

REQUEST FOR PROPOSAL:

ONTARIO FEDERATION OF SNOWMOBILE CLUBS
PUBLIC WEBSITE DEVELOPMENT

FEB 15, 2015



Ontario Federation of Snowmobile Clubs
501 Welham Rd, Unit 9
Barrie, ON L4N 8Z6
www.ofsc.on.ca

INTRODUCTION & PROJECT OVERVIEW

The Ontario Federation of Snowmobile Clubs (OFSC) is accepting proposals for the development of its public website. The new website requires an engaging and interactive frontend, supported by a fully functional self-serve Content Management System (CMS). The OFSC is seeking a solution that utilizes current technology and allows for customization as business needs dictate in the future. Once the website is built, content management will be handled in-house and as such, the new website requires a CMS that provides flexibility to add, delete, modify content as and when required. Website hosting will be managed by the OFSC.

The OFSC website must be bilingual and consist of a main public site and 16 “district level” micro-sites (1-2 pages). In addition, the potential for up to 196 “club level” micro sites (1 page) should be considered during the proposal development. All elements must be mobile responsive and utilize parallax scrolling (or similar current technology) where possible without impacting performance across all devices.

ABOUT THE OFSC

The OFSC is a volunteer led not-for-profit association that provides the voice for organized snowmobiling in the Province of Ontario. Our MISSION is to provide leadership to member organizations in our commitment to enable exceptional snowmobile trails and rider experiences throughout the province. Our VISION is that snowmobiling is recognized and celebrated as Ontario’s premier winter recreation and tourism experience.

PUBLIC WEBSITE AUDIENCE:

Target

- Snowmobilers (existing and perspective permit buyers)
- Corporate Partners (existing & prospects)

Secondary

- Government
- Key Industry Stakeholders and Partners
- Volunteers
- General Public
- Media

CURRENT WEBSITE

The OFSC's current website (ofsc.on.ca) is dated and requires a complete redesign to achieve the goals and objectives for the organization. The current site utilizes out of date technology and is not user friendly for visitors. The website in its current format does not provide the option for customized end user experiences. Additionally, the current site utilizes an outdated and restrictive CMS (Drupal) which limits the customization and functionality required to engage our target audience.

NEW WEBSITE OBJECTIVES

- Promote Ontario Snowmobiling as the premier winter recreation and tourism experience
- Educate snowmobilers and non-snowmobilers on all aspects of organized snowmobiling in Ontario
- Permit Sales marketing tool (all permit sales transactions handled on a different secure site at <https://permits.ofsc.on.ca>)
- Attract new partners
- Increase end user experience & average time on page while decreasing bounce rate (see appendix)

NEW WEBSITE STRUCTURE

- Main site mandatory inclusions: Home Page (dynamic), Go Safe, Snow Tours, Rider Advantage, Permits, About OFSC, Contact Us, News, Blog, Photos, Events, Driver Training
- Bilingual mirror structure (OFSC to provide bilingual content)
- 16 District micro-sites: 1-2 pages (district CMS with content feeds from and to main site)
- Micro sites: Up to 196– 1 page (club modified access with feeds from main site) – *Note, please provide a quote with and without this option.*
- Note: website hosting will be managed by the OFSC

NEW WEBSITE FUNCTIONALITY REQUIREMENTS

- Mobile responsive
- Parallax scrolling (or similar more current technology)
- Two-way communication with audience. Event, photo and blog submission tool (for visitors to the site) with 'audit/approval' before publishing at the OFSC level
- Full integration with all social media platforms

- Dynamic content feeds: latest news, latest offers
- Newsletter subscription (integrated with Mailchimp, current email provider)
- OFSC to retain full access and technical ability to change/add/delete content
- Modified CMS access for district and club micro sites to add/edit content at a local level

PROPOSAL REQUIREMENTS

Mandatory Inclusions on Proposal Submissions:

1. Overview of proposed new website (mock-ups)
2. Wireframe of proposed new website
3. Portfolio of similar websites developed
4. Overview of CMS functionality
5. Timelines
6. Budget

RFP & PROJECT TIMELINE AND DELIVERABLES

- **March 15, 2019** Bid submission deadline
- **April 1 - 5, 2019** Short listed candidates invited to present proposals
- **April 5, 2019** Successful candidate notified
- **August 15, 2019** Website Launch

Proposal submissions and inquiries can be directed to Tanya Southwick
Phone: (705) 739-7669 x 229, Email: tsouthwick@ofsc.on.ca

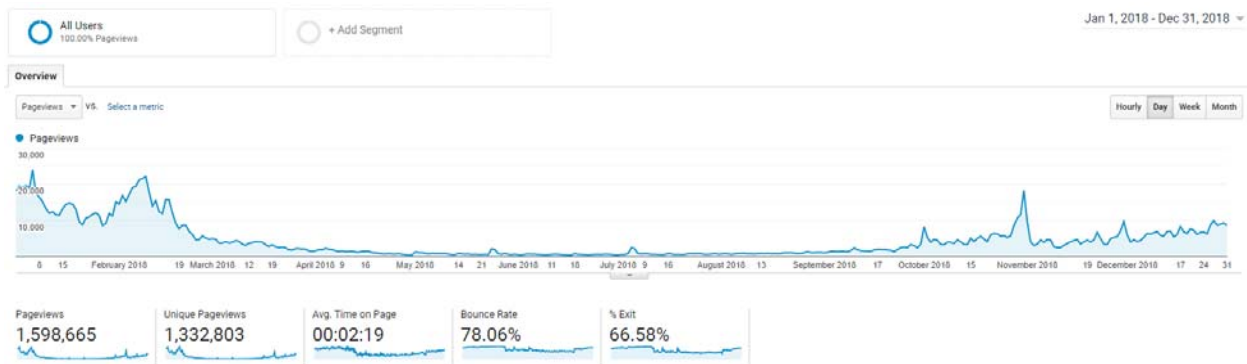
APPENDIX: WEBSITE ANALYTICS

The following is an overview of the analytics on the OFSC current website since 2017. With the new website, we are looking to increase the end user experience and average time on page while decreasing the Bounce Rate where possible.

2017



2018



2019 (YTD)

