



**Midtown Yonge Business Improvement Area  
Request for Proposals  
Website Development**

**RFP Issue date:** Monday, January 22, 2023

**Closing Time:** Proposals must be received by 4:00 pm. on Monday, February 5, 2024. Please send your proposal to the email below.

**Contact:** Enquiries related to this RFP, including any requests for information or clarification, may only be directed in writing to the following person who will respond if time permits before the Closing Time. Information obtained from any other source is not official and should not be relied upon.

Pam Cambuy, Executive Director  
Midtown Yonge BIA  
info@midtownyongebia.com

**Introduction:**

Midtown Yonge BIA (MYBIA) invites qualified website development agencies to submit proposals for the design, development, and launch of a new website. We are seeking a modern, user-friendly website that effectively communicates our mission, showcases our events and member businesses, and provides valuable information to our community.

**Background:**

MYBIA is a non-profit organization located in midtown Toronto, dedicated to promoting and enhancing the economic and cultural vitality of our community. In 2023 we have been through a rebranding and our current website does not adequately represent our organization's new brand. We are seeking a new website that aligns with our goals and engages our diverse audience.

**Scope of Work:**

The selected vendor will be responsible for the following tasks:

**1. Discovery Phase:**

- Conduct a thorough analysis of our current website and identify areas for improvement.
- Engage with MYBIA stakeholders to understand their needs and expectations for the new website.

## **2. Design and Development:**

- Create a website which main purpose is to promote the business members and the activities created by MYBIA.
- Build a modern, visually appealing design that reflects the character of Midtown Yonge BIA.
- Develop a responsive website that ensures optimal viewing across various devices and browsers.
- Implement an intuitive navigation structure for easy access to information.
- Incorporate features such as an events calendar, business directory, and news section.
- Ensure the website is compliant with accessibility standards.

## **3. Content Management:**

- Provide a user-friendly Content Management System (CMS) that allows MYBIA staff to update content easily.
- Offer training and documentation for staff members on using the CMS.

## **4. Integration:**

- Integrate social media channels and ensure seamless sharing of content.
- Implement basic SEO best practices for improved online visibility.

## **5. Testing and Deployment:**

- Conduct thorough testing of the website to identify and resolve any issues.
- Assist with the deployment of the website to the hosting server.

### **Evaluation Criteria:**

Proposals will be evaluated based on the following criteria:

- Experience in developing websites for non-profit organizations or similar entities.
- Understanding of MYBIA's goals and target audience.
- Proposed design and development approach.
- Demonstrated ability to work within the budget and timeline.
- Quality of proposed deliverables.

### **Submission Guidelines:**

Please submit your proposal in PDF format, including the following:

1. Cover letter summarizing your experience and approach to the project.
2. Proposed budget breakdown.
3. Timeline for project completion.
4. Examples of past website development projects, particularly for non-profit organizations.
5. Contact information for three references.

Proposals must be submitted by February 5<sup>th</sup>, 2024, to Pam Cambuy  
[info@midtownyongebia.com](mailto:info@midtownyongebia.com)

**Timeline:**

- **RFP release:** January 22<sup>nd</sup>, 2024
- **Proposal submission deadline:** February 5<sup>th</sup>, 2024, by 4pm
- **Selection of vendor:** February 19<sup>th</sup>, 2024
- **Project kickoff:** March 1<sup>st</sup>, 2024
- **Project completion:** May 1<sup>st</sup>, 2024

**Budget:**

The total budget for this project is \$5,000 CAD, inclusive of all expenses plus HST.

**Conclusion:**

Thank you for your interest in working with Midtown Yonge BIA. We look forward to reviewing your proposal and selecting a vendor who can help us enhance our online presence.