



# REQUEST FOR PROPOSAL

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3D ONLINE HOLIDAY  
SHOPPING VILLAGE



**ATLANTIC ASSOCIATION**

**\*Ref 21-06-28**

**REQUEST FOR PROPOSAL-  
Notice to Prospective Consultants**

June 28<sup>th</sup>, 2021

You are invited to review and respond to this Request for Proposal (RFP), entitled *3D Online Holiday Shopping Village*. In submitting your proposal, you must comply with these instructions.

Please note that no verbal information given will be binding unless such information is issued in writing as an official addendum.

In the opinion of the Atlantic Association of Community Business Development Corporations, this RFP is complete and without the need for explanation. However, if you have questions, or should you need any clarifying information, the contact person for this RFP is:

Shelley Worth  
(Atlantic Association of Community Business Development Corporations)  
902-747-2232  
[shelley.worth@cbdc.ca](mailto:shelley.worth@cbdc.ca)

\*Version française disponible sur demande.

Please note we require all responses to this RFP to be based on fixed priced quotes, no estimated quotes will be considered.



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## **1.0 Introduction**

As a supporter of small businesses in rural Atlantic Canada, with an interest in driving export growth, the CBDC network seeks to create a 3D Online Shopping Village (the Village) to encourage the support of local businesses. Whereas many online shops and virtual malls or business directories exist to allow retailers a digital footprint, we feel these tools lack the “wow” factor that a 3D shopping village would possess to allow our clients and other stakeholders to reach customers and increase their sales during the upcoming holiday season. The Atlantic Communications Committee (ACC) seeks to create an experience similar to video gameplay, where users can navigate along a holiday street, viewing different shops that will have product images of client’s products. Purchases will not be done within the Village however the products will need to be linked to the retailers’ online shop or social media pages.

## **2.0 Contracting Agency**

For the purposes of this contract, the Atlantic Association of CBDCs will be the contracting agency.

The Atlantic Association of Community Business Development Corporations (AACBDC) is engaged in community-based business development through a network of autonomous, not-for-profit organizations that work with all levels of government and the private sector to meet the needs of small and medium enterprises (SMEs).

In Atlantic Canada, there are 41 corporations dedicated to assisting small and medium enterprises including start-up, expansion, modernization, and maintenance of business entities in all sectors of the economy.

The AACBDC administers, on behalf of its 41 member CBDCs, several programs and initiatives. AACBDC is governed by a volunteer Board of Directors that are selected by each of the Atlantic provinces to provide oversight and governance of the affairs of the organization.

## **3.0 Background**

### **3.1 Atlantic Communications Strategy**

The Atlantic Communications Committee (ACC) undertakes marketing and promotional activities to promote our membership, the 41 CBDCs across the Atlantic region. A part of our strategy is developing strong mutually supportive relationships with our clients, stakeholders, and other small business in rural Atlantic Canada.

Through relationship-building communications projects, such as promoting local tourism and spearheading a holiday food drive, the ACC seeks to build the brand of the CBDC network, as a community-focused organization that is dedicated to helping and supporting our rural economy.

### **3.2 3D Online Holiday Shopping Village Overview**

A 3D format for online shopping is considered to be a unique and exciting new format that possesses sufficient interest and novelty to encourage online shopping, promoting CBDC clients and stakeholders.

The Village design will take the form of a street or plaza, incorporating design highlighting cultural and landmark elements of each of the four Atlantic provinces. The Village will not be required to provide

check-out or purchase services, but client products will be linked from within the Village to take shoppers to client online shops.

### **3.3 Engagement Overview**

The Atlantic Association of CBDs has identified the need for a consultant with technical knowledge and expertise in web development and 3D animation to develop a web-based interactive site to promote retail clients.

Some examples for inspiration can be found below for reference:

- Disney World Map: <https://disneyworld.disney.go.com/fr-ca/attractions/map/>
- Polar Express: <https://www.warnerbros.com/movies/polar-express>
- Minecraft: <https://www.minecraft.net/en-us>

### **4.0 Objectives**

The objective of this engagement is to develop a public-facing web-based 3D interactive shopping experience.

To this end, the Consultant will work collaboratively with the Atlantic Communications Committee and participating clients to develop a 3D shopping experience that is functional and accessible during the 2021 holiday season.

### **5.0 Project Scope**

The objective of the project will be to develop a web-based 3D interactive shopping site that includes:

- 3D shopping village site; and
- Uploaded client product images, linked to client online shops.

Outlined below are the functional requirements of the website specific to these two areas, as well as general requirements for the project, the website and the ongoing support and maintenance of the website.

#### **5.1 General Project & Web Site Requirements**

Outlined below are general requirements for the project and the web-based database & portal.

##### **Project Requirements:**

- Consultation with the Project Manager as required.
- Development of a project plan outlining how the Consultant aims to achieve the objectives outlined in the RFP.
- Design and style outline, demonstrating the aesthetic vision for the 3D Shopping Village.
- Demonstration of working prototypes of the 3D Shopping Village website.
- September and October check-in reports; and
- Training of the Atlantic Association of CBDs staff on how to manage the website and upload and edit content. This includes the development of reusable training assets such as a training guide or recorded webinar (the format(s) are to be described in the response to the RFP).

##### **Technical Requirements:**

- The website will support HTML5 to enable access to the site from a mobile device.

- The website must support both English and French language requirements.
- Atlantic Association of CBDCs staff must have the ability to access stored data and revise the content on the site through a content management system (CMS).
- The website must be compliant with Mac and PC, as well as with the latest two versions of Internet Explorer, Mozilla Firefox, Chrome, and Safari.
- The website must meet the Canadian federal government guidelines around web accessibility.
- The website must adhere to all Canadian privacy and data regulations. Any data collected from the application and website must follow the SOC2 Privacy Principle Guidelines.
- The website must meet the security requirements listed in Appendix A.
- The Consultant should demonstrate in their proposal how their selection of design tools and/or applications is in line with leading practice.
- We assume this will be a standalone website and that there will be no interoperability or integration between the website and the federal government, ACOA systems and/or the Atlantic Association websites.
- Access to a Content Management System (CMS)/ backend of the site to catalogue inquiries received and report back to the committee on a quarterly basis.
- The website must be able to perform website analytics (set up Google Analytics), this includes:
  - The number of visitors to the website.
  - The number of page views by page.
  - Referral sources to the website.
  - Promotional campaign results and impacts; and,
  - The geographic location of visitors.

#### **Ongoing Maintenance & Support Requirements:**

- The Consultant will either: i) host the Certified Sites website, or ii) subcontract hosting requirements to a web hosting company approved by the Atlantic Association of CBDCs.
- The website must be available in English and French, with users selecting their language preference on landing on the site or based on their user profile.
- The Consultant should outline their recommended hosting strategy.
- The website must provide pages to promote the site selection program in accordance with the promotional strategy that is also being developed. Information on the promotional strategy will be provided by the Program Manager.
- Ongoing maintenance and management of the site.
- Ongoing technical support for any identified issues with the website.
- 3D Shopping Village website must be available for 99% of the hours between 4 am and midnight, excluding upgrade windows agreed upon with the Atlantic Association.
- Upgrade processes must not result in any site hour downtime – all planned upgrades are to occur between 12:00 midnight and 4 am; and
- The 3D Shopping Village website must be able to support 6 internal users and medium traffic to the site.

## **6.0 Deliverables and Milestones**

**To support the development of the Atlantic Canada Site Certification Program's database and portal**

The following chart provides a breakdown of the expected role of the Atlantic Association of CBDCs / Atlantic Communications Committee and Consultant(s) throughout the engagement.

Proposal award date	23 Jul 2021	4:00 PM
Workplan submitted	30 Jul 2021	9:00 AM
Village design options submitted	20 Aug 2021	9:00 AM
Check-in report 1	17 Sep 2021	9:00 AM
Check-in report 2	08 Oct 2021	9:00 AM
Population of the Village begins	22 Oct 2021	11:00 AM
Final check/test	05 Nov 2021	2:00 PM
Village goes LIVE	12 Nov 2021	6:00 AM
Ongoing management	12 Nov 2021	12 Nov 2021 – 01 Jan 2022
Village closes	01 Jan 2022	6:00 AM
Final report	14 Jan 2022	4:00 PM
After Action Review	20 Jan 2022	10:00 AM

## 7.0 Proposal Structure

**Table 1: Response Structure**

<b>Introduction</b>	This section should introduce and briefly describe the firm, its capabilities and its experience in handling an assignment of this nature.
<b>Understanding of the Issue</b>	This section should explain the Consultant's understanding and interpretation of the objectives and requirements of this project. The successful Consultant(s) will have demonstrated a good understanding of the work to be undertaken.
<b>Work Plan and Methodology</b>	<p>This section should include:</p> <ul style="list-style-type: none"> <li>• A description of the Consultant's process and approach to designing, developing, and launching the 3D Holiday Shopping Village website. The proponent will detail: <ul style="list-style-type: none"> <li>○ The design tool(s) and application(s) to be used in developing the website, with supporting rationale.</li> <li>○ The response times and priority definitions (e.g., One hour for issues classified as urgent, two hours for issues classified as high priority-critical)</li> <li>○ Hours of coverage and days coverage, including days not covered.</li> </ul> </li> <li>• A description of the Consultant's approach to receiving, addressing, and escalating any issues encountered with the website. (This is to include during the development, testing, and once the site is live).</li> <li>• A project schedule including deliverables and milestones (the Consultant(s) will be required to make regular oral and written reports to the Atlantic Communications Committee on the progress of the work).</li> </ul>

	<ul style="list-style-type: none"> <li>• Summary of video/teleconference meetings with the Atlantic Communications Committee as required.</li> </ul>
<p><b>Summary of Qualifications and Experience</b></p>	<p>This proposal must include:</p> <ul style="list-style-type: none"> <li>• A brief résumé of the qualifications and experience of the Consultant as they relate to this RFP. It should clearly outline corporate knowledge of the sector and regional knowledge.</li> <li>• Experience in developing and managing a public-facing web-based database aimed at audiences in multi-lingual, communities, ideally English and French in Atlantic Canada.</li> <li>• Years in business, number of employees, address, ability to develop materials in both official languages.</li> <li>• A list of key project personnel to be used in the project outlining their roles, responsibilities, and their relevant experience.</li> <li>• (If applicable) a list of any subcontractors (individual or organizational) that the Consultant intends to use when providing services under this RFP; and</li> <li>• Corporate profiles and short-form résumés of key project personnel, as well as references for related work to be included. Preference will be given to a consultant(s) with a proven ability to complete the task, evidenced by two (2) similar reference projects (include the URL for the websites), and demonstrated experience in the sector (5 years minimum).</li> </ul>
<p><b>Pricing</b></p>	<p><b>Pricing is to be detailed out in a table and should include:</b></p> <ul style="list-style-type: none"> <li>• All professional fees</li> <li>• Travel costs (if applicable) for face-to-face meetings.</li> <li>• Other costs</li> </ul> <p>This section must provide the total cost for the engagement and be divided into two categories:</p> <ul style="list-style-type: none"> <li>• <b>Design &amp; Launch Fee:</b> Designing, developing, and launching the 3D Shopping Village website.</li> <li>• <b>Maintenance &amp; Support Fee:</b> Ongoing support and maintenance of the website</li> </ul> <p><i>The Design &amp; Launch Fee is a one-time fee associated with the design, development and launch of the 3D Shopping Village website; the fee will be payable once the launched website meets the requirements outlined in the RFP.</i></p> <p><i>The Maintenance &amp; Support Fee is a project fee associated with the ongoing maintenance and support of the 3D Shopping Village website.</i></p>

	<p>Travel costs will only be reimbursed for actual travel incurred and will follow federal guidelines (<a href="https://www.njc-cnm.gc.ca/s3/en">https://www.njc-cnm.gc.ca/s3/en</a>). Travel costs are to be included in the price outlined in both categories.</p> <p>Prices quoted shall include Harmonized Sales Tax (HST 15%), must be in Canadian currency, and shall be firm until the contract has expired. It is the intent that these prices remain fixed until completion and that no contract containing price escalations will be accepted prior to the anticipated completion date outlined in this RFP.</p> <p>The Atlantic Association of CBDCs may hold back up to 20% of the total project cost, to ensure the products and services meets the requirements specified in the RFP.</p>
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## 8.0 Project Schedule

The project schedule should assume an approximate starting date of July 23, 2021. The deliverables and activities outlined in the project scope (section 5.0) design and launch phase must be completed by November 12, 2021. The term of the contract for the ongoing maintenance and support of the 3D Holiday Shopping Village website is up to and including January 1, 2022.

## 9.0 Submission of Proposal and Vendor Information

Proposals must be received by the Atlantic Association of CBDCs contact no later than 4:00 pm on July 16, 2020.

- Proposals should not exceed five (5) pages, excluding appendices. Appendices are acceptable as outlined above.
- A digital copy is required.
- The successful proponent will be contacted within 14 business days of the RFP closing.

Please submit an electronic version of the proposal in Word and Adobe Portable Document Format (PDF) to the following email address: [shelley.worth@cbdc.ca](mailto:shelley.worth@cbdc.ca).

## 10.0 Proposal Evaluation

The Atlantic Association of CBDCs will evaluate the proposals. The lowest-priced proposal may not necessarily be accepted. The Atlantic Association of CBDCs reserves the right to recommend rejection of all proposals and either cancel or re-issue the RFP if necessary.

The qualifications, commitment, related experience, and knowledge of the project personnel will be key evaluation factors. The experience of the consulting team in undertaking assignments of this nature and magnitude will be a significant factor in proposal selection. The evaluation framework outlined in Table 2 will be used in the selection with special attention given to the methodology, the project management, and the delivery plan.

*The Evaluation criteria used to evaluate proposals fall into the following categories as referenced in Section 7:*

**Table 2: Selection Criteria**

	Factor	Scoring
1.	Consultant (s) past experience demonstrates the ability to provide requested services	15
2.	Consultant (s) demonstrates an understanding of the project, its objectives, and metrics for evaluation	25
3.	Completeness and suitability of approach (proposed methodology)	20
4.	Capacity (identification of resources to undertake the project as well as relevant skills and experience by the individual)	15
5.	Pricing	25
	<b>Total</b>	<b>100</b>

*Please note: we may choose to interview a shortlist of consultants as part of the evaluation process.*

### **11.0 Awarding of Contract**

The resulting contract will contain such reasonable terms as the Atlantic Association of CBDCs may require.

Negotiation sessions may be held to work out contract details and other expectations of the parties applicable to the services/work, based on the RFP and the proposal(s) submitted.

The award of contract will be made by the Atlantic Association of CBDCs, based upon the results of the evaluation of submitted proposals. The Atlantic Association of CBDCs will notify the successful Consultant in writing via electronic means. Those that are not successful will receive written notification via electronic correspondence as soon as possible once the award of the contract has been accepted and the negotiations have been concluded with the successful Consultant.

### **12.0 Contact**

All inquiries and requests for clarification must be submitted via email. Requests for clarification should be directed to [shelley.worth@cbdc.ca](mailto:shelley.worth@cbdc.ca).

The Atlantic Association of CBDCs will administer the contract for this project. Contact for this RFP is:

**Name:** Shelley Worth  
**Organization:** Atlantic Association of CBDCs  
**Address:** 54 Loggie Street, Mulgrave, NS B0E 2G0  
**Email:** shelley.worth@cbdc.ca  
**Telephone:** (902)747-2232 Ext 205

### **13.0 General Conditions**

Verbal information or representations shall not be binding on the Atlantic Association of CBDCs. Only changes, alterations, modifications, or clarifications approved in writing will be binding. In order to be valid all such changes, alterations, modifications, or clarifications shall be issued in the form of addenda and all such addenda shall become a part of this RFP.

The proposal of the successful Consultant will form part of any resultant contract agreement by attachment and incorporation by reference. Claims made in the proposal will constitute contractual commitments. Any provision in the proposal may be included in the resultant contract as a direct provision thereof. The successful Consultant, as a condition of submitting its proposal, accepts a customized contract that will be negotiated.

Any resultant contract from this RFP will be governed by the by-laws of the Atlantic Association of CBDCs and shall be issued in the name of the successful Consultant exactly as that successful Consultant's personal or corporate name is stated in the RFP response document. Funds payable for materials delivered pursuant to any resultant contract shall be paid only to the Consultant who is so listed as a party to any resultant contract. Only legal registered names of proponents are acceptable.

The proposal will contain the signature, name and title of the person authorized to sign on behalf of the Consultant on the proposal submitted in response to this RFP.

The responsibility rests with the Consultant to submit a complete proposal, with proper and adequate detail to substantiate all aspects of its proposal. Incomplete proposals shall be deemed to be non-compliant. A complete proposal should include but not be limited to:

- Legal name and status: The proposal shall state the correct legal name and legal status of the proposing entity and the correct mailing address.
- Consultant contact: The name, title, telephone and fax numbers, E-mail address and civic address of a representative who may be contacted for clarification or other matters relating to the proposal shall be provided.
- Content: The proposal will be clear, concise, and must include sufficient detail for effective evaluation and for substantiating the validity of stated claims. The proposal shall not simply rephrase or restate the requirements, but rather shall provide a convincing rationale to demonstrate how the Consultant intends to meet these requirements.

The successful Consultant must be licensed to conduct business in its own jurisdiction and may be required to produce a certificate of good standing for that jurisdiction.

All terms and conditions will apply to all subcontractors and the Consultant will be responsible for subcontractors' compliance. The Consultant will be responsible for all work done by the subcontractors. The Consultant will be responsible for all damages and will complete any work unfinished by the subcontractors.

#### **Release of Funds**

The following constitutes the release of payment by the AACBDC to the prospective web consultant:

1. 10% released upon signing of the contract.
2. 40% released upon presentation and signoff of completed website draft.
3. 30% released upon successful completion of the website going live.

4. 20% released 30 days after the website has gone live.

## **14.0 Intellectual Property and Disclosure**

All proposals and any intellectual property that is developed as a result of this project, including all data, specifications, concept plans, designs, rationales, presentation materials, economic and technical reports and related information produced by the Consultant in completing this work submitted shall become the property of the Atlantic Association of CBDCs. By submitting a proposal, the consultant hereby grants the Atlantic Association of CBDCs a license to distribute, copy, print or translate the proposal for the purposes of the invitation and completion of the project, including to the members and representatives of ATIGS.

All documents submitted by partner agencies shall remain the property of the issuing organization. All information is proprietary and as such shall be treated as confidential. Information obtained by the Consultant as a result of participation in this project is confidential and must not be disclosed without written authorization.

## **15.0 Appendix A – Security Requirements**

- Authentication: Secure authentication mechanisms are required to prevent unauthorized individuals from accessing the website and its data.
- Authorization: Appropriate security control requirements are defined to restrict access to properly authorized users.
- Privacy and confidentiality: Appropriate security control requirements are defined to protect against unauthorized disclosure of sensitive or confidential data.
- Integrity: Appropriate security control requirements are defined to protect against unauthorized modification of transactions or data.
- Audit logging and monitoring: Appropriate audit logging and monitoring requirements are defined to allow the tracing of business-critical actions to a specific user.
- Data leakage: Appropriate security control requirements are defined to prevent leakage of sensitive or confidential data.
- Common coding vulnerabilities have been considered during the design of the application and all third-party components are confirmed free from known vulnerabilities.
- Requirements for the separation of IT environments (i.e., design, development, testing, and production); and,
- Appropriate security testing has been completed for the website/database, including:
  - QA testing and User Acceptance Testing
  - Static code scanning
  - Dynamic code scanning