REQUEST FOR QUOTATION

REQUESTOR

COMPANY	DUKE Heights BIA
CONTACT NAME	Lia Martelluzzi
DATE	09/22/2025
EMAIL	info@dukeheights.ca
RETURN COMPLETED QUOTE TO REQUESTOR VIA TIME-STAMPED EMAIL, NO LATER THAN	10/03/2025 AT 4:00 PM (EST)

PROJECT BACKGROUND AND DESCRIPTION

The DUKE Heights Business Improvement Area (DHBIA) is one of Toronto's largest and most diverse BIAs, representing over 4000 businesses and organizations in the area. The BIA's mandate is to promote economic growth, enhance the local business environment, and improve community engagement.

The DUKE Heights website (https://dukeheights.ca/) currently functions as the primary hub for communications, events, news, and business resources. However, with the growing use of mobile devices, there is a clear need for a dedicated mobile application to enhance the BIA's digital presence. This app would offer a more accessible, interactive, and engaging platform for stakeholders, visitors, and potential investors.

PROJECT GOALS AND OBJECTIVES

The purpose of this project is to design and develop a cross-platform mobile application (iOS and Android) that replicates and expands on the content and features of the current website while adding new mobile-first functionalities. The mobile application should be dynamically and automatically updated when changes or additions are made to the https://dukeheights.ca/ website.

Project Objectives

- Accessibility & Convenience: Deliver BIA content in a mobile-optimized format.
- Community Engagement: Encourage interaction through events, offers, and feedback.
- Support Local Business: Promote visibility and marketing opportunities for member businesses.
- Operational Efficiency: Provide administrators with easy-to-manage tools for updating content.
- Scalability: Build a foundation for additional features and integrations in future phases.

PROJECT SCOPE

The current Request for Quote is only based on Phase 1 development (for Year 1). Phases 2 (Year 2) and Phase 3 (Year 3) are displayed below for additional context and planning purposes.

Phase 1 – Core Development

- All existing functionality and services including the following:
  - Mobile-Friendly News & Updates Feed
    Aggregated articles, announcements, and newsletters from the website.
  - Events Calendar
    Interactive listings with event details, RSVP capability, and reminders.
  - Business Directory
    Searchable, categorized business profiles with contact details, maps, and directions.
  - Push Notifications
    Instant updates for events, announcements, and emergency alerts.
  - General Information & Contact
    Quick access to BIA mission, services, and contact details.

Phase 2 – Engagement & Advanced Features (To be confirmed)

- Member Portal
  Secure access to resources and member-only documents.

- Promotions & Offers Module
  Businesses can post and share deals or promotions with the local community.

- Interactive Maps & Wayfinding
  Highlighting businesses, services, parking, and transportation.

- Surveys & Feedback Tools
  Allowing businesses and residents to provide input on BIA initiatives.

Phase 3 – Expansion & Integration (To be confirmed)

- Social Media Integration
  Direct connection to DUKE Heights' social media channels.

- Data Analytics & Admin Dashboard
  Real-time insights into app engagement, downloads, and feature usage.

- Content Management System (CMS)
  Easy-to-use backend for staff to update events, business listings, and news.

- Multilingual Support
  Offering English, French, and other languages reflecting the community's diversity.

EVALUATION CRITERIA

The following reflect the evaluation criteria used in selecting the preferred service provider.

- Proven experience with BIA/community-focused apps, websites, or similar projects.
- Experience and knowledge of the DUKE Heights BIA including their programs and services.
- Familiarity with the DUKE Heights website and integrations.
- Technical expertise in cross-platform mobile development (React Native, Flutter, or similar).
- Ability and proven record of delivering phased, scalable solutions.
- Knowledge and experience on working with local business associations and BIAs.
- UI/UX design capabilities tailored for diverse community use.
- Cost-effectiveness, project management, and long-term support options.

RESPONSE TO RFQ

Proposal Submission Requirements

- Proposals must include:
  - Vendor Information: company details, key personnel.
  - Technical Proposal: proposed app architecture, tech stack, phased implementation plan.
  - Cost Proposal: detailed pricing for phase 1, cost estimates for phase 2 and 3, optional features, and ongoing maintenance or operational costs (if any).
  - Timeline: key milestones, beta, training, and launch.
  - References & Portfolio: at least two client references and relevant project examples.

SUBMISSION GUIDELINES

- All completed quotes must be submitted to the Executive Director of DUKE Heights BIA via time-stamped emails at info@dukeheights.ca no later than 4:00 PM (EST) on October 3, 2025.

TERMS & CONDITIONS

- DUKE Heights BIA reserves the right to accept or reject any or all proposals.
- Lowest price will not be the only factor.
- All intellectual property created belongs to DUKE Heights BIA.
- Compliance with Canadian privacy, security, and accessibility regulations is required.