



# **HOSPITALITY**

NEWFOUNDLAND & LABRADOR

**Request for Proposals**

**Website  
Development**

## Project Overview

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Hospitality Newfoundland and Labrador is currently seeking proposals for the development of a new responsive website that is in line with the existing brand and allows the organization to better meet the needs of membership and the greater tourism industry.

## Company Overview

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Hospitality Newfoundland and Labrador, established in 1983, is a non-profit membership association that leads, supports, represents and enhances the province's tourism industry. It works on behalf of members and has played a crucial role in developing the tourism industry into the flourishing economic driver that it is today. Hospitality NL has been the voice of the provincial tourism industry since the association was founded 34 years ago.

## Our Audience

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The audiences include tourism industry personnel and the general public who seek out information about Hospitality NL or the NL tourism industry. Tourism operators and tourism groups such as Regional Tourism Associations, Destination Management Organizations, and other industry segment groups also reference our website.

## Project Objectives

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Hospitality NL's primary objective is to build a responsive website that will meet the demands of users and provide an enhanced user experience on all devices. The new website should:

- Promote the Hospitality NL brand
- Serve as the informational foundation for all Hospitality NL member benefits, advocacy, training opportunities, resources, news and events
- Be a model for digital best practices
- Be a resource for tourism operators
- Give clear direction on how to access Hospitality NL services
- Provide enhanced access to on-line learning and program delivery

Hospitality NL is also seeking consultation on the selection and integration of a new customer relationship management (CRM) system. As a membership-based organization, it is imperative that we are able to easily compile and utilize information about our membership and industry partners in a simplified manner.

## Project Requirements

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A new website must provide the following functionality and elements:

- Be mobile friendly
- Hospitality NL personnel must be able to manage all content within the site

- Incorporate existing Hospitality NL [branding directives](#)
- Provide email capture from an email service provider system (Hospitality NL currently uses MailChimp)
- The website must be able to use online forms to collect data and process information to our server
- Be built incorporating current W3C standards
- Built for and tested on current versions of Safari, Firefox, Google Chrome and Internet Explorer browsers
- Use CSS styling for all editable content areas to ensure content uniformity throughout the site
- Include Google Analytics for website statistics and performance measurement
- Content management system must use Wordpress platform
- The vendor will provide training to specified Hospitality NL personnel so that they can maintain and manage the content of the site
- Ownership of all data and access to all source code, etc. to be available on request
- Include learner management and on-line exam delivery system

## Project Assumptions

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- The selected vendor will meet with Hospitality NL contacts to review the project goals and objectives
- The vendor should outline the scope of the project in detail and clarify any project assumptions or questionable items
- The vendor will clearly outline any ongoing maintenance costs or expenses that are outside the agreed upon scope of work and these items should be clearly outlined in their quote
- Visual and written content will be provided by Hospitality NL contacts
- The vendor must advise Hospitality NL when specific content will be required for the project before proceeding with the development of the new site
- The vendor will transfer the website content (provided by Hospitality NL) into the site for testing and visual appearance review before launch
- Hospitality NL personnel will review the website content and functionality prior to launch and any problems will be outlined and addressed prior to launch and final payment
- The vendor will set up the new website on a hosting account provided by Hospitality NL (vendor supplied hosting may also be an option)
- The vendor will outline a detailed work plan

## Submission Procedure

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### Copies required

One (1) electronic copy of the proposal including all collateral proposal material is required.

### Budget outline

Bidders are required to provide a table outlining pricing of each listed element of their proposal.

Hospitality Newfoundland and Labrador will not be liable for any costs of preparation or presentation of proposals.

Please note, any proposals and accompanying documentation submitted by the bidder become the property of Hospitality Newfoundland and Labrador and will not be returned.

**Submission deadline**

Deadline to submit a proposal via email is **4pm NST, April 12, 2017.**

Any proposals submitted/received after the deadline will not be evaluated.

**Submission process**

Submissions for this RFP will only be accepted via email. When your proposal has been received, you will receive an automated reply confirming your proposal submission.

Only one RFP submission per company will be accepted. If there are multiple email submissions, only the first submission will be accepted. If you have problems sending your proposal, please contact Hospitality Newfoundland and Labrador immediately at the contact information provided below.

Proposals will be accepted in PDF format only. Please limit the size of your proposal attachment to less than 5MB, and/or less than 5 letter sized pages. If vendors wish to provide supplemental material (example – previous research material) that is larger than these limits, please make this material available for download via the vendors own online resources.

**\*\*\*Please attach your proposal and format your email as follows:\*\*\***

**To:** [mennis@hnl.ca](mailto:mennis@hnl.ca)

**Subject:** [Hnl.ca Website Proposal] - [Vendor Company Name]

**Body:** [Hnl.ca Website Proposal] from [Full Vendor Company Name & Contact Information]

**\*\*\*IMPORTANT – The filename of your attachment must contain the vendor's company name\*\*\***

Any proposals that do not follow these specific instructions may be rejected by the selection committee at any time during the evaluation process.

Proposals sent to an email address other than the email address provided, will not be accepted.

Bidders may, and are encouraged to submit their proposals any time prior to the RFP closing date and time.

**Proposal development costs**

Respondents will be solely responsible for all costs incurred in the preparation and presentation of their proposal. All supporting documentation submitted shall become the property of Hospitality Newfoundland and Labrador.

In submitting this tender, the vendor undertakes that none of the materials offered infringe any provisions of copyright protected material, nor any material supplied in the fulfillment of the contract will infringe on any provisions of copyright. The successful vendor will indemnify and hold Hospitality

Newfoundland and Labrador harmless from any loss resulting from suits or claims against the vendor by reason of copyright violation.

**Subcontracting**

If the respondent's purpose is to use a subcontractor(s), this must be clearly identified in the proposal.

**Right to Amend**

Hospitality Newfoundland and Labrador reserves the right to amend or supplement this Request for Proposals by providing notice of amendments to all who have received the proposal document.

**Rejection of Proposals**

Hospitality Newfoundland and Labrador reserves the right to accept or reject any and all proposals in accordance with their sole discretion. Hospitality Newfoundland and Labrador also reserves the right to choose, in their judgment, the most appropriate proposal from among those submitted, and to negotiate with the successful respondent changes in their proposal prior to, and/or as part of awarding a contract.

This Request for Proposals neither expresses nor implies any obligation on the part of Hospitality Newfoundland and Labrador to enter into a contract with a vendor submitting a proposal.

## Contact

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For any inquiries, vendors may request clarification of any portion or section of this document from:

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Manager, Policy & Communications  
Hospitality Newfoundland and Labrador  
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