



Request for Quotation

Date: September 25, 2008

To: Website Design Service Providers

From: Greater Peterborough Innovation Cluster

Re: REDESIGN & DEVELOPMENT OF GREATER PETERBOROUGH
INNOVATION CLUSTER CURRENT WEBSITE,
www.innovationcluster.ca

Overview

The Greater Peterborough Area Economic Development Corporation (GPA EDC) is seeking a progressive and innovative customer-oriented service provider to partner with its Innovation Cluster division to create a leading-edge presence on the World Wide Web in the redesign and development of the Greater Peterborough Innovation Cluster current website, www.innovationcluster.ca

The Greater Peterborough Innovation Cluster is a regional economic development initiative focused on commercializing regional DNA and related life sciences innovation, built on strategic alliances between private and public sector participants. The Innovation Cluster's overall mandate is to facilitate an environment in which wealth can be generated, high paying jobs can be created, and an enhanced quality of life be reached for the citizens in the Greater Peterborough Area. To effectively meet its mandate, the Cluster works through its four pillars, with a focus in the scientific areas of DNA, wildlife forensics, water quality, agriculture, environmental, wastewater management, health, and biomaterials.

The Innovation Cluster website must be designed with the logo prominently featured on all pages along with a visual appeal to the consumer as well as being easily navigable. The visitors to our site are primarily potential investors, corporate partners and members, researchers and other contacts world wide as well as local residents and business owners. The design of the site must therefore present information in a user-friendly format, while capturing the viewers' attention with visually stimulating graphics and images.

Hosting

Site is currently hosted through Nexicom Business Services, Millbrook Ontario.

General Requirements

- Designed with Cascading Style Sheets (CSS) to increase site download speed and increase visitor conversion rates as well as providing more flexibility changes in design
- Work with GPA EDC's project lead on developing a site map and identifying which sections require CMS
- Incorporate different site versions to different media (screen, print, mobile etc.)
- Dynamic web pages using client and server side scripting languages (JSP, PHP, ASP etc.)
- Site architecture/navigation should be readily identifiable and easy-to-navigate (Information should be divided into logical categories and prioritized using three click rule so that visitors do not get lost)
- Consistent look and layout throughout site
- Fully compatible with cross-browsers
- Revenue generating elements (ie. Banner ads) will need to be considered
- Image optimization (have all graphics/photos load quickly)
- Integrated search engines for electronic versions of marketing pieces (PDF etc.)
- Update META tags and keyword customization to ensure good ranking on search engines
- Alternate content when plug-in's aren't installed
- Minimum browser functionality requirements
- File formats (PDF, Word, etc.)
- Sitemap
- Google Analytics dashboard set-up
- Responses should include all costs associated with any recommended software, detailed as much as possible

Special Features

- Multimedia (flash, video)
- Login section for registered businesses (to feature buy-ins etc.)
- Regional Maps (County, City) – with "zoom" capabilities

Content Management System

- Admin / User / Modules
- Access permissions specified by roles – content approval and activation by Admin
- User restriction for content feeding only

- Text re-writes and improvements
- Add/delete pages
- Add/delete images/graphics
- WYSIWYG Editor for document formatting and easy management
- Global document re-activation
- Custom page naming
- Ability to upload news releases, photos, links, etc.
- A simple calendar of events that can be managed by staff

Photographs

- The GPA EDC will provide most or all photos. Please do not include prices for photos or scans in your quote

Important Notes:

- Ownership of all source code, artwork source files (psd) and intellectual property of the finished design will remain the property of the GPA EDC
- This document is a guideline, additions or subtractions to plan may change throughout the process. All changes with a budgetary implication must be discussed, put into writing and signed off by GPA EDC project lead prior to implementation
- Budget range for this project is \$6,000 - \$8,000

Proposals must include:

- A list of comparable websites designed by the respondent, including website addresses and contact persons for the entities operating such website, who may be contacted for references
- A listing of the necessary software and hardware, any additional communication requirements, training, integration needs and potential costs necessary to host and maintain the website
- A timeline

Right to change RFP and Process:

The GPA EDC reserves the right to reject any and all proposals, in whole or in part, to advertise for new proposals, to abandon the need for services, and to cancel or amend the RFQ at any time prior to the execution of the written contract. The GPA EDC reserves the right to waive any formalities in the RFQ process. The GPA EDC may respond to questions or provide information from respondents, and is under no obligation to provide such responses or information to all other respondents.

The GPA EDC will review and evaluate all proposals using its sole judgment and discretion, and may take into account the content of the responses and any other factors in its judgment.

All quotations must be received by 4:30 PM on Friday, October 10, 2008

QUOTATIONS TO BE IN SEALED ENVELOPES MARKED:

2008 INNOVATION CLUSTER WEBSITE REDESIGN AND DEVELOPMENT

The lowest priced quotation may not necessarily be selected.

Contact Info:

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