



Request for Proposals
Website Design, Development and Maintenance

Deadline for Submission:

December 10, 2021

4:30pm AST

Section 1: Terms and Conditions

1.1 Synopsis or Service Requirement

Through this Request for Proposals, Newfoundland and Labrador Indigenous Tourism Association (NLITA) invites interested and qualified consultants to submit a proposal for website design, development and maintenance.

1.2 Terms of Submission

1.2.1 In this document

(a) bidder and consultant are used interchangeably. Both, however, refer to a person who has or intends to submit a proposal in response to this RFP.

(b) *advertisement period* refers to the period this RFP is publicly advertised on NLITA and proposals are solicited from consultants.

(c) *successful consultant* refers to the consultant who has been selected by NLITA and to complete the project.

(d) *contracted consultant* refers to the consultant who has entered into a contract with NLITA to complete the project and becomes the prime consultant.

1.2.2 Bidders must submit their proposals by email to info@nlita.ca

1.2.3 Consultant proposals must be structured in the same manner as this RFP. For greater certainty, the consultant is required to use the same headings, subheadings, and numbering system as presented in this RFP. Where a term or condition does not require the consultant to provide a response or document, the consultant may leave the heading/subheading from the proposal.

1.2.4 In addition to the requirements under s. 1.2.3, proposals must include the following:

(a) A cover letter briefly summarizing the qualifications of the project manager, team members, sub-contractors, statement of work, methodology, and total fees (inclusive of all costs and taxes). The cover letter will be used to provide a preliminary evaluation of proposals when there is a large response.

(b) Identification of project manager and team members along with a description of their respective roles and qualifications. The consultant must assure NLITA that the project manager identified in the proposal will remain on the project until completion. In cases where the project manager changes due to circumstances beyond the contracted consultant's control, the contracted consultant must advise NLITA immediately and enter into discussions with NLITA to replace the project manager with someone of similar qualifications and qualities.

(c) Description of the project organization and management system in addition to company profiles of the primary consultant and sub-contractors.

(d) Methodology.

(e) A minimum of two work samples (websites) of similar scope and scale, as well as reference letters from clients.

(f) Time and task allocation of team members.

(g) A schedule of project activities in chronological order that shows each activity and its duration, including anticipated launch date.

(h) Itemized project costs including fee structure, staff cost, overhead and other related expenses, including HST, as well as a suggested/preferred payment schedule. The proposal must include a statement signed by the most senior consultant with signing authority or, in the case of a firm/company/corporation, the president/CEO verifying that the consultant is capable of completing the work outlined in the consultant's proposal for the price/fees quoted. The statement must be located in the proposal immediately following the cover page.

1.2.5 Late, incomplete, or partial proposals or submissions will not be accepted under any circumstances. NLITA will ensure that all proposals or submissions submitted before the deadline will remain sealed until the evaluation process begins.

1.2.6 The deadline for questions relating to the RFP is four (4) business days before the close of the advertisement period, 4:30 pm AST on December 6, 2021. Questions received after that deadline will not be considered. Where a question seeks to clarify a point in the RFP, NLITA will distribute its response, via email, to all consultants who expressed an interest in the project at the point and time the response is generated. In cases where a response to a consultant's question would provide the consultant with an unfair advantage, in NLITA's judgment, NLITA will provide the consultant with the opportunity to withdraw the comment. If NLITA decides to pursue the question further, the response provided by NLITA will be distributed, via email, to all consultants who expressed an interest in the project at the point and time the response is generated. Questions regarding this RFP must be directed, by email, to the following:

Jillian Larkham
Vice-Chair & Chair, Marketing Committee
info@nlita.ca

Section 2: Terms and Conditions

2.1 NLITA requires knowing the identity of all the sub-contractors, their experience, personnel and knowledge levels, and their relationship and experience with the primary bidder. This information must be explicitly stated in the proposal submitted by the primary bidder. Sub-contractors will be evaluated as part of the selection process and NLITA must approve any changes in sub-contractors other than those specified in the submission.

2.2 The contracted consultant is required to provide the CONTACT, with biweekly email updates regarding the project's progress.

CONTACT: info@nlita.ca

2.3 NLITA is not bound to accept the lowest priced bid and may exercise the right not to select any of the proposals submitted under the RFP.

2.4 Preference will be given to businesses majority-owned by Indigenous peoples.

2.5 The consultant submitting a proposal under this RFP is responsible, on behalf of it and all its sub-contractors, for all undertakings and deliverables related to the provision of services as specified in this RFP to NLITA.

2.6 This RFP is the primary document, and should a dispute arise between the RFP and the bidder's proposal then the RFP will supersede the bidder's proposal in any legal dispute.

2.7 NLITA will be responsible to administer this RFP, award the contract to the successful bidder, and for the general supervision of the project's implementation.

2.8 Proposals submitted through this RFP must be valid for 30 calendar days after the advertisement period.

2.9 Consultants should strive to provide clear responses to issues and questions raised in the RFP in a language that is clear and not subject to differing interpretations.

2.10 The contract executed by NLITA and the successful consultant to complete this project will be governed by the laws of Newfoundland and Labrador.

2.11 All data, specifications, concept plans, designs, rationales, presentation materials, economic and technical reports and related information produced by the consultants during this project shall be the property of NLITA.

2.12 The contract for this project, where awarded, will be granted by NLITA based upon the results of the evaluation of submitted proposals. NLITA will notify the successful consultant in writing. Those who are not successful will receive written notification within approximately ten (10) business days following the execution of the contract with the successful bidder.

2.13 The contract with the successful consultant will commence immediately upon the execution of the contract by NLITA and the successful consultant. Ten (10) business days will be provided after the successful bidder has been notified to conclude final negotiations and execute the contract. Where a contract is not executed before the expiration of the aforementioned ten (10) business days, NLITA reserves the right to commence negotiations and enter into a contract with another consultant.

2.14 Before a contract is awarded, NLITA will negotiate the final details of a contract to be signed by NLITA and the successful consultant. NLITA will enter into a contract with the successful consultant only. There will be no contracts entered into between NLITA and any sub-contractors.

2.15 The contracted consultant shall designate a senior project manager who shall receive all communications from NLITA on behalf of the contracted consultant. The contracted consultant shall also furnish the address, telephone and fax numbers and email address for the senior project manager.

2.16 All communications from the contracted consultant to NLITA should be directed to the following:

info@nlita.ca

Section 3: Statement of Work

3.1 Background

The Newfoundland and Labrador Indigenous Tourism Association was formed in early 2020. Our vision is to preserve and promote Indigenous culture, knowledge and places in Newfoundland and Labrador through leadership.

NLITA exists primarily to give the budding provincial Indigenous tourism industry the support that it requires and deserves. Existing and potential Indigenous tourism operators in the province currently receive minimal support in the areas of product development, marketing, professional guidance, capacity building, and funding. Built on strong values and ensuring accountability to its members, NLITA will strengthen the Indigenous tourism industry through advocacy, multi-level partnerships, and strategic initiatives with the overall goal of creating lasting benefits for Indigenous peoples and their communities while strengthening our provinces social and economic position.

To learn more and to view the existing NLITA website please visit www.nlita.net.

3.2 Scope of Work

3.2.1 The successful consultant will be responsible for:

- Website design
- Website development, including copy and content development, and launch
- Post-launch operations, maintenance, and support for three years.

3.2.2 The target audience of the website is consumers (travelers), but corporate pages are also required as per the descriptions below.

3.2.3 The website should include the following main headings/pages

- Things to Do (Experiences) – consumer-facing
- Places to Go (Regions) – consumer-facing
- Travel Stories – consumer-facing
- Industry Information (Members) – member-facing
 - Who we are and what we do (NLITA as an organization)

- Member Benefits
- Relevant documents (NLITA 5-year tourism strategy, reports, etc.)
- News
- Other

3.2.4 Inspirations for NLITA’s website include www.indigenoussquebec.com, www.indigenoustourismalberta.ca, and www.desinationindigenous.com.

3.2.5 The following principles should be applied in the development of the website:

- Be responsive and mobile friendly
- Feel interactive, alive (i.e., not static)
- Engage visitors in such a way that they linger longer and dig deeper into content
- Adhere to SEO best practices
- Include social media integration with Facebook, Twitter, LinkedIn and Instagram
- Be user friendly for content managers
- Be built on WordPress content management system
- Leverage out-of-the-box CMS templating functionality
- Ensure that every piece of content is under revision control
- Ability to feature internal sections in the homepage
- Rank on search engines
- Grow our online presence and build brand awareness
- Tell our story, including those of our member businesses
- Demonstrate and convey our subject matter expertise in Indigenous tourism
- Educate, inform, and connect with prospective members and clients
- Compel visitors to engage and answer calls to action

3.2.6 The expected timeframe for the project is four months from signing of contract.

Section 4: Consultant Qualifications

The consultant must demonstrate that it has the following attributes:

- Experience working with Indigenous communities;
- Experience with Non-Profit Governance and Operation;
- Experience with Tourism Development;
- Must be Indigenous, and/or familiar with Indigenous communities across Newfoundland and Labrador;
- Knowledge of the Indigenous tourism industry and relevant stakeholders;
- Must have experience with communication and technology;
- Must hold relevant post-secondary certification;
- Must have experience providing contractual support to similar non-profit organizations;
- Please provide evidence of similar work within your proposal.

The successful candidate will provide the following:

- Recommendation on suitable website hosting package including cost breakdown
- SSL certification
- Design and develop a new website for NLITA using an efficient and robust Content Management System that NLITA can easily update once the website is published.
- Details on the security measures and safeguards that will be included
- Employee training on basic updating
- Website maintenance including itemized list of what is and is not included and breakdown of associated cost
- Details of ongoing content management support including breakdown of associated cost

Section 5: Budget

The maximum budget for this project is \$29,000.00

Section 6: Evaluation and Selection Framework

6.1 The grading of the proposals is an integral part of the RFP process. NLITA has decided to describe the selection criteria so that all bidders/consultants can evaluate their chances of success, within reason, given the current competitive market conditions in the industry.

6.2 Figure 1 attached forms the basis of what the evaluation sheet will look like, subject to possible changes. There are nine attributes that will be judged and graded. Each attribute was weighed in terms of its importance to the objectives of the RFP.

6.3 All proposals will be evaluated using specific criteria, attributes and characteristics that have been generated by NLITA. Criteria are based upon the detailed specifications of the scope of work, work schedules, technical specifications, quality standards, consultant qualifications and other desirable features and benefits contained in this RFP.

FIGURE 1
EVALUTATION SHEET

Primary Consultant:

Cost of Bid:

Rating of the Proposal: For each of the components, please provide rating 1-10 where 10 represents the best.

Component	Rate X (1-10)	Weight	Total	Comments regarding strengths and weakness of this component, rationale for the score and general notes
Experience of Team: key personnel, experience, references and qualifications of team in website design, development, copywriting.		1.5		
Experience of Project Manager; experience, position in the firm, qualifications, commitment to assignment		1		
Management of sub-contractors and their commitment to assignment		0.5		
Proven competence in similar work, highlighted by reference letters and work samples provided		2		
Sufficient Human Resources including the delivery schedule		1		
Clarity of tasks and responsibilities		1		
Proposed liaison with client		1		
Proof that the specifics of the RFP are understood and addressed including the proposed methodology, approach, receivables, schedule		2.5		
Experience working with Indigenous groups		1		
Majority Indigenous-owned		0.5		
Total Score:				