



Cloverdale Rodeo and Exhibition Association

REQUEST FOR PROPOSAL

RFP #: 26-07-WEB

Issued For:

Professional Services - Website Redesign

cloverdalerodeo.com

Issued By Cloverdale Rodeo and Exhibition Association

Issue Date: July, 17, 2026

Closes: August 7, 2026

REQUEST FOR PROPOSAL

INVITATION TO SUBMIT PROPOSAL

The Cloverdale Rodeo and Exhibition Association invites web development firms, along with subcontracted services (hereinafter referred to as the "Respondent" or "Vendor"), to submit a proposal for the development of a consumer website for the Cloverdale Rodeo and Country Fair.

Description: Cloverdale Rodeo and Exhibition Association Website Redesign
Date Issued: July 17, 2026
Submission Deadline: August 7, 2026
Submission Time: 2:00 PM PT

The Cloverdale Rodeo and Exhibition Association reserves the right to accept or reject any proposal, in whole or in part, and to waive any irregularities or informalities at its sole discretion.

The Cloverdale Rodeo and Exhibition Association is not obligated to accept the lowest-priced proposal, the highest-scoring proposal, or any proposal submitted. In evaluating proposals, CREA may consider factors beyond those identified in this RFP where it determines doing so is in the best interest of the organization. By submitting a proposal, Respondents acknowledge and accept CREA's right to exercise its discretion throughout the evaluation and selection process.

This Request for Proposal does not obligate the Cloverdale Rodeo and Exhibition Association to award a contract or reimburse any costs incurred by Respondents in preparing proposals, participating in interviews or presentations, or otherwise taking part in the RFP process.

INSTRUCTIONS TO RESPONDENTS

Submit all questions or inquiries in writing to the Event Manager, Bryan Tasaka, by e-mail at btasaka@cloverdalerodeo.com by 2:00 pm PT five (5) business days prior to the submission deadline. Responses shall be distributed via addenda if necessary.

Proposals:

The Request for Proposal submission should be submitted via email, marked: PROPOSAL - COMPANY NAME - Cloverdale Rodeo and Exhibition Association Website Re-Design

Submissions should be addressed to:

Bryan Tasaka, Event Manager
btasaka@cloverdalerodeo.com

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1. INTRODUCTION AND BACKGROUND

The Cloverdale Rodeo and Exhibition Association (herein after referred to as “CREA”) is looking for an experienced web development firm (herein after referred to as “Respondent” or “Vendor”) to design and build a website for the Cloverdale Rodeo and Country Fair. CREA is a not-for-profit, volunteer-run society that delivers the Cloverdale Rodeo and Country Fair each May, and is situated on the unceded traditional territory of the Semiahmoo, Katzie, and Kwantlen First Nations. The organization’s website showcases event and organization information to visitors, vendors, and community members and serves as the primary step in the event ticket purchase user journey before linking to a third-party ticket sale portal.

1.1. ABOUT THE CLOVERDALE RODEO & COUNTRY FAIR

Established in February 1888 to promote and encourage agricultural development in the Lower Fraser Valley, the Cloverdale Rodeo and Exhibition Association is the non-profit organization that manages the world-famous Cloverdale Rodeo & Country Fair held every year on the May long weekend at the Cloverdale Fairgrounds in Surrey, British Columbia. As one of British Columbia’s largest and most anticipated annual events, the Cloverdale Rodeo & Country Fair delivers thrilling rodeo action, incredible live music, and a vibrant festival atmosphere to over 80,000 attendees every year.

Pillar Experiences

The event attracts visitors from all around the world, partly because it combines three major attractions into a single event: BC’s largest professional rodeo, one of Canada’s biggest and oldest country fairs, and a growing multi-day music festival.

Rodeo

The Cloverdale Rodeo is the centrepiece of the event. The unique invitational rodeo is British Columbia’s largest rodeo. The event attracts 96 of the world’s top cowboys and cowgirls to five events in the legendary Stetson Bowl. Athletes from around the globe compete to earn their share of over \$300,000 and the coveted title of Cloverdale Rodeo Champion in three Roughstock Rodeo Events (Bareback, Saddle Bronc, Bull Riding) & Ladies Barrel Racing.

Country Fair

With agriculture exhibits, an indigenous village, a carnival and midway rides, over 40 food trucks, and live performances of all kinds, the country fair lives up to its tagline and delivers “an original kind of country” for over 80,000 attendees annually. At its heart, this is a community event with over 400 volunteers contributing to its success. Their tireless dedication raises funds that are invested back into the community through charities such as the Cloverdale Rodeo Youth Initiative Foundation.

Music Festival

In 2026, the Cloverdale Country Fair featured over 100 musical artists across seven stages, showcasing how the music scene at the Cloverdale Fairgrounds has become an attraction unto itself. Fairgoers have been treated to hundreds of shows over the years, ranging from emerging artists to big names such as Brett Kissell, Cooper Alan, The Strumbellas, Gord Bamford, The Road Hammers, Corb Lund, George Canyon, Terri Clark, 54-40, Washboard Union, Marty Stuart, Aaron Pritchett, and Johnny Reid. The CR Corral Main Stage and the legendary Longhorn Saloon are the hubs for big performances, but a host of smaller, more intimate venues provide a range of music experiences that connect fairgoers and musicians all across the fairgrounds.

Distinguishing Elements

The Cloverdale Rodeo & Country Fair is one of British Columbia's largest and longest-running annual events. As the event has evolved, it has become a unique blend of western heritage and modern festival experiences, attracting attendees from across the province and beyond.

Key Highlights:

- **Established in 1888**, it is one of British Columbia's oldest and most celebrated annual community events.
- **One of Western Canada's premier rodeo events**, featuring professional competition and world-class athletes.
- **Five-day music showcase** featuring more than 100 artists performing across seven stages with nationally recognized headline entertainment.
- **A unique mix of attractions**, including rodeo, live music, midway rides, agricultural exhibits, Indigenous cultural programming, family attractions, demonstrations, food services, local artisans, and more.
- **Operated by a non-profit organization supported by hundreds of volunteers**, with event outcomes supporting community organizations and infrastructure development.
- **A significant annual tourism and economic driver** for Surrey, attracting visitors from throughout British Columbia and beyond

1.2. EXISTING WEBSITE

Overview of the Current Site

The Cloverdale Rodeo & Country Fair website serves as the primary information hub for one of Western Canada's largest annual events and connects visitors with the ticket purchase journey on a third-party ticket-selling platform. The site communicates key event information, promotes ticket sales, and highlights the breadth of experiences available, from professional rodeo and live entertainment to family attractions, food, agriculture, and community programming. As the event has grown significantly in recent years, expanding to a five-day format that encompasses more than 100 musical performances and dozens of attractions that attract an array of distinct audiences, the website has naturally evolved into a large repository of information.

Overall, the current website provides a solid foundation, but the visual experience, content authoring process, and user journeys have not kept pace with the event's expansion and evolution.

Issues with the Current Website

While the existing website fulfills its core purpose, there is an opportunity to evolve it from an information-focused “brochure” website into a more immersive event marketing platform that better reflects the event's scale, energy, and uniqueness.

From a user-experience standpoint, improved mobile experiences, enhanced accessibility, integrated event-planning features, stronger calls to action, and simplified content relationships would further support visitors on their path to purchase.

Specific opportunities for improvement include, but are not limited to:

- **Navigation and internal linking** should be streamlined to help users quickly discover content based on their interests, whether they are attending for the rodeo, concerts, family activities, food, midway, or evening entertainment.
- **The information architecture must take a more audience-centric approach** with a goal of improving both usability and visitor engagement. This should be supported by stronger visual storytelling, photography, video, and interactive planning tools.
- **Content authoring improvements are critical.** It is imperative that the new website include content templates and structured data models to ensure that events, attractions, ticket information, FAQs, and other recurring content are presented consistently across the website, reducing manual formatting and improving content management efficiency.
 - **A centralized attraction and artist data model** that allows content to be entered once to automatically populate a mobile-first, filterable schedule of events, performer listings, venue pages, and related content throughout the website.
 - **Flexible content relationships and reusable content blocks** that enable information to be updated in a single location and automatically reflected wherever it appears, reducing duplicate content, improving accuracy, and simplifying annual event updates.
 - **The ability to author and schedule multiple versions of content** to present in-season and off-season content.

The website redesign also presents opportunities to better communicate the event's year-round identity. Beyond promoting a single weekend, the site can more effectively showcase the Cloverdale Rodeo and Exhibition Association, its community impact, volunteer program, and sponsorship opportunities.

Current Technology Environment

Description:	Current System/Platform
Current Website Platform/CMS	WordPress
Current Theme	Divi
Hosting/Firewall	T-Net / Sucuri (managed via a third-party)
Domain	GoDaddy (managed via a third-party)
Ticketing Platform	Showpass
Email Database	Mailchimp
Analytics Integration	GA4 via Google Tag Manager
SSL	Sectigo

1.3. RFP PURPOSE

The purpose of this RFP is for CREA to solicit interested and qualified potential website redesign, development, and Web Content Management solution Vendors to redesign the Cloverdale Rodeo and Country Fair website to provide a better user experience for each audience group and to make website and content management easier for CREA.

The primary objectives of the website redesign are summarized below, and a full listing of website redesign objectives is outlined further in Section 2 - OBJECTIVES & SCOPE.

- **Deliver a fresh, modern, and engaging website** that reflects the scale, energy, and heritage of the Cloverdale Rodeo & Country Fair while reinforcing the brand as "An Original Kind of Country."
- **Provide a fully responsive, accessible website** optimized for desktop, tablet, and mobile devices while following current web accessibility and usability best practices.
- **Prioritize clear conversion pathways** that guide visitors to ticket purchases while supporting seamless integrations with third-party platforms, including ticketing, email marketing, and other event management systems.
- **Create a more engaging, informative, and inspirational digital experience** that helps all audience groups discover reasons to attend, with dedicated pages for attractions, artists, venues, rodeo events, family experiences, food, and entertainment. The solution should support rich media, including mobile-first galleries, video, and immersive content.
- **Design intuitive, audience-focused navigation and information architecture** that enables visitors to quickly find relevant content based on their interests while reducing friction throughout the planning process.
- **Present information in a clear, consistent, and easy-to-understand format** that simplifies complex event information and helps visitors confidently plan their experience.
- **Implement structured content models, reusable templates, and flexible CMS tools** that enable CREA staff to efficiently manage, update, and publish content while minimizing duplicate effort and maintaining consistency across the website.
- **Develop a mobile-first, filterable Schedule of Events module** powered by a centralized attractions and artist database that can populate venue-specific schedules, performer pages, venue listings, and related content from a single source of truth.
- **Create a scalable digital platform that can grow alongside the event**, allowing new attractions, stages, programming, sponsorship opportunities, and annual content updates to be incorporated without requiring significant redevelopment.

CREA encourages respondents to submit proposals for design and development services that meet the criteria as defined in Section 2. CREA welcomes innovative recommendations that improve the visitor experience, simplify website administration, or provide additional long-term value beyond the requirements outlined in this RFP.

1.4. INTENT OF RFP

Prospective website design, development, and web content management system Vendors ("Respondents") are strongly encouraged to respond to this RFP.

This is a solicitation for proposals. A contract award may result from this RFP. CREA may contact Respondents, at its sole discretion, for additional information following the RFP, including product demonstrations, presentations, or interviews. CREA shall not be obligated to contact any Respondent, to purchase goods or services related to this RFP from any Respondent, or to use the content of any response in a future RFP.

CREA anticipates scheduling presentations with Respondents that meet a reasonable level of responsiveness to the RFP and offer products and services consistent with the scope to obtain further insight. However, CREA is not obligated to hold Respondent presentations or to conduct meetings with all Respondents who submit a proposal.

Response to this RFP is NOT mandatory to be considered for any future solicitation for any services. It is entirely the Respondent's responsibility to remain informed of CREA's issuance of any future solicitations. CREA assumes no liability for the failure of Respondents to obtain and respond to any such solicitation.

1.5. PREFERRED RESPONDENT QUALIFICATIONS

A single firm or a team of firms under a single primary Respondent may submit bids to this RFP. The successful Respondent should have a minimum of five years of experience, and project teams should show proficiency in at least the following areas:

1. Key staff members must have demonstrated expertise in website design and redesign, including user experience (UX), information architecture, audience-focused navigation, and conversion-oriented design.
2. Experience with multiple platform integrations and automations.
3. Content strategy development and content personalization experience.
4. Multiple Web Content Management System proficiency.

1.6. DESIRED CAPABILITIES

CREA is open to working with any Vendor who can provide the following services:

1. **Full-service web design/development.** The Vendor shall have experience in UX optimization, information architecture development, data modelling, and search engine optimization.
2. **Content Migration.** Vendor should include content migration options, by providing staffing to perform requirements analysis, documentation, coding/scripting as necessary, and testing and project management capabilities to migrate from the current CREA system to the new system.
3. **Standard Support.** The Vendor shall have a support team accessible to CREA from 9 a.m. to 5 p.m. Pacific Time to address functionality or design-related questions, report bugs, and resolve bugs in a timely manner.
4. **Extended Support During the Event Window.** Additional support availability is required during the Event Window, defined as the period between fourteen (14) days prior to and during the entire Victoria Day long weekend each year.
 - a. Throughout the period noted above, the Vendor shall have a dedicated support staff member available by direct phone every day, including weekends.
 - b. During the 14 days leading up to the event, support should be available between 8 am and 8 pm PT.
 - c. During event dates, defined as Thursday to Monday of the Victoria Day Long Weekend, support should be available from 7 am to 11 pm PT.
5. **Training/Documentation.** Vendor should be able to provide detailed documentation on every aspect of system functionality available to the CREA and should be able to train CREA staff on functionality within the contract.

2. OBJECTIVES & SCOPE OF WORK

2.1. OBJECTIVES

The primary function of the Cloverdale Rodeo and Exhibition Association's website is to be the primary resource for fairgoers to discover and connect with reasons to attend the Cloverdale Rodeo and Country Fair, held on the Victoria Day long weekend each year. The event has experienced significant growth and evolution in the years following its COVID-19 hiatus, and as a result, the current website is not able to present the scale and diversity of experiences at the event in a succinct, navigable, and conversion-focused way.

The website redesign should focus on creating a scalable digital platform that inspires attendance, strengthens the Cloverdale Rodeo brand, supports future growth, streamlines content authoring and updating through templates, reusable blocks, and data models, and delivers an exceptional user experience from discovery to purchase.

CREA is seeking proposals for the complete redesign and development of the association's website with a primary focus on the Cloverdale Rodeo and Country Fair, <https://cloverdalerodeo.com>, with an initial ticket sale landing page and event presence launched by November 19, 2026 and project completion by January 31, 2027.

2.2. GOALS

The success of the new website will be measured through improvements in both visitor engagement and internal content management efficiency. Key performance indicators include:

- Increased ticket sale conversions.
- Increased click-through rates to the ticketing platform.
- Improved visitor engagement as measured by increased page views and content discovery.
- Reduced time required for visitors to find key event information.
- Improved mobile usability, as measured by PageSpeed Insights.
- Improved accessibility across all devices, as measured by WCAG 2.1 AA.
- Increased organic search visibility through improved content structure and SEO, as measured by Search Console metrics.
- Reductions in the time required for CREA staff to create, update, and publish website content, including, but not limited to:
 - Elimination of duplicate content management through structured content models and reusable templates.
 - Improved content consistency and accuracy across attractions, artists, schedules, and event information through centralized content management.

2.3. PROPOSAL REQUIREMENTS

The Respondent shall provide the following project outline documents:

- **Primary Proposal Document**

- Detailed project deliverables, including a detailed Scope of Work section to address the key considerations as listed.

Proposals should include, at a minimum:

- Executive summary and understanding of the project objectives.
- Company profile, qualifications, and relevant experience.
- Examples of comparable website projects, preferably within events marketing.
- Proposed project approach and methodology.
- Preliminary recommendations or vision for the website redesign.
- Detailed project work plan and timeline, including key milestones.
- Project team structure, roles, and relevant experience.
- Description of the proposed CMS, technology stack, and third-party integrations.
- Approach to accessibility, mobile optimization, SEO, security, and performance.
- Content migration and content management approach.
- Training, documentation, and post-launch support offerings.
- Assumptions, exclusions, and any anticipated client responsibilities.

- **Total Contract Price & Level of Effort** - Respondent to provide the following as separate files:

- Pricing for the website redesign project, broken down by tasks to show insight.
- Annual cost for ongoing maintenance and support, broken down by costs for basic maintenance and any software licensing fees or other applicable fees, such as hosting and third-party services.
- A fee schedule for key personnel should any additional work be required beyond the core scope of work for the website redesign.

- **Schedule**

- Detail key milestones of the project and confirmation of the ability to meet the required launch date. Include information on publishing dates, training schedules, and other high-level and important dates.

- **References (optional)**

- The Respondent may include a list of up to three (3) relevant references with their proposal. Each reference shall include the client's complete name, the contact person's name and title, email address, phone number, and web address.

2.4. KEY CONSIDERATIONS AND SCOPE OF WORK

Proposals must address the following key considerations within the scope of work outline:

Technical Requirements & Integrations

- The Vendor shall design, develop, test, and deploy a fully functional production-ready website that satisfies the requirements outlined in this RFP.
- The website should be responsive across all mobile devices, including phones and tablets of various makes and sizes.
- The website should support current versions of any browser with 3% or greater market share in North America.
- The website should support third-party integrations with key services, including ShowPass and other potential future ticketing portals, Google Tag Manager, MailChimp, and social media platforms.
- The website should be hosted on a server with adequate security safeguards, mitigation of noisy neighbour interference, external backups, and version control.
- The website should include robust navigation, search and filtering capabilities that allow visitors to quickly locate artists, attractions, venues, events, and other key content.

Information Architecture and Data Models

- The Vendor will work with the CREA team to determine a new website content information architecture navigation framework.
- The information architecture should be designed around key audience groups and visitor goals, providing intuitive pathways to relevant content and ticket purchase opportunities.
- The Vendor will provide a data model solution that encompasses the event schedule objects with the goal of presenting a mobile-friendly event schedule. Objects include, but are not limited to:
 - Event Venues (locations) - including ticket requirements
 - Artists (music)
 - Attractions (shows/events)
 - Rodeo Contestants (adaptation of the artist model)

Content Management System (CMS)

The CREA is looking for website content management software that is adaptable to current and evolving technologies and that enables staff to edit content, layouts, and menu items while uploading photos, videos, and PDFs.

- The Vendor shall provide a comprehensive CMS solution.
- The CMS software proposed should not be beta or other early-adopter technology.
- The Vendor shall replace the existing website CMS software with one that easily allows staff to make edits to the content, images, video and layout.
- The CMS must include a dedicated events management and schedule component.
- The CMS shall support scheduled publication and seasonal content variations, enabling CREA to efficiently transition between in-season, off-season, and special-event content.

Design

- The Vendor will collaborate closely with CREA staff and the graphic designer throughout the discovery, design, review, and approval process to ensure the website accurately reflects the Cloverdale Rodeo & Country Fair brand, vision, and user experience objectives.
- The Vendor shall design page layouts and calls to action to support conversion-focused user journeys, including ticket purchases, newsletter sign-ups, volunteer recruitment, sponsorship inquiries, and other key engagement objectives.
- Provide iterative design concepts and refinements based on CREA feedback, ensuring the final design is visually engaging, accessible, mobile-first, and optimized to support user engagement and ticket conversion.
- Page layouts, styling, and reusable design components should be configurable through the CMS wherever practical, minimizing the need for developer intervention during annual content updates.
- The website shall support rich multimedia experiences, including image galleries, embedded videos, promotional banners, and interactive content that showcase the event's attractions and enhance visitor engagement.

Content Migration

- Vendor should include content migration options, by providing staffing to perform requirements analysis, documentation, coding/scripting as necessary, and testing and project management capabilities to migrate from content to the new system.
- Migration of existing content should be included within the core scope.
- Content rewriting, optimization, creation of new copy, or population of data models should be proposed as an optional service unless otherwise specified.

Search Optimization

- The Vendor will provide a search engine solution that will support indexing of all contents within the CMS, with the ability to exclude individual pages, sections, or subdomains.
- Include customizable SEO, structured metadata fields, and schema markup for each page to facilitate strong search presence in traditional and AI search.

Event Management & Schedule

- The CMS must include a centralized content model for artists, attractions, venues, and events that enables a single source of truth for website content.
- Information should automatically populate schedule views, performer pages, venue listings, and related content while minimizing duplicate data entry and supporting a mobile-first, filterable Schedule of Events.
- The schedule component should allow CREA staff to add, edit, and associate event records with venues, and assign multiple performance times and taxonomy terms to a single record to facilitate filterability.

Forms and Lead Capture

- The CMS should include forms to facilitate the following functions:
 - Standard contact form.
 - Membership application form.
 - Volunteer application form.
 - Media application form.
 - Exhibitor and merchant application forms, including but not limited to: Food, Outdoor Display, and Indigenous Village merchants.
 - Artist application form.
- The Form system should include the ability to easily capture email subscribers and communicate directly with MailChimp and other third-party database management software, both through form submissions and as a standalone subscription option.

Additional Data Models

- The Vendor will propose options to include data models for:
 - Sponsors
 - Merchants/Food services

Training

- The Vendor will provide full and complete training on the use of the CMS, including a training manual/handbook/knowledge base for staff to access as required.
- The Vendor shall provide administrator documentation describing the CMS configuration, installed components, integrations, and maintenance procedures.

Security

- The website must follow current web security best practices.
- Support SSL encryption, secure authentication, software updates, and backup/recovery procedures.

Performance

- Optimize the website for performance using current best practices for page speed, asset optimization, caching, and Core Web Vitals.
- The successful Vendor will be expected to demonstrate that the implemented solution meets the functional requirements through testing, stakeholder review, and successful deployment prior to project completion.

Scalability

- The website should be designed to accommodate future growth, new functionality, and expanding event programming without requiring significant redevelopment.

2.5. OVERVIEW OF REQUIREMENTS

The classifications below are intended to guide proposal development. Respondents should clearly identify any deviations from the Included in Scope items and separately list all Optional items in their pricing.

Criteria	Required Core Inclusion	Required Implementation Flexible	Optional
Discovery/Project Management	✓		
Information Architecture	✓		
UX Strategy & User Journeys	✓		
Visual Design	✓		
CMS	✓		
Content Migration		✓	
Structured Content Components		✓	
SEO/Schema Module		✓	
Artist/Attraction/Schedule Data Models	✓		
Mobile-First, Filterable Schedule of Events	✓		
Interactive Venue Map			✓
Additional Data Models (sponsor/merchant)			✓
Forms	✓		
Site Search/AI Chatbot		✓	
Ticketing Integration (Showpass)	✓		
Analytics Integration (Tag Manager)	✓		
Mailchimp Integration	✓		
Translation/Multi-Language			✓
Accessibility (WCAG 2.1 AA)		✓	
Training	✓		
Post-Launch QA	✓		
SSL and Security Management	✓		
Hosting, MX, Registrar Administration		✓	
Ongoing Maintenance/Support		✓	
Future Roadmap Recommendations			✓

2.6. ROLES AND RESPONSIBILITIES

The Vendor will be responsible for the following:

- Redesign the Cloverdale Rodeo & Country Fair website to align with the organization's goals and objectives as outlined in this proposal.
- Provide a project plan for the design and development phases of the website redesign project.
- Host and facilitate stakeholder workshops, discovery sessions, and information architecture and data model review sessions, as required.
- Provide a website CMS software implementation project plan. This can be integrated with the overall project plan.
- Provide an overview of the proposed website content information architecture that supports easy navigation for visitors to engage with event information, venue schedules, and CTAs to ticket purchase options. This can be integrated with the overall project plan.
- In consultation with CREA staff and the existing graphic designer, determine a consistent look and feel for the website, including colour schemes, typography, graphic elements, and navigation tools that create a unified graphic theme aligned with CREA's branding and style.
- Provide a demo of design concepts for the proposed website's look and feel.
- Provide design mock-ups of the primary website sections: the Home Page, Primary Content Pages, Blog, and Events Calendar/Schedule.
- Integration capabilities with accessibility solutions. Where possible, the website should aim to meet WCAG 2.1 AA.
- The Vendor will facilitate User Acceptance Testing (UAT) prior to launch and resolve identified issues before final acceptance.

CREA will be responsible for:

- Collaborating with the website design Vendor to determine key content inclusions for the updated information architecture to support easy, comprehensive site navigation for visitors.
- Specifying website CMS template requirements.
- Identifying content to port to the new website.
- Website governance, i.e. user roles, permissions, and approval levels.
- Providing photo and video assets to use in the new website design.
- Providing final review and approval for launch.

2.7. TIMELINE & BUDGET

This RFP process will run according to the following timetables. These timetables may be amended at CREA's discretion through the issue of an addendum to this RFP. All times listed below and throughout the RFP document are noted in Pacific Time.

Timeline

Event:	Date
Issue Date of this RFP	July 17, 2026
Deadline for Questions	July 30, 2026 @ 2:00 pm
Last Day for Issue of Addenda	July 31, 2026
RFP Closing Date and Time:	August 7, 2026 @ 2:00 pm
Notice of Award (estimated)	Week of August 10, 2026
Commence Work	Week of August 17, 2026
Ticket Sale Landing Page & Basic Presence	November 19, 2026
Full Site Launch Date	Week of January 18, 2027
Project Completion Date	January 31, 2027

Budget

Respondents should clearly identify which proposed services are included in the base project scope, which are recommended implementation approaches, and which are optional enhancements that may be priced separately. Respondents are encouraged to propose solutions that maximize value within the core scope.

Respondents are required to provide a total project budget, including the following:

- A cost breakdown to provide the services in the scope of work.
- Cost of additional work not considered in the scope of work.
- All third-party software, plugins, themes, fonts, and licensed assets should be clearly identified, including annual renewal costs and ownership.
- Annual cost for ongoing maintenance and support broken down by costs for basic maintenance and any additional services.
 - A fee schedule for key personnel should be in place in case any additional work is required beyond the core scope of work for the website redesign or for ongoing maintenance and support.
- Respondents should specify their post-launch warranty period. During this period, all maintenance and support shall be included in the original contract price.

3. EVALUATION OF PROPOSALS

Proposals will be evaluated based on the criteria outlined below. CREA's objective is to select the Vendor that demonstrates the strongest overall value and ability to successfully deliver the project, taking into consideration experience, technical capability, design approach, understanding of the project objectives, pricing, and long-term support. The evaluation will consider the overall quality, completeness, and responsiveness of each proposal rather than price alone. CREA reserves the right to request clarification, conduct interviews or presentations, seek references, and negotiate with one or more Respondents prior to making a final award decision.

The weighting identified below is intended to guide the evaluation process; however, CREA reserves the right to consider additional factors where it believes doing so is in the best interest of the organization.

Criteria	Weight
Experience & Qualifications	20%
Understanding of Project	10%
Technical Solution	25%
Design Approach	20%
Pricing	20%
Support and Warranty	5%

4. OTHER TERMS & CONDITIONS OF THIS RFP PROCESS

The following terms and conditions shall also apply to this RFP:

4.1. PROPOSALS IN ENGLISH

All Proposals must be in English only.

4.2. ONLY ONE ENTITY AS RESPONDENT

CREA will accept Proposals in which more than one organization or individual is proposed to deliver the Services, so long as the Proposal identifies only one entity as the lead entity and the Respondent with sole responsibility to deliver the Contract if executed. CREA will only enter into a Contract with that one Respondent. Any other entity involved in delivering the Service should be listed as a Subcontractor. The Respondent may include the Subcontractor and its resources as per the Proposal, and CREA will accept this, as presented in the Proposal, in order to perform the evaluation. All Subcontractors to be used in the Service must be clearly identified in the Proposal.

4.3. PROPOSALS TO CONTAIN ALL CONTENT IN PRESCRIBED FORMS

All information that Respondents wish to be evaluated must be contained within the submitted Proposal. Proposals should not reference external content in other documents or websites. CREA may not consider any information which is not submitted within the Proposal or within the pre-prescribed forms set out in this RFP.

4.4. REFERENCES AND EXPERIENCE

In evaluating a Respondent's experience, as per the scored criteria, CREA may consider information provided by the Respondent's clients on the projects submitted in the Proposal, and may also consider CREA's own experience with the Respondent.

4.5. RFP SCOPE OF WORK IS AN ESTIMATE ONLY

While CREA has made every effort to ensure the accuracy of the Services described in this RFP, CREA makes no guarantees as to the accuracy of the information provided. Any quantities or measurements provided are estimates only and are provided to describe the general nature and scale of the Services. Respondents must obtain all information they deem necessary, including verification of quantities or measurements, in order to complete a Proposal.

4.6. RESPONDENT'S EXPENSES

Respondents are solely responsible for their own expenses in participating in this RFP process, including costs in preparing a Proposal and for subsequent finalizations of an agreement with CREA, if required. CREA will not be liable to any Respondent for any claims, whether for costs, expenses, damages or losses incurred by the Respondent in preparing its Proposal, loss of anticipated profit in connection with any final Contract, or any matter whatsoever.

4.7. CLARIFICATION OF PROPOSALS

CREA may, at its sole discretion, seek clarification from Respondents on any aspect of their Proposal, in order to clarify meaning, intent, or to help inform CREA's evaluation Process.

4.8. NOTIFICATION AND FEEDBACK TO UNSUCCESSFUL RESPONDENTS

At any time up until or after the execution of a written Contract with the Contractor, CREA may notify unsuccessful Respondents in writing that they have not been selected to conclude a Contract. Unsuccessful Respondents may then request a feedback email from CREA's procurement team in order to obtain feedback on how their Proposal fared in the evaluation. Such requests for feedback must be made within 30 days of notification of the RFP results to the unsuccessful Respondent. CREA is under no obligation to provide feedback and may choose to decline to provide feedback for any reason.

4.9. CONFLICT OF INTEREST

All Respondents must disclose an actual or potential conflict of interest as an addendum to their proposal. CREA may, at its sole discretion, disqualify any Respondent from this RFP process if it determines that the Respondent's conduct, situation, or relationship (including relationships of the Respondent's employees and CREA employees) creates or could be perceived to create a conflict of interest. CREA may rescind or terminate a Contract entered into if it subsequently determines that the Respondent failed to declare an actual or potential conflict of interest during this RFP process.

4.10. OWNERSHIP OF COMPLETED PRODUCT

CREA will retain ownership of all website source code, content, creative assets, configuration, and administrative access upon project completion. CREA will also retain ownership of hosting, domains, DNS, SSL certificates, and related accounts. The Respondent may provide hosting and management services under a separate support agreement if desired.

4.11. NO CONTRACT A, NO CLAIMS, AND LIMITATION OF DAMAGES

This RFP process is not intended to create and shall not form a legally binding irrevocable bid process, commonly referred to as a 'Contract A' based bid process. For extra clarity, both the Respondent and CREA are free to cancel their participation in this RFP process at any time up until the execution of a written Contract for the Services.

Neither the Respondent nor CREA shall have the right to make any claims of damages against the other related to this RFP or execution of a Contract as a result of this RFP. Notwithstanding this Section 4.12, the Respondent agrees that it will not claim any damages, for whatever reason, relating to this RFP process, in excess of an amount equivalent to the reasonable costs incurred by the Respondent in preparing its Proposal, and the Respondent, by submitting its Proposal, waives any claim for loss of profits if no Contract is made with the Respondent.

4.12. RIGHT TO CANCEL RFP

Although CREA fully intends to conclude a Contract as a result of this RFP, CREA may at its sole discretion, cancel or amend this RFP process at any time without any liability to any Respondent.

4.13. INSURANCE AND INDEMNIFICATION

The successful Respondent must indemnify the CREA and their employees, officers, directors and agents (each an "Indemnified Person") against all claims, actions, proceedings, damages, losses, costs, expenses and liabilities of any kind incurred that an Indemnified Person may sustain, incur, suffer or be put to, either before or after this Contract ends, which are based upon, arise out of or occur, directly or indirectly, by reason of, any act or omission by you or by any of your agents, employees, officers, directors, or successful Respondents in providing the Services, except liability arising out of any independent negligent act by the CREA. The Respondent accepts responsibility for the acts and omissions of all Subcontractors it may engage in rendering the Service on the Project.

4.14. LIABILITY

While the CREA has made considerable efforts to ensure the information in this Request For Proposal is accurate, the information is provided solely as a guideline for Respondents. The information is not guaranteed or warranted to be accurate by the CREA, nor is it necessarily comprehensive or exhaustive. Nothing in this Request For Proposal is intended to relieve Respondents from performing their own due diligence and forming their own opinions and conclusions with respect to the matters addressed in this Request For Proposal.

4.15. AGREEMENT

The successful Respondent agrees that by submitting a proposal, the Respondent agrees to all the terms and conditions of this Request For Proposal, which will form part of the Contract. Respondents who have obtained the Request For Proposal must not alter any portion of the document, with the exception of adding information requested. To do so will invalidate the proposal.

4.16. CONFIDENTIALITY

All information provided to Respondents by CREA as part of this RFP process is the sole property of CREA and must not be disclosed further without the written permission of CREA.

4.17. GOVERNING LAW AND TRADE AGREEMENTS

This RFP is governed by the laws of the Province of British Columbia and any other agreements which exist between the Province of British Columbia and other jurisdictions.