, Dreamworks Animation, Dole, BIC.

Fishing logos of interest: www.fishingtackleshop.com.au, www.monsterfishingtackle.com, <https://larrylonsby71.files.wordpress.com/2014/07/images-1.jpg>

PROJECT TIMELINE

The web portal should be ready to launch and aggressively market no later than April 15, 2019. All static copy and initial dynamic content will be in place and the site editor(s) should be fully trained on website use and maintenance.

As a funded project this initiative will be considered complete in September 2019. As of this date all project funds will be fully depleted and the ability of the project to fund ongoing costs, services, maintenance, or updates will be dependent on the project being able to gain sponsors, generate revenue, or secure additional funds.

The project timeline between site launch in April and project completion in September will consist of content updates, a highly targeted marketing campaign, and outreach to potential sponsors. Services and supports available in this period should be included in the proposed timeline and may span right into September.

PROJECT COMMUNICATIONS

As a multi-community tourism initiative, the successful respondent should be a team player able to relay information and present concepts to the project lead, copywriter, steering committee, and project stakeholders as required. Overall direction will come from the project lead. The web design lead will consult with both the project lead and project copywriter. Depending on proposed website functionality, the respondent may also consult with guides and/or others to ensure success of the project.

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 third party assets or the work of others is used Community Futures of Greater Trail reserves all rights and privileges for current and future use of the material in regards to both website 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 30 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 a summary of your teams abilities and/or qualifications
- Provide links to and/or samples of your work
- Provide an outline of your work plan. Depending on your workflow, this may include details and deliverables timelines for: sitemap, wireframes, visual design, site development, CMS training, site testing, soft launch, launch, maintenance, etc.
- 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 logo graphic design, annual hosting/maintenance, etc.

EVALUATION CRITERIA

Proponents will be evaluated based on:

- Examples of completed web design work
- Workplan and proposed deliverables
- Ability to accommodate the project timeline
- Cost and value of proposed services (includes post-project costs and hosting)
- Logo examples (this is optional and will be evaluated as a stand-alone item)

BUDGET

The total fixed pre-tax web design budget is \$22,200. The total fixed pre-tax logo graphic design budget is \$1,200. Logo design should be considered optional as the successful web design firm may not be chosen for logo design.

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 use by, or promotion of, 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.