



EASTSIDE
**CULTURE
CRAWL**
SOCIETY

Request for Proposals	Eastside Culture Crawl Society
Title:	Design Website Development and Graphic Design Services
Reference #:	01-2021
Date of Issue:	February 16th, 2021
Contact:	Erin Frizzell, Managing Director erin@culturecrawl.ca
Deadline for Questions:	February 26 th , 2021
Closing Time:	5:00 p.m. PST, Tuesday, March 2 nd , 2021
Delivery Method:	Electronically, via email

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1.0 Introduction

1.1 About:

The [Eastside Cultural Crawl Society](#) [ECCS] is a non-profit charitable society that represents the highest concentration of artists per capita of any city in the country. This vital organization’s initiative is to build capacity and sustainability for artists, it offers nationally recognized juried exhibits, it connects the community with local artists, and it provides arts programming for inner city schools.

The signature feature of the ECCS is the 4-day Culture Crawl Visual Art, Design & Craft Festival held in November. This open artist studio event, along with workshops and demonstrations, increases understanding and appreciation of the many varied visual art practices in Vancouver’s Eastside.

1.2 Purpose and Intent:

Through this RFP ECCS seeks to elicit Proposals to enable ECCS to: (i) evaluate the technical qualifications, experience, capabilities and relative strengths of Proponents; (ii) establish pricing and costs; (iii) specify the terms and conditions that would govern any resulting contract; and (iv) select the successful Proponent(s) if any, to fulfill the Requirement. This RFP sets out instructions for submitting Proposals and the process, upon and subject to terms and conditions set out herein, by which a Proponent or Proponents, if any, are to be selected.

The ECCS is seeking experienced Proponent(s) to Develop and Design the ECCS Website and provide Graphic Design Services. Proponent(s) are welcome to submit proposals for both or one of the services or assemble a team to provide one or both services.

1.3 Key Dates:

Design Website Development

February 16 th , 2021	Date of Issue
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February 25 th , 2021	Intent to Submit
February 26 th , 2021	Deadline for Proponents to Submit Questions
February 27 th , 2021	Deadline for ECCS to Submit Answers
March 2 nd , 2021	Submission Deadline
March 8 th , 2021	Selection Confirmed
May 2 nd , 2021	Website Launch – Development/back end & ECC festival logo re-colouration & Save the Date card deadline
June 15, 2021	Website Design Improvements Deadline
June-October, 2021	Balance of Graphic Design/Brand Services become due

2.0 RFP Information and Instructions

2.1 Issuing Organization

The Issuing Organization for this RFP is The Eastside Culture Crawl Society, as follows:

The Eastside Culture Crawl Society
716 E. Hastings Street
Vancouver, BC V6A 1R5

Attention: Erin Frizzell, Managing Director
Email: erin@culturecrawl.ca

2.2 Intent to Submit

Proponents who wish to submit a proposal in response to this RFP must complete and return an intent to submit form to ECCS via email by February 25th, 2021

NOTE: Failure to complete and return the intent to submit form could result in no further communications or missed communications with you regarding this RFP.

2.3 Omissions and Discrepancies

Should the Proponent(s) be in doubt as to the meaning, intent or interpretation of any part of this RFP, or find any discrepancies or omissions, it is the Proponent's responsibility to inquire about it and obtain clarification.

The Proponent shall be responsible for any errors, omissions, discrepancies or misunderstandings resulting from the Proponent's failure to examine thoroughly the RFP documents and from the Proponent's failure to inquire with the ECCS and obtain clarification.

The Proponent shall not claim at any time after the submission of a Proposal or the subsequent execution of a contract that there was any misunderstanding with respect to anything contained in the RFP documents.

2.5 Interpretation

No oral interpretation of any of the RFP documents by anyone, whether or not employed by the ECCS, shall be effective to alter or modify any of the provisions in the RFP documents.

Every request for interpretation of the meaning of any of the requirements of the RFP documents shall be made in writing as indicated in Section 2.6 (Communications and Questions).

All references to money and currency refer to Canadian dollars, unless otherwise specified.

2.6 Communications and Questions

All questions/inquiries regarding this RFP are to be directed, in writing, by February 26th, 2021 referencing the RFP title and number, and sent by e-mail to:

Erin Frizzell, Managing Director

Email: erin@culturecrawl.ca

It is intended that any and all clarifications considered by the ECCS to be necessary or warranted will be in the form of written addenda only. The ECCS will not be responsible for oral or any other explanations or interpretations that are not confirmed by addendum.

Waiver: Due to the vagaries of electronic transmissions, the ECCS shall not be responsible for failure to receive or properly download any questions sent via email or facsimile for any reason or cause. If the Proponent does not receive a timely response to a question/inquiry, it is the responsibility of the Proponent to follow up with the ECCS to confirm receipt of the question/inquiry.

2.7 Notification of Changes

All proponents who complete and deliver an intent to submit by the February 22nd deadline may be notified regarding any changes made to this RFP document. The ECCS reserves the right to modify the terms of the RFP at any time.

2.8 Addenda

The ECCS may, at any time prior to the Closing Time, issue additional information, clarifications or modifications to the RFP. Addenda will be posted on the ECCS website (culturecrawl.ca) by the ECCS from time to time. It is the Proponent's responsibility to ensure that the Proponent receives all addenda.

2.9 Project Briefing

No on-site presentation or tour or project briefing is planned.

2.10 Closing Time and Place for Delivery

Complete Proposals are to be received via email with the subject line "RFP 01-2021 ECCS" **no later than 5:00 pm PST on Tuesday, March 2nd, 2021**. The determination of the ECCS as to whether any Proposal is or is not received within the stipulated time shall govern. It is intended that the receipt time will be established by the time stamp on the email including a complete Proposal.

Late Proposals will be disqualified (except as otherwise noted in this paragraph), provided that any late Proposal will remain irrevocable and open for acceptance by the ECCS for the period stipulated.

All references to time refer to PST time, unless otherwise specified. Any issue or determination required as to calculation or application of time shall be resolved as applied and interpreted by the ECCS acting reasonably.

2.11 Extension of Closing Time

The ECCS reserves the right to extend the Closing Time. The ECCS will endeavour to notify Proponents as soon as practicable in the event of any extension of the Closing Time.

2.12 Withdrawal of Proposals

Proposals may be withdrawn by a Proponent at any time up to, but not after, the Closing Time upon written notice to the ECCS.

Following the Closing Time, Proponent's Proposal shall be irrevocable for the period stipulated in the Proposal Form.

2.13 Liquidated Damages for Withdrawal of Proposal

If a Proponent, for any reason, seeks to withdraw or revoke its Proposal during the period of irrevocability or for any reason does not sign and deliver the Contract as required after award, the ECCS, without limiting any other right it may have in law, equity under or in connection with this RFP and the Proponent's Proposal, shall be entitled to:

(a) treat the Proponent as having repudiated its obligations; and

(b) require the Proponent to pay to the ECCS an amount equal to the difference between the price of its Proposal and any other Proposal which is accepted by the ECCS, if such other Proposal is for a greater price, together with the total of all costs, expenses and damages, including legal fees on a solicitor and own client basis, incurred by the ECCS as a result of or related to such withdrawal or revocation or failure by the Proponent.

2.14 Proponent Costs

All costs and expenses with respect to the preparation and submission of a Proposal in connection with this RFP, or in attending or taking part in meetings, presentations, briefings or interviews, if any, whether at the ECCS or elsewhere, shall be the sole responsibility of the Proponent and the ECCS assumes no liability whatsoever for any Proponent costs and expenses.

2.15 Ownership of Proposals

The ECCS may reproduce any of the Proposals and supporting documents for internal use or for any other purpose required or permitted by law.

2.16 Lobbying

Proponent shall not, outside of its Proposal, directly or indirectly lobby or advocate in favour of its Proposal, or against the Proposal of another. If, despite the foregoing, any such lobbying or advocating has occurred, then the Proponent shall promptly report the matter to the Contact Person. The ECCS may elect to

disqualify a Proposal for such lobbying or advocating, or failure to report, or may elect to accept a Proposal despite non-compliance with the foregoing.

2.17 Conflict of Interest

In its Proposal, the Proponent is required to disclose to the ECCS any potential, actual or perceived conflict of interest. If in the determination of the ECCS a potential, actual or perceived conflict of interest exists, the ECCS may elect to disqualify the Proposal. The ECCS may elect to accept a Proposal despite any potential, actual or perceived conflict of interest.

If a breach of this requirement is discovered at any time during or after the RFP process, then the ECCS may elect to invoke the provisions of Sections 2.13(a) and (b) (Liquidated Damages for Withdrawal of Proposal).

2.18 No Collusion

Except as specified within its Proposal, the Proponent declares that no other person, either natural or corporate, has or will have any interest or share, directly or indirectly, in their Proposal or in the proposed contract which may be awarded. Except as are declared within the Proposal: (i) there is no collusion or arrangement, formal or informal, between the Proponent and any other actual or prospective Proponent in connection with Proposals submitted for this RFP; (ii) the Proponent has no knowledge of the contents of any other Proposal; and (iii) the Proponent has made no comparison of figures, agreement or arrangement, express or implied, with any other party in connection with the making of its Proposal.

2.19 Changes in a Proponent

If there is an addition, deletion, or other change in the members comprising a Proponent, in the key personnel positions of a Proponent or a change of effective control in any Proponent member after a Proposal has been submitted, the Proponent is required to notify the Contact Person, in writing, within five (5) working days of any such change. The ECCS may elect to disqualify a Proponent if, in its opinion, the change materially negatively affects or could affect the ability of the Proponent to perform. The ECCS may elect to accept a Proposal despite any such change, or any failure to notify.

2.21 No Assignment or Subcontracting

Unless otherwise expressly stipulated, this RFP and any Contract which may be entered into pursuant to this RFP may not be assigned or sub-contracted in whole or in part by the Proponent without the prior written approval of the ECCS.

2.22 Use of the ECCS's Logo

The Proponent acknowledges the proprietary interest of the ECCS in all ECCS names, trademarks, crests, or logos and shall not use any ECCS name, trademark, crest or logo without the written consent of the ECCS.

2.23 Partnering and Strategic Alliances and other Parties

A Proponent may partner or join forces with other parties to fulfill the Requirements set out in this RFP provided that the partners, joint venturers and other parties execute the Proposal and any other documents as may be required by the ECCS, or otherwise become liable to the ECCS in a manner and to the extent prescribed by the ECCS.

2.25 General

1. Based on the Proposals received (if any) in reply to this RFP, the ECCS will decide whether or not to proceed in the manner presented in this RFP. The ECCS does not make any representation or give an assurance that the ECCS will proceed with the program or Requirement outlined in this RFP, in whole or in part. In the event the ECCS elects to proceed, in whole or in part, with the program by alternative methods, the ECCS shall have no liability in any matter whatsoever to any of the Proponents.

2. Obligations of the ECCS in connection with this RFP and the contract or agreement contemplated by this RFP are subject to the appropriation by the ECCS of required funding, and to funding from any other sources expected or anticipated by the ECCS. If any funding is not forthcoming or available, then the ECCS is relieved of all such obligations, without liability, expense or penalty to the ECCS.

3. The laws and the Courts of British Columbia shall apply and have exclusive jurisdiction over the subject matter of this RFP and the Contract.

3.0 Scope of Work and Objectives

3.1 Introduction

Now in its 25th year, the ECCS is embarking on a number of changes, namely re-branding the Society (new name), that houses the Culture Crawl Festival and embarking on two new ventures: creating an Eastside Arts District (EAD) and programming an Art Making Festival.

The ECCS is currently seeking to develop the following components of the website and brand:

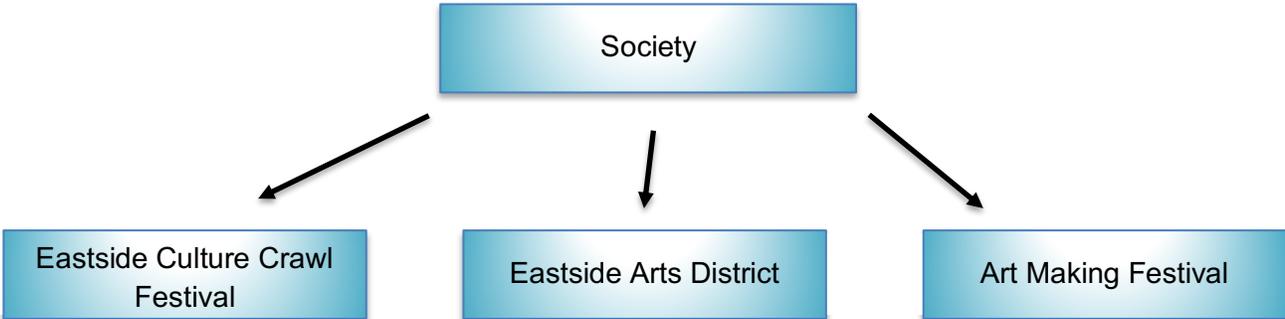
- 1) Branding*
 - a. Re-brand of the Society pillar
 - b. Eastside Arts District (EAD) pillar brand
 - c. Art-Making Festival pillar brand
 - d. (existing brand annual coloration updates only) Eastside Culture Crawl Festival pillar brand
- 2) Design Services
 - a. Society design requests
 - b. Festival assets
- 3) Website Design & Development

*While branding and content will be distinct between the 4 pillars, a central look and feel is desired to maintain overall continuity between these ECCS programs.

3.2 Branding & Design Services

(please see 3.3 for Website Design & Development-specific information on audiences, etc.)

Brand Development of the Four (4) Pillars of the Society & Design Services



1) Re-Branded Society:

Now it its 25th year, the Eastside Culture Crawl Society now programs and develops initiatives that extend and include facets beyond the open-studio festival that the society is commonly recognized for. As a result, the Society will be re-branding/re-naming and will stand separately from, but operating as the umbrella organization guiding, the ECC festival, the EAD, and the Arts-Making festival.

2) Culture Crawl Festival Visual Art, Design & Craft Festival (culturecrawl.ca)

The signature feature of the Society is the 4-day visual arts festival held in November. This open artist studio event, along with workshops and demonstrations, increases understanding and appreciation of the many varied visual art practices.

During the Culture Crawl, and in addition to the open studio event, ECCS also programs exhibits, artist talks, workshops and demonstrations and workshops for inner city youth.

3) Eastside Arts District (EAD)

Stemming from years of advocacy work, the ECCS is embarking on the creation of an Eastside Arts District which will promote and protect the arts, artists and arts organizations, and venues in Vancouver's Eastside.

4) Art-Making Festival

In response to a greater demand for additional programming and the community's thirst for hands-on engagement with the arts and artists, the Society is embarking on developing a summer art-making festival.

1) Primary Audiences

- a. Attendees, artists, the community: promoting the festival(s) and its/their programming, communicating the various initiatives of the society, promoting the creation of an innovative arts and culture district.

2) Summary of Requirements

- I. The ECCS seeks graphic design services to support us in delivering artful, innovative, bold and aligned content marketing.
- II. The Contractor will work with ECCS's management to ensure that the design work suits the organizations' needs, meets or exceeds quality standards and is on brand.
- III. The experienced company should have a team of experts who understand the art community, art events and programming and Vancouver's Eastside, to help us achieve our vision.

3) Scope of Services and Deliverables

- I. ECCS is seeking graphic design services for digital and printed assets for the four pillars of the organization: the re-branded Society, the Culture Crawl festival, the Eastside Arts District, and an Arts-Making festival.
- II. Deliverables: graphic design services will include, but are not limited to:
 - a. Logos and annual updates to existing festival logos
 - b. Programs, e-catalogues & brochures
 - c. Posters and postcards
 - d. Promotional advertising assets
 - e. Social media assets
 - f. Various assets, as needed.

4) ECCS Provided

- a. ECCS staff will work with the Contractor and ensure projects/tasks are completed on time, within budget, and as scoped. ECCS will provide the Contractor with:
 - i. ECCS brand guidelines on ECCS's brand;
 - ii. All required information to execute specific Statements of Work;
and
 - iii. Respond to any queries from the Contractor.
 - iv. At times, other staff members may be responsible for assigning and managing a project with the Contractor.

5) Timeline

⇒ Timelines vary from pillar to pillar, but in general assets are required throughout the year, on a scheduled basis, with increased graphic design needs leading up to respective festival times (Summer and Fall). At times, design work requires a

short turn around and we are looking for a proponent who has the capacity to produce quality, on-brand work in such time frames as well.

3.3 Website Design & Development

(please see 3.2 for Graphic Design-specific information on audiences, etc.)

1) Primary Audience(s)

1. Attendees, the community: promoting the festival(s) and its/their programming, communicating the various initiatives of the society, promoting the creation of an innovative arts district.
2. Artists and arts organizations: participating artists/members and arts organizations of the festivals and the district. Artists and arts organizations require member profiles and back end access to update, etc.

2) Communication Goals

The website project will support a number of important communication goals:

1. To provide a resource for information about artists, arts organizations (EAD) and arts programming.
2. To facilitate engagement through state-of-the-art interface and intuitive and exciting interactions.
3. To develop and use consistent messaging and profiling for ECCS.
4. To maximize awareness of the ECCS festivals, programming and initiatives.
5. To leverage established communication systems to effectively reach all audiences.

3) Website Objectives

The primary objectives of the website project include:

1. To implement a website that aligns with the ECCS strategic plan and projects a modern, artistic/creative and forward-looking design.
2. To provide capacity for 500+ artists and organizational profiles, membership registration and member profile management.

3. To promote and effectively communicate the programming and advocacy of the society and its initiatives.
4. To align with the needs of primary users across each of the four pillars of the organization and improve user experience.
5. To guide ECCS leadership content decisions and what is essential to be on the site. Simple and to the point, concise content that will easily address user questions.
6. To design and build a modular website design that enables easy updating internally after launch with the ability to expand the site as the ECCS grows.
7. To identify, define and describe the ongoing resources required to maintain and update the website.
8. To leverage web analytics to assist with the evaluation criteria and continuous improvement of the website

4) Summary

1) The ECCS is seeking

a) adjustment and improvements to the existing website design to improve user experience and interface and

b) development/implementation of a new/updated Content Management System (CMS). The website is currently supported by Drupal, but all CMS systems are open for consideration. The website will need to enhance the user experience, simplify content management, and provide better information and customer service to its community, while meeting high standards for design quality and visual appeal.

2) The ECCS is seeking an experienced company that can accomplish all of the functionality in this RFP and that has the capability of integrating additional features that may be identified in the future. The experienced company should have a team of experts who understand the art community, art events and programming and Vancouver's Eastside, to help us achieve our vision.

3) The website needs to deliver services that are timely, relevant, and customer-focused and are readily available and easy to find. A user-based management model that delivers content that is relevant, responsive and intuitive is essential.

4) The implementation of a new content management system is a critical element in

the website in order to allow ECCS the ability to manage the content internally. The successful Proponent will have demonstrated knowledge and expertise in content management

5) Internal staff must be able to have the ability to be trained in order to maintain control of the website content.

6) The project will be done in a phased approach with the following breakdown:

1. Branding
2. Planning
3. Design
4. Development (Website build, testing, and launch)
5. Training module for staff and practitioners to engage in and use the site effectively.

5) Scope of Services and Deliverables

The supplier shall provide the following scope of services and deliverables (the following are inclusive, but not necessarily an exhaustive list of the requirements and deliverables for each phase):

Phase 1: Planning

1 Discovery

- 1) Consult about what they, artists and users need and expect from the website; (Note: Much detailed work already exists in the ECCS documents)
- 2) In conjunction with staff, research and assess how the organization requirements of the four pillars can be translated to the website, as well as online services and web best practices that ECCS should consider incorporating;
- 3) Review the current communications landscape, its offerings and historic success to understand its history, intent and use; current offerings and future emergence of optimal electronic communication strategies and tools that may be appropriate for ECCS network to employ

- 4) Review the current staff resources, their expertise and consideration for their role within a site build (using existing tools and CMS as appropriate) as well as in the ongoing maintenance of the site.

2. ECCS Branding

Work with Team to develop appropriate brand for the ECCS four pillars including overall 'look and feel', logo, and presentation materials.

3. Website Strategy

- 1) Explain in detail the website's information architecture and navigation system(s). Include a wireframe of the site and an explanation of how the site content will be organized and navigated;
- 2) Identify how the website will incorporate/introduce web best-practices, including accessibility requirements, consistent and intuitive navigation options, search engine optimization, etc.;
- 3) Outline best-practice guidelines on how to present content (e.g. length, tone, etc.); and
- 4) Outline recommendations for CMS templates and CSS design and construction (e.g. look and feel) and tools to apply to promote communication and exchange.

4. Deliverables:

1. Discovery report outlining findings, observations and conclusions along with all related supporting material;
2. Branding of the ECCS including ``look and feel`, logo and promotional collateral/materials.
3. A project plan for the design of the website, justifying the use of current or suggested technology/programs, or new build and where possible using existing tools and CMS.

Phase 2: Design & Development

Using the research described in the discovery phase, along with the supplier's extensive knowledge of and background in web design and

development best practices, the supplier will put together a comprehensive plan for ECCS's web presence. The plan will include a description of:

1. Infrastructure

- 1) Identify a platform or existing assets to build the site on and provide the rationale as to why the recommended platform was chosen;
- 2) Identify a content management system (CMS) to manage the website and member profiles, one that can be updated with relative ease for years to come, and provide the rationale as to why the recommended CMS was chosen;
- 3) Provide rationale for the identified platform and CMS vis-à-vis existing structures and assets. Show linkages and integrations where feasible.
- 4) Recommend the required hardware and operating system software to support the identified software.

2. Technical set up

- 1) Identify the appropriate technical design and configuration for the platform and CMS, keeping in mind the client's internal resources and technical capacity;
- 2) Oversee setting up site hosting;
- 3) Work with ECCS to ensure it can manage on-going updates;
- 4) Implement Analytics and setup of custom dashboards to monitor site activities and performance;
- 5) Identify how best to integrate third-party software, which could include the programs' catalogue and digital offerings, such as streamed video, live chat, social media;
- 6) Provide a detailed design and configuration of the hardware and all software components to support the development and ongoing management of the new website.
- 7) Design and test for use access using standard web browsers using the following on personal computers, laptops, tablets, and smartphones. The application should be responsive to all users regardless, so the

device and it needs to be totally available for the mobile user (i.e. Resizes the user interface and controls based on the size of the device and the design provides for optimal maintenance). List of web browsers expected to operate with;

- Chrome
- Mozilla Firefox
- Internet Explorer
- Safari

Phase 3: Implementation and Site Launch

1. The supplier shall build/construct/configure the site; develop a wireframe, focus group test it and get user feedback, then construct an alpha test site, solicit more feedback
2. It is expected that the build will follow the project plan outlined above and will project manage the site from start to completion;
3. Integrate the supplied content into the CMS;
4. Identify staff training needed related to hardware, software and CMS;
5. The supplier will run a final test on all components to ensure the site functions properly in all modern browsers and for responsive design across desktop, tablet and phones before moving to Beta;
6. Migrate the beta site over to the server environment, test and verify on temporary domains, and provide a testing environment for review. When everything is clear, release a beta link for testing; and
7. Provide a comprehensive maintenance schedule and continue to monitor the site during a period of one-month post-launch to ensure performance is as expected.

6) Website Deliverables

1) Project Management

⇒ Project management of entire redesign process, from initial meeting to site launch and ongoing support.

2) Branding of the ECCS including ``look and feel``, logo and presentation materials.

3) Information Design

- a. Sitemap for the website, developed based on the structure outlined in the RFP, plus information gathered in the planning phase.

- b. Wireframes of an improved design based on existing design for key pages including but not limited to; landing page, basic pages, artist listings page, festival page, event listings, about us/board page, support pages (partners, volunteer, donors), member log in page, map page, and media page
- c. Wireframe for an improved design based on existing design for mobile sites, apps, etc.

4. Content Development & Integration

- a. Content review to inform the information architecture of the site and design of the wireframes.
- b. High-level messaging and editing support for client-supplied written content.
- c. Review of client-supplied photo, image and video content. Vendor can provide art direction for photography and videography, if required, to ensure visual consistency.
- d. Formatting, uploading and integration of all copy, image and video content.
- e. SEO integration
- f. Evaluation component of user experience and user profile.

5. Visual Design

- a. Improve existing design where required and provide page templates for the affected sections of the website.
- b. Improve homepage design to include option of dynamic video/image
- c. All source files provided to the client in original, editable, or equivalent format to enable future revisions.

6. Social, News & Membership Integration

- a. Development of a secure section of the website for members, which will require username/password access.
- b. Social media integrations, including Twitter, Instagram & Facebook.
- c. Newsletter signup form.
- d. Media page

7. Development

- a. All back-end development, including setup and third-party integrations.
- b. All front-end development, including template design.

8. Mobile Optimization

⇒ Development of a fully responsive mobile site, optimized for major brands of smartphones and tablets, with responsive media assets to minimize load times. Integrated mobile and desktop site to streamline content updates into a single step.

9. Testing & Quality Assurance

- a. Ongoing opportunities for client feedback at each phase of the design and development processes, including wireframes, beta site and final prior to launch.
- b. Compatibility with major browsers (Chrome, Firefox, Safari, Edge, IE 11) and their mobile equivalents.

10. Training & Documentation

- a. Provision of all website documentation, including passwords, usernames and admin URLs.
- b. Training for operational staff to add, edit or delete content to the site, as well as manage website analytics and third-party integrations. This will include creating/updating pages, news and blog posts, and changing feature images.
- c. Training module for practitioners to use site and become engaged for long term usage.

7) TIMELINE

- a. The following timeline is an estimate as to the length of time the phases listed in the Scope of Work section above will require.
 - i. Branding & Planning: March 8-14, 2021
 - ii. Design: March 15-29, 2021
 - iii. Development & Testing: March 30 – April 27, 2021
 - iv. Launch of website: May 2, 2021

8) ECCS Provided Assets

ECCS will provide the following:

1. Support by ECCS staff and leaders for detailed consultation in all phases of development
2. Creation and preparation of site content.

3. Content experts and users to test the site and assist in its development (human factors testing)
4. Funding for the site planning, design, development, launch, and training module.

4.0 Submission Guidelines

4.1 Proposal

The ECCS is looking for Proponents to provide concise, relevant and succinct information that demonstrates the Proponent's ability (financial and technical) and willingness to undertake and address the Requirements listed herein. Proponents may submit for both the Design Development Website and Graphic Design services or just one.

In order to allow the ECCS to conveniently and efficiently evaluate Proposals, Proponents are instructed to follow the format specified below and to comply with and adhere to the following:

- a. Proponents shall submit the Proposal Form (refer to ATTACHMENT A) which includes: Appendix B – CHECKLIST, Appendix C - PROPONENT QUALIFICATIONS AND SUPPORTING SUBMISSION and Appendix D - PRICING AND FINANCIAL SUBMISSION The Proposal Form shall be signed by an authorized representative of the Proponent.
- b. Proposals should be prepared simply and concisely, providing a straightforward, succinct description of the Proponent's capabilities for satisfying the Requirements of the RFP. Emphasis should be on completeness and clarity of content. **Note:** This forms part of the evaluation criteria. Excessive documentation or materials is discouraged.
- c. Proponents are instructed that submissions should be **25 pages or less (including the Proposal Form and any additional pages attached to it)** including charts but excluding supporting information such as corporate information, reference sheets for prior projects, resumes, presentation boards, etc. (refer to Section 4.1 [Proposal] below). Proponents are instructed to provide sufficient content to facilitate evaluation in terms of the criteria framework in Section 5.1 & 5.5 (Evaluation and Award) of this RFP. Elaborate brochures and other

representations beyond those sufficient for presenting a complete and effective statement of qualifications are neither required nor desired.

- d. Any information the Proponent considers to be relevant, but not specifically applicable, may be provided as an appendix to the Proposal. If publications are supplied by the Proponent, the Proposal should indicate the specific page or paragraph reference or references that are germane or considered to be of interest. Publications provided without such reference may be disregarded.

4.2 Submission

Proponents are instructed to submit:

- **One (1) digital copy** of the Proposal (in PDF format) via email to Erin Frizzell, Managing Director at erin@culturecrawl.ca by **March 2nd at 5:00p.m. PST**

Proponents may not make modifications to their Proposal after the Closing Time except as may be allowed by the ECCS pursuant to Section 5.1 & 5.5 (Evaluation and Award).

5.0 Evaluation

5.1 Evaluation Weighting and Criteria.

- a. All Proposals will be evaluated for their completeness and suitability with respect to the Requirements of the ECCS by a committee composed of ECCS staff or designates, which may include third party consultants.
- b. On the basis of the information received, the ECCS will evaluate the Proposals applying the following:

Key Issue and Constraints	Evaluation Strategy/Criteria	Weighting
A. GENERAL PROPOSAL REQUIREMENTS (Technical Evaluation)		65%
Company Profile		5%
	Company size, reputation and capabilities and its area(s) of expertise, including years of experience	

Key Personnel		15%
	Qualifications and experience of key personnel and outlines of their roles in servicing the project.	
	Demonstrated experience and knowledge among key management personnel.	
References		5%
	Proponent's relevant experience, competence and reliability in providing services of similar scope, size, and complexity.	
	Proponent to provide a list of three (3) references, for similar services, completed over the last three (3) years.	
Management & Work Methodology		25%
	Proponent's ability to understand the scope of services (see Section 3.0) and meet all requirements outlined in the RFP document.	
	Clear, detailed and professional methods to be employed, in order to co-ordinate the work, and meet the requirements.	
Timeline & Additional Information		15%
	Proponent's ability to work within the ECCS's timelines.	
	Include any other information that you consider to be relevant to the ECCS's evaluation of your Proposal.	

	Proponent to include any features or advantages which are unique to their Proposal which the ECCS has not listed in Section 3.0.	
B. ADMINISTRATION		5%
	Clarity, completeness and organization of submission. Specifically, Proposals are to be prepared in a straightforward manner, and should describe the Proponents' offering(s) and capabilities in a format that is consistent, comprehensible, and appropriate to the purpose.	
C. FEE SUBMISSION (Financial Evaluation)		30%
		100

The purpose of this Table is to provide structure for assessment and evaluation. The other factors as set out elsewhere in this Section 5.1 & 5.5 (Evaluation and Award) may also be considered and applied. For greater certainty the ECCS may accept the Proposal ultimately judged to be the most beneficial and advantageous to the ECCS, or that would be or provide overall “best value”, or the overall “best Proposal”, or the “best prospect for successful satisfactory completion of the Project”, as described and set out below in this Section 5.1 & 5.5 (Evaluation and Award).

- c. Presentations by Proponents may be required. Each Proponent should be prepared to demonstrate or otherwise substantiate any areas of the Proposal, its own qualifications for services required, and any other area of interest relative to its Proposal. Any presentations would be done via video conferencing.
- d. The ECCS may elect to short-list Proponents and may engage in a second or separate stage of this RFP, or a combination of the foregoing. The process for doing so shall be as prescribed from time to time by the ECCS (by one or more

addenda or other communications by the ECCS). Following is a general description:

- e. Proponents may be required to provide supplementary submissions or materials;
 - I. Proponents may be required to provide clarifications, or demonstrations, or engage in pilot or preliminary steps or measures;
 - II. ECCS may issue further particulars or details or breakdowns, such as, for example, a proposed “project master plan”, or for example, refinement or further iterations of the Requirements
 - III. ECCS may invite further pricing or financial offering (including “best and final offer” if so stipulated by the ECCS).
- f. The evaluation team will not be required to keep financial components of the Proposals separate or undisclosed while carrying out the evaluation of non-financial criteria. Financial components of the Proposals may be known by the evaluation team at the outset of the evaluations, regardless of when non-financial criteria are to be evaluated or scored or the sequence in which financial and non-financial criteria are to be evaluated or scored. Proposals may be judged for overall “best value” and overall “best Proposal” taking into account the gradings or rankings, based on non financial criteria, and financial criteria. The evaluation team may make a judgment as to whether the disparity between or among the Proponents’ respective gradings or the merits of their respective Proposals warrant departing from “lowest financial bid” as the principal consideration, or one of the principal considerations, for the selection of the successful Proponent.

5.2 RFP Process and Related

- a. The RFP does not constitute an offer by the ECCS. No contract results from the issuance of the Request for Proposals or receipt of Proposals except only that: (i) each Proponent agrees that its Proposal will be irrevocable for the period specified; and (ii) each Proponent accepts and agrees that the stipulations and provisions set out in this Section 5.2 (RFP Process and Related) and in Section 5.3 (Acceptance of Terms and Conditions; Release and Limitations of Liability) shall govern and apply. No duties or obligations on the part of the ECCS shall be implied.
- b. The ECCS reserves the right to accept any Proposal that the ECCS considers to be most beneficial and advantageous to the ECCS and reserves the right to reject any or all Proposals. The ECCS may accept a non-compliant Proposal. The ECCS may waive, regardless of severity, any non-conformity, non-compliance, irregularity or error. The ECCS may seek a clarification or

confirmation from any one or more Proponents and may give any Proponent an opportunity to correct its Proposal or to cure, regardless of severity, any non-conformity, non-compliance, irregularity or error relative to its Proposal (except for lateness of submission). The ECCS may at any time elect to request re-submissions, and may undertake the entire process over again, in the same or an altered format, and with the same or different participants.

- c. Before any contract or obligation relative to the subject matter herein becomes binding on the ECCS, approval thereof by its authorized senior personnel, or such officer or officers of the ECCS as the ECCS may from time to time designate, must first be obtained.
- d. Without limiting the ECCS's other rights and choices in connection with this RFP:
 - I. if only one Proposal is received, the ECCS reserves the right to open the Proposal and accept it or not accept it; and
 - II. If three or fewer substantially compliant Proposals are received, the ECCS reserves the right to reject all Proposals;
 - III. and in each case the ECCS may cancel the RFP and at any time issue a new RFP, on the same or altered terms.
- e. The Proponent agrees that its Proposal shall be irrevocable and open for acceptance by the ECCS for the period specified in the Proposal even if the Proposal is non-compliant regardless of the severity of any such non-compliance.
- f. The ECCS reserves the right to reject any and all submissions.
- g. The ECCS will not be responsible for the costs of preparation or delivery of any Proposal.
- h. The ECCS may cancel this RFP at any time without any award or further liability whatsoever. The ECCS will be entitled to reject all Proposals and collapse the Request for Proposals process or request re-submissions from all or selected Proponents.
- i. The ECCS is entitled to give one or more Proponents an opportunity to clarify its Proposal and is not obligated to offer the same opportunity to the other Proponents.
- j. The ECCS is entitled to negotiate with one or more Proponents without being required to negotiate with the other Proponents.
- k. The ECCS shall be entitled to accept any Proposal which in the ECCS's opinion offers best overall value or is the most advantageous for the ECCS and directly award to that Proponent.
- l. The ECCS may elect to, but is not required to, from time to time investigate or assess or independently verify any information in any Proposal. If the ECCS does so for one or more Proposals, the ECCS is not required to do so for others.

The ECCS may select which information, and which one or more Proposals, in respect of which it chooses to do so.

5.3 Acceptance of Terms and Conditions; Release and Limitations of Liability

- a. Each Proponent, by submitting a Proposal, accepts all of the conditions and stipulations set out in this RFP, and acknowledges and agrees that the ECCS will have no liability or obligation to any Proponent except only the party, if any, awarded the Contract by the ECCS, and agrees that, if not awarded the Contract, then, whether or not any express or implied obligation has been discharged by the ECCS, the ECCS shall be fully and forever released and discharged of all liability and obligation in connection with the Request for Proposals and all related matters, and all actions and procedures which preceded.
- b. Anything contained in a Proposal that contradicts or is at variance with any of the terms of this Request for Proposals will not be binding on the ECCS unless explicitly accepted and adopted in writing by the ECCS.

5.4 Post-Closing Negotiations – Changes

- a. The ECCS may before contract award negotiate changes with the leading Proponent, including additional or modified terms, in accordance with the following:
- b. negotiations shall commence with the leading Proponent;
- c. if the negotiations with the leading Proponent do not lead to financial and other terms acceptable to the ECCS, the ECCS will be entitled to reject the Proposal from the leading Proponent and commence negotiations with the next ranking Proponent, and if agreement is reached with the next ranking Proponent the ECCS will be entitled to award the Contract to the next ranking Proponent;
- d. at any time before contract award the ECCS will be entitled to reject all Proposals and collapse the Request for Proposals process or request re-submissions from all or selected Proponents.

5.5 Award / Acceptance

Acceptance of any Proposal shall be made only by the Authorized Representative for the ECCS. Despite such acceptance, the liability of the ECCS remains subject to the approval of the ECCS's senior signing officer(s), as provided for in Sections above.

6.0 Contract

6.1

NOTE: The ECCS is not required to produce a formal Contract for signature. The ECCS may elect to treat the award to the Proponent (i.e. communication of acceptance of the Proponent's Proposal), the Proposal submitted by the Proponent, and the terms set out in the Request for Proposals, together with alterations or variations agreed upon (if any), as the Contract. The ECCS reserves the right to, at any time (before, during or after the term of the Contract), produce a formal Contract for signature and require that it be executed and delivered within the time stipulated in Section 1(a) of the Proposal Form (or such later time as the ECCS may allow).

Appendix A - Intent to Submit Form

Instructions

All submissions, intentions, and questions are to be e-mailed to erin@culturecrawl.ca and should reference “ECCS Design Website Development and Design Services” in the e-mail subject line.

Include the following with your submission, intentions and questions:

- Company name
- Name and title of contact person
- Phone, mobile phone, fax and e-mail of contact person
- Reference to the corresponding RFSQ section(s) if applicable

There is a maximum of eight megabyte (“MB”) file size acceptance of any e-mail. Proponents should divide their responses into appropriate-sized (smaller than 8 MB) numbered files. Deadline for the Intent to Submit Form is **February 25th, 2021**.

Appendix B - Proposal Checklist

Please submit the following checklist with the Proposal due **March 2nd, 2021 at 5:00 pm PST**. Proponent has included the following required forms/written documents:

- completed Appendix A – Intent to Submit
- completed Appendix B – Proposal Checklist
- completed Appendix C - PROPONENT QUALIFICATIONS AND SUPPORTING SUBMISSION of this Proposal Form
 - provide proponent overview, information and references
 - provide proponent acknowledgment
 - provide business/technical requirements
- completed Appendix D – PROPONENT PRICING SUBMISSION of this proposal form
 - provide fee information in table provided

Appendix C - Proponent Qualifications and Supporting Submission

1) PROPONENT INFORMATION

a) Company Overview

Please provide an overview of your company's services and experience working with similar related projects, non-profits, and/or community driven organizations.

b) Company Information

- Complete legal company name and address:
- Primary business and length of time business established:
- Number of direct employees:
- Nature of company (i.e. sole proprietorship, corporation, partnership, joint venture):
- Primary contact for the RFP (name title, phone number and e-mail):

c) References - List three customers with similar requirements to those described in this RFP who we may contact as references. For each reference include the name of the organization, key contact information (name, title, address, phone, e-mail), and a brief description of the service provided/performed. Proponent agrees that ECCS may contact any of these references. It is requested that proponents refrain from using ECCS as a reference in their proposal

Reference #1:

Client Organization:	
Contact Person:	
Street Address:	
Telephone #:	
Email Address:	
Description of Services	

Reference #2:

Client Organization:	
Contact Person:	
Street Address:	
Telephone #:	
Email Address:	
Description of Services	

Reference #3:

Client Organization:	
Contact Person:	
Street Address:	
Telephone #:	
Email Address:	
Description of Services	

2) PROPONENT ACKNOWLEDGEMENT

The proponent agrees that the information provided in their proposal is accurate and declares that he/she is a duly authorized signing authority with the capacity to commit his/her firm/company to the provisions contained herein. By signing below, the proponent specifically acknowledges that it has read, understood and agrees to the terms of this RFP.

Executed this _____ day of _____, 2021

Authorized Signature:

Printed Name:

Title/Position:

Company Name:

City:

Address:

Phone Number:

E-mail Address:

Fax Number:

3) REQUIREMENTS

1.1 Branding & Design Work

Provide three (3) samples of brand related design work that you have completed within the last two (2) years.

Each sample must include:

- A brief description of each project in under 100 words;
- The name of the client the service was provided for;
- Approximate length of time taken to complete
- Software used to create the work; and
- The date the work was completed.

All samples provided should be completed by the graphic designer(s) that will be working on ECCS.

1.2 Website Design & Development

Provide three (3) samples of Website related work that you have completed within the last two (2) years. One (1) of the three (3) examples should be for a client with an established set of brand guidelines that you had to follow as part of the design work.

Each sample must include:

- A brief description of each project in under 100 words;
- The name of the client the service was provided for;
- Approximate length of time taken to complete the work
- Software Used to create the work; and

- Date the work was completed and link.

1.3 Team

Please provide a brief bio for the graphic designer(s) that will be working on the ECCS's account.

Maximum response length: one (1) page per bio, single sided.

1.4 Approach and Methodology

Provide a description of the approach and methodology taken to perform the Services indicated in this document. Candidate to demonstrates an appropriate, logical, thorough and well-defined approach to this assignment (e.g., proposed approach to scoping changes for a website redesign vs. a refresh), including a plan for the design of wireframes, content migration as well as build and development recommendations. Include approach to training and skills-building for client-based staff to maintain website content, both word and image, and to manage minor technical fixes for proposed hosting platform.

Please include specifications and requirements.

1.5 Challenges

Describe any difficulties or challenges that are anticipated in providing the Services and how your firm will manage them.

ECCS is looking for a proponent who will is able to anticipate any potential challenges and provide solutions for it.

1.6 Planning

Cost-effectiveness and adherence to budget parameters will be part of the proposed plan. Please demonstrate by providing strategies on how your firm will ensure completion on time and within budget.

1.7 Value Add

Cost-effectiveness and adherence to budget parameters will be part of the proposed plan. Please Indicate any value-added services offered by your firm for your services.

These services include any skillset, abilities or service(s) that may add overall value to the project that has not been previously requested in this document nor inherent in the delivery of said service(s).

1.8 Financial – See Appendix D

Appendix D - Pricing

PROPONENT FEES

PART A - Website Design and Development Pricing

Total Net Price. Schedule of fees to show the following:

	Description	Quantity	Unit Price	Extended Price (CAD)
A	Phase 1: Discovery and Design			
1	Interviews and research		\$	\$
2	Report outlining findings and conclusions		\$	\$
3	Project Plan that includes recommendations on strategy and design based on the findings and conclusions		\$	\$
B	Phase 2: Construction Plan			
1	Comprehensive Plan that includes the strategy and construction of the new website (as outlined in Section 6)		\$	\$
2	Detailed project schedule for all aspects of site development and implementation		\$	\$
3	Comprehensive budget that identifies costs associated with site development and construction, plus ongoing maintenance and update costs		\$	\$
C	Phase 3: Implementation and Site Launch			
1	Project Management		\$	\$

2	Production, testing, QA and training		\$	\$
3	Account Management		\$	\$
D	Expenses (if applicable)		\$	\$
E	Other (if applicable)		\$	\$
Total Net Price (without applicable taxes)				\$

PART B – Branding and Design Services Pricing (based on ECC festival needs):

Item	Details & Format	Unit Price
Logo colouration & date revisions	Social media avatars, email signatures, web banner, placeholders	\$
Save the Date card	2 rounds of concepts, 2 print formats and digital/evite	\$
Art, Bike, Beer Crawl Fundraiser graphics	2 rounds of concepts, social media and event banner, evite - digital	\$
Advertising assets	4-6 asset, different sizing of the same concept	\$
Volunteer	Digital call & poster	\$
Take Flight Gala Benefit	2 rounds of concepts, social media & event banner graphics, evite - digital	\$

Event program	32 page, including map layout, draft & final files (digital & print)	\$
Event poster	11 x 17" digital & print, same concept as event program cover	\$
Four-page map	4-page map and listings, digital & print	\$
Digital Preview Catalogue	2-page spread per artist, including links, approx. 260 pages	\$
Programming & Event Brochures	4-page on folded 8.5 x 11" for: Preview exhibit, Moving Art, Studio 101, Take Flight, Film Night	\$
Partner thank you poster board	Scaled up version of the back page of the program & brochures	\$
Thank you card	Print & digital	\$
Logo creation	Re-branded society, Eastside Arts District, Art Making Festival	\$
Miscellaneous, as needed	Partner promo graphics, merchandise graphics, event signage/sandwich boards, business card, letterhead design, etc	(Hourly rate) \$
Total Net Price (without applicable taxes)	(excluding hourly rate for as needed assets)	\$

