



Request for Proposal

Website Redevelopment

JUNE 2025

ISSUED BY

Edmonton Screen

REPRESENTATIVE

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Introduction and Background

As a key partner in developing the city's creative economy, Edmonton Screen is mandated to support and grow our local screen industries. We champion talent and production to foster creativity and drive sustainable economic growth for our city.

Edmonton Screen is accepting proposals in response to this Request for Proposal to find a qualified vendor to provide a new website for the organization. Our goal with the new website is to:

- Enhance the user experience
- Offer new user features and greater interactivity
- Simplify content management capabilities

The objective of this Request for Proposal is to locate a vendor that will provide the best overall value to Edmonton Screen. While price is a significant factor, other criteria will form the basis of our award decision, as more fully described in the Evaluation Factors section below.



Submission Guidelines and Requirements

The following submission guidelines and requirements apply to this Request for Proposal:

1. Only qualified individuals or firms with prior experience on projects such as this should submit proposals in response to this Request for Proposal.
2. Bidders must include at least three examples of substantially similar projects, providing live URLs and client references for each.
3. The proposal should be a single PDF document, not exceeding 20 pages. It must include:
 - a. Project Plan: An overview of your proposed approach, methodology, and a detailed project schedule.
 - b. Team: Biographies and roles of all key personnel who will be assigned to this project.
 - c. Budget: A detailed cost breakdown, including a total fixed project price, hourly rates for all personnel, and an estimated number of hours.
4. The proposed project budget should indicate the overall fixed price for the project as well as hourly rates and an estimated total number of hours.
5. Proposals must be received prior to July 15, 2025 to be considered.
6. Proposals must remain valid for a period of 90 days.



Purpose

The purpose of this project is as follows:

1. To develop a modern, user-friendly website with enhanced user features
2. To provide a simplified content management system for ease of updating



Project Scope

The scope of the project entails the design, development, and deployment of a new website with the following key features:

- **Website Redesign:** A complete visual redesign in accordance with Edmonton Screen's branding guidelines and overall aesthetic.
- **Responsive Design:** The website must be fully responsive and optimized for a seamless experience across all devices, including desktops, tablets, and smartphones. It must also adhere to web accessibility standards and be optimized for search engine discoverability.
- **Content Management System (CMS):** A modern, intuitive backend that allows non-technical staff to easily update all site content, including text, images, and documents, as well as creating new pages as needed.
- **Asset Gallery:** A secure section for an asset gallery to include the ability to search, view, upload and download content.
- **Interactive Community Calendar:** A dynamic calendar to display community events.

- **Resource Directory:** A searchable and filterable directory of industry resources, logically categorized for user-friendly navigation.
- **Membership Integration and Moderation:** Access to the Asset Gallery, Community Calendar, and Resource Directory must be tied to the membership system. Functionality must include user registration, login, profile management, and administrator-controlled access to each area. All user-submitted content across these features must include a back-end moderation workflow for administrator review and approval before becoming public.
- **Content and Assets:** While Edmonton Screen will provide the core content, bidders should specify their capabilities and rates for supplementary services such as copy writing and editing, stock photography sourcing, or creating custom visual elements, as these may be required. These additional elements will be within the scope of the project budget as outlined below.



Deliverables

The following are required deliverables of this project:

- A fully functional, tested, and deployed website on an agreed upon hosting provider.
- A complete user manual and a training session for staff on using the CMS.
- All source code, project files, and associated assets.



RFP and Project Timelines

The Request for Proposal timeline is as follows:

Request for Proposal Issuance	June 27, 2025
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Request for Proposal Deadline	July 15, 2025
Selection of Preferred Bidder	July 23, 2025
Contract Award / Notification to Unsuccessful Bidders	July 31, 2025
Project Completion	December 31, 2025



Budget

Edmonton Screen has allocated a budget of up to \$45,000 CAD for this project. This budget is intended to cover all activities required to plan, design and implement the website. Proposals should reflect a scope of work achievable within this range.

Ongoing costs such as domain registration or basic website hosting are accounted for outside of this budget. Any advanced hosting requirements, third-party plug-ins or applications requiring additional purchase are outside the scope of this budget. An estimate must be identified in the proposal and specifics will be discussed with Edmonton Screen for approval prior to integration.



Evaluation Factors

Edmonton Screen will evaluate proposals based on the following criteria to determine the best overall value:

- **Responsiveness and Understanding:** How well the proposal addresses the requirements outlined in this RFP.
- **Relevant Experience and Past Performance:** Demonstrated success with similar projects and positive client references.
- **Portfolio and Quality of Work:** The quality and relevance of the work samples provided.
- **Cost and Value:** The overall cost of the project in relation to the proposed solution and its long-term value.
- **Technical Expertise:** The demonstrated skill and experience of the proposed project team.

Edmonton Screen reserves the right to award the contract to the bidder that, in its sole discretion, presents the best value and is in the best interest of the organization.