



## Request for Proposals

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**The Cape Breton Partnership** is requesting proposals to:

Develop a new and modernized Cape Breton Partnership and Prosperity Framework website.

Proposals must be submitted to:

Keith Mac Donald  
Cape Breton Partnership  
275 Charlotte Street  
PO Box 1750  
Sydney, NS B1P 1C6  
Ph: (902) 562-7182  
Fax: (902) 562-8856  
Email: [keith@capebretonpartnership.com](mailto:keith@capebretonpartnership.com)

**Please note deadline:** Please provide submission by 4:00 p.m. on Tuesday, March 1, 2016 to the Cape Breton Partnership office.

**Address Inquiries to:** Keith Mac Donald at [keith@capebretonpartnership.com](mailto:keith@capebretonpartnership.com) or (902) 565-8577.

***THE CAPE BRETON PARTNERSHIP RESERVES THE RIGHT TO REJECT ANY OR ALL PROPOSALS OR TO ACCEPT ANY PROPOSAL OR PART THEREOF CONSIDERED TO BE IN ITS BEST INTEREST. WE THANK ALL INQUIRIES IN ADVANCE AND ADVISE THAT ONLY THOSE PROPOSALS SELECTED WILL BE CONTACTED. CONSULTANT(S) SHOULD BE PREPARED TO MAKE A PRESENTATION TO THE REVIEW COMMITTEE.***

# Table of Contents

Background .....	3
Project Background.....	3
Scope of Work.....	4
Project Schedule .....	7
Reporting.....	7
Proposal Submissions .....	8
Selection Process .....	8
Inquiries and Proposal Submission .....	9

## Background

### 1. About the Cape Breton Partnership

The Cape Breton Partnership brings together the considerable knowledge, skill and experience of the Cape Breton and Mulgrave area business and community leaders to build a vision for growth and prosperity.

The Cape Breton Partnership was formed with the idea of uniting businesses and communities across Cape Breton to drive the economy forward. In September, 2004 the idea moved from concept to development with the input of several prominent business leaders, Chambers of Commerce, economic development agencies, government and consultants. The Cape Breton Partnership is a proud product of the private sector and an agent of positive change in Cape Breton. The Partnership has created an effective forum for private and public sector investors to come together with the common goal of:

Forging partnerships - Capitalizing on opportunities - Building a stronger Cape Breton.

The Partnership believes that Cape Breton's economy is moving forward and that we can build on the area's success by harnessing the support of Cape Breton business leaders in delivering a message of progress and opportunity to prospective investors.

The Partnership has over 150 members that have committed to invest in Cape Breton – Mulgrave's future economic growth. The current investors represent a wide cross section of industry sectors, such as tourism, transportation, retail and service, energy, arts and culture, fisheries, forestry, manufacturing, communications and health; that demonstrate Cape Breton's continued economic diversification. The Partnership's Investors also include key stakeholders such as: Nova Scotia Community College, Cape Breton University, the Cape Breton District Health Authority, the Sydney Airport Authority, building and construction trades, First Nations, and Cape Breton's Chambers of Commerce. With such a broad base of support the Partnership is well positioned to move forward with the implementation of the Cape Breton – Mulgrave Strategic Framework for Economic Prosperity.

## Project Background

### 2. Project Background

The Cape Breton Partnership will engage a consultant to develop a new and modernized Cape Breton Partnership and Prosperity Framework websites. Initially, these websites existed as two separate web addresses: [www.capebretonpartnership.com](http://www.capebretonpartnership.com) and [www.prosperityframework.com](http://www.prosperityframework.com), however, as the Prosperity Framework nears four

years of implementation by the Cape Breton Partnership, the goal is to merge the two websites into one to make it easier for Investors and the public to access important information.

The primary objective of the Cape Breton Partnership's website is to communicate information about the organization including:

- Mandate, vision and mission;
- Investors involved in the Partnership;
- Information about staff;
- Communicate good news stories about investors and Cape Breton;
- Promote Elevate Magazine;
- Develop an Elevate blog;
- Promote opportunities for investment and growth;
- Promote Cape Breton Partnership events and regional business focused events;
- Promote Prosperity Framework team initiatives and activities;
- Share reports and information developed by and on behalf of the Cape Breton Partnership; and,
- Promote mailing list subscriptions.

The Cape Breton Partnership is currently investigating software systems that will be cloud based and will allow for the management of communications with Investors and Prosperity Framework Team members.

## **Scope of Work**

### **3. Website Requirements**

The Cape Breton Partnership would like a website that is streamlined, modern and visually appealing that combines information about the Prosperity Framework activities currently outlined on a separate and dedicated Prosperity Framework website with the Cape Breton Partnership website.

The new site should be easily updated with a user-friendly content management system.

The site should be mobile friendly while considering the Cape Breton Partnership brand and activities to inform the theme and layout of the website.

The website should have:

- Live Twitter and Instagram feed on the homepage;
- One picture as the main header;
- Join the mailing list on the homepage;

- Have the ability to check what information the subscriber wants to receive (ie: Safety Newsletter, Upcoming Events, Breaking News, E-blasts, etc.)
- Three smaller pictures with headings on the main page linking to:
  - Elevate Blog
  - Invest (in Cape Breton)
  - Prosperity Framework
- Menu with title page and drop down options.

Menu options are:

### **Invest (linked from main photo on homepage)**

The invest menu option will include:

- The Investor Directory
- Link to Investincapebreton.com
- About the Partnership
  - Goals, Vision, Priorities
  - The Team
  - Board of Directors
  - History
- Join the Partnership (Become an Investor)

### **Elevate (Blog) (Linked from main photo on homepage)**

This section of the website (accessed through one of three main photo links on the homepage) will house links to all flipbook editions of previously printed by the Cape Breton Partnership and the Chronicle Herald. Elevate magazine features Cape Breton Partnership investors and good news stories happening in the business community in Cape Breton. In addition to hosting the flipbook editions, this section of the website will also have a blog feature to highlight specific stories published in Elevate Magazine, add additional content and updates to stories, have a sign-up space for individuals and businesses who would like to receive a hard copy of future editions of the magazine, and a blog service that will allow for the digital publication of additional business profiles and news stories that the Cape Breton Partnership would like to promote through the Elevate brand.

### **Prosperity Framework (linked from main photo on homepage)**

- Sector Team list
- Youtube Channel link
- Prosperity Framework documents

- Implementation dashboard
- Priority initiatives

### **News**

The news menu option will include:

- Partnership Updates
- Media Centre
- Elevate (Magazine)

### **Events**

- Dropdown menu of upcoming Partnership events
  - Each event hosted by the Cape Breton Partnership needs to have a customizable side bar that can house pages for sponsorship, nominations, registration, agenda, and etc.
- Events photo gallery
- Events Calendar

### **Advance**

- Safety Network
- Mentor Connect
- Land and Asset Database
- Entrepreneurship Strategy
- NextGen
- And other current initiatives being advanced by the Cape Breton Partnership
- Project reports and updates

### **Connect**

- Nominations and applications Hub – nomination forms with expiry dates
- Surveys/feedback
- Link to the Business Directory
- Investor Directory
- Investor Job Bank – with expiration date for posts

### **Economic Information**

- Presentations
- Reports and documents
- Monthly economic snapshots/updates

### **Contact**

- Address for office in Sydney and Port Hawkesbury as well as office for each EDO
- Contact us and communications email address

#### **ADDITIONAL REQUIREMENTS**

- The Prosperity Framework portion also requires a Sector Team login area where sector team participants can log in and download/upload documents and working files, leave messages/chat, back end calendar for updating sector team meetings and locations.
- Each page of the website should have a home and contact icon.
- Each page should have a working search bar.
- Instagram, Twitter, Youtube, and LinkedIn icons at the bottom of each page.
- The site map will be located at the bottom of the homepage.

## **Project Schedule & Reporting**

### **4. Project Schedule and Reporting**

Upon written approval to proceed, the firm shall:

- Complete the project by March 31, 2015;
- Work closely with the communications team at the Cape Breton Partnership throughout the project. There will be a minimum of three meetings with the whole communications team and a maximum of five. These will include: a project start-up meetings, a design review meeting, and a product presentation meeting;
- In addition to the meetings outlined above, it is anticipated that the consultant will provide bi-weekly electronic reports to the Partnership's Team Lead on the progress of project and maintain regular communication with the Team Lead; and
- Provide training to the Partnership staff on overall management and functions of the website. Clearly written support documents on website operation and optimization would be a useful.

## Submissions

### 5. Proposal Submissions

The firm's proposal submission must include the following information:

- Corporate name and company profile;
- A statement of the firm's understanding of the scope of the project;
- A description of the project plan to be followed by the firm(s) to meet the project's objectives;
- The firm's recommended content management system and the rationale for recommending the platform and any licensing fees associated with the platform;
- Provide a description of the experience and expertise of the firm(s);
- A description of each member of the firm's project team including a summary of their experience and examples of past work,
- A schedule of **(DAILY)** fees and expenses setting out rates of remuneration for firm(s) team members and an estimate of time each member will devote to the project;
- A project timeline and reporting schedule;
- A maximum price for the development of the Cape Breton Partnership website **including all expenses, licensing fees, and HST;**
- References for 3 relevant projects for which your firm has been lead;
- A Gantt chart depicting each team member and their associated level of effort for each key deliverable (i.e., breakdown of junior/senior personnel and how many days each would work at each phase of the project by key deliverable); and
- Identification of team members living in the Cape Breton – Mulgrave area.

## Selection Process

### 6. Selection Process

The proposals will be reviewed by the Cape Breton Partnership staff. A scoring system will be used in accordance with the proposal components listed above. The proposal with the lowest bid will not necessarily be selected. The Cape Breton Partnership retains the right to accept or reject any or all of the proposals received.



## **Inquiries & Submission**

### **7. Inquiries and Proposal Submission**

Submissions should be **emailed** to the attention of Keith MacDonald by 4:00 p.m. on Tuesday, March 1, 2016:

Keith MacDonald  
President and CEO  
Cape Breton Partnership  
[keith@capebretonpartnership.com](mailto:keith@capebretonpartnership.com)