



944 Queen St E  
Toronto, ON  
M4M 1J7

## REQUEST FOR PROPOSAL

### Introduction

Leslieville Business Improvement Area (BIA) is made up of commercial and industrial property owners and their non-residential tenants who join together under a volunteer Board of Management (BIA Board) to carry out improvements and promote economic development within their designated area. The Leslieville BIA boundaries are along Queen St. E between Vancouver Ave. in the east and Empire Ave. in west.

### Project Description

Leslieville Business Improvement Area (BIA) is seeking a vendor to provide web development and web graphic design services to refresh our current website [visitleslieville.ca](http://visitleslieville.ca) using the existing navigation menus, on the same back end and content and add three new menus (e-commerce menu, film menu, BIA Member menu)

### Goals of Project

- Updated graphics for the website
- Updates to website become more efficient in the back end for BIA staff to make changes as needed
- To use information on existing pages and sub-pages
- Add a Film Portal to website
- Add e-commerce capability to website
- Add tab for Member Business information to website

### Website Refresh Requirements

- Use Wordpress platform
- Integration with the film portal
- Sitemap will include existing data from home page, about, events, business directory, blog, notices, contact, legal
- Capability to add additional pages for major yearly events/campaigns like Wanderlust
- Social Media Integration
- Newsletter Sign up

### New Film Portal Requirements on BIA website

This new portal will be used by a variety of Film productions/Scouts/Studio Workers:

- Option to set up a meeting with the BIA
  - To discuss potential areas of filming, outside of on-street areas
- A specially-created Leslieville 'notice generator' form that we will take and distribute to businesses)
- Access to BIA marketing collateral

- Demo Videos
  - Quick and easy demo video of how to get started; how to book locations in the BIA,
  - 3D tours and videos/drone footage of storefront rental spaces (space rental, equipment/props and so on)
  - Visibility and access to list of small businesses and the services they're offering directly to film e.g. Restaurant X may be offering a 'Film February, after hours' special.
- Provide listing of private or designated parking spots, with links to contacts

#### Member Businesses:

- Information page on rights, responsibilities when there is filming on the street
- Business listing with individual business pages providing information on business; advertise what services they can offer (space, private parking, food, equipment, etc.)
- See what films are coming to the area
- Booking materials such as 'Open During Filming' signs via on-line booking
- Access to Hunger Hub, an online portal used by the film industry, specifically those not involved with on-street production, to make lunch orders. One studio has reported it orders 60 meals on any given day through this app.

#### Leslieville BIA:

- Data gathering
  - Keep track of films coming to the BIA, including dates, film times
  - A location map/location database to inform the BIA membership/community of dates/times of films
- A free materials booking option (the BIA will provide branded signage, including 'film in progress' and 'Open During Film' A-frames and other equipment at no cost to film crews and to businesses who may be blocked off because of production)
- An educational/informational page for businesses
- A 'Feedback' page to raise concerns and make adjustments to enhance this project
- A 'Get Involved' page for our businesses to further solicit their interest in this project (they can list their location or services for film rental and other applicable services)

#### **e-Commerce Capability**

- Provide a separate page on existing website for e-commerce

#### **Member Business Information to Website**

- Provide a separate page on existing website to allow member businesses to add information on coupons for offer or other types of promotions

#### **Timeline & Key Dates**

- The BIA would like to initiate the project as soon as possible and have this project completed within three months of starting

#### **Budget**

The budget for this project is \$15,000

### **Team Roles and Collaboration**

- Vendor – website development, graphic design
- BIA Staff / Board of Director Members – direct design, provide and/or validate content and menu, manage and create business listings, manage equipment/signage Rental portal-add inventory with images and descriptions, track inventory, manage accounts
- Advisory team – BIA Board of Director representation/City of Toronto Film Staff/Councillor Office Representation/BIA Staff to support content on website and film menu

### **Submission Instructions**

Please submit completed proposal on or before May 3<sup>rd</sup>, 2022 to [leslievillebia@gmail.com](mailto:leslievillebia@gmail.com)

Proposals should outline the following;

- number of years in operation
- number of individuals that will work on the project and their roles and experience
- budget
- summary of website development experience
- provide live links for prior work
- overview of website end to end build process
- contact information of the individual that can answer question about the proposal if need be.