



Website Design Services

Request for Proposal

August 2025

RFP# 2025-08-002

**REQUEST FOR PROPOSAL -
Notice to Prospective Consultants**

August 12, 2025

You are invited to review and respond to this Request for Proposal (RFP), providing services related to the development and implementation of Website Design Services for the Community Business Development Corporation – Central NL (CBDC Central). In submitting your proposal, you must comply with these instructions.

Please note that no verbal information given will be binding unless such information is issued in writing as an official addendum.

In the opinion of CBDC Central, this RFP is complete and without the need for explanation. However, if you have questions, or should you need any clarifying information, the contact person for this RFP is:

Mark Whiffen
Development Officer, CBDC Central
709-489-4496 (Office)
mark.whiffen@cbdc.ca

Please note we require all responses to this RFP to be based on fixed-priced quotes, no estimated quotes will be considered.



Contents

REQUEST FOR PROPOSAL - Notice to Prospective Consultants.....2

1.0 Introduction4

2.0 Contracting Agency4

3.0 Background.....4

3.1 Engagement Oversight.....5

4.0 Project Objectives5

5.0 Scope of Work7

6.0 Deliverables and Milestones8

7.0 Proposal Structure.....8

8.0 Project Schedule9

9.0 Submission of Proposal and Vendor Information9

10.0 Proposal Evaluation9

11.0 Language of Proposal Submission 10

12.0 Awarding of Contract 10

13.0 Contact 11

14.0 General Conditions..... 11

15.0 Intellectual Property and Disclosure 12

16.0 Principles of Design for the Website..... 13

RFP# 2025-08-002

1.0 Introduction

CBDC Central invites interested firm(s)/consultant(s) to respond to this Request for Proposal (RFP) to conduct Website Design Services for the Regional Economic Development (RED) Pilot Project investment attraction profile. This is a new initiative so there is no existing website or domain.

2.0 Contracting Agency

For this contract, Central Community Development Corporation (operating as CBDC Central) will be the contracting agency.

CBDC Central is the service delivery agent for a new regional economic development (RED) project that represents partner municipalities along with the Exploits Regional Chamber of Commerce and Exploits Partnership, a private-sector initiative of the RED project.

CBDC Central is engaged in various aspects of economic development, primary through business development, throughout the Exploits Region. CBDC Central is one of 41 corporations in Atlantic Canada dedicated to assisting small and medium enterprises including start-up, expansion, modernization, and maintenance of business entities in all sectors of the economy through a suite of programs that includes financing, training, and advice.

CBDC Central is a not-for profit organization governed by a volunteer board of directors comprised of community leaders from around the Exploits Region that provides oversight and governance of the affairs of the organization. More information about CBDC can be found at www.cbdc.ca.

The RED pilot project is a unique initiative of CBDC Central, and therefore, CBDC will continue function and operate under the CBDC Network and it's brand identity in Atlantic Canada and the RED project will function under a separate identity.

3.0 Background

In June 2024, a regional economic development pilot project was launched in the Exploits Valley to address the capacity gaps in economic development at the municipal level and to facilitate economic development and planning at the regional level. This project does not replace, but rather compliments, the individual efforts of municipalities on their own economic development initiatives. The project provides planning and coordination at a regional level, to assist with additional capacity when required, and provide capacity where it does not exist but is required. The RED project is responsible for:

RFP# 2025-08-002

- Development and implementation of a Strategic Economic Plan (SEP) for the Exploits Valley Region
- Coordinate business development support throughout the region.
- Identify and research new opportunities for development within the regions, as well as opportunities for Business Retention and Expansion (BR&E).
- Provide support to organizations and communities within the region for specific development activities consistent with the SEP.
- Provide additional capacity in regional economic planning, project funding applications, project planning, and research.
- Research and provide common policy and planning recommendations across the region.
- Facilitate the collaboration of stakeholders across the region.
- Facilitate the collaboration of projects across the region.

The pilot project is now looking to build a web presence for investment attraction initiatives to help implement the objectives of the SEP.

3.1 Engagement Oversight

CBDC Central has appointed Mark Whiffen to liaise with the consultant for ongoing information and project management requirements. For the length of this engagement, the consultant will report to Mark Whiffen on the project deliverables and objectives.

Additional oversight may be provided by the CBDC Central Executive Director, and/or Chair or other designated representative from the municipal advisory committee.

4.0 Project Objectives

CBDC Central is seeking proposals from qualified consultants to provide professional services related to the development and implementation of a new website for the regional economic development pilot project.

The selected consultant will work closely with CBDC staff to achieve the following objectives:

- Consultation: Meetings with CBDC to review the project objectives and milestones.
- Design: The service provider will design a website that:
 - The website needs to serve and represent the Exploits Valley, highlighting the partner municipalities, with a focus on economic growth, investment attraction, and opportunity.

RFP# 2025-08-002

- The website is designed to significantly enhance the user experience with a client-focused approach. The site aims to provide seamless access to critical information, such as details on industry sectors, business investment and growth opportunities, land/property inventories, development policies, programs, and incentives, financial and taxation information, demographic and other relevant statistical information, and contact information, with minimal navigation required. The streamlined design ensures that business investors and site selectors can find the information they need efficiently and effortlessly. Much of this content will be provided.
 - Is visually appealing and follows the Exploits RED visual identity standards (See ref: RFP 2025-08-001).
 - The website should be designed allowing for future modification to design elements such as logo, colour palette, and font.
 - Is optimized for mobile devices.
 - Is secured and protected against cyber-attacks using the latest technology and best practices.
 - Has a user-friendly content management system that provides access for CBDC staff to add content to the site and complete updates.
 - Can be linked to Google Analytics and Microsoft Clarity for data reporting and monitoring.
 - Can accept inquiries through a customized contact card.
 - Is compliant with Apple and PC, as well as with the latest two versions of Microsoft Edge, Mozilla Firefox, Chrome, and Safari.
 - Meets the Canadian federal government guidelines around web accessibility WCAG 2.0.
 - Adheres to all Canadian privacy and data regulations. Any data collected from the application and website must follow the SOC2 Privacy Principal Guidelines.
 - The Consultant should demonstrate in their proposal how their selection of design tools and/or applications is in line with leading practice.
- Development: During the development of the website the service provider must:
 - Provide scheduled touchpoints throughout the project with the project lead from CBDC Central.
 - Testing: To ensure the site is ready for use by CBDC Central for the Invest Exploits project, the service provider must provide:

RFP# 2025-08-002

- Demonstration of working prototypes of the website.
- Training of CBDC Central staff on how to manage the website and upload and edit content.
- Launch: To smoothly launch the site, the service provider shall:
 - Provide dedicated 2-hour response tech support during the first week of launch (Mon-Fri, 08:30-16:30 Newfoundland Time).
- Ongoing Maintenance: The service provider will outline their rate schedule and turnaround times to provide ongoing maintenance, including:
 - Hosting the site, or subcontract hosting requirements to a web hosting company approved by CBDC Central.
 - Ongoing maintenance and management.
 - Ongoing technical support for any identified issues.
 - Ensuring the site is available for 99% of business hours, excluding upgrade windows agreed upon with CBDC Central.
 - Ensuring the upgrade processes do not result in any business hour downtime – all planned upgrades are to occur on weekends or holidays.

5.0 Scope of Work

The scope of work for the consultant shall include, but not be limited to, the following:

- Initial Assessment:
 - Conduct a kick-off meeting with CBDC Central to understand the goals, target audiences, and unique selling points.
 - Review the Investment Attraction Profile Critique document, to be provided, and incorporate the principles into the new website design.
- CBDC Design, Development, Testing and Training:
 - Design the new website keeping in mind the following key pillars:
 - Simplified navigation and user-friendliness.
 - Enhanced user experience (UX) for navigation.
 - Enhance program accessibility.
 - Modern website design.
 - Updated content and program information.
 - Ensure the site is thoroughly tested before launch.

RFP# 2025-08-002

- Ensure staff of the CBDC are trained on the new features and functions of the website before launch.
- Website Launch:
 - The new website can be launched by December 31, 2025.

6.0 Deliverables and Milestones

The following chart provides a breakdown of the key project milestones throughout the engagement.

Project Kick-Off and Discovery	Summer 2025
Engagement of Consultant	August 2025

CBDC Design, Development, and Implementation	Fall/Winter 2025
Initial Assessment	September 2025
Development of Website Wireframes	September – October 2025
Development of the New Website	September – November 2025
Website Launch	December 2025
Training	December 2025

Note: Milestone dates may shift as this RFP is contingent on the completion of aspects of RFP# 2025-08-001 (Brand Identity).

7.0 Proposal Structure

Table 1: Response Structure	
Introduction	This section should briefly describe the firm, its capabilities, and its experience in handling an assignment of this nature.
Understanding the issue	This section should explain the Consultant's understanding and interpretation of the objectives and requirements of this project. The successful Consultant will have demonstrated a good understanding of the work to be undertaken.
Work plan and methodology	This section should include the consultant's work plan, methodology, and understanding of the objectives and tasks outlined in section 4.0.
Summary of qualifications and experience	This section must include: <ul style="list-style-type: none"> • A brief résumé of the qualifications and experience of the consulting firm as they relate to this RFP.

RFP# 2025-08-002

	<ul style="list-style-type: none"> • A list of key project personnel to be used in the project outlining their roles and responsibilities. • (If applicable) a list of any subcontractors (individual or organization) that the Consultant intends to use when providing services under this RFP. • Corporate profiles and short-form résumés of key project personnel, as well as references for related work to be included as an appendix. Provide two reference projects where the company has undertaken work of similar scope and scale.
Pricing	<p>Pricing is to be detailed in a table and should include:</p> <ul style="list-style-type: none"> • All professional fees • Travel costs (if applicable) for face-to-face meetings. • Other costs

8.0 Project Schedule

The project schedule should assume an approximate starting date before September 30th, 2025. The term of the contract is anticipated to be up to and including December 31st, 2025.

The project schedule may shift as this RFP is contingent on the completion of selected objectives of RFP# 2025-08-001 (Brand Identity).

9.0 Submission of Proposal and Vendor Information

Proposals must be received by the CBDC Central contact no later than 4:00 pm on August 22nd, 2025.

- Proposals should not exceed twenty (20) pages, excluding appendices. Appendices are acceptable as outlined previously.
- The successful proponent will be contacted within 14 business days of the RFP closing.
- Please submit an electronic version of the proposal in Word and Adobe Portable Document Format (PDF) to the following email address: mark.whiffen@cbdc.ca.

10.0 Proposal Evaluation

CBDC Central will evaluate the proposals. The lowest-priced proposal may not necessarily be accepted. CBDC Central reserves the right to recommend rejection of all proposals and either cancel or re-issue the RFP if necessary.

RFP# 2025-08-002

The qualifications, commitment, related experience, and knowledge of the project personnel will be key evaluation factors. The experience of the consulting team in undertaking assignments of this nature and magnitude will be a significant factor in proposal selection. The evaluation framework outlined in Table 2 will be used in the selection with special attention given to the methodology, the project management, and the delivery plan.

The Evaluation criteria used to evaluate proposals fall into the following categories as referenced in Section 7:

Table 2: Selection Criteria		
	Factor	Scoring
1.	Consultant experience demonstrates the ability to provide requested services	15
2.	Consultant demonstrates an understanding of the project, its objectives, and metrics for evaluation	20
3.	Completeness and suitability of approach (proposed methodology)	15
4.	Capacity (identification of resources to undertake the project as well as relevant skills and experience by the individual)	15
5.	Pricing	25
6.	The consultant is from Newfoundland & Labrador, then Atlantic Canada	10
	Total	100

Please note: we may choose to interview a shortlist of consultants as part of the evaluation process.

11.0 Language of Proposal Submission

Language of Proposal Submission Respondents are encouraged to submit their proposals in English. French can be accepted, but limited functionality among evaluators may impact score. The project of this RFP will be submitted in English.

12.0 Awarding of Contract

The resulting contract will contain such reasonable terms as CBDC Central may require.

The awarding of the contract will be made by CBDC Central, based upon the results of the evaluation of submitted proposals. CBDC Central will notify the successful Consultant in writing via electronic means. Those who are not successful will receive a written notification

RFP# 2025-08-002

via electronic correspondence as soon as possible once the award of the contract has been accepted and the negotiations have been concluded with the successful Consultant.

13.0 Contact

All inquiries and requests for clarification must be submitted via email. Requests for clarification should be directed to mark.whiffen@cbdc.ca.

CBDC Central will administer the contract for this project. Contact for this RFP is:

Name:	Mark Whiffen
Organization:	Community Business Development Corporation (CBDC) Central
Address:	10 Pinsent Drive, Grand Falls-Windsor, NL A2A 2R6
Email:	mark.whiffen@cbdc.ca
Telephone:	(709) 489-4496

14.0 General Conditions

Verbal information or representations shall not be binding on the Corporation. Only changes, alterations, modifications, or clarifications approved in writing will be binding. To be valid all such changes, alterations, modifications, or clarifications shall be issued in the form of addenda and all such addenda shall become a part of this RFP.

The proposal of the successful Consultant will form part of any resultant contract agreement by attachment and incorporation by reference. Claims made in the proposal will constitute contractual commitments. Any provision in the proposal may be included in the resultant contract as a direct provision thereof. The successful Consultant, as a condition of submitting its proposal, accepts a customized contract that will be negotiated.

Any resultant contract from this RFP will be governed by the laws of Newfoundland & Labrador and shall be issued in the name of the successful Consultant exactly as that successful Consultant's personal or corporate name is stated in the RFP response document. Funds payable for materials delivered under any resultant contract shall be paid only to the Consultant who is so listed as a party to any resultant contract. Only legally registered names of Proponents are acceptable.

The proposal will contain the signature, name, and title of the person authorized to sign on behalf of the Consultant on the proposal submitted in response to this RFP.

The responsibility rests with the Consultant to submit a complete proposal, with proper and adequate detail to substantiate all aspects of its proposal. Incomplete proposals shall be deemed to be non-compliant. A complete proposal should include but not be limited to:

RFP# 2025-08-002

- Legal name and status: The proposal shall state the correct legal name and legal status of the proposing entity and the correct mailing address.
- Consultant contact: The name, title, telephone and fax numbers, e-mail address and civic address of a representative who may be contacted for clarification or other matters relating to the proposal shall be provided.
- Content: The proposal will be clear, and concise, and must include sufficient detail for effective evaluation and for substantiating the validity of stated claims. The proposal shall not simply rephrase or restate the requirements but rather shall provide a convincing rationale to demonstrate how the Consultant intends to meet these requirements.

The successful Consultant must be licensed to conduct business in its jurisdiction and may be required to produce a certificate of good standing for that jurisdiction.

All terms and conditions will apply to all subcontractors and the Consultant will be responsible for subcontractors' compliance. The Consultant will be responsible for all work done by the subcontractors. The Consultant will be responsible for all damages and will complete any work unfinished by the subcontractors.

The following constitutes the release of payment by CBDC Central for this engagement:

1. 10% released upon signing of the contract.
2. 40% released upon presentation and signoff of completed website draft.
3. 50% released upon successful completion of the project.

15.0 Intellectual Property and Disclosure

All proposals and any intellectual property that is developed as a result of this project, including all data, specifications, concept plans, designs, rationales, presentation materials, economic and technical reports, and related information produced by the Consultant in completing this work submitted shall become the property of CBDC Central. By submitting a proposal, the Consultant hereby grants CBDC Central a license to distribute, copy, print, or translate the proposal for the invitation and completion of the project, including to the members and representatives of ACOA.

All documents submitted by partner agencies shall remain the property of the issuing organization. All information is proprietary and as such shall be treated as confidential. Information obtained by the Consultant as a result of participation in this project is confidential and must not be disclosed without written authorization.

16.o Principles of Design for the Website

As this is a new initiative, there is no existing website to review. However, in preparation for launching the investment attraction (IA) profile, several examples from other communities and regions were assessed. This section outlines the key principles that should guide the development of the profile.

1. Independent Yet Accessible

In today's digital-first environment, initial contact with businesses and investors is often made online. To ensure discoverability and usability, the IA profile should be a standalone digital presence, distinct from any municipality's main website. However, it must be easily accessible via prominent links from the community's primary web presence.

2. Search Engine Optimization and Accessibility

The IA profile must be optimized for search engines and published under a domain that is simple, clear, and memorable. All content should be fully accessible online, with the option to download an attractive, branded PDF version of the profile (designed separately from the RFP)—offering a convenient takeaway for site selectors and stakeholders.

3. Clear Contact Information

The profile should include comprehensive and transparent contact details. Visitors must be able to clearly identify the appropriate contact person, their role within the organization, a professional photo, and multiple ways to reach them (email, phone, LinkedIn, etc.).

4. Modern, Mobile-Responsive Design

The profile should feature a sleek, modern, and intuitive interface. All information should be accessible within one to two clicks. The site must also be fully responsive, delivering the same functionality and accessibility across all mobile and desktop devices.

5. Visually Engaging and Brand-Aligned

The design should incorporate high-resolution images that showcase the region's assets—business parks, downtowns, industrial sites, key infrastructure, etc.—with an engaging and on-brand color palette that captures attention. The visual appeal

RFP# 2025-08-002

should be strong enough that site selectors are compelled to share the profile with others.

6. Content that Tells a Compelling Story

The content structure should follow a logical storytelling sequence that aligns with the decision-making process of a potential investor or site selector:

- **Introduction to the Region:** Offer a concise and engaging overview of the place and its people.
- **Current and Future Projects:** Highlight major completed, ongoing, and planned projects to demonstrate growth momentum and investment readiness.
- **Key Industries and Business Support:** Outline the main economic drivers and available supports for investors and entrepreneurs.
- **Demographic and Economic Insights:** Present economic, demographic, and labour market data after the narrative has established the region's momentum. Leading with raw data may discourage interest if viewed out of context.
- **Quality of Life:** Showcase the lifestyle benefits of living and working in the region—arts, culture, recreation, events, and amenities—addressing the question, “If we come here, what will we do?”
- **Downloads and Contact Information:** Conclude with downloadable reports, PDFs, and detailed contact information for follow-up.

This sequence supports an emotional and logical decision-making process, guiding users from awareness to action.

7. Best Practice Integration

The proposed IA profile should reflect:

- The data-driven content of Paradise, Newfoundland and Labrador
- The structural layout and narrative flow similar to Kamloops, British Columbia (Venture Kamloops)
- The intuitive and user-centric design of Perth, Western Australia [since the original evaluation Perth updated their website to something less desirable design. The closest comparable design is similar to Waterloo Region, Ontario].

8. Audience and Regional Context

The target audience includes site selectors and business decision-makers considering the region for investment. The profile is designed for a region equivalent to a large town poised for growth, serving a broader census agglomeration area. As such, certain datasets may reflect regional service-level activity higher than expected for a community of this size.

Ultimately, the investment attraction profile is a marketing tool—its purpose is to position the region as the premier location to do business. The final deliverable will be an engaging, informative, and user-friendly online experience, supported by downloadable summary documents. Here is a sample profile outline:

Sample Investment Attraction Profile Outline

1. Home (landing page)
 - a. Who We Are
 - b. Major Developments
 - i. Currently Under Development
 - ii. Future Projects / Planned Investment
 - iii. Completed Projects
 - c. Contact Information
2. Key Industries
 - a. Key Industries
 - b. Why Us
 - c. Incentives
 - d. Sites Available
3. Insights
 - a. Demographic Data
 - b. Economic Data
 - c. Labour Market Data
4. Quality of Life
 - a. Education
 - b. Real Estate Information
 - c. Recreation
 - d. Arts & Culture
 - e. Events
 - f. Weather and Climate
 - g. Crime
5. Reports
 - a. Community Profile
 - b. Taxation and Expenses
 - c. Land Available and Zoning
6. Contact