



REQUEST FOR PROPOSAL

WEBSITE REDESIGN

**LINDSAY DOWNTOWN
BUSINESS IMPROVEMENT AREA**

Introduction

The Lindsay Downtown BIA is seeking proposals from qualified web development firms and digital agencies to redesign and redevelop our current website (www.lindsaydowntown.ca). The purpose of this RFP is to identify a partner capable of delivering a modern, user-friendly, accessible, and scalable website that effectively promotes Lindsay's downtown core, supports local businesses, and enhances community engagement.

An essential requirement of this project is that the website must provide certain resources and information publicly accessible, in accordance with our municipal by-laws and the Ontario Municipal Act, under which we are governed. This includes, but is not limited to, transparency of information, public notices, and other procedural resources mandated for open access.

The goal of this project is to create an engaging digital platform that improves user experience, showcases upcoming events and promotions, provides comprehensive directories and resources, and aligns with the BIA's mission to foster a vibrant downtown environment. Through this process, we aim to select a vendor experienced in delivering high-quality, responsive websites that meet our specific needs and support our ongoing community-building efforts.

About Us

Mission | To foster and instill a vibrant, vital and resilient downtown.

Our Structure | The Lindsay Downtown Business Improvement Association (LDBIA) operates as a Municipal Board of the City of Kawartha Lakes Council under By-Law 2008-212. The organization is governed by a Board of Directors, which is composed of business and property owners within the BIA's boundary, as well as key community liaisons who provide invaluable expertise, support, and insight. The Board of Directors oversees the BIA's Executive Director, who leads the organization's operations and manages a dedicated team, including a full-time Marketing Coordinator and a roster of part-time Parking Control Officers. The Board is supported by four sub-committees that focus on specific initiatives and priorities to achieve the BIA's goals.

Location & Demographics | Located in the heart of the City of Kawartha Lakes, Lindsay is a growing town with a population of approximately 22,000, serving as the economic hub for a broader municipal population of 79,000. Lindsay is experiencing a significant population boom, bringing increased diversity and new opportunities to the area. The LDBIA represents Lindsay's Downtown, which is designated as a Heritage Conservation District. Our geographical boundary (By-Law 2008-011) encompasses 169 commercial spaces of various sizes and uses, making it a dynamic and diverse area for shopping, business, services and culture.

Objectives & Scope of Work

- Design and develop a modern, visually appealing website that effectively promotes Lindsay's downtown and its offerings, using the organization's existing branding
- Ensure the website is user-friendly, accessible, and optimized for all devices and commonly used browsers, including desktops, tablets, and smartphones
- Enhance opportunities for community engagement and ease of use, by integrating features such as event calendars, detailed business directories, interactive maps, contact forms and the presentation of quality images
- Develop a user-friendly connection between the BIA's existing CRM ([Main Street RM](#)) and the website's directory
- Migrate data from existing site to newly developed site
- Facilitate easy management of future website content by the Lindsay Downtown BIA staff, and provide comprehensive training and documentation to empower staff to make data and content updates independently and efficiently
- Improve search engine optimization (SEO) to increase visibility and reach, and provide access to reporting tools
- Support future scalability and integration with existing and emerging digital tools
- Provide options for ongoing support and maintenance



Qualifications

Proposals should demonstrate the vendor's ability to meet the project's technical, functional, and organizational requirements. The successful candidate will possess:

- **Relevant Experience:** Proven experience in designing and developing modern, accessible websites. Experience with projects involving complex data management and business directories is highly desirable
- **Technical Expertise:** Ability to develop and implement scalable, secure, and user-friendly content management systems that enable non-technical staff to manage and update website content independently
- **Business Directory Development:** Demonstrated expertise in developing robust, scalable, and easily manageable business directory databases. The vendor must show a clear understanding of how to create an efficient system that allows for easy data entry, updates, and integration with other website features and the BIA's existing CRM ([Main Street RM](#)). Developing this directory will be a key factor in the selection process. The vendor should also be prepared to provide ongoing support and training to ensure the BIA staff can manage the directory effectively
- **Design and Accessibility:** Strong portfolio showcasing responsive, accessible design aligned with current standards and best practices
- **Training and Support:** Ability to provide comprehensive training and documentation to enable staff to independently manage content and data post-launch

Proposal Submission Requirements

Interested vendors should submit the following:

- A cover letter expressing interest in the project
- A detailed proposal including approach and methodology, estimated timeline for completion, and a detailed fee structure (*please note that domain hosting will not be required from the vendor*)
- 2-3 examples of comparable work, and references from prior clients willing to act as a reference
- Submissions are to be sent electronically to Melissa McFarland, Executive Director at melissa@lindsaydowntown.ca

Timeline

RFP Issued: August 1st

Deadline for Questions: September 7th

Proposal Due Date: September 10th

Selected Facilitator Notified: September 26th

Target Project Start Date: October 2025

Evaluation Criteria

Proposals will be evaluated based on:

- Relevant experience and qualifications
- Proposed methodology and approach
- Proposed fee structure and overall cost-effectiveness
- Examples of similar projects completed in the past

Notes

- *Proposals received after the above due date and time will not be considered.*
- *All documents, including background information, will be provided at no cost.*
- *All expenses incurred in the preparation and submission of proposals shall be borne by the proponent. No payment will be made for any proposals received, or for any other effort required of or made by the proponent prior to the commencement of work defined by the proposal approved by the LDBIA.*
- *All those who submit a proposal represent that they have read, completely understand, and accept these terms and conditions of this Request for Proposal in full and as stated in this document.*
- *After notification of award and receipt of any necessary documents, completion of work described in this RFP and subsequent contract along with final approval, the LDBIA's terms of payment are thirty (30) days from receipt of final invoice.*
- *Proposals shall remain valid and open for acceptance by the LDBIA for a period of up to sixty days (60) calendar days following the deadline for receipt of proposals.*

**Thank you for considering this opportunity to contribute to the website redesign for the Lindsay Downtown BIA.
We look forward to your proposal!**

