

REQUEST FOR PROPOSAL

DIGITAL TRANSFORMATION FOR MAIN STREET BUSINESSES

IN-PERSON AND ONLINE TRAINING SESSIONS

Deadline: Friday, November 16, 2018 – 5 p.m. ET

ORGANIZATION BACKGROUND

The Ontario Business Improvement Area Association (“OBIAA”) is a network that represents unique and vibrant BIAs cross Ontario. It supports and advocates on behalf of its members through the building and nurturing of strong relationships and partnerships. OBIAA represents, supports, and encourages BIAs through membership to increase their effectiveness and their contribution to the economic, cultural and social well-being of communities across the province.

OBIAA undertakes research, runs events, and builds awareness on matters affecting small businesses and the ongoing vitality of our main streets. Digital Main Street is an exciting new initiative recently launched by the Association in partnership with the Province of Ontario and will form a critical part of the OBIAA mandate over the next two years. The following are the details of the project.

Digital Main Street Initiative

The \$12 million Digital Initiative, approved under the \$40 million Main Street Enhancement Initiative (“MSEI”), is focused on expanding the reach of the existing Digital Main Street (“DMS”) program administered by the Toronto Association of Business Improvement Areas (“TABIA”) to small businesses in all municipalities across Ontario. The project specifically aligns with the Province’s priority of creating a supportive and dynamic business environment, and Ontario Ministry of Agriculture, Food and Rural Affairs’ (“OMAFRA”) priorities of creating strong rural communities.

PROJECT DESCRIPTION

INTRODUCTION

The intent of this Request for Proposal (RFP) is to establish a contract with a qualified firm to develop and design an outline for a series of in-person and online Digital Transformation workshops. The purpose of these workshops is to provide main street businesses across Ontario with hands-on, digital training in regions across the province. The successful firm will develop and curate all content and materials necessary for production of workshops.

Workshop topics can include, but not limited to:

- Digital Main Street – From Registration to Grant Process
- Digital Marketing 101
- Website & Web Presence (content)

- E-mail Marketing
- E-Commerce 101
- Analytics
- SEO
- Social Media: Facebook/Instagram/Social Advertising
- Website Building for Beginners

Additionally, we seek a firm that can develop a strategic approach to organizing the content in a way that inspires, informs and drives action, as well as completion of the Digital Transformation Plan.

SCOPE OF WORK

Objective: Develop and deliver digital training sessions (online and in-person) across the province for main street businesses.

Which includes, but is not limited to:

- Planning and development of four (4) to six (6) Digital Marketing / Digital Transformation related courses to be offered across the Province of Ontario
- Execution and delivery of 60 in-person training sessions across the province by March 31, 2020 (OBIAA to determine and coordinate locations)
- Total cost of travel for delivery of training(s)
- Creation of presentation for workshop and all associated materials:
- Workbook for Attendees (Hand Outs)
- Resource Guides and/or “cheat sheets” (Hand Outs)

PROCESS

Upon being awarded the contract, the successful consultant will work within our methodology and prepare a detailed plan, which will include:

1. Planning
2. Implementation
3. Evaluation
4. Analysis of Evaluations (for OBIAA reporting requirements)

In each phase, the successful bidder is to meet with OBIAA/DMS staff and/or board committee members in workshop meetings to include feedback and incorporate these findings into the overall project results.

A schedule for Progress Reports will be agreed upon by both parties. These written reports will highlight activities undertaken; results achieved, and outline any unexpected delays or difficulties that arise as the work progresses. The firm will work directly with OBIAA staff to fulfill all requirements in development of said workshops.

Based upon the feedback of the Initial Proposal, the successful firm will make the appropriate

changes as a result of input received from OBIAA staff and/or board committee members and incorporate them in the strategy.

PROJECT BUDGET

Interested bidders must provide a firm, fixed, all-inclusive price for all services proposed. OBIAA will not pay for any costs or expenses not included in the proposed price.

SELECTION CRITERIA

The following criteria will be used to select a successful consultant:

- Proposal must be no longer than five (5) pages in length (excluding appendices)
- Quality of written proposal and understanding of the scope of the assignment
- Organization and adequacy of proposed plan including points of contact, timetable, and reporting schedule
- Proposed fees and total cost of proposal
- Extent of work proposed in relation to costs
- Expertise and relevant experience and time contribution of the team members
- Samples of relevant work related to involvement in similar types of work
- A statement of willingness and ability to sign a formal agreement

TIMELINES

The proposed timeline for the project is as follows:

PROPOSAL SUBMISSION:

Deadline for receipt of proposals:	Friday, November 16, 2018 – 5 p.m. ET
Interviews/selection process:	Tuesday, November 20, 2018 – Friday, November 23, 2018
Final Decision:	Week of Monday, November 26, 2018

Please note: Only short-listed firms will be contacted. OBIAA may select a short list of up to three (3) firms for a presentation interview, as part of the selection process.

DELIVERY:

First meeting with Client:	Week of December 3, 2018
Course development process:	December 3, 2018 to January 11, 2019
Status Update Calls:	Bi-weekly starting week of January 28, 2019
Presentation of Project:	Monday, January 28, 2019
Launch of Training Program:	Monday, January 28, 2019 (based on 57 weeks & 60 delivered trainings)
Completion of Training Programs:	Friday, March 29, 2020

PROPOSAL SUBMISSION AND COMMUNICATIONS

The proposal must contain the company profile, project experience, and cost proposal as a flat rate “fee for service”. Along with this, the proposal must contain a review of the proposed curriculum in the Appendix with comments and suggested changes to be implemented.

PRICE SCHEDULE:

DESCRIPTION	TOTAL COST
In-Person Training Session (topic, location, and strategy to be finalized with winning firm) 3-hour workshop including development of presentation, workbook and additional resources.	
Webinar-based Training Session (s) (topics to be finalized with winning firm) 1.5-hour webinar including development of webinar, workbook, and additional resources.	
CONTINGENCY – 15% of total	
TOTAL COST (before taxes)	

Proposals must be submitted electronically in PDF format no later than **Friday, November 16, 2018 – 5 p.m. to marlise@obiaa.com**. Late submissions will not be considered. All proposals must be marked with the bidder’s name and reference the title of this Request for Proposal.

Questions concerning the RFP, including contract terms and conditions, should be directed to:

Marlise Nishikihama, Digital Marketing Manager for OBIAA at marlise@obiaa.com

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