



**DOWNTOWN
COURTENAY**

EXPERIENCE MORE

**Website Re-design for
Downtown Courtenay Business Improvement Association**

Closing Date: September 30, 2018

Introduction:

Downtown Courtenay Business Improvement Association's main goals are to enhance the vibrant business community through leadership and advocacy in the Downtown Courtenay area. Five years ago our main focus of the organization was to attract business to the area. We took many steps including updating our brand, and showing we are a strong member organization to help support business. After much work, we have full occupancy and the business environment is vibrant. We now need to turn our marketing focus to attracting tourists and community members to Downtown Courtenay as a destination.

In 2017, we updated our brand and launched a new website. This site still holds the feeling of a member site and we are looking for a company or person to take the existing Word Press site and turn it into a site that attracts people to want to visit (destination marketing site).

The core of the website is there – the DCBIA has been working hard at updating profiles of businesses but we want the overall feel to have more life and allow visitors to understand what we are all about. We would also like this site to reflect more of our branding strategy which is attached to this document.

Goals of a new Website:

- Turn our current Word Press Website and change theme to more Destination Marketing feel – we still need the site to be Word Press
- Use our branding standards – also attached on website or this email (please contact info@downtowncourtenay.com if needed)
- Feature Businesses and Members with an easy look up

- Feature Events
- Give life to the website with photos – we are working separately to get new photos (we understand we will need to update photos as they come but provide a tutorial on how to do this)
- Have a members area for members to find key information about our organization
- Sign-up pop up for people to subscribe to our e-newsletter
- Have Facebook and Instagram updates (to maybe a blog and news page)
- Mobile Friendly
- Map with Parking, City Buildings and possibly businesses

All goals can be discussed further with Haeley Campbell, please contact the contact below to set up a meeting.

Example we like:

Lonsdale Quay - lonsdalequay.com
Tourism Whistler – whistler.com

Budget:

As we are a non-profit organization our budget is \$2000 to \$5000 for this project. This is a guideline only.

As we are a membership organization we would promote your business and help you showcase your work.

Examples of your work:

Please provide 3 examples of projects that you have completed

Deadlines:

We are accepting tender submissions until September 30, 2018
Company will be decided by October 15, 2018
DCBIA expects work to be completed by February 15, 2019

Applications:

Please apply by submitting the following information:

1. Name of Company
2. Contact Person

3. Contact information (phone number, email)
4. 3 Examples of similar projects
5. Quote for this work
6. Rough plan what you want to do for us and why you would be the best for this job
7. Estimated date this project would be completed

Please submit all applications to:
info@downtowncourtenay.com or
#203-580 Duncan Ave
Courtenay BC
V9N 2M7

DCBIA Contact:

Please contact Haeley Campbell at 250 650 2015 or
info@downtowncourtenay.com for any further information, clarification or to
set up a meeting to discuss.