



REQUEST FOR PROPOSAL (RFP)
REGINA FOLK FESTIVAL WEBSITE

REGINA FOLK FESTIVAL
ATTN: MEGHAN TRENHOLM
MEGHAN@REGINAFOLKFESTIVAL.COM
#101 – 1855 SCARTH STREET
REGINA, SK S4P 2G9

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1. SUMMARY AND BACKGROUND

The Regina Folk Festival is currently accepting proposals for a new website build.

The current website was build several years ago and although we love it, it is time for a new look/different features.

We need a website that will sync with our artist database, allow us to keep folks up to date with RFF news, have information about upcoming and past concert series, act as a resource for visitors to the festival, and an archive of our past.

The purpose of this Request for Proposal (RFP) is to solicit proposals from various qualified organizations, and conduct a fair and extensive evaluation based on criteria listed herein. The RFF will select the candidate who we feel will best satisfy the roles outlined below, all while reflecting the values of the Regina Folk Festival.

The Regina Folk Festival Inc. is a non-profit charitable organization. Founded in 1969, we are the producers of the longest running music festival in Western Canada, the Regina Folk Festival, held each year in Victoria Park and the downtown plaza in early August. Guided by it's Board of Directors, staff, contracts of service, and over 650 volunteers host both the annual RFF and a year round concert and workshop series. Our festival engages community members from all walks of life as both audience members and/or volunteers. The diversity of the audience members for both our ticketed Mainstage and our free daytime programming is remarkable. The ticketed Festival Mainstage includes a VIP/artists' hospitality tent and backstage area, Merchandise Tent, and Beer Gardens. The RFF is open for free during the day, and programs 4 stages, a Children's Area, Arts Market, International Food Court, and Daytime Beer Gardens. The RFF also holds an After Party each night of the Festival. As such, the Festival is a much anticipated and immense celebration of music and community.

The RFF contributes culturally and economically to the city of Regina and the province of Saskatchewan. Giving great footing to this work is the belief that live performance:

- Is an important form of communication
- Joins us together
- Creates an individual and collective voice
- Is part of the cultural mosaic of Regina and Saskatchewan
- Is a forum for positive artistic, social and cultural development





The following values are recognized as being important to how we do our work:

Value:	Definition:	We demonstrate this by:
Accessibility / Inclusivity	Implies that all members of society have the opportunity and means to participate actively in an organization as clients, staff, board members or volunteers.	Having a central location, free programming, being wheelchair accessible, offering reasonably priced tickets and allowing 12 and under in for free
Accountability	Open, honest and transparent, policies, processes and reporting mechanisms.	Producing an annual report that includes an audited statement as well as hosting an annual general meeting.
Community engagement	Involves partnerships in which there are mutually beneficial, two-way interactions between the RFF and the community.	Offering outreach initiatives
Collaboration	Processes by which the RFF works with others to accomplish or enhance a common mission.	Partnering with WRAD and WFFC as well as local partners including the Artesian, MAG, SCES, Agribition, NDH and CCF.
Diversity	A good mix or blend of talent, audience, options and events. An appropriate balance of representation and respect for differences (gender, ethnicity, geographic, age etc.).	Providing diverse programming, marketing to diverse audiences, showing respect for differences and having a balanced board.
Education / youth & children	Our future success will always rely in upcoming generations.	Offering school workshops and family friendly Festival programming.
Environmental stewardship	The philosophy and accompanying actions of valuing and protecting the environment as something held in trust for future generations.	Exploring and implementing opportunities to minimize our environmental impact.
Good Value	Meet or exceed patrons' expectations between the perceived quality of the event attended and money spent.	Providing quality programming at reasonable prices.
Honouring our legacy	Respecting our unique origins.	Continue the tradition of folk festival workshops





2. PROPOSAL GUIDELINES

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until 5pm on July 22, 2020. Any proposals received after this date and time will be returned to the sender. All proposals must be signed by an official agent or representative of the company submitting the proposal.

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work and estimated overtime. Any proposals which call for outsourcing or contracting work must include a name and description of the organizations being contracted.

All costs must be itemized to include an explanation of all fees and costs, including overtime.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by Regina Folk Festival and will include scope, budget, schedule, and other necessary items pertaining to the event.

3. PROJECT DESCRIPTION

The Regina Folk Festival needs a new website with an ongoing maintenance agreement. The RFF is seeking a partner to build a strong relationship.

This project is dependent on securing funding.





4. PROJECT SCOPE

The scope of this project includes a complete rebuild of the RFF website.

- RFF staff needs to be able to update, add additional sites as necessary.
- Integration of a music player (potentially Spotify and/or BandCamp)
- Document hosting
- Intuitive for outside users
- Most of the content will be moved from the current website
- Some copy/design may be needed.

This project should be completed by the end of 2020.

5. REQUEST FOR PROPOSAL TIMELINE

Request for Proposal Timeline:

Action	Date
RFP Posted	July 14, 2020
Final Day for Bidders to Submit Questions	July 20, 2020
RFP Submission Deadline	July 22, 2020
Evaluation of Bidders	July 23-27, 2020
Successful and Unsuccessful Bidders Notified	July 28, 2020
Contract Created with Successful Bidder(s)	July 29, 2020

As outlined above, all bidders may ask questions regarding this RFP until July 20, 2020. For transparency purposes, all questions and the associated answers will be distributed to all bidders. **All proposals in response to this RFP are due no later than 5pm July 22, 2020**

Evaluation of proposals will be conducted July 23-27th, 2020. Responsive bids will be scored in the categories outlined in Section 7, and the proposal team will evaluate the top three bids. The proposal team may wish to invite the top three bidders to an interview during the evaluation period. If additional information or discussions are needed with any bidders during this window, the bidder(s) will be notified.

The selection decision for the winning bidder will be made no later than July 28, 2020.

Upon notification, the contract negotiation with the winning bidder will begin immediately. Contract negotiations will be completed by July 29, 2020.

Notifications to bidders who were not selected will be completed by July 28, 2020.





6. BIDDER QUALIFICATIONS

Bidders should provide the following items as part of their proposal for consideration:

- Description of the company’s experience in planning for and building websites
- Outline previous experience specifically of the staff member who will be managing this contract
- Description of company values, including approach to security issues and community engagement
- List of training requirements for staff, including sensitivity training (cultural, accessibility, etc.)
- We will give preference to a company that has a proven track record for equal hiring practices that pay attention to cultural background and experience.
- Testimonials from past clients, specific to non-profits
- Anticipated resources you will assign to this project (total number, role, title, experience)

7. PROPOSAL EVALUATION CRITERIA

The winning bidder(s), if any, will be selected solely by the judgment of the RFF. The following weighted average scale will be used to score and determine the winning response:

PRICE – 25%

- The RFF has a maximum of \$15,000

EXPERIENCE & QUALIFICATIONS – 50 %

- Outline Bidder Qualifications as described in Section 6
- Responses that have contributors with experience in website/project management and working with Non-Profit or community organizations will be preferred.
- Recommendations and/or references from previous clients would be appreciated.

QUALITY OF RFP RESPONSE – 25%

- Our perceived ability of the respondent to successfully complete the aspects of the project outlined in this document.

