



REQUEST FOR DECISION

TITLE:	Website Redesign and Management
DATE:	July, 27, 2020
PRESENTED BY:	Julia Fielding, Communications Officer Erica Crocker, Marketing & Sales Officer
ATTACHMENT:	Box Clever EOI

SUMMARY

Our current website www.dinosaurvalley.com or www.drumheller.ca was designed and launched in 2015. The Town has recently completed a rebrand, and as an **extension** of the rebranding **project** we are looking to update the current website to make it more user friendly. The Communications **Officer** published an Expression of Interest on June 17, closed June 25 at 2:00pm. **After** reviewing 34 Expressions of Interests, the Communications **Officer**, the Marketing and Sales **Officer** and CAO of Drumheller facilitated four **virtual interviews** for the **shortlisted** four companies based on the scores during the evaluation process. The candidates were eCrew, MarketingHits (local), eSolutionsGroup and Box Clever. Each candidate was evaluated on their presentations based on the following criteria: background, design samples, navigation and **architecture, identifying** our **primary** and secondary audiences, **accessibility**, qualifications, and cost. Once evaluation of the **shortlisted presentations** was complete, **references** for the **two** highest rated firms, Box Clever and eSolutionsGroup, were contacted and **further** website examples were **observed** and scored accordingly.

RECOMMENDATION:

Based on the evaluated scores, it is recommended to award the contract for website redesign and management to Box Clever

FINANCIAL IMPACT:

- Cost is \$7,950.00 per year on 3 year term (\$23,850)
- \$545.00 for search engine per year (\$1,635)
- 1 time cost for content migration from dinosaurvalley.com to Drumheller.ca at \$85.00/hr for estimated 10hrs (\$850.00)
- Additional **MailGuide newsletter one-time** cost at \$300 and \$15.00/month (\$540)
- Our current **services are** \$13,200/year or \$39,600 over a 3 year term

STRATEGIC POLICY ALIGNMENT:

COMMUNICATION Operational **Objectives** from 2020 **Strategic** Plan Include Website Upgrade

[Redacted Signature]

Communications **Officer**

[Redacted Signature]

Marketing & Sales **Officer**

Reviewed By: _____

[Redacted Signature]

Chief Administrative **Officer**