May 12, 2020   Notification Sent Via E-mail Addendum posted online

Request for Proposals
EPRFP 2020-35743

ADDENDUM #1

Professional Services for Design of a New Web Site

CLOSING: 12:00 PM ON May 19, 2020

Please refer to the above RFP document in your possession and be advised of the following:

Part A: Revision

        None

Part B: Questions and answers

Q1. There was mention of Mailchimp integration on the May 7, 2020 call but it wasn't clear if Exhibition Place currently had an existing account or not. Can you please advise if there's a pre-existing Mailchimp account.
A1. There's a pre-existing Exhibition Place Mailchimp account to be shared with the successful proponent.

Q2. In Section 3.7 - Wireframe - Is the Video produced for the banner or are you seeking additional video production as part of the RFP response?
A2. Exhibition Place is not seeking additional video production. There's a recent video production featuring Exhibition Place grounds and venues – Those videos are high-resolution and can be added to the new site.

Q3. You've outlined that the first version of the site is due in September 2020. Can you expand on what you consider to be the "first version" of the Site launch? Were you looking for a phased approach?
A3. We're looking for a phased approach where the site structure and main pages layout are due for approval in September 2020. Layout adjustments and content migration will happen next.

Q4. Are the Beanfield and Enercare sites part of this scope? It is our understanding that the project is solely focused on rebuilding https://www.explace.on.ca/ however there was mention on the call May 7, 2020, that the new site requires integration with the following two sites.

- https://www.enercarecentre.com/
- https://www.beanfieldcentre.com/

A4. The project is solely focused on the Exhibition Place website rebuild. As mentioned on the May 7,2020 call, Beanfield Centre & Enercare Centre are Exhibition Place sponsored venues and have their own branding assets, including a web address. Exhibition place is moving away from the 3-website model. Instead, all venues will be featured under the same website structure.

Q5. Has a budget been defined for this initiative?
A5. Yes, however, that's confidential information and cannot be shared with proponents.

Q6. Does Exhibition Place have a Brand Guideline?
A6. Exhibition Place does not have an updated Brand Guideline.

Q7. Is the expectation for the proponent to write all of the primary copy for the new website or will content be taken from the existing site?
A7. The content will be taken from the existing website.

Q8. Do you have Google Analytics for the website and are you willing to share it?
A8. Yes, Exhibition Place does have Google Analytics for the website. We will share it with the successful proponent.

Q9. Page 44 - 3.2 Anti-Harassment - The link to the document is not working, can you please share the URL.
A9. http://10.11.0.3/wp-content/uploads/2019/01/Human-Rights-and-Anti-Harassment-Discrimination-Policy1

Q10. Page 45 - 3.4 Accessibility Standards Link not working - The link to the document is not working, can you please share the URL.
A10. https://www.explace.on.ca/files/file/58b5fd2ff1cad/AODA-Policy.pdf

Q11. How does the current site feed the other two sites? If the expectation is to only build explace.on.ca, can we get technical documentation on how the other two sites have been developed?
A11. The project is solely focused on the Exhibition Place website rebuild. As mentioned on the May 7, 2020, call, Beanfield Centre & Enercare Centre are Exhibition Place sponsored venues and have their own branding assets, including a web address. The exhibition place is moving away from the 3-website model. Instead, all venues will be featured under the same website structure.

Q12. Can you share any technical documentation on how
(Ungerboack) https://explace.ungerboeck.com/ is developed, are there any APIs that
can be leveraged for a more seamless integration?
*A12. Yes. We can share the technical documentation with the successful proponent.
Here is a link to our Ungerboeck direct lead entry. People would fill this out and it would
go to our Ungerboeck immediately
https://explace.ungerboeck.com/prod/app/embedded-
oar.html?CC=1#&ui4nvh!eyJuYXYiOiJ2aWV3QWRkQWNjb3VudCJ9!ui4nvh*

Q13. Having international clients, should there be considerations for a Multilingual site?
A13. Yes. This should be taken into consideration.

Q14. For AODA Compliance, are you looking for level A, AA, AAA?
*A14. Beginning January 1, 2021: all public websites and web content posted after
January 1, 2012, must meet WCAG 2.0 **Level AA** other than criteria 1.2.4 (live
captions) and 1.2.5 (pre-recorded audio descriptions). Meeting Level AAA is not
required at this time. More information on https://www.ontario.ca/page/how-make-
websites-accessible*

Q15. Do you have interactive Maps for the separate Venues? If so, what format are they
currently in?
A15. We do not have interactive maps other than Google Maps.

Should you have any questions regarding this addendum, contact the undersigned at
416-263-3628 or via e-mail, purchasing@explace.on.ca

Please acknowledge receipt of this Addendum in your submission and be governed
accordingly. All other aspects of the RFP remain the same.

Sincerely,

_____
T. Lynn Miller
Purchasing Manager