



Request for Proposals:

Ucluelet Chamber of Commerce Website Redesign

June 16th, 2025

Introduction:

The Ucluelet Chamber of Commerce is a non-partisan business organization that exists to meet the needs of the business community and foster a prosperous and healthy local economy. The chamber empowers local businesses, nurtures economic growth, and cultivates a vibrant, resilient Ucluelet.

Project Background:

The Chamber of Commerce Website Redesign project aims to modernize and enhance the digital presence of the Ucluelet Chamber of Commerce. The current website no longer meets the needs of our members, local businesses, or the broader community in terms of functionality, user experience, and mobile responsiveness. This redesign will deliver a visually engaging, intuitive, and content-rich platform that reflects the Chamber's mission to support economic growth, foster business relationships, and serve as a trusted resource for commerce in the region.

Project Goals:

- **Improve User Experience:** *Streamline navigation and improve site structure for easy access to key information for members, potential members, and visitors.*
- **Mobile Optimization:** *Ensure the website is fully responsive and provides a seamless experience across all devices.*
- **Modern Visual Design:** *Update the site's visual identity to align with current branding and convey a professional, welcoming image.*
- **Member Services Integration:** *Enhance and promote features such as member directories, event calendars, job postings, and member logins.*
- **Content Management:** *Implement an easy-to-use CMS (Content Management System) to allow Chamber staff to quickly update and manage website content.*
- **Search Engine Optimization (SEO):** *Improve search rankings through optimized structure and content, helping local businesses be more discoverable.*

- **Accessibility Compliance:** *Ensure the site meets WCAG standards for web accessibility to serve all users.*

Proposal Deadline and Project Timeline:

- Interested applicants should submit proposals no later than **5:00pm, July 31st, 2025 to [Chamber of Commerce Contact and Email Address] with the subject and heading 'Ucluelet Chamber of Commerce Website Redesign'.**
- **Estimated project duration is 3–4 months**, from initial planning through launch and post-launch support. Invoices will be paid monthly on a Net-30 payment term on each invoice date, with the final invoice subject to approval of final deliverables.

Project Scope:

Website refresh proposals should include specifications for the discovery, design, and development of the following assets, inclusive of visual design, photography, and copy writing:

- Interactive business directory and member portal
- Dynamic event calendar and registration system
- News and announcements section
- Resource hub for businesses and entrepreneurs
- Contact forms and lead capture tools
- Social media integration and newsletter signup
- Detailed analytics to support monthly goal measurement and site improvement • Multilingual capabilities

Project proposal should include at least three reviews with project lead at key milestones throughout the project. Estimated sustainment contract should include two yearly “light refreshes” to ensure web security, content accuracy, and relevant updates such as board additions/changes following yearly annual general meeting.

Project Budget:

[Project maximum \$5,000 + taxes], including initial CMS setup fees, visual design assets, photography, and copywriting. Sustainment contracts for subsequent bi-annual refreshes should include costing and descriptions of maintenance items to be performed.

Evaluation Criteria:

- 40% Project proposal and website overview
- 30% Team background and qualifications
- 30% Project budget, timeline, and milestones

Common text, image, & presentation formats (.pdf, .docx, etc.) will be accepted. Please include the following in your proposal:

- Cover letter introducing yourself and your connection to the region (if any)
- Relevant experience and examples of past work (links or attachments)
- Budget breakdown and any contingencies
- Two references from clients or collaborators

We are an equal opportunity employer and welcome applicants from all backgrounds, including but not limited to Indigenous peoples, racialized individuals, people with disabilities, LGBTQ2S+ folks, and newcomers to Canada. We believe diversity strengthens our team and encourages a welcoming, respectful, and inclusive workplace for everyone.