



**RAINY RIVER FUTURE  
DEVELOPMENT CORPORATION**  
A Community Futures Development Corporation



## **REQUEST for PROPOSAL**

Website Development  
June 2020

### **Summary**

Rainy River Future Development Corporation (RRFDC) is seeking a firm to design and create a website that serves to be the foundation for Fort Frances tourism marketing efforts.

### **Company Background**

The RRFDC is a Community Futures Development Corporation (CFDC) funded by Industry Canada/FedNor. The RRFDC manages funds directed to tourism promotion through the local Municipal Accommodation Tax.

### **Core Objectives**

Currently, our tourism resources are located on a variety of digital platforms. Our core objective is to have a website that anchors/supports promotional tactics related to Fort Frances tourism.

### **Project Scope and Deliverables**

The firm must create a fully functioning website dedicated to the requested aspects of Fort Frances tourism. The website should be mobile friendly and easy to navigate.

The RRFDC will provide the following to ensure the delivery of the desired product:

- All materials, scripts, descriptions, photographs, and videos that will be displayed on website
- URL destinationfortfrances.ca (fishrainylake.ca redirect to destination site)
- Town of Fort Frances branding standards
- Tourism and Development Marketing Plan for the Town of Fort Frances

The website should list to the following on the appropriate pages:

- List of restaurants with links
- List of accommodation options with links
- Feature activities and places to go in Fort Frances with short descriptions of each destination
- Display experience based packages
- Display general information for fishing on Rainy Lake
- A short description of Fort Frances' location from other major centres
- Provide international border crossing information
- Link to mapping feature

## **Sitemap**

1. Homepage
2. Getting to Fort Frances
3. Where to Stay
4. Experiences
  - Food and drink (Forageur)
  - Activities
5. Fishing (Afishianado)

## **Timeline & Milestones**

The project will be completed in two phases:

1. July 6 -August 30, 2020: Full website development, begin developing digital library
2. February 2021: Refresh the website, add links to sections left out in the 2020 phase, begin to replace visual elements with content from digital library collection of 2020, add videos and other advertising elements

## **Functional/Technical Requirements**

- Certain pages should provide links to other businesses' websites and social media.
- The homepage must have links to the town's Facebook and Instagram pages.
- Link activity packages to Air BnB Experiences in the 2021 phase.
- A portion of the 2021 phase will be adding a place on each page where residents and visitors can post testimonials and stories in a blog style format.

## **Budget**

We request that the proposal include a quote for how much the intended project will cost. Our current budget is \$20,000 for phases one and two.

## **Proposal to Include**

The Request for Proposal and any subsequent contract will be awarded to the firm that submits the following criteria:

- CV of principals
- List of any sub-contractors the vendor will be utilizing
- Three samples of recent projects related to the area of tourism website development
- Two references from recent clients
- Certificate of insurance
- Project deliverance timeline with costs for each element

The deadline for proposals is July 3, 2020 at 4:00pm CT. Questions should be submitted by email only before June 26, 2020 to [ecdev@fortfrances.ca](mailto:ecdev@fortfrances.ca). All proposals and questions should be submitted in to [ecdev@fortfrances.ca](mailto:ecdev@fortfrances.ca) with a maximum length of 20 pages.