



Western Development Museum
Curatorial Centre

2935 Lorne Avenue
Saskatoon, SK S7J 0S5

P: 306-934-1400
W: wdm.ca

Western Development Museum

Request for Proposals Website Design and Development

Date of issue: July 26, 2017

Close date: August 18, 2017 at 4:00 pm

1.0 Request for Proposals

1.1 General

Submission of a proposal indicates acceptance by the Applicant of all the conditions contained in this Request for Proposal, unless clearly and specifically noted in the proposal submitted and confirmed in the formal contract between the Western Development Museum (WDM) and the Applicant.

Proposals are subject to a formal contract being negotiated, prepared and executed between the successful incumbent and the WDM. The WDM reserves the right to negotiate the terms and conditions of the contract.

2.0 Questions/Inquiries

Inquiries regarding this Request for Proposal are to be directed to:

Joan Kanigan, CEO
Western Development Museum
2935 Lorne Avenue
Saskatoon, SK S7J 0S5

306-934-1409 Ext: 223

wdmadmin@wdm.ca

3.0 Project Requirements

3.1 Executive Summary

The Western Development Museum (WDM) is the largest human history museum in Saskatchewan with a collection of over 75,000 artifacts ranging from pins to locomotives. With four locations in the province, the WDM shares the Saskatchewan story from the beginning of settlement to present day.

Each location focuses on different aspects of Saskatchewan history - transportation in Moose Jaw, farm and rural life in North Battleford, 1910 Boomtown in Saskatoon and the stories of immigrants to the province in Yorkton.

The WDM's vision for the future: **A Saskatchewan where everyone belongs and histories matter.** This is a long-term ambition. Achieving our vision will involve sharing stories that reflect the people of Saskatchewan and their experiences. It will mean providing ways for people to connect with Saskatchewan's history - including the parts of our history that are difficult. By creating opportunities for people to come together we can foster understanding and appreciation for diverse experiences. This will strengthen community bonds by developing a positive sense of place which helps people feel like they belong.

The WDM's website must be redeveloped to enable us to more readily connect Saskatchewan residents with their history and create more opportunities to share historical content.

The WDM is a registered charity and was established in 1949 when the Saskatchewan Government passed the Western Development Museum Act.

3.2 Website Goals

The WDM's current website (www.wdm.ca) is difficult to navigate and is not responsive. The website also incorporates three primary sub-directories www.wdm.ca/EdProgram, www.wdm.ca/wdmhr and www.wdm.ca/wdmboard. The /wdmhr and /wdmboard sub-directories will be moved to sub-domains with private access. The content associated with www.wdm.ca/EDPrograms will be incorporated into the main site. The WDM's website is hosted at www.SiteGround.com.

Our primary goal is a streamlined, responsive website with an easy to use CMS that can be scaled up to meet future needs for the public facing portion of our website. The primary focus of this RFP is on the redevelopment of the main website (www.wdm.ca and www.wdm.ca/EDPrograms). Upgrading the /wdmhr and /wdmboard sub-directories to sub-domains is included as an optional aspect of this RFP.

Specific requirements include:

- Intuitive navigation and improved usability for the WDM's primary audiences. Refer to the Website Scope section in this RFP.
- Clean and focused design that is responsive across devices.
- Improved ease of modification and maintenance with the ability to add pages and/or landing pages as required.
- Responsive design using Wordpress as the CMS
- Accessibility Compliant
- Optimized with SEO best practices
- Social media integration (share buttons, follow buttons, etc.)
- Email sign-up form linked to Constant Contact
- Contact / Calls to Action forms for general inquiries, research requests, and artifact donations.
- Primary content uploaded to the new site and optimized for SEO. WDM will provide content organized by the finalized sitemap and wireframe.
- Staff training on CMS elements within the website (i.e. modifying/adding pages, buttons, forms, etc.)
- Outline of how maintenance and updates will be handled following the launch of the site and completion of the initial project.

3.3 Optional Website Functionalities/Wish List

We would like to have the following in our new website, depending on how these elements would impact timeline and/or budget. Please provide cost for these elements separately, and note if any additional design or development time would be required.

- Advanced SEO work for wdm.ca content.
- Develop hr.wdm.ca and board.wdm.ca websites including setting up user login requirements for both.
- Upload content to hr.wdm.ca and board.wdm.ca. WDM will provide content organized by the finalized sitemap and wireframe.

3.4 Website Scope

Our public facing website (wdm.ca) needs to meet the following needs of the following key audiences.

Audience	Needs
Visitors: Adults bringing children and/or visiting friends and relatives to the museum.	How to visit (where, opening hours, cost) What to expect, things to do Upcoming events
Learners: Including teachers looking for curriculum focused activities; parents looking for day programs for children; adults interested in traditional skills workshops	What programs are available. How to book or register Curriculum connections Submit requests, register online, and make payments online.
Researchers: Professionals and students looking for information related to Saskatchewan history; collection and library information; conservation advice.	Information about our collections Information about what's in the library How to request research assistance
Supporters: Including donors (artifacts and/or monetary), volunteers, and members.	How to donate artifacts. How to volunteer. How to become a member. Ability to submit requests or make payments online.
Facility Renters: People interested in booking space at specific locations for events, weddings, meetings, etc.	What space is available Catering packages How to book Online inquiries

The sub-domain websites need to meet the following audience needs:

hr.wdm.ca

Audience	Needs
Employees: Everyone working for the WDM regardless of their employment status (i.e. permanent, part-time, seasonal, etc.). Approximately 100-120 users depending on the time of year.	Information on working at the WDM. Easy access to policies and procedures. Easy access to forms

board.wdm.ca

Audience	Needs
Board Members: Appointed by the Provincial Government, the Board is responsible for the overall vision and strategic direction of the WDM. 10 users require access to this site.	Easy access to board documents including minutes, policies, reports and board packages. Easy access to forms

The website should reflect the voice the WDM and adhere to our brand guidelines.

The WDM’s voice can be described as;

- **Fun** - A light voice, playful and always respectful.
- **Authoritative** – Recognized as a hub for shared communications as it relates to Saskatchewan history.
- **Helpful** – Always of service, whether helping an elementary student find new information for reports or a seasoned professional, looking to share their good ideas/work, the museum is there to serve as best as it can.

The WDM’s brand is a vintage modern look. The vintage “feel” is shared with many artifacts while “modern” brings a current approach. The Brand and Visual Identity Standards for the WDM will be provided.

3.5 Budget Details

As listed in the summary, our budget for this project is \$10,000 to \$20,000. While we of course prefer the most cost-effective solution, all proposals that fall reasonably within this range will be considered and weighed based on their merits. Proposals that offer flexibility in billing for non-required elements added to the website after initial launch will also be considered, as we may be able to budget for these additional website elements in the next fiscal year. All invoices for this project must be billed before March 31, 2018.

4.0 RFP & Project Timeline Details

RFP Sent:	July 26, 2017
Responses Due:	August 18, 2017 at 4:00 pm
Contract Awarded:	September 15, 2017
Project Start:	October 15, 2017
New Website Launch Target Date:	January 31, 2018

5.0 Submission

5.1 General

The WDM is requesting proposals from Consultants, Professionals or Specialists who are both interested and capable of undertaking the project and reporting its findings. The onus is on the applicant to show their knowledge, understanding and capacity to conduct the work outlined in the Request for Proposal.

Responses will be assessed according to how well they assure the WDM's success in relation to the submission requirements.

All prices must be stated in Canadian funds. Prices must also be inclusive of all costs, fees and taxes.

Please submit 1 copy of your proposal by August 18 at 4:00 pm to:

Joan Kanigan, CEO
Western Development Museum
2935 Lorne Avenue
Saskatoon, SK S7J 0S5

wdmadmin@wdm.ca

5.2 Submission Requirements

Please include the following in your proposal response:

- Overview of your company
- Overview of how you will meet our objectives
- Outline of your website design & development strategy
- Proposed website timeline from kickoff to launch
- Details about your team
- Recent design & development examples
- References
- Any key differentiators about you?
- Pricing with elements line-itemed
- Terms & conditions

5.3 Evaluation Criteria

Each proposal will be evaluated against the following criteria. These criteria are not listed in any particular order and are therefore, not indicative of the value applied to each.

- a) Experience and Measurable Past Success
- b) Principal Contact Persons' Experience
- c) Evidence of Ability to Perform & Complete Project
- d) Budget

6.0 Terms and Conditions of this RFP

- Costs involved in the creation of the proposal will be the responsibility of the respective applicant and will not be reimbursed by the WDM.
- The WDM may stop the RFP process at any time.

Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response.