



## **REQUEST FOR PROPOSAL**

### **LGBT+ TRAVEL CANADA WEBSITE**

#### **ISSUE DATE**

Wednesday July 14, 2021 at 9 AM Eastern Time

#### **CLOSING DATE AND TIME**

Wednesday July 28, 2021 at 2 p.m. Eastern Time

#### **CONTACT**

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Bidders are advised to read and respond appropriately to all sections of the Request for Proposal (RFP). Bidders unable to provide all services described herein need not bid.

Canada's LGBT+ Chamber of Commerce will not accept proposals from bidders with a real or perceived conflict of interest.

## **Canada's LGBT+ Chamber of Commerce (CGLCC)**

Canada's LGBT+ Chamber of Commerce (CGLCC) is a national not-for-profit organization dedicated to expanding the economic opportunities and advancements of the LGBT+ business community and to advocating on behalf of an estimated 140,000 LGBT+ owned businesses in Canada, as well as LGBT+ professionals, students of business, allies, and ally organizations. The CGLCC's core mission is to contribute to a thriving and inclusive Canadian economy by promoting economic growth and prosperity, in particular through supplier diversity certification, expanding global trade opportunities, and young entrepreneur mentorship.

(More information on the organization can be obtained online at [cglcc.ca](http://cglcc.ca)).

### **Background**

The global COVID-19 pandemic has had a devastating impact on the tourism industry and Canada's LGBT+ Chamber of Commerce (CGLCC) can play a critical role in supporting the industry while inviting travellers to explore the country again once safe to do so.

Results from new national research indicate that 90% of Canadian LGBT+ travellers intend to travel domestically this year amidst international travel uncertainty. Spending an average of \$1,800 per trip, substantially more than other travellers, this represents a \$12 billion leisure travel opportunity for a sector devastated by COVID-19.

CGLCC recognizes that support for our communities and tourism businesses nationally is urgently needed and that tourism will re-start at the community level across the country, which is why throughout 2020 CGLCC supported tourism businesses by offering free LGBT+ Diversity and Inclusion Training and LGBT+ Market Ready Seminars, and has recently launched the new Rainbow Registered Accreditation Program (see below).

### **Rainbow Registered Accreditation Program**

Not only is having LGBT+-friendly policies in your company the right thing to do – it's also good for business. That's why Canada's LGBT+ Chamber of Commerce, with Tourism HR Canada, collaborated to develop the Rainbow Registered LGBT+ Friendly Accreditation Program.

Rainbow Registered is a national accreditation for LGBT+ friendly businesses and organizations. When you see a Rainbow Registered symbol, you know the business or organization meets a stringent set of standards to ensure LGBT+ customers feel safe, welcomed, and accepted.

In addition to benefiting from guidelines that provide information and advice on ensuring LGBT+ customers feel welcome and accepted, accredited businesses will be able to demonstrate and market themselves as safe destinations for the LGBT+ market.

The next step to recognizing businesses that have completed the CGLCC's tourism programming is to list and market them via an interactive website connecting consumers with LGBT+-owned and inclusive tourism-based businesses throughout the country.

### **Purpose of this Request for Proposal**

The CGLCC is seeking a web development company to create a new website in order to support the LGBT+ Travel Canada Website Project. An interactive and responsive bilingual website owned by CGLCC will be created to list the directory of LGBT+-friendly businesses throughout the country. Deliverables for the website must include:

1. Project management
2. Responsive design (mobile-first)
3. UX/UI planning (Wireframe and Mockups)
4. Integration between current CGLCC CRM
5. Frontend development
6. Tiered listing system with basic and enhanced listings to give special marketing privileges to Rainbow Registered Accredited businesses
7. Social media tools such as social sharing to promote businesses
8. Copywriting/content
9. Translation - (*\*Bidder to provide translation for finished website*)
10. Quality assurance and testing
11. Software training
12. Site should be created in a platform that allows for easy in-house maintenance
13. Service both English and French users

### **Examples**

- <https://www.visitfaroeislands.com/>
- <https://www.travelbelize.org/>
- <https://visitseattle.org/things-to-do/>

**\*\*\* Innovative ideas and other current technological suggestions are strongly encouraged.**

### **Projected Activities for this Project**

Attend a kick-off meeting with Canada's LGBT+ Chamber of Commerce: Once the winning bid has been identified, we would meet with the winning proponent as soon as possible to establish the working relationship.

1. Host a digital discovery session: Consult with CGLCC on recommendations for updates and discuss any tweaks to the workplan or scope in advance of formally signing the contract. Based on the available budget, decisions will be made about priorities. \*Please note that successful bidder will be paid for their time during the discovery phase and that this phase will allow us to more accurately develop the contract for all website development activities.
2. Determine project charter including; finalized scope, technical spec, platform requirements.
3. Build the new website.
4. Translate the website into French. (*\*Winning bidder will be responsible for translation*)
5. Host a knowledge transfer session with CGLCC on the launch and post launch procedures, including a training manual if deemed necessary.
6. Launch website.
7. Provide a stabilization period.

### **Project Timelines**

The project's start date is August 9, 2021 and end date is October 30, 2021.

### **Minimum Requirements for the Bidder**

The bidder must demonstrate that they:

1. Have extensive experience working on and with LGBTQ2-related projects and stakeholders;
2. Have expertise and extensive experience working on websites of a similar nature;

3. Possess strong technical solution analyzing skills;
4. Possess strong communication and presentation skills;
5. Are able to meet the requirements of the project as described in this Request for Proposal;
6. Are able to complete all work by October 30, 2021.

### **Project Deliverables**

As part of the contractual agreement, the successful bidder will be expected to deliver:

1. Bi-weekly phone calls or emails with the CGLCC project management team;
2. All related electronic files and underlying works (where necessary);
3. Finished website in both French and English;
4. Administrative training manual (where necessary).

### **Project Costing**

The initiative has a maximum budget of \$50,000 (excluding HST) over the period of the contract. Final budget will be based on the proposed plan and consultation with CGLCC staff. The budget includes the delivery of the final website in both English and French.

### **Proposal Submission Guidelines**

Submissions must not exceed fifteen (15) pages and must include, but are not limited to, the following components:

1. Scope: Include a statement summarizing your understanding of the scope of the project.
2. Proposed Work Plan: Using the tasks described in the Key Project Activities section of the RFP as your reference point, describe in narrative form your plan for accomplishing the work. Modifications of the tasks as presented are permitted; however, reasons for changes should be fully explained and justified. Include proposed timeframes and explanations of how the RFP requirements will be achieved.

3. Deliverables: Provide a description of your understanding of the final deliverables expected by CGLCC.
4. Project Costing: Supply a comprehensive breakdown of the cost estimates associated with the project deliverables and hours of work by team members.
5. Special Considerations: Identify any unique challenge(s) that you perceive in executing the project, and how you might approach the challenge(s).
6. Project Staff: Supply a list of the project staff, including third parties, and their respective roles, qualifications, experience, and (if applicable) ability to work in both official languages.
7. Prior Experience: Identify your experience in the realm of site development expertise. Experience statements included should refer to work done by individuals who will be assigned to this project as well as that of your company. The company shall identify any third parties (sub-contractors, vendors, and suppliers) that will be responsible for the implementation of the anticipated contract.
8. References: Provide three (3) references of past or current clients with similar project work (please include client name, contact person, email address, and phone number, along with a brief description of each project). Do not include any CGLCC personnel in your references.

### **Proposal Evaluation**

Proposals will be evaluated by a selection committee representative of the key stakeholders. A consultant will be chosen based on a bidder's response to the enclosed service requirements and evaluated according to the criteria listed below:

#### Contractor Evaluation (45%)

- Company's overall capabilities based upon understanding of project scope and activities
- Qualifications and experience as outlined in the minimum requirements of bidder
- Demonstrated experience/past performance
- Team member qualifications

#### Proposed Work Plan (45%)

- Understanding of project, including clarity and relevance of proposal

- Quality of the work plan, including approach to communications
- Outline of methodology for analyzing
- Proposal preparation, thoroughness, and responsiveness to requirements of RFP
- Outline of deliverables and how they will be met
- Identification, explanation, and justification of modified tasks and/or unique challenges expected
- Creative and innovative approach to the project

Certified Diverse Supplier (5%)

- Bidder is a certified Diverse Supplier with Canada's LGBT+ Chamber of Commerce

Estimation of Project Costs (5%)

- Budget allocations should be commensurate with level of activity in workplan and reflect value for effort
- Competitiveness to other bidders

Proposals must be submitted in English in PDF format (including appendices, where applicable) to [kyle@cglcc.ca](mailto:kyle@cglcc.ca) no later than 2 p.m. Eastern Time on Wednesday, July 28, 2021. No other submission format will be accepted.

All proposals must be marked with the bidder's name and reference the title of this project; Travel LGBT+ Canada Website.

CGLCC will notify all bidders upon receipt of their proposal, in the form of an email.

CGLCC is not responsible for bids that fail to reach its office by the submission deadline.

**Critical Timelines**

This proposal was broadcasted on July 14, 2021.

Inquiries are welcomed until 2 p.m. Eastern Time on Wednesday, July 28, 2021 and should be made to Kyle Morrison at [kyle@cglcc.ca](mailto:kyle@cglcc.ca). Inquiries by phone are not permitted.

Proposal submissions must be received at the CGLCC office no later than 2 p.m. Eastern Time on Wednesday July 28, 2021.

The selection committee will review submissions and convene on Wednesday, August 4, 2021 to decide on the winning bidder. All bidders will be notified of outcomes by Friday, August 6, 2021.

The contractor must be prepared to commence work immediately. The project deliverables must be completed by October 30, 2021.

### **Key Terms of Engagement**

Although not exhaustive, this list of key terms of engagement will become an integral part of the Agreement between the CGLCC and the successful bidder.

Acceptance of the Proposal: CGLCC reserves the right not to accept any proposal. The RFP should not be construed as a contract to purchase services. CGLCC shall not be obligated in any manner until a written agreement relating to an approved proposal has been duly executed.

Proposal Revisions: Proposal revisions must be received prior to the RFP submission/closing date and time.

Financing of Proposals: The cost associated with preparing and submitting proposals will not be paid by CGLCC.

Acceptance of RFP Conditions: Receipt of proposal offer will be considered acceptance of the RFP terms and conditions by the bidder.

Subcontracting: Subcontracting is allowed as a condition of the anticipated contract for service. When allowed, proposed subcontractors must be listed. Joint proposal submissions must indicate which bidder has overall responsibility for project management.

Project Contact: CGLCC will assign a project contact at the time the contemplated contract is awarded. The successful bidder will also assign a project contact at that time.

Negotiation Delay: If a written contract cannot be concluded within fifteen days of notification to the designated bidder, CGLCC may, in its sole discretion, terminate negotiations with that bidder and either negotiate a contract with another bidder of its choice or choose to terminate the RFP process and not enter into a contract with any of the bidders.

Funding: The implementation of the selected proposal is dependent upon funding being approved by CGLCC.



Proposals as Part of Contract: Proposals may be negotiated with bidders and, if accepted, will form part of any contract awarded.

Disclaimers/Limitations of Liability: Neither acceptance of a proposal nor execution of an agreement shall constitute approval of any activity or development contemplated in any proposal that requires any approval, permit, or license pursuant to any federal, provincial, regional district or municipal statute, regulation, or by-law. It is the responsibility of the contractor to obtain such prior to commencement of the services under the proposed contract.

Copyright: During the project period, the successful bidder shall not sell, transfer, mortgage, lease, or otherwise dispose of any tangible or intangible assets including any intellectual property purchased for Canada's LGBT+ Chamber of Commerce (CGLCC) under the contracted agreement without prior written consent of the owners. The copyrights, trademarks, and any other intangible or tangible rights relating to the Underlying Works belong to CGLCC and shall be delivered forthwith to CGLCC upon completion of the particular project, or as otherwise requested by CGLCC.

CGLCC reserves the right to modify the conditions of the RFP, at any time up to the closing date and time.

### **Confidentiality and Security**

Other Purpose: This document or any portion therefore may not be used for any purpose other than the submission of proposals.

Security and Privacy of Information: The successful bidder must agree to comply with the CGLCC Privacy Policy regarding information received from participants in industry consultation activities. These include strict control of access to data and maintaining confidentiality of information gained while carrying out their duties under the terms of any contract.

Disclosure: All documents submitted by bidders shall become the property of CGLCC, and as such will be subject to the disclosure provisions of the Freedom of Information and Protection of Privacy Act. Information pertaining to CGLCC obtained by the bidder as a result of participation in this project is confidential and must not be disclosed. Samples of work provided as part of submission requirements remain property of the bidder.

CGLCC, ITS EMPLOYEES, AGENTS, AND CONSULTANTS EXPRESSLY DISCLAIM ANY AND ALL LIABILITY FOR REPRESENTATIONS, WARRANTIES EXPRESSED OR IMPLIED OR CONTAINED IN, OR FOR OMISSIONS FROM THIS RFP PACKAGE OR ANY WRITTEN OR ORAL INFORMATION TRANSMITTED OR MADE AVAILABLE AT ANY TIME TO A BIDDER BY OR ON BEHALF OF

CGLCC. NOTHING IN THIS RFP IS INTENDED TO RELIEVE BIDDERS FROM FORMING THEIR OWN OPINIONS AND CONCLUSIONS IN RESPECT TO THIS RFP.