



**Request for Proposal
Website Design and Development**

Closing Date and Time:
October 29, 2021 5:00 pm (PT)

Questions to be submitted by email:
alexandrayallouz@okanaganhockey.com

Proposals to be submitted to:
Okanagan Hockey Group
201-853 Eckhardt Ave. W
Penticton, BC V2A 9C4
Attention: Alexandra Yallouz

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1. Guide to this RFP

Okanagan Hockey Group wants to redesign its website currently found [here](#).

Our expectation is that this document will convey our vision for the new website and specific challenges with the existing one. It includes a background section about our organization, suggests an outline for organizing the content of the new site, and desired technologies. In providing these details, our intent is not to convey that we have all of the answers in creating the best possible site. The ideal and preferred vendor will bring its own ideas and vision based on industry expertise, technical capability, and client relations, guiding us to incorporate our goals into that vision.

2. Project Overview

Okanagan Hockey Group requires a full website rebuild for their North American divisions (located in Penticton, BC; Edmonton, AB; and, Whitby, ON). We are seeking an agency to partner with us for this rebuild that also has the ability to provide creative services as we envision transitioning much of our text content to video.

The management of online content has is currently overseen by the Digital Media and Communications Manager. OHG would like to further empower our staff to easily create and manage website content in each OHG division under the oversight of the Digital Media and Communications Manager.

3. Background

Okanagan Hockey Group was founded in 1963 in Penticton, BC, Canada. Over the years, OHG has become an icon in the hockey camp industry and has grown today to be the longest operating hockey camp in the world. Over the 50 plus years, Okanagan Hockey Group has operated camps in Canada, United States, Mexico, Japan, Hong Kong, United Arab Emirates, Switzerland, Austria, Germany, England, Scotland and Denmark. In this time period, the camp in Penticton has hosted players from over 30 different countries. The camp has had hundreds of former and existing NHL players attend over the years as players or as on ice instructors.

In 2002, Okanagan Hockey Academy (OHA) was established as the first hockey specific sport school recognized by BC Hockey and Hockey Canada. OHA has been built on experience, knowledge, and passion for our game. OHA in Penticton started with one team and has now expanded to eight teams.

In 2008, OHG expanded its operations to St Polten, Austria and then in 2012 to Swindon, England in the UK. OHA's success can be seen in the long list of players who have moved on to play at the WHL, Junior A, University and International levels. With the vast amount of knowledge and incredible network throughout our staff, our athletes have the inside track to move on to the next level.

In 2014 OHG and the WHL partnered to establish the WHL Combines. WHL Combines is a specially designed on and off ice testing system, that allows athletes to establish baseline results and then continue testing against the baseline. Players as well as parents have found the combines to be extremely helpful to the athlete, as

results can then be used to make adjustments to one's own training and development, as well as be compared to other athletes within the database.

In 2015, OHG added its fourth Hockey Academy to the family by launching OHA Edmonton. Through a partnership with Royal Glenora Club, OHA Edmonton gives Albertan students the opportunity to train within their home province and continue to participate in a familiar education system. Athletes attend Vimy Ridge Academy, the educational home of OHA Edmonton, while they play, practice and train at the Royal Glenora Club— a state-of-the-art fitness facility that has been serving Edmontonians since 1961.

Additionally, OHG operates the Okanagan Hockey Community Foundation (OHCF). OHCF supports with financial barriers who seek to attend the Okanagan Hockey Academy or wish to attend the Okanagan Hockey Camps.

4. Project Goals

The goals of this project are to optimize user experience by reducing clickthroughs, highlighting call to actions and reduce stress on our customer support teams by re-organizing the site's information so that users can find the information that they seek without needing to contact us directly. Quantitative metrics include:

- Sales efficiencies
- Newsletter subscribers
- Better-qualified leads
- Visitors to the site

5. Scope of Services

General Requirements:

- Improve client (parent and athlete) and coaches' experience (different from users' experience... more interest/task-based-activity).
- Improve user experience and refresh the overall look and feel of the website by introducing a new design.
- Simplify workflows and Approval Rights for staff - allow system administrator to establish specific rights and capabilities for internal staff to update content based upon the role they have in updating the website.
- Responsive Design/ Mobile Friendly - fully mobile responsive design - site adjusts to the screensize of all devices its being view on, includes forms, calendars, etc. Easy to navigate on all devices.
- Integration with other external web applications.
- Implementation of external website hosting services that meet BC Privacy and Security standards, and are compatible with OHG IT systems and IT best practices.
- Development of website content, including migration and update of legacy content using plain language standards from existing website, OHG archive website and the OHG Foundation website.
- Completion of required technical setup and systems integration, including DNS reconfiguration(move of www.okanaganhockey.com name)
- Training of OHG staff.

- Provision of ongoing support services related to website content maintenance and development.
- Maintenance - 24/7 website maintenance and troubleshooting.

6. Technical Requirements

E-commerce: We currently use a third-party system called Active Registration Engine for registrations, e-commerce and CRM purposes. We would either need to integrate it into the new website or consider a replacement.

Content Management Software: We are open to suggestions but our staff is most familiar and comfortable with a WordPress platform.

Web Host: Right now we are hosted through our current vendor and are open hosting with your preferred or suggested web host.

Integrations: As mentioned, we use Active Registration Engine, but we also use the following 3rd party services:

- Constant Contact
- KinDuct
- ZenDesk
- Sprout Social

We are in the process of evaluating a CRM system in order to integrate all third party functions into one system. We are also in the process of evaluating an internal communication software (Slack) and whether or not we would like to build out our own. If so, we would like to work with the same agency to develop an internal communication system.

User Accounts: We will require membership management on our site. This would be for allowing people to access special or hidden content on your site, perhaps after submitting an email address or paying to view a whitepaper. A simpler example would be password-protected pages that anyone can see with the same password and does not require a logged in account.

Mobile Responsive Design: We will require a fully mobile-optimized version of the website and a layout optimized for small screens and tablets.

Additional website functionality: We will require the following key areas of functionality:

- **Mapping** – OHG mapping and mapping service
- **Online Payment Services** - Secure online payment transaction services
- **Video content, Streaming & Archival** – the ability to stream games and key events and the ability to embed video in content pages
- **Document and Content Management**
- **Document Center** - Upload/download capability, back-end ability to search within
- **Automatic expirations** – the ability to set a date for content to automatically expire and archive

- **Photo Center** - Display community photos in a central location on website
- **Job Postings and Application** - Applicants can also create an online profile, fill out applications and attach additional documents
- **Analytics, Site Statistics & Marketing Metrics**
- **Multi-Lingual Support** – using Google Translate
- **News & Announcements** - Dynamic content
- **News Releases** - Online publishing
- **Online Forms** - Forms/publishing/tracking
- **Printable Pages** - Print-friendly function
- **Rotating Photos/Videos/Banners** - Dynamic image display
- **Quick Links** - Links can be placed directly on the pages
- **Site Search** - Internal site search engine, site search log
- **Sitemap & Breadcrumbs** – Dynamically generated
- **Social Media Interface** – Facebook, Twitter feeds and other socialization methods
- **Spotlight** - Ability to highlight important text on one or more pages LDAP/Active Directory Integration
- **Calendar** – Game schedules and key events
- **Multiple Secure Backends** – Two secure backends are required – one for parents/athletes and one for coaches
- **Approval Rights** – allow system administrator to establish specific rights and capabilities for internal staff to update content based upon the role they have in updating the website

7. Budget

We have budgeted \$20,000 for this project. Proposal that exceed this budget may be submitted but we request you include rationale for the additional funding required.

8. Project timelines

The project timeline has been estimated between 6 to 8 months. The approximate RFP schedule is summarized below*:

- Issuance of RFP: **September 29, 2021**
- Vendor RFP Questions: **October 25, 2021 – 1:00 pm**
- Vendor submittals due: **October 29, 2021 – 5:00 pm**
- Vendor interviews and reference checks: **Week of November 1, 2021**
- Vendor approval, enter negotiations, execute a professional services agreement: **November 8, 2021**

* Dates subject to change

9. Criteria for Selection

We will evaluate proposals based on the following criteria:

- Physical Requirements: To what degree does the proposal meet stated physical solution requirements (for hardware and/or software)?
- Pricing: How does the proposed price compare to the (a) planned budget and to (b) other proposals?
- Delivery & Installation: To what degree does this proposal meet stated delivery and/or installation requirements?
- Warranties: To what degree does the proposal meet stated warranty requirements?
- Skills & Abilities: Does the bidder have the necessary skills and abilities to deliver this proposal?
- References: Does the bidder have a proven track record in this type of project?
- Intangibles: The general feel of the evaluation team at OHG.

Elements of importance to highlight:

- Technical expertise: Previous experience in building interactive, responsive sites.
- Communication and autonomy: Manage project independently but act as a partner in the project build by involving our team. Take the lead when needed. Pursue and meet established timelines without monitoring/prompting.
- Flexibility: Adapt when needed to unforeseen project changes.
- Vision: Provide ideas for project beyond what is presented initially based on expertise in the field.
- User interface design: Ability to create user-centered design, making the user’s experience as seamless as possible.

The selected proposal submission will be chosen based upon evaluation criteria developed by OHG which in its sole discretion will determine the way each response to this Request for Proposal meets the evaluation criteria. OHG, at its sole discretion, may clarify any aspect of the RFP of any proposal with any Proponent at any time. Without limiting the generality of the foregoing, OHG may negotiate with one or more Proponents, at a time.

| # | Description | Points |
|---|---|--------|
| a | Understanding of the Project | 30 |
| b | Proponent Profile / Experience / References | 25 |
| c | Fees | 25 |
| d | Value Added Functionality | 20 |
| | Total Points Available | 100 |

The top three scoring proposals will be invited to provide a 30-minute presentation and respond to questions for a further 30 minutes during the week of October 25, 2021.

The three proponents will be scored as follows:

| # | Description | Points |
|---|-------------|--------|
|---|-------------|--------|

| | | |
|---|--|----|
| a | Presentation style | 5 |
| b | User-friendly platform | 10 |
| c | Ability to convey technical information simply | 5 |
| | Total Points Available | 20 |

The selection process will involve the following phases:

- Phase 1: An OHG review team will evaluate vendor submittals. The initial review will determine conformance to submission requirements and whether responses meet minimum criteria established. Review will include the vendor's acceptance of RFP terms and completeness of submissions.
- Phase 2: Review team will check references given.
- Phase 3: OHG will enter negotiations leading to a professional services agreement.

After completion of the evaluation stage, the successful Bidder(s) will be required to enter into Contract and a Purchase Order issued by OHG which will include a statement that the Bidder's solution is fully compatible and functional with OHG's requirements.

10. Format & Proposal Details

Responders are required to submit a written narrative corresponding to each of the underlined section items:

A. Introduction

Overview and summary of how your company will assist OHG in reaching our website goals

B. Company Profile

Company overview and history. Include capabilities of company - why should your company be chosen?

C. Team Overview

- Name, title, role (e.g., project management, training, design)

D. Project Development Approach

- Detailed explanation and timeline of all project phases including consultation, design, development, training and implementation

E. Scope of Work

- Project phase deliverables
- What will be expected of OHG
- What OHG can expect from the company

F. Design Experience

- References (minimum three references, including all contact information below).
 - Client name
 - Website URL
 - Client contact person and title

- Phone
- Email address

G. Hosting and Security (describe all available)

- Provide information and specifications for:
 - Data Center
 - Hosting services
 - Bandwidth
 - Backup and Recovery
 - DDoS Mitigation
 - Security patching

H. Support and Maintenance (describe all available)

- OHG ownership of work product
- Ongoing training opportunities and availability of robust, self-service documentation and technical support
- Availability of continued communications post website implementation (with consultants and support staff)
- Support services - emergency and non-emergency situations

I. Project Pricing Estimate/Cost for Services Outlined

Specify amounts of items below:

- First Year development fees including:
 - Amount of content migration (entire website or a specific number of pages)
 - Additional products/functionality
- Ongoing fees for hosting, maintenance, and support for Year 2 and beyond

J. Description of Features and Functionality Included

K. Additional Products offered

Give brief descriptions of other products offered by the company

Please note that we are only accepting proposals from vendors located in Canada.