



REQUEST FOR PROPOSAL

DIGITAL TRANSFORMATION FOR SMALL BUSINESSES

ONLINE (WEBINAR) TRAINING SESSIONS

Deadline: Friday, June 18, 2021 – 4 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. The Digital Main Street Ontario Grants Program is an exciting initiative administered by OBIAA, in partnership with the Toronto Association of Business Improvement Areas (TABIA), the province's Ministry of Economic Development, Job Creation and Trade (MEDJCT), and the Federal Economic Development Agency for Southern Ontario (FedDev Ontario). The following are the details of the project.

Digital Main Street Ontario Grants Program

Digital Main Street (DMS) was created on the idea of connection long before the pandemic. In late 2014, TABIA saw the need to help main street small businesses adopt more ways to connect with their communities and their customers in an increasingly digital world. DMS has always been about providing business owners with the tools, resources, and education to embrace a new and exciting future.

Recognizing the value of DMS in helping businesses cope through the pandemic, both federal and provincial governments stepped up in June 2020 so the program could expand its reach. FedDev Ontario provided \$42.5 million under the Regional Relief and Recovery Fund (RRRF), and MEDJCT contributed \$7.5 million. The Ontario BIA Association (OBIAA) once again administered the DMS Ontario Grants Program (OGP), including the Digital Service Squad Grant, the Digital Transformation Grant and some of the training webinars for the main street small businesses that lie at the heart of Ontario's communities.

OBIAA is pleased to once again partner with the governments to continue the DMS Ontario Grants Program with another round of funding starting early this summer.

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 online Digital Transformation webinars. The purpose of these online sessions is to provide small businesses across Ontario with targeted content about current digital topics that will assist them in their digital transformation process. The successful firm will develop and curate all original content and materials necessary for production of these online workshops.

Workshop topics can include, but are not limited to:

- Working with a Digital Vendor
- Website & Web Presence (content)
- E-mail Marketing/Online Advertising
- E-Commerce
- Analytics
- SEO
- Social Media: Facebook/Instagram/Twitter/LinkedIn
- Website Building for Beginners
- Emerging Technologies that may assist Small Businesses

SCOPE OF WORK

Objective: Develop and deliver digital training sessions (webinars) for small commercial businesses across the province.

Which includes, but is not limited to:

- Planning, design, and development of six (6) to eight (8) Digital Marketing/Digital Transformation-related courses of original, independently-owned content i.e., no third-party content, to be offered to small businesses across the Province of Ontario
- Execution and delivery of a minimum of 35 online training sessions from the week of September 7, 2021 to the week of March 28, 2022
 - All webinar sessions must be recorded and/or downloadable. The corresponding link must be shared with attendees and registrants after the scheduled webinar date and be made accessible for a time period of at least 30 days.
- Creation of presentation for each webinar and all associated materials
- Resource Guides and/or “cheat sheets” (Hand Outs) that are provided to all registrants

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 organization is to meet with OBIAA staff and/or board committee members, virtually or in-person, to review feedback and to subsequently incorporate any necessary changes or updates into the overall project strategy and/or project work.

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.

PROJECT BUDGET

Interested participants 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. The all-inclusive budget for these training sessions is \$60,000 CDN.

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)
- Appendices
 - Proposed curriculum for each webinar
 - Samples of relevant work related to involvement in similar types of work
- 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
- 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, June 18, 2021 – 4 p.m. ET
Interviews/selection process:	Tuesday, June 22, 2021 – Friday, June 25, 2021 Re-scheduling interviews outside of this timeframe will

	not be considered. Short-listed companies unable to attend an interview will be removed from consideration.
Final Decision:	Week of June 28, 2021

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 July 5, 2021
Course development process:	July 5, 2021 to August 6, 2021
Status Update Calls:	Weekly, starting week of July 12, 2021
Presentation of Project:	Monday, August 9, 2021
Launch of Training Program:	Monday, August 9, 2021 to allow for four (4) weeks of promotion prior to the first webinar to be scheduled the week of September 6, 2021
Completion of Training Programs:	Week of March 28, 2022, but no later than March 31, 2022 (or after a minimum 35 webinars have been delivered)

PROPOSAL SUBMISSION AND COMMUNICATIONS

The proposal must contain the company profile, project experience, and cost proposal as a flat rate “fee for service”.

PRICE SCHEDULE:

DESCRIPTION	TOTAL COST
Webinar-based Training Sessions (topics to be finalized with the organization awarded the project) A minimum of 35 1.5-hour webinars including development of webinar, handouts, and additional resources.	
CONTINGENCY – 15% of total (optional)	
TOTAL COST (before taxes)	

Proposals must be submitted electronically in PDF format no later than **Friday, June 18, 2021 – 4 p.m. ET to marlise@obiaa.com**. Late submissions will not be considered. All proposals must be marked with the company'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, Marketing and Project Manager for OBIAA at marlise@obiaa.com

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