



REQUEST FOR PROPOSAL

Website Renewal for Bytown Museum

Timeline: August 2024, to May 2025

Location: Bytown Museum (Commissariat Building), Ottawa, ON

Project Overview

The Bytown Museum seeks a professional, creative, and experienced website development firm to design, develop, and launch a new visitor-serving organizational website that will both enhance and modernize the museum's online presence and reflect its status as a leading community-focused cultural institution. The current website has become outdated, both in terms of design and functionality, and no longer meets the evolving needs of our organization and the diverse audiences we serve.

The primary goal is to enhance the user experience by developing a modern, aesthetically pleasing, and intuitive design that aligns with the museum's branding. This design will ensure easy navigation and functionality for various user groups, including members, tourists, local visitors, educators, students, and researchers.

Scope of Services

The project scope includes several key services:

- **Website Design:** Develop design proposals aligned with the museum's branding, focusing on user-centric UI and UX design for a seamless flow of information and interaction. The design will ensure compatibility across various devices.
- **CMS Implementation:** Recommend and implement a robust, user-friendly CMS that supports a bilingual (English and French) site and facilitates easy content updates. Provide training and documentation for museum staff on CMS usage.
- **Functionality Implementation:** Integrate interactive elements like maps and virtual tours, e-commerce capabilities for ticket sales and donations, and a dynamic event calendar. Ensure a user-friendly backend for managing events.
- **Accessibility and Compliance:** Ensure the website meets ADA and WCAG 2.1 standards through thorough testing and validation.
- **SEO and Analytics:** Implement an SEO strategy in collaboration with the museum's Marketing Manager and integrate analytics tools to track website performance.
- **Mobile Optimization:** Ensure the website is fully responsive and optimized for mobile performance.

Project Budget

The budget for this project is \$20,000.00 for the design, development, and launch of a website.

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Bytown Museum- Mission, Vision, and Mandate

Our Mission

The Bytown Museum is Ottawa's community museum, exploring the stories and values of an evolving city and its residents from its First Peoples through the early days as Bytown to present day Ottawa. The Museum is committed to engaging our visitors and community in discovery and dialogue as we aim to deepen the many connections within and between our diverse communities.

Our Vision

The Bytown Museum will enable the residents of Ottawa and visitors to the city to gain an appreciation of the identity of, and pride in Ottawa's rich story. Through its collections, exhibitions, programs and online access to museum-based information, the Museum aspires to be a model of excellence in furthering knowledge and pride of place among diverse visitors of all ages.

Our Mandate

The Bytown Museum's mandate is to collect, preserve, study, and make accessible, in the museum and online, the material and cultural heritage of the Ottawa' region's Indigenous, multicultural and diverse history.

Organizational History

The Bytown Museum traces its roots back to the founding of the Women's Canadian Historical Society of Ottawa (WCHSO) on June 3, 1898. The WCHSO, under the leadership of their first president Adeline Foster, laid the foundation for what would later become the Bytown Museum. By the 1910s the burgeoning WCHSO was in dire need of a permanent home. After many itinerant years, the Society acquired the former City Registry Office at 70 Nicholas Street. The Bytown Museum was officially opened on October 25, 1917 by Mayor Harold Fisher. After years of collecting, with a flourishing in the 1920s and 1930s under curators Jennie Russell Simpson and B. Key Eliot, the WCHSO was once again on the lookout for a larger more suitable home. In 1948 the Commissariat Building at the Ottawa Locks was proposed. After much needed renovations, the Bytown Museum opened its doors in the Commissariat (our present location) on June 27, 1952. Over the decades, the Museum grew in both scope and attendance; however, it always maintained its charm.

Today, the Bytown Museum is an independent registered charity, not-for-profit. It builds upon the heritage of those intrepid women of the WCHSO; the Historical Society having transferred the artefact collection to the Museum's care in 2003. We are a small but deeply dedicated team of professionals, Ottawa enthusiasts, and history lovers. Our mandate is to collect, preserve, study and make accessible the material and cultural heritage of the Ottawa region's multicultural and diverse history. Through our important and eclectic collection of over 10,000 artefacts, the Museum strives to tell the stories of an evolving city – from its first inhabitants and the early days of Bytown to present-day Ottawa. We engage in innovative programming, exciting exhibitions, public access projects and community involvement and are active with local, national, and international partners.

Since 2012, the Bytown Museum has worked in collaboration with community members from Kitigan Zibi Anishinabeg and Pikwakanagan First Nations on a variety of projects, including: artefact and artefact label review, a land acknowledgement panel, musical and story-telling events, tours, and more. During the closures of Covid-19, the Museum facilitated a virtual roundtable of Indigenous leaders to discuss Museums and the Truth and Reconciliation Commission. In the future, we hope to facilitate another roundtable on museums and repatriation. Beginning in 2020/2021, Management Staff at the Museum, in collaboration with community members, undertook a thorough review of all the texts within the permanent gallery exhibition, with a view to incorporating Indigenous history and language throughout – and with the end goal of producing trilingual thematic panels: English, French, and Anishinabemowin. This project, along with a comprehensive mural installation, was completed in 2022, resulting in a renewed Permanent Gallery experience for visitors.

You can learn more on our website: <https://bytownmuseum.com/about-us/history/>

Key Activities and Deliverables

The design, development, and launch of a new website for the Bytown Museum (www.bytownmuseum.ca).

Key Deliverables

- Submit detailed design concept and plan
 - First draft design(s) for review
 - Second draft design(s) for review
 - Accessibility compliance review
 - Submission of final designs to Bytown Museum staff
 - Scheduled maintenance plan
 - Launch of finished website
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Timeline: August 2024, to May 2025

Date	Key activity or deliverable
August 11, 2024	Submit quote
August 29, 2024	Award contract
Week of September 9-13, 2024	Kick-off meeting with Museum staff
November 1, 2024	Submit site wireframes
January 30, 2025	Submit first draft for review
Week of March 10-14, 2026	Submit final draft for sign-off
April, 2025	Final development and testing
May 01, 2025	Project completion.

Strategic Goals:

1. **Ensure User-Friendly Navigation and Interface:**
 - Goal: Design a website with intuitive navigation and a clean, engaging user interface that enhances the visitor experience.
2. **Optimize for Accessibility and Compliance:**
 - Goal: Achieve full compliance with WCAG 2.1 AA standards to ensure the website is accessible to all users, including those with disabilities. This includes features like screen reader compatibility, keyboard navigation, and alternative text for images.
3. **Develop Rich and Engaging Content:**
 - Goal: Create and maintain a content-rich website that effectively communicates the museum's mission and showcases its exhibits, events, and educational resources. This includes integrating multimedia elements like virtual tours, high-quality images, and interactive features.
4. **Implement an Efficient Content Management System (CMS):**
 - Goal: Utilize a robust CMS that allows for easy updating and management of website content by museum staff. This system should be user-friendly, scalable, and support content versioning and workflow management.
5. **Enhance Online Visibility and SEO:**
 - Goal: Develop and implement an SEO strategy that improves the museum's search engine rankings, driving increased organic traffic to the website. This includes optimizing content for relevant keywords, ensuring mobile responsiveness, and improving site speed.
6. **Establish a Sustainable Framework for Ongoing Site Management and Improvement:**
 - Goal: Create a framework for regular website updates and maintenance post-launch, including a clear schedule for content updates, technical audits, and user feedback assessments to continually enhance the site's performance and relevance.
7. **Achieve Language Parity for French and English Content:**
 - Goal: Ensure that the French content on the website is as comprehensive, up-to-date, and of equal quality as the English content. The objective is to provide a fully bilingual experience that meets the needs of both English and French

speaking visitors, reflecting the museum's commitment to inclusivity and cultural diversity.

Application Process

Proposal must be submitted by email to David Baker, Marketing and Communication Manager, at davidbaker@bytownmuseum.ca no later than August 11, 2024, at 4:00pm (EST).

The successful firm will be notified on or by August 29, 2024.

Submission Requirements

1. Company Information

- **Company Profile:** Provide a brief overview of your company.
- **Team Details:** Information about the key team members who will be involved in the project, including their roles, experience, and qualifications.
- **Portfolio:** Include two links to active client sites with a brief description of the project overview.

2. Project Management Plan

- **Timeline:** Provide a project timeline with key milestones, including design, development, testing, and launch phases.

3. Budget

- **Cost Breakdown:** Provide estimated costs for all desired services.
- **Payment Terms:** Outline proposed payment schedule.

5. References

- **Client References:** Provide contact information for at least two former or current clients who can attest to your company's performance on similar projects.

6. Additional Materials

- **Support and Maintenance Options:** Detail any post-launch support and maintenance services you offer.

- **Training Materials:** Describe the training and documentation you will provide to the museum staff to manage the website effectively. Mention the format and extent of these materials.
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Selection Process

1. Initial Review

- **Confirmation of Receipt:** Vendors whose proposals have been accepted for review will receive a confirmation email indicating their proposal is under consideration.

2. Detailed Evaluation

- **Evaluation Committee:** A selection committee will review all qualifying proposals.
- **Shortlisting:** The top proposals that score highest against the evaluation criteria will be shortlisted for further consideration.
- **Brief interview:** Shortlisted candidates may be asked to schedule a brief meeting to discuss the contents of their RFP submission.

3. Reference Checks

- **Conducting Reference Checks:** The museum will conduct reference checks for the shortlisted vendors.

4. Final Selection

- **Decision Making:** The selection committee will make its final decision based on the proposal evaluations, and reference checks.
- **Notification:** All vendors will be notified of the decision. The successful vendor will be invited to discuss contract terms and initiate the project.

6. Contract Negotiation

- **Contract Discussions:** The museum will enter contract negotiations with the selected vendor. This phase will finalize the project scope, budget, timeline, and other contractual terms.
- **Contract Signing:** Once both parties agree on the contract terms, the contract will be signed, and the project will officially commence.

7. Project Kick-Off

- **Initial Meeting:** A kick-off meeting will be scheduled with the selected vendor to outline project expectations, establish communication protocols, and set the project timeline.
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Quote Submission

Quotes must be submitted to and received by davidbaker@bytownmuseum.ca by 4:00pm (EST) on August 11, 2024. Email submissions only. Timely receipt and correct direction of the proposal shall be the applicant's sole responsibility. Late submissions will not be accepted.

Terms and Conditions

- **Terms of Contract:** The proposal should acknowledge that any contract awarded as a result of this RFP will be based on terms negotiated after the selection process.
- **Confidentiality:** All materials submitted will be treated as confidential and only used to evaluate the proposal.

Contact Information for Inquiries

- **Pre-submission Inquiries:** Vendors may pose questions or submit requests for clarification to David Baker, Marketing and Communications Manager.
davidbaker@bytownmuseum.ca
613-234-4570 x. 228