



REQUEST FOR PROPOSAL WEB SITE DESIGN, DEVELOPMENT & HOSTING OAKVILLE CHAMBER OF COMMERCE

Contact:

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SUBMISSION DEADLINE: Thursday, May 8, 2008, 4:00 p.m. local time.

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OF THE OAKVILLE CHAMBER OF COMMERCE.**

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1. SUMMARY

The Oakville Chamber of Commerce requires a new web site to provide an updated image, an improved ability to communicate with stakeholders and add value to Chamber membership, to create administrative efficiencies, a more effective marketing tool to attract new members and advanced functionality to allow for online membership and event registration and payment processing.

The Oakville Chamber is accepting proposals to design, develop and host its web site. This will be a concept to completion production. The Chamber is seeking a business relationship with a vendor to help roll out this new initiative in an efficient and effective manner. The purpose of this Request for Proposals (RFP) is to outline the scope of the project and to provide vendors with the evaluation criteria against which they will be judged.

The existing web site was originally designed and produced by an off-site party and is currently maintained with in-house and external resources. The existing site may be viewed at: www.oakvillechamber.com.

The Chamber thanks all vendors for their interest and submissions regarding this project.

2. PROPOSAL REQUIREMENTS

This is a competitive process open to members in good standing of the Oakville Chamber of Commerce as of March 1, 2008. An electronic version of this RFP is available upon request. All interested vendors must register with the Chamber office in order to insure that all questions, changes and updates to this RFP are communicated directly to the vendor.

Proposals must be submitted in writing and delivered to:

John Sawyer
Executive Director
Oakville Chamber of Commerce
2521 Wycroft Road
Oakville, Ontario
L6L 6P8

The deadline for submissions will be 4:00 p.m. local time, THURSDAY, MAY 8, 2008

Please note; FOUR copies of the proposal in a printed, hard copy format are required. Submissions must be clearly marked on the outside of the envelope; "WEB SITE RFP" along with the name, address and contact information of the party submitting the proposal. At least one hard copy of the proposal must contain the original signature of an authorized officer or agent of the company submitting the proposal.

In addition to the hard copies of the proposal an electronic copy of the proposal must also be submitted, prior to the deadline to: johnsawyer@oakvillechamber.com. The subject line of the electronic submission must read "WEB SITE RFP SUBMISSION".

Any proposals received after the deadline will be returned unopened.

Please use the following as a guideline to format your proposal:

- Use no more than two font styles and only one font size throughout your proposal (the font should be at least 10 points or larger).
- The maximum proposal length including the title page, cover letter, proposal, qualifications and price should not exceed 10 pages.
- Prepare the proposal in plain text format with the exception of graphics and support materials which can be any or all of the file extensions shown here: jpg, tif, gif, pdf.
- The Chamber will not be responsible if a proposal cannot be opened or read because the format of the proposal is not compatible with current versions of software used by the Chamber.
- Proposals submitted via facsimile will not be accepted.

Questions related to this RFP must be submitted in writing via;

Mail or personal delivery: to the address noted above,

E-mail: johnsawyer@oakvillechamber.com

Facsimile: 905-845-6475 (and clearly marked “Attention John Sawyer)

Answers to such questions shall be delivered in writing via e-mail or facsimile within two business days. All companies that have expressed interest in this RFP and have registered with the Chamber shall receive a copy of the question and the Chamber’s response to the question.

If you wish to submit alternate solutions, we would encourage you to do so.

The price you quote should be all inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees. Please quote GST separately.

The costs of any software and or required licensing must be included and detailed in your proposal.

If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name and address of the sub-contractor. The Chamber will not refuse a proposal based upon the use of sub-contractors; however, we retain the right to refuse the sub-contractors you have selected.

Provisions of this RFP and the contents of the successful vendor’s responses are considered available for inclusion in final contractual obligations.

This project will not necessarily be awarded to the vendor who submits the lowest price and the Chamber reserves the right to add, modify or delete proposal requirements or terminate the competitive process without awarding this project to a vendor.

3. CONTRACT TERMS

The Chamber will negotiate contract terms upon selection of the successful vendor. All contracts are subject to review by the Chamber's legal counsel, and the project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, penalties for non-performance (including but not limited to failure to meet deadlines) and other necessary items.

4. PURPOSE, DESCRIPTION AND OBJECTIVES

PURPOSE: The Chamber currently has a web presence that is somewhat outdated in appearance, structure and in the presentation of content. An opportunity exists to re-engineer the site to better reflect the mission and brand of the Chamber and incorporate the latest web technology. Upon completion of the development of the site, the Chamber will assume full responsibility for web site content maintenance and administration. All content, coding and graphics will become the sole property of the Chamber.

DESCRIPTION: Create a flexible, informative web site that is easy to maintain. We must develop a friendly site that can deliver large amounts of constantly changing information to our key audiences. In addition to designing a user-friendly site with an intuitive interface, we must also develop a web-based, database-driven administration tool that allows key management personnel to easily update content without directly accessing source code.

Administration of web content will be based on roles to control access and work flow (e.g. author, reviewer/editor, publisher).

To be effective, our Web Site must be:

- Easy to navigate (user-friendly and intuitive)
- Informative
- Safe and secure
- Quick to load and operate
- Visually pleasing (progressive with a business theme reflective of Oakville's business community).
- Simple and easy to update by non-technical Chamber staff

OUR VISION: The new web site will become the hub of the Chamber's activities and it will:

- Maximize web-based technologies and provide focused web-based solutions
- Build member loyalty and enhance stakeholder relationships
- Improve program delivery and service
- Demonstrate value for existing and potential stakeholders in associating with the Chamber

OBJECTIVES: Our Internet objectives are to:

- Update and build the Chamber’s brand identity
- Increase awareness and interest in the Chamber and the services it provides
- Add value to and increase Chamber membership
- Automate administration processes (i.e. through on-line event registration or membership application processes)
- Create a tool that will communicate effectively and become a resource for our audiences and stakeholders

SPECIFIC STRATEGIES:

- Increase awareness of the Chamber’s mission and promote involvement through programs
- Retain current members and gain new ones
- Strengthen relationships with members, sponsors, volunteers, community partners, program partners and participants, the media and staff
- Improve business efficiencies
- Present comprehensive information and resources in an easy to use format
- Increase site promotion activities
- Provide a forum for members to engage in dialogue and share opinions and expertise
- Integrate brand messaging
- Deliver a consistent image
- Publicize Chamber events and activities
- Facilitate e-commerce and enable commercial transactions in a secure manner.
- Deliver a scalable, maintainable foundation

In short, we must tell our story through the use of compelling visuals, intuitive navigation and concise messaging.

MAKE IT EASY: Redesign the site to deliver intuitive navigation, an improved graphical user interface and easy-to-find content organization.

MAKE IT HAPPEN: Reinforce the Chamber’s brand and market leadership and give the stakeholders an incentive to take action.

5. TIMELINE

A timetable of the RFP process can be found in APPENDIX “A” attached hereto. Proposals will be evaluated immediately after the submission deadline. At that time, we may require interviews at our office with our evaluation team. You will be notified if such an interview is required.

6. BUDGET

Please provide several cost proposals to accomplish the scope outlined below. The budget must encompass all design, production and software acquisitions or licensing necessary for development and maintenance of the web site. (see details in section **2. PROPOSAL REQUIREMENTS.**)

All costs associated with the delivery of the project should be presented in a flat rate, fee for service format.

The price you quote should be all inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees. Please quote GST separately.

Indicate what, if any, ongoing support you anticipate may be required for this project. Technical support and services may be required from the selected vendor for ongoing support, special projects or major structural change in the future. The proposal should include the hourly rates for services required for technical support and services.

Hosting will be addressed separately and costs for hosting are not included in the budget for this project.

List pricing for:

- Phase I: Discovery, Requirements Planning and Site Definition
- Phase II: Site Development, Testing and Deployment
- Technical support, training and services
- Hosting: We have not yet made a decision to host on or off-site. Discussions during the discovery phase and your input and advice will help us make a decision in this regard.

7. ABOUT THE OAKVILLE CHAMBER OF COMMERCE

The Oakville Chamber of Commerce is the voice of the Oakville business community. We provide Member benefits which include advocacy, corporate benefits, networking opportunities, business development and educational forums. **Our mission is to foster a healthy economic environment for Oakville.**

A not-for-profit organization, the Oakville Chamber of Commerce was established in 1949. The Chamber has grown to over 1,000 Member businesses representing over 37,000 employees. The Chamber is one of the largest associations of any kind in the Town of Oakville.

The Chamber hosts over 70 events each year. Our guest speakers have included a number of high profile government officials including: Prime Minister Stephen Harper, Ambassador of the People's Republic of China to Canada, Lu Shumin, Premier Dalton McGuinty, Federal NDP Leader Jack Layton, National Green Party Leader Elizabeth May, Opposition Leader John Tory and 12 Federal and Provincial Cabinet Ministers.

The Oakville Chamber has also hosted a number of prominent business leaders and celebrities, notably, Bill Osborne, President of Ford Canada, Pierre Morrissette, Founder & CEO of The Weather Network, Dr. Sherry Cooper, Executive Vice President & Global Economic Strategist BMO Financial Group and world renowned wildlife artist Robert Bateman.

The Oakville Chamber of Commerce was the 2007 Chair's Award recipient. This award is presented annually by the Ontario Chamber of Commerce to Chambers that develop outstanding new programs. The Oakville Chamber is an active member of both the Canadian and Ontario Chambers of Commerce.

MEMBER DEMOGRAPHICS: Chamber members represent all business sectors ranging from the service industry and retail to manufacturers and distributors. Membership includes businesses of all sizes from 1 person, home-based businesses to large multi-national corporations with thousands of employees.

8. AUDIENCE & STAKEHOLDERS

The web site will have a number of stakeholder groups:

CURRENT MEMBERS AND THEIR EMPLOYEES: Members will visit the site to view upcoming events and read about Chamber activities. The web site will allow them to register and pay electronically for events, goods or services. Members will also be encouraged to submit articles related to their field of expertise.

PROSPECTIVE CHAMBER MEMBERS: These businesses will be provided with information on why they should join the Chamber. They will have the ability to complete a membership application form and pay online. They can also register for events as non-members and pay a higher price than members. The objective is to turn them into Chamber members. This group may have been referred by members, conducted an online search, clicked through from a referring site or banner ad, seen Chamber information from an ad or a media article, etc.

THE MEDIA: The web site will be the Chamber's primary communication tool and the source of current and archived material. Therefore it will be a key source of information about the Chamber that the Media can easily access for in-depth or background material.

THE PUBLIC: The Chamber wants the general public in Oakville to understand what it does in the community. The more influence the Chamber is seen to have in the community, the more leverage it can use to influence decision makers. A positive public image will also encourage new membership registrations.

SPONSORS: The site will be used to recognize, thank, profile and promote Chamber sponsors.

VOLUNTEERS: The site will be used to recognize, thank and profile Chamber volunteers.

COMMUNITY PARTNERS: The Chamber has many sponsors and strategic relationships with a number of organizations. The web site will profile and provide a link to these groups. A few examples would be the Canadian Chamber of Commerce, the Ontario Chamber of Commerce, Halton Region's and the Town of Oakville Economic Development Departments, United Way, Sheridan Institute, The Oakville Arts Council, the 3 local Business Improvement Areas, the Canadian Club etc.

CHAMBER PROGRAM PARTNERS: The Chamber has a business relationship with several companies that market Chamber programs. Examples would include On-Line Learning, the Chamber Group Insurance Plan, On-Line Business Directory and Member to Member Discounts, Esso fuel discounts, Visa/Mastercard/Interact merchant discounts. The web site will be used to promote Chamber Programs and link to our Business Partners.

THE CHAMBER STAFF: Staff members will use the site as a communications tool and to manage events. Event management and registration is currently a manual process that consumes a great deal of staff time. The new web site is expected to significantly reduce event management time. In addition, it is expected that some new members will opt to register and pay online, reducing the time involved in signing up new members.

9. SCOPE AND GUIDELINES

The scope of this project is to update the existing Chamber web site. Our in-house staff will create/provide the site copy and provide the successful vendor with some of the necessary original and stock photography. A firm that can handle all site planning, interface design and production is required. The site must include a technology solution that allows the in-house staff to easily and cost effectively update content and modify site design after the initial launch.

PROJECT SCOPE: The scope of the project shall include but not be limited to:

- Visual Design
- Functional design
- Content Management solution
- Data base management solution
- Mapping
- Production
- Training
- Deployment
- Support

INFORMATION DISCOVERY: Confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, requirements planning and budgetary constraints, resulting in a creative brief.

DESIGN: Web site information architecture, graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links and site mapping.

DEVELOPMENT GUIDELINES: The web site designed by the successful vendor must meet the following criteria:

- Create a content management system that will permit non-technical Chamber staff to instantly update web site content on specific pages.
- Easily Updated – once the site has been completed and accepted by the Chamber, the site will be maintained by the Chamber staff.
- Site elements (i.e. navigation buttons, etc.) are to be accomplished using CSS rather than graphics.
- Convert substantial amounts of the Chamber’s existing web site content to the new web site.
- Visually Appealing – the site must have an attractive mix of text and graphics.
- Common Theme – each section of the site should have a common look and feel.
- The Chamber Logo – should be prominently displayed on every page as a common header or element.
- Consistent Design – as stated above, each section of the site should have a common look and feel. The use of photographs, fonts and layouts should be consistent throughout the site.
- Easy to Navigate – the site should be easy to navigate. Information should be grouped and presented in a logical manner and ideally require no more than three levels of “drill down” for the user to find the desired information.
- Development of web pages to accommodate the proposed navigation scheme.
- Gather e-mail, areas of interest and demographic information from visitors in a format that permits the Chamber to maintain a single database of users and e-mail each according to their area of interest and profile.
- Provide training and all necessary support to permit easy use by Chamber staff. (such training will include, but not be limited to documentation, a minimum number of hours for group training, and specific one on one training)
- Provide necessary code, software and licenses to maintain the site internally or externally, as decided by the Chamber.
- Enable search capabilities using key words or phrasing that will identify content from throughout the site and propose other creative strategies to drive traffic to the Chamber’s web site. All forms of organic marketing and optimization including keywords and titles should be programmed into the solution. Suggestions for other effective marketing techniques will be considered.
- Project Management – an assigned project manager will be made available to present information and coordinate with Chamber staff, including a reasonable number of meetings to present design and development solutions.
- Once the web site has been completed and accepted by the Chamber, the web site design and all of its contents, software, code, source files for graphics and architecture will become property of the Chamber.
- It is intended that materials which become the property of the Chamber will be used by the Chamber for power point and/or other presentations or marketing materials as needed from time to time by the Chamber.

PAGE SPECIFICATIONS / SITE MAP: Please see APPENDIX “B” attached hereto for a draft list of the different types of pages that may be required to be included.

SITE SPECIFICATIONS: The Chamber encourages creativity in the proposals submitted; however, there are certain requirements for the web site project. Your proposal must account for all of these requirements:

- Site must be compatible with IE and Netscape browser versions 7.0 and higher.
- Web site must not require plug-ins as a default.
- Site should be easily accessible to the novice as well as the experienced Internet user.
- Fast Loading Pages – The web site must be designed with a balance of text and graphics such that each page loads in 4 seconds or less on the average computer.
- Search Engine Compatibility – should be optimized for searches that include:
 - references to doing business in Oakville
 - references to business organization /associations in Oakville
 - references to Chamber members by name.
 - searches for product / service categories in Oakville. (e.g. Accountants in Oakville)
- The site programming must have cross-browser compatibility (e.g. Internet Explorer, Firefox, Safari etc.).
- Chamber Staff require full control over site content through a web content management system to make frequent updates.
- A future consideration may be full integration with, or replacement of the current member administration system.
- Automate applications for membership and renewals.
- Provide full payment processing capabilities.
- Provide Advanced Events Management Module that retains all registration information. (except for Credit Card Information)
- Integrate Newsletter signups.
- Implement online polling/survey function.
- Ability to view articles and download useful files.
- Ability for members to submit content such as an article(s) they have written in order to build credibility. A link can be provided to their site if an article is approved and published.

EVENT MANAGEMENT: An integrated events management module will have the following functions:

- **Event calendar:** an event calendar will contain links to all events. The calendar navigation should be simple with each event link leading to a details page and registration /payment form.
- **Event loading:** Staff will create new events in the system and load details such as: location, time and date, details, price (member and non-member), images, capacity levels, etc.

- **Event Descriptions:** Links will be required to an “Events Description” page or pages that will detail the nature of each event (e.g. annual, monthly, special, networking, educational, etc.)
- **Event registration:** a standard online form will be used for event registration. All information except credit card information will be stored in the database.
- **Payment:** payment information will be taken at the end of the registration process and executed.
- **Paperwork:** After every transaction, users will be given the option to print a receipt and one will be automatically emailed to the address they provided along with a list of other upcoming events or other Chamber material.
- **Notification:** An email will be sent to Chamber staff after every registration (optional) – or at certain points (e.g. when 50% sold).
- **Indicators:** The events module should be set to automatically indicate a sold out venue based on the number of seats sold versus maximum capacity specified during event loading. It can also be set to indicate other levels such as “Few seats remaining”.
- **Reporting:** At any time, Chamber staff must be able to view and print a report of event registration status with a list of attendees and detailed contact information.
- **Mail Merge:** There should be the capability to download content in Word and Excel to create lists (i.e. targeted mailing or phone lists for follow-up)

CONTENT MANAGED WEB SITE:

- **WYSIWYG Editing Tools:** Create and modify content with an easy to use editor. View source mode, cut and paste functionality, spelling and grammatical checker preferred.
- **Separation of Content and Web Features:** Modify navigation and web site tools without disrupting content.
- **Separation of Content and Presentation:** Maintain consistency in design for all new content created with style-based content authoring.
- **Template Driven:** Use Templates to simplify work and maintain consistency throughout.
- **File Management:** Store images, media files and documents of all popular formats for integration into the site.
- **Custom Applications and forms:** Allow custom applications to be made available for integration into the site.
- **Content Management System:** Easily update content, change page layout, add new sections, pages, designate view / edit / publish privileges.

TESTING: Testing of the site must be done by the vendor on all applicable platforms to ensure the web site works as promised. Explain testing plan through development process.

DELIVERY: Delivery and uploading of the site to Chamber for internal hosting, to an outside third party, or hosting by the vendor is to be determined.

TRACKING: Implementation of tracking software to produce user-defined site log reports. We need a tool to help us better understand and measure web visitor behavior and improve web site performance and availability. This may be offered through hosting service and should include:

- Web traffic analysis
- Path analysis
- Visitor trends
- Page views
- Entry pages
- Top pages
- Exit pages
- Page – length of stay
- Technical analysis: browsers and platforms

10. AVAILABLE TECHNOLOGY RESOURCES / INTEGRATION ISSUES

We will use much of our existing web content and the vendor will be required to copy the content from the Chamber’s existing site to the new site. New content will be identified and provided by the Chamber to the vendor in a “Word” format. The vendor will be required to insert and proof the content for the new web site.

There is an existing database (IRM) that may need to be imported or connected to the new site.

NOTE: The design and specifications for the new web site should take into account the Chambers current hardware and equipment. If new hardware and equipment will be required to facilitate the new web site this should be detailed in the vendor’s proposal.

11. CHAMBER STAFF LIAISON

A successful planning effort is driven by an interdisciplinary team of participants. The core team will be driven by the following roles:

PROJECT LEAD: **John Sawyer** will be responsible for sign-off on key decisions, providing project steering and maintaining relationships with outside stakeholders. He will also be responsible for keeping the project on schedule and within the budget.

PROJECT MANAGER: **Anita Jenett** will maintain communication between team members and content stakeholders, including: the vendor, all Chamber staff and the Marketing & Membership Committee.

12. VENDOR QUALIFICATIONS

- List the 3 web sites your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. The URL should be submitted. Only sites that are live will qualify during evaluation.

- Describe your experience in producing sites for non-profit and/or community-focused projects.
- Provide current reference information for 3 former or current clients.
- Briefly describe your firm's organizational capacity to produce our web site (e.g. staff, equipment, software, physical space, office location, etc.).
- Provide a company profile, length of time in business and core competencies. Include biographies of key personnel and subcontractors.
- Please discuss your testing and support plan.
- Please explain your service level agreement (SLA) structure.
- Time frame for completion. The time frame for completion of the project will be evaluated. In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is requested.
- Terms and conditions.

13. EVALUATION CRITERIA

The following criteria will form the basis upon which the Chamber will evaluate proposals:

- You **MUST** comply with all of the submission requirements as detailed above (in section **2. PROPOSAL REQUIREMENTS**).
- Your proposal **MUST** include a cost proposal as described above in section **2. PROPOSAL REQUIREMENTS** and section **6. BUDGET**. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format.
- You **MUST** be a Member in good standing of the Oakville Chamber of Commerce as of March 1, 2008.

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- Suitability of the Proposal – the proposed solution meets the needs and criteria set forth in the RFP.
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Aesthetic/Function Capabilities – Prior work demonstrates artistic and innovative, user-friendly interfaces that engage audiences and stakeholders.
- Vendor Experience – The vendor has successfully completed similar projects and has the experience and qualifications necessary to undertake this project.
- Value/Pricing Structure and Price Levels – The price is commensurate with the value offered by the vendor. This project will not necessarily be awarded to the vendor who submits the lowest price.

- As a non-profit organization, the Chamber is able to accept pro bono service and recognize the provider to the full extent, including naming the vendor within the web site and other collateral as a Chamber supporter and partner. The Chamber would welcome the opportunity to offset all or part of the cost of this project through promotional consideration for the vendor.
- Depth and Breadth of Staff – The candidate firm has appropriate staff to develop and launch the site in the time frame needed.
- Proposal Presentation – The information is presented in a professional, clear, logical manner and is well organized.
- Demonstrated commitment to high service level agreements (SLA).
- Stability and resources of the vendor.
- Quality of the vendor’s references.

14. HOSTING OPTIONS AND ADDITIONAL INFORMATION

Do you provide hosting? If so, please provide answers to the following questions:

- How often do you backup?
- How often do you have down time?
- How often do you upgrade software/hardware?
- Describe your technical support.
- Describe your security.
- Describe what, if any, redundancy is built into the system.
- Do you have a high-speed, direct connection to the Internet?
- Please describe your methodology and service level agreements.
- Detail pricing, terms and conditions.

If you do not provide hosting, please suggest a vendor/partner to provide this service and provide answers to the above questions.

15. IMPORTANT NOTES:

PLEASE NOTE THAT THE VENDOR WILL:

- Keep all aspects of the RFP confidential.
- Provide the Chamber with any additional materials as may be required by the Chamber.
- Accept the Chamber’s decision as final and that no compensation shall be made by the Chamber to the vendor for any reason or for any expense of any kind whatsoever regarding the vendor’s direct or indirect participation in the process of researching, preparing, submitting or in any way participating in this RFP process.

THE CHAMBER WILL:

- Accept submissions only from those businesses invited to reply to this RFP.
- Not reimburse any expenses incurred by the vendor in the context of this RFP.
- Be under no obligation to purchase any of the services offered by the vendor.
- Reserve the right to seek clarifications from vendors after the submission deadline.
- Reserve the right to terminate the competitive process without awarding this project to a vendor.

THANK YOU TO ALL OF THE CHAMBER MEMBERS THAT HAVE EXPRESSED INTEREST IN AND PARTICIPATED IN THIS PROJECT. WE APPRECIATE YOUR ONGOING SUPPORT OF THE CHAMBER.

THIS DOCUMENT IS STRICTLY CONFIDENTIAL AND IS NOT TO BE CIRCULATED OR DISCLOSED WITHOUT THE EXPLICIT WRITTEN PERMISSION OF THE OAKVILLE CHAMBER OF COMMERCE.

APPENDIX "A" TIMELINE

1	Prepare Management Outline	Complete
2	Marketing/Membership Committee Input	Complete
3	Staff Input	Complete
4	Meet with Chamber Members that have self-identified as having Expertise in Web Site Development	Complete
5	Complete Draft and Publish RFP	10:00 a.m. Monday, April 7
6	RFP Question & Answer Meeting	10:30 a.m. Wednesday, April 23
7	RFP Submission Deadline	4:00 p.m. Thursday, May 8
8	Select and notify a short list of up to 3 Vendors	5:00 p.m. Friday, May 16
9	Interview short listed Vendors	9:30 p.m. to 4:30 p.m. Friday, May 23
10	Choose and Notify Successful Vendor	5:00 p.m. Friday, May 30
11	Development begins	10:00 a.m. Monday, June 16
12	Completion date	4:00 p.m. Monday, September 15
13	Public launch date	7:30 a.m. Monday, October 20

NOTE: WHERE DATES AND TIMES ARE INDICATED THEY SHALL BE LOCAL, EASTERN STANDARD DATES AND TIMES.

APPENDIX – “B” – PAGE SPECIFICATIONS AND DRAFT SITE MAP

The following is a random list that will need to be appropriately organized:

- Membership
 - benefits
 - inquiries
 - registration
 - submit application form online or be able to print and fax in the application or request a call.
 - Membership renewal
- Contact us/feedback
 - phone / fax / email / mailing address
 - map/directions to the Chamber office
 - media contacts
 - Chamber Staff - titles/ job description/ contact info
 - Chamber hours
 - forms
- Marketplace
- E-newsletter capability
- Events
 - postings
 - calendar
 - featured and/or upcoming event(s)
 - registration on-line or fax
 - descriptions/profile
 - Business After Hours
 - Golf Tournament
 - Good Morning Oakville
 - President's Dinner
 - Oakville Awards for Business Excellence (OABE)
 - OABE Nominees Reception
 - Annual General Meeting
 - Business Advisory Panel
 - Lunch & Learn
 - Boost Your Business
 - New Member Breakfast
 - Special Events or Guest Speakers
 - Small Business Week
 - Kick-Off Breakfast
 - Seminars
 - Small Business Round tables
 - Trade Show
- Photo gallery / special guest speakers
- Surveys
- Classified and graphic ads
- Accommodate sponsors or advertising
- On-line registration / automatically send confirmation and receipt
- Security - hackers / e-commerce / misuse by spammers
- E-commerce capability

- Calls to action:
 - Sign up for membership
 - Renew membership
 - Register for the Chamber Newsletter. (Building the newsletter with prospects is a great lead-generation tool for membership and events.)
 - Register for an event
 - Submit material
- Home Page - should be welcoming to prospective members, display current news and events on the front page, navigation should be clearly visible on the side and/or top of homepage.
- About the Chamber
 - Background / History / Profile
 - Mission Statement and Value Proposition
- Board of Directors
 - Past Presidents
 - Photos
 - Bios/Profiles
- President's Message
- Volunteers - photo and bio
- Committees
 - Chairs, photos and bio
 - Committee members, photos and bios
 - Committee mandate
 - Meeting schedule
 - Boost Your Business
 - Nomination Committee
 - Good Morning Oakville
 - Golf
 - Education
 - Executive Committee
 - Board of Directors
 - Small Business Week
 - CEO Receptions
 - Ambassadors
 - Membership
 - Marketing
 - Government Relations & Advocacy
- Job Opportunities
- About the Chamber - should have full content on all of the submenus pertaining to the Chamber.
- Join the Chamber
 - Membership privileges
 - Membership fees
 - Application Form
- There should be a calendar of events that clearly displays the upcoming events. The events should be categorized into 3 categories of events:
 - Annual Events (i.e. Golf Tournament),
 - Event Series (i.e. Business after Hours)
 - Special events (i.e. Speakers)
 - Links from each event should have a registration and payment process.

- Member Services
 - Welcome New Members!
 - Member Services
 - Member Directory (note this would be a link to an existing Directory provided by YLM, the Breken Group)
 - Privacy Policy
- Member Directory
- Oakville Business Directory
- Business Advisory Panel
- Site Map Detailed site map of each navigational section and all subsections.
- Resources
 - Business Resources
 - Links (i.e. Town of Oakville and Region of Halton Economic Development Departments, Downtown/Kerr/Bronte Business Improvement Areas, Ontario and Canadian Chambers of Commerce etc. etc.
- Contact Display: contact information including key contact phone numbers and extensions, fax, and email submission form, mailing address, business hours.
- Education
 - Small Business Week Trade Show
 - Advertising opportunities
 - Sponsorship opportunities
 - Member Articles
 - Community partners and links
- Chamber Programs
 - Insurance
 - E-Learning
 - Merchant Discounts - Visa / Mastercard / Interact
 - Esso Fuel Discount
 - Member to Member Discounts
 - Oakville On-Line Business Directory
 - Down-loadable Oakville Business Directory
 - Facilities
- Press Releases (current and archived)
- Chamber logo and Graphics for use by members (outline of permission and protocol)
- Members in the news
- F.A.Q.'s
 - Is the Chamber part of or funded by the government ?
 - What's the difference between a Chamber and a Board of Trade?
 - What is a Chamber of Commerce?
- Nelson Cusitar Memorial Award
- Ontario Chamber of Commerce – 2007 Chair's Award