

Date of Response: October 19, 2016

REQUESTS FOR PROPOSALS QUESTION RESPONSES

The SoHo Broadway Initiative (the “Initiative”)
Request for Proposals for Procurement of Website Design, Development and
Deployment

Date of Issuance: October 12, 2016

1. One of the requests is for content strategy. Content strategy can take a lot of shapes and forms. What deliverables do you envision for that portion of the project?

Response: The Initiative is a young organization formed to manage the success of Broadway. Our focus has been on making the area a welcoming place to live, work and visit but we want to also celebrate our mixed use community. We need a content strategy that helps achieve the goals outlined in the RFP, in particular the following goals: (1) Improve public recognition and awareness of the Initiative’s mission and work, (2) Tell the story of those who live, work and operate a business along SoHo’s Broadway, (3) Showcase and celebrate the SoHo Broadway community and (4) Bolster the legitimacy of the Initiative.

The Initiative has done a lot of work over the past 6 months to learn more about who lives and works in our district. We envision a brief process that explores stakeholder’s vision for achieving the goals outlined above and developing a content strategy to use the website and social media platforms to achieve those goals. We anticipate that this would be part of the discovery phase and would be substantially less intensive than what one might do as part of a branding exercise.

2. Are you considering companies out of area/state?

Response: The Initiative is a not for profit based in SoHo in New York City. Our preference is to work with a firm that is familiar with the New York City business improvement district community, the SoHo and surrounding communities and who is able to help us achieve our goals in using the website to communicate with the broader SoHo Broadway community. While we placed no geographic restrictions on the location of the firm we work with, firms from outside of New York should have experience providing services that have met the needs described above with clients who are based in New York.

3. Are you accepting bids outside of New York?

See response to 2 above.

4. Do you need website hosting or will the site remaining on the same hosting plan?

We are currently using Wordpress and our understanding is that we can maintain our existing hosting service.

5. Regarding section 5 and the ability to manage submitted content, are you referring to blog comments or is there another section on the site where visitors can post comments or questions?

We are referring to blog posts submitted by third parties so that they may prepare content for our review in the CMS prior to publication. We'd like to explore the ability for visitors to leave comments on the website, but that is tertiary function to the overall website functionality.