

NSBA Request for Proposal (RFP) - Website Development and Design Services

Purpose:

The NSBA – Saskatoon' Business Association is seeking proposals for a complete redesign of our official website. This redesign will support our recently launched decarbonization education initiative for Saskatchewan businesses. We aim to create a modern, user-friendly, and responsive website that effectively communicates our mission, services, and resources, with a strong focus on promoting sustainability, ESG (Economic, Social and Governance) and particularly decarbonization practices, innovation and digital transformation. As a prominent business association in Saskatoon, we are committed to enhancing our online presence and providing our members and the community with a user-friendly, informative, and visually appealing website.

Organization Overview:

The NSBA is a member-driven organization dedicated to promoting and supporting businesses ranging from small to medium-sized businesses to large corporations in Saskatoon and beyond. Our mission is to foster economic growth, advocate for business interests, and provide networking and educational opportunities to our members. We have recently expanded our focus to include promoting sustainable practices and decarbonization education for businesses throughout the province.

Project Objectives:

The primary objectives of this website development project are as follows:

- a) Create an attractive, modern, and intuitive website design that aligns with the NSBA's brand identity, values, and new focus on sustainability and decarbonization.
- b) Develop a user-friendly website structure that allows members/visitors to easily navigate and access relevant information about our association, events, member directory, resources, and initiatives/programs, with a dedicated focus on sustainability, ESG and decarbonization resources.
- c) Implement an effective content management system (CMS) that enables the NSBA team to update and manage website content effortlessly, including resources related to ESG and decarbonization.
- d) Incorporate responsive design principles to ensure optimal viewing experiences across various devices and screen sizes.
- e) MemberZone integration with member login (Customer Service Server).
- f) Improve search engine visibility by employing best practices for on-page search engine optimization (SEO), with a focus on sustainability-related keywords.

- g) Integrate social media channels and provide seamless sharing options to encourage online engagement, particularly related to sustainability, ESG and decarbonization content.
- h) Implement features to support the sustainability, ESG and decarbonization education initiative.
- i) Improve user experience for easy access to sustainability, ESG and decarbonization resources and information.

Scope of Work:

The selected vendor will be responsible for:

- a) Collaborating with the NSBA team to gather requirements and define the website's overall structure, layout, and features, with specific attention to the sustainability and decarbonization initiative.
- b) Developing a new information architecture and site map that incorporates sustainability, ESG and decarbonization resources.
- c) Creating responsive design mockups for key pages, including the sustainability, ESG and decarbonization initiative section.
- d) Designing and developing a visually appealing, mobile-friendly website with a modern and professional look.
- e) Implementing the approved design using a modern CMS (preferably WordPress, or any other recommendation for CMS).
- f) Implementing a user-friendly CMS allowing easy content management and updates.
- g) Migrating existing content and optimizing for SEO, with a focus on sustainability-related keywords.
- h) Creating an intuitive navigation structure and organizing content in a logical and accessible manner.
- i) Incorporating appropriate imagery, videos, and graphics to enhance the overall user experience, particularly related to sustainability, ESG and decarbonization.
- j) Ensuring the website is optimized for search engines, including keyword optimization and site speed optimization.
- k) Integrating with third-party tools, including a carbon footprint calculator (provided).
- l) Integrating social media sharing options and relevant widgets to encourage social media engagement.
- m) MemberZone integration with member login options.
- n) Providing training for NSBA staff on content management, including the management of sustainability-related content.
- o) Providing training for NSBA staff on content management.

Desired Features and Functionality:

- Dedicated section for the sustainability, ESG and decarbonization education initiative.
- Interactive carbon footprint calculator (provided) for businesses.
- Searchable database of sustainability resources and best practices.
- Searchable directory / database of members (Saskatchewan businesses) adhering to and implementing sustainable practice, reducing carbon footprint and/or reporting ESG compliance, with filters for industry, location, and specific eco-friendly initiatives.
- Event calendar for sustainability, ESG and decarbonization seminars and workshops.
- Blog/news section highlighting success stories and updates on ESG and decarbonization initiative
- Member-only access to exclusive ESG and decarbonization resources.
- Integration with social media platforms to share sustainability content.
- Online appointment booking system allowing members to schedule consultations (in person as well as online) with NSBA's Innovation and Sustainability Coordinator.
- A feedback or comments section outlining the members' understanding of sustainability, energy efficiency, ESG (Environmental, Social, and Governance) and decarbonization practices. Website designed to gather feedback and insights from NSBA members regarding their ESG information needs or challenges.

Timeline:

- **RFP Release Date:** February 25, 2025
- **Proposal Due Date:** March 18, 2025
- Vendor Selection: April 1, 2025
- Project Kickoff: April 8, 2025
- Beta Launch: July 15, 2025
- Final Launch: July 29, 2025

Proposal Requirements:

Your proposal should include:

- Company profile, including relevant experience and expertise in website development and design, particularly for sustainability-focused organizations or business associations.
- Portfolio of similar projects, preferably related to sustainability initiatives or business associations. Highlight your ability to deliver high-quality, visually appealing websites.
- Proposed methodology and approach for this project, including detailed timeline with milestones.
- Proposed approach for integrating sustainability, ESG and decarbonization education resources into the website.
- Team structure and key personnel bios.
- Breakdown of costs, including design, development, CMS implementation, content migration, training, ongoing maintenance costs and any additional services or features.

Contact Information

For questions regarding this RFP, please contact:

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We look forward to receiving your proposal and potentially collaborating with your organization on this exciting project.

Thank you for your interest in working with the NSBA.