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GRAND FORKS OFFICE

1647 Central Ave., Box 2949
Grand Forks, BC, V0H 1H0
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Community Futures Boundary Web Site Maintenance and Upgrade

Expression of Interest

Closing date and time: August 16, 2010, 4 pm Pacific Daylight Savings Time

Location of proposal closing:

**Community Futures Boundary, 1647 Central Avenue,
Grand Forks B.C., V0H 1H0**

Contact:

Jennifer Wetmore

jennifer@boundarycf.com

(250-442-2722)

July 21, 2010

A. INTRODUCTION

Community Futures Boundary is seeking assistance to maintain and upgrade a regional tourism website (www.boundarybc.com). The process of development will include input and support from CFB staff however, it is expected that the successful proponent will provide recommendations on content, design and efficiencies.

The site was developed in partnership with the Boundary Economic Development Committee with an eye towards growing the tourism industry in the Boundary Region. The process will commence upon the awarding of the contract for a period of no more than a year. If funding is secured, there is potential for the contract to extend beyond August of 2011. We are asking proponents to submit a proposal based on the information provided below:

B. PROJECT SCOPE

Marketing Requirements & Technology

- **User Demographics**

There will most likely be several different audiences utilizing this site. Including but not limited to:

Boundary area locals;

Visitors who have been to the area before;

Tourists who have never been to the region and;

Those interested in relocating to the Boundary Region for employment/lifestyle opportunities.

- **Technology – User Ability**

Skill and comfort level with technology will vary significantly. Clients such as youth will have a notable level of expertise with technology. However, older users could have very little technical knowledge.

Design Requirements

Commencing September 1, 2010 the Boundary Economic Development Committee/Community Futures Boundary are spearheading the development of a regional tourism brand for the Boundary Region (slated for completion December 31, 2010). Once completed, the brand will need to be integrated into the site. For more specifics on the request for proposal regarding the brand development, visit www.boundarycf.com and click on "Create Brand and Visual Identity".

Any design related efficiencies that the successful proponent recommends will be considered and implemented where possible.

Technical and Infrastructure Requirements

Please describe in full detail what you think the technical / infrastructure requirements and Search Engine Optimization requirements should be for this site (www.boundarybc.com) and how to keep the site "top of mind" in the current and future internet environment.

Updating of content/photography/ongoing maintenance

The successful candidate will be responsible for the ongoing updating of content, scouting and upgrading of photos (where required) and solicitation of new material (including the writing of new content). Search Engine Optimization is considered to be an important part of the maintenance of this site. The provision of appropriate recommendations regarding the functionality /programming of the site is also be the responsibility of the successful candidate. The site will be self maintained as required.

GENERAL INSTRUCTIONS, TERMS AND CONDITIONS

1. Proposals will be accepted in the following formats:
 - email (PDF format only)
Until **4PM Pacific Standard Time** on August 16, 2010.

Phone: 250-442-2722
Fax: 250-442-5311
Email: jennifer@boundarycf.com

2. Community Futures Boundary reserves the right to accept or reject any or all proposals and to accept the proposal that it deems most advantageous.

3. Only the successful candidate will be contacted by Community Futures Boundary.

INQUIRIES

Inquiries during the proposal period should be directed to Jennifer Wetmore, Community Economic Development Coordinator, Community Futures Boundary.

Phone: 250-442-2722

Fax: 250-442-5311

E-mail: jennifer@boundarycf.com