



## **CALL FOR TENDER WEBSITE / VISUAL IDENTITY**

The Department of Business and Economic Development is looking for a rare gem for the creation of its new website.

The desired firm for this mandate (hereinafter referred to in this document as the firm) masters software related to graphic design and computer graphics as well as website design. The firm will work closely with the Department of Business and Economic Development as well as with the Mohawk Council of Kanesatake. His/her role will be dedicated to enriching the visual identity of the Department and ensuring communication with its clients and current and potential partners.

The deadline for submitting proposals for service offers is February 19<sup>th</sup> 2021 At 4:00 pm. Proposals received after 4:00 pm. will be rejected. Proposals should be sent by email: [nr.consultante@gmail.com](mailto:nr.consultante@gmail.com)

Any question relating to this call for tenders must be sent in writing and by email to Nadia Robertson at: [nr.consultante@gmail.com](mailto:nr.consultante@gmail.com) before February 12<sup>th</sup> by noon.

## Contenu

<b>1. The mandate:</b>	<b>3</b>
<b>2. The requirements:</b>	<b>3</b>
<b>3. Adaptive site</b>	<b>4</b>
<b>4. Referencing</b>	<b>4</b>
<b>5. Programming</b>	<b>4</b>
<b>6. Intellectual property</b>	<b>4</b>
<b>7. Requirements and modalities</b>	<b>4</b>
<b>8. Right of modification</b>	<b>4</b>
<b>9. Expenses incurred</b>	<b>5</b>
<b>10. Evaluation of proposals</b>	<b>5</b>
<b>11. Rejection of proposals</b>	<b>5</b>
<b>12. Acceptance and contractual agreement</b>	<b>5</b>
<b>13. Cancellation of the contract</b>	<b>5</b>
<b>14. Conditions</b>	<b>5</b>
<b>15. Selection criteria</b>	<b>6</b>
<b>16. Decision</b>	<b>6</b>
<b>17. Payment terms</b>	<b>6</b>
<b>18. Presentation of the proposal</b>	<b>6</b>
<b>19. Service offer</b>	<b>7</b>

## **1. The mandate:**

- Create and execute graphic design;
- Perform basic photo retouching;
- Create a showcase website of 10 French Pages / 10 English Pages;
- Provide a 10-page Mohawk language showcase on the site (to come)
- Include hosting of the Website;

## **2. The requirements:**

The firm must demonstrate a marked interest in graphic design and computer graphics.

- It understands the challenges and objectives of effective communication linking all communication platforms of the Department as well as of the Mohawk Council of Kanesatake;
- It must stand out through its technical skills, its aesthetic sense and its creativity;
- Knowledge of programming and web integration is an asset;
- Be willing to make ad hoc updates and add content with short deadlines (potential contract thereafter);
- Refined and creative aesthetic sense, on the lookout for all new digital trends;
- In-depth knowledge of French and English;
- Marked ease for teamwork in a multi-departmental context
- Speed of execution in action;
- Creation of editorial and visual content with given themes;
- Ability to create a bilingual website (French-English).
- Integration of web form and Mailchimp;
- Integration of audio and video capsules;
- Live video section;
- Social media integration.

The creation of a bilingual showcase website is the subject of this call for tenders. The firm's proposal must also include appropriate hosting of the site for a minimum of 2 (two) years with a possibility of extension. The cost of this accommodation on an annual basis must be indicated in the offer submitted. The website must be completed within a period of 60 days to 90 days. The proposal must include a work plan including meetings with the Department, either a first meeting to understand the mandate and its modalities, the submission of documents, the directives to be respected and others, or a second meeting for the follow-up of the mandate, a third meeting to take note of the drafts or sketches made, a fourth meeting for the preliminary (test and others), a fifth meeting for the acceptance of the final product.

### **3. Adaptive site**

The site put online must be adaptive in order to respond to use on both a computer and a mobile device.

### **4. Referencing**

The firm will have to propose an effective referencing strategy and guide the Department in the choice of its keywords and the writing of texts promoting effective referencing.

### **5. Programming**

An open programming language should be used. This must be identified in the offer.

In order to allow the Department a sound management of its web tools, the firm will have to provide;

- A user and administration manual (in French and English);
- A medium for backing up and restoring the site in the event of a disaster;
- A medium of protection and security in the event of hacking or others;

### **6. Intellectual property**

The graphic resources and the source codes of the site must be the integral property of the Department.

All access codes (hosting, programming and others) must be provided and returned to the Department at the end of the mandate.

### **7. Requirements and modalities**

These requirements and terms apply to this Request for Proposal. The submission of a signed service proposal (see presentation of the service offer in section 19) constitutes acceptance of the requirements and terms.

### **8. Right of modification**

The Department reserves the right to modify the call for tenders or to add elements to its content. In such case, the invited consultants will be notified by email. The deadlines for submitting proposals will then be adjusted.

## **9. Expenses incurred**

The expenses incurred by the invited firms for the preparation and presentation of a proposal are fully assumed by them.

## **10. Evaluation of proposals**

Submissions will be evaluated by the Department. The Department reserves the right to award a contract strictly on the basis of the proposals received. The Department also reserves the right to enter into discussions with one or other firm or firms in the event that the proposals received do not meet its requirements for this mandate.

## **11. Rejection of proposals**

The Department grants itself the right to reject all proposals. The lowest bid will not necessarily be accepted.

## **12. Acceptance and contractual agreement**

The Department has no obligation to any firm or firms that have submitted a service proposal as long as a written service agreement (or contract) is signed between the Department and the firm selected or retained.

## **13. Cancellation of the contract**

Certain reasons justify a termination of the contract between the Department and the firm. These reasons can be among others:

- The firm does not comply with one of the conditions inherent in the signed agreement (or contract) or in the specifications;
- The firm is in violation of MCK's policies on tendering (available upon request);
- The Firm does not take into account the observations made by the Department during the execution of the mandate;
- Or other reasons that could create prejudice to the Department or the Mohawk Council of Kanesatake.

## **14. Conditions**

The proposal must contain, among other things, the following elements (see the proposal for the service offer in section 19):

- Contact details of the bidding company (postal and email address, telephone number, website)

- Description of the company and presentation of the professionals assigned to the project.
- Description of the mandate and tasks performed by the consultant.
- The cost according to the tasks (hours, hourly rate, incidentals)
- Timeline and proposed steps
- The offer must be written in French or English
- Realization portfolio as well as references

## **15. Selection criteria**

The price of the proposal remains an important factor in the choice of the consultant, however, several other criteria will be considered such as: Membership in the Mohawk community of Kanasatake or any other Aboriginal community.

## **16. Decision**

- Presentation of the company, previous experiences and achievements
- Relevant achievements
- Team and stages of realization
- Presentation of the proposed solutions
- Compliance with specifications
- Total cost of the site
- Period and service covered by the website maintenance contract
- Innovative ideas
- Computer graphics skills

The proposals will be evaluated against each of the criteria selected for carrying out the mandate. Each proposal will be evaluated by a committee set up by the Department.

## **17. Payment terms**

The firm will be paid according to the following schedule:

- ☐ 10% of the total amount after having made the 1st meeting;
- ☐ 30% of the total amount after having made the 3rd meeting;
- ☐ 50% of the total amount after having completed, presented and submitted the documents required for this mandate and that everything is functional;
- ☐ 10% of the total amount, thirty (30) days later.

## **18. Presentation of the proposal**

The proposal should describe in sufficient detail the technical qualifications and relevant experience of the firm and key professional personnel, as well as the sources of benchmarks and information.

The proposal should include a technical component, a cost component and a firm expertise component that meet the various requirements listed below.

- Technical section

- The proposal must include a statement, no more than one page, describing the work to be done and its rationale. It must contain a work plan and describe how the firm will carry out the tasks to achieve the objectives of the mandate. The firm must include in its proposal the general approach it intends to use to facilitate its work in order to achieve the expected results.

- Cost component

- The proposal should indicate the level of effort and estimated cost of each task in the work plan, the estimated cost of professional and support staff, materials, communications equipment and supplies.

- Company expertise component

- The proposal must specify:
- Professional staff with their experience and training who will be assigned to the project and the contribution they plan to make to it;
- Relevant staff experience which is directly related to the work;
- The relevant experience of the firm which is directly related to the work (the main contractor and sub-contractors if applicable);
- The team's knowledge of indigenous realities;

## **19. Service offer**

Offer submitted by: (Enter business name or firm name, full address, telephone number, email address)

---

---

The undersigned hereby undertakes to offer the Department of Business and Economic Development all the specialized services and other items necessary to carry out, to the full satisfaction of the Department, the work described in the solicitation document, according to the terms and conditions set out in the service contract concluded with the Mohawk Council of Kanesatake and according to the following prices:

Professional services:

The table below gives a detailed breakdown of the cost of professional services (the fee schedule must include any profit margin or fixed costs):

Staff category Daily rate Number of working days Total

Administrative expenses and Travel expenses

(Mail, long distance calls, photocopies, etc.).

\$ \_\_\_\_\_

Total price of the proposal

\$ \_\_\_\_\_

+ TPS/PST \$ \_\_\_\_\_

+ TVQ/GST \$ \_\_\_\_\_

TOTAL: \$ \_\_\_\_\_

The undersigned agree that the offer of service will remain firm for a period of one hundred (100) calendar days following the closing date of the tender.

Payment for professional services and related costs will be made at the end of each stage, once invoices containing a detailed statement of services rendered or products delivered to date have been received and the Department has accepted them.

Claims for travel and accommodation expenses will be reimbursed on the basis of disbursements made, in accordance with the Council Travel Directive, and must be accompanied by receipts, supporting documents or other relevant documents.

The undersigned hereby agree to submit the following documents: (a) a PROPOSAL to perform the work, indicating the firm's view of the objectives and responsibilities relating to the request, as well as the methodology and timetable it intends to follow; (b) a COMPANY PROFILE, giving an overview of the relevant experience and the names of the persons proposed to be part of the work team, including their curriculum vitae, as well as the designation of the project manager; (c) a list, if necessary, of the SUBCONTRACTORS, including their full names and addresses, the part (s) of the work they will be called upon to subcontract and a description of the relevant experience of their firm; (d) assurances from the firm that there will be no errors, omissions or breach of contract; (e) a SERVICE OFFER duly completed and submitted in one copy.

It is understood that, during the term of the contract, any person who will be called upon to perform tasks provided for in the contract must behave in such a way as to respect the principles of confidentiality, respect for the natives and conflicts of interest.



The firm shall immediately notify the designated project manager within the Department if the acquisition of an interest or a situation appears to cause a deviation from these principles. When signing the contract, the firm must sign a confidentiality, non-competition and impartiality commitment.

OFFERS WHICH ARE NOT ACCOMPANIED BY THE ABOVE-MENTIONED DOCUMENTS OR WHICH DIFFER FROM PRESCRIBED STANDARDS ON HOW TO PRESENT THE COSTS OF THE PROPOSAL WILL BE CONSIDERED INCOMPLETE AND NOT IN CONFORMITY WITH THE REQUIREMENTS AND WILL BE DISMISSED.

Signed this day of, \_\_\_\_\_ 2021, at, In the province of \_\_\_\_\_

\_\_\_\_\_  
by: (Signatory agent)

Title