



## I. Project Description

The Queensway BIA is looking to revitalize our website and social media including Facebook, Twitter, and potentially beginning an Instagram.

The site is currently hosted on Sobi pro and we would like to transition to a word press site.

The ShoptheQueensway.com Board of management is seeking an individual or company to submit a proposal for developing content for a WordPress site template that we will select.

One of the focuses for the ShoptheQueensway.com BIA is our 2019 summer festival. The naming and branding of this event will be critical to the work of the marketing firm.

## II. Project Details

The BIA has two distinct audiences. The primary users of the website are the BIA membership including businesses within the Queensway and property owners. Secondary visitors are clients, particularly individuals who shop, dine, visit local fitness clubs, etc.; those who are interested in events and activities pertaining to visiting the street.

The website content should be contemporary, easy to read, consistent between pages and should present The ShoptheQueensway.com BIA as a vibrant business community.

The proposal should demonstrate an understanding of BIAs, the Queensway boundaries and membership.

The naming and branding of the summer festival is a key element to the project and marketing plan and content should focus on developing an audience for the summer festival in conjunction with the plans of the BIA's events committee and the Board of Management for the BIA.



### III. Technical Skill Requirements

- A strategy for developing meaningful and relevant content for visitors and members
- Graphic design capabilities
- Professional photography experience

### IV. Reference materials to be included

- Proposals should include past and current work on other content for other websites as reference materials, including links
- Any planned or proposed use of a subcontractor should be clearly documented in the proposal
- Proposal should include a timeline to completion schedule and estimate of time frame required
- Those submitting proposals shall be responsible for any and all costs and/or expenses associated with preparing such proposals. Proposals should be submitted in PDF form

### FINAL Deliverables

1. Website content transfer with more modern layout and aesthetic
2. Marketing plan and content, to be executed by the ShoptheQueensway.com BIA, for the BIA's print marketing and social media

Please quote separately on item 1 & 2