

REQUESTS FOR PROPOSALS

The SoHo Broadway Initiative
Request for Proposals for Procurement of Website Design, Development and
Deployment

Date of Issuance: October 12, 2016

1. Submission Timeline and Process

RFP Release Date: 10/12/2016
Question Submission Deadline: 10/17/2016
Question Response Date: 10/19/2016
Proposal Deadline: 10/28/2016 at 5:00pm
Interviews and Selection: 10/31/2016 through 11/18/2016
Decision Notification: TBD, estimated prior to 11/30/2016

Submissions must be in PDF format and may be delivered via e-mail to:

SoHo Broadway Initiative
Attn: Mark Dicus
594 Broadway, Suite 311
New York, NY 10012
Email: mdicus@sohobroadway.org

All questions should be directed to Mark Dicus via email. All submissions received after the deadline for submitting proposals will not be considered. The Initiative may request an interview with firms with the highest rating.

For ease of reference, each firm receiving this RFP shall be referred to as a “firm” and the firm selected to provide services for the Initiative shall be referred to as the “selected firm.” This RFP provides the instructions for submitting proposals, and the procedure and criteria by which a firm may be selected.

2. Organization Overview

The SoHo Broadway Initiative (“Initiative”) is a small not-for-profit, tax-exempt organization that represents the business improvement district for SoHo’s Broadway from Houston to Canal (the “District”). The Initiative is a public private partnership whose purpose is to foster a unique, vibrant, mixed-use district with enhanced maintenance and public safety, effective advocacy and administration, technical and professional services for its members, and strategic capital improvements. The Initiative primarily serves those who live, work or operate a business in the District.

The Initiative started operations in October 2014. The current website was created during the Organization's formation phase and has been adapted for use by the Initiative until a new website can be deployed. The Initiative has an annual budget of \$550,000 with three staff members (2 full time and one part time). As a small organization, all staff members have some role in the development and preparation of website content.

3. Project Overview and Goals

The Initiative seeks a firm to redesign the sohobroadway.org website to provide a clear and consistent message to website visitors and provide information and resources to our target audiences.

The redesigned website should be intuitive for a user to navigate and for Initiative staff to manage content. The redesigned site should also take into account existing social media platforms.

The selected firm must drive the project from concept to completion (production) and provide a timeline, process, site architecture, design revisions, development and deployment to the Initiative's satisfaction. The Initiative has the final approval of all designs before the website goes live.

The primary objectives of the new website include:

- Internet presence that professionally represents the Initiative
- Improve public recognition and awareness of the Initiative's mission and work
- Tell the story of those who live, work and operate a business along SoHo's Broadway
- Showcase and celebrate the SoHo Broadway community
- Bolster the legitimacy of the Initiative
- Provide users with up to date information about the Initiative and our programs, activities and projects
- Reorganize content into a more user-friendly site structure for the Initiative's target audience
- A site that is easily managed and maintained by non-programmers through a web-based interface

4. Desired Tools and Functionality:

- WordPress CMS with custom theme or a similar simple to use CMS recommended by the firm that allows for self-publishing
- Administrative login for Initiative staff to easily and efficiently update pages
- Community calendar of events (see Community Calendar on the Initiative's current website)

- Social media integration for redistributing content and commenting
- News/Blog plug in that integrates into home page
- Search engine optimization and analytics integration (i.e. Google analytics or similar application to track content views)
- Image gallery for photos and videos
- Email list subscription via MailChimp
- Responsive design allowing the site to be device friendly (i.e. phone, tablet, laptop and desktop) and optimized for all screen sizes
- Full support for major browsers (i.e. Safari, Chrome, Firefox and Internet Explorer)
- Ability to house and upload large files

5. Site Specs

The current website is built on the WordPress platform and the Initiative is currently running WordPress v 3.8. Here are some site specifics we are interested in maintaining and/or adding. We are open to additional suggestions if there are tools, widgets or site specifications the Initiative could benefit from.

a. Design parameters

- We would like the ability for our staff to be website editors and be able to log in to an admin area, create or edit page elements, add widgets, create new pages and publish the new content to the live website.
- We would like the ability to upload and change images as we see fit
- We would like to have the ability to manage submitted content with “publisher” permissions
- We would like brief but thorough documentation that content editors can reference

b. Design Features

Image driven
 Clean and easy to navigate
 Static navigation with drop down menus
 Dynamic home page or home page slider

6. Content and Site Maintenance

The Initiative looks to the firm to organize content in a meaningful and easily navigable hierarchy for the different users of our site. Our primary target audiences are residents, employees and businesses operating within the District. Pending recommendations

from discovery, we would like a site map that includes the following: homepage, news, about us, services, programs/resources, social media and community calendar.

As part of this project, the Initiative would like the firm to work with the Initiative to develop a content strategy and product plan to create content that engages Initiative's target audience and aligns with the project's primary objectives.

We would like a 4 hour training session of Initiative staff to learn how to administer the new site. We would like a minimum of 10 hours of telephone support related to the day to day use of the product and 24-hour response time for troubleshooting any application issues for 6 months following after the site launch.

The Initiative would like some (primarily recent blog/news posts) but not all of the content from the current website to be migrated to the new website.

7. Budget

Based on market research and the scope of the project outlined above, the Initiative has budgeted \$20,000 for this project. However, the Initiative will consider proposals in excess of this budget provided the proposal justifies the additional expense.

8. Submission Format

Proposals should include information outlined in this section:

Describe the firm's approach and process to address the requirements outlined in this RFP. Please include details on the firm's approach and process for the discovery, design, build and support of the site.

Provide a timeline for the completion of the project outlined in this RFP.

Provide a brief history of the firm and its experience providing services for organizations like the Initiative.

Document examples of the firm's experience in designing/developing similar functionality to each of the project requirements

Indicate any portions of the project, if any, which will be subcontracted and to whom.

The price you quote should be inclusive. If the firm's price excludes certain fees or charges for work required to complete this project and launch the new site, the firm's proposal must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

Describe the fee structure and how the Initiative will be charged. The fee structure should be categorized separately (i.e. discovery, design, build, maintenance, etc.).

If the firm has recommended **post deployment** maintenance, support and upgrades, clearly identify the estimated recurring expenses and hourly rates, if applicable, as a separate project and line cost.

If hosting services can be provided, clearly identify those costs as well as a description of the hosting platform, server location, data backup / recovery and integrity plan as a separate project and cost line.

Document choice of content management system. If proprietary, firm is expected to justify how selection is superior to non-proprietary systems.

9. Selection

Criteria on which the Initiative will base its selection may include, without limitation, the following:

- The firm's demonstration of experience in providing services similar to those required by the RFP
- The quality of the firm's management, reputation and references
- The quality of the proposal and the degree to which it demonstrates the firm's full understanding of and the ability to perform the services required by the RFP.
- Proposed pricing

Interviews may be held with any or all of the respondents after the receipt and review of the proposals. The Initiative reserves the right to choose a selected firm based solely on the proposal itself, without subsequent interviews. **If selected for an interview, the respondents should be prepared to present initial concept, proposed timeline and project budget.**

The Initiative will select the respondent which, in the sole judgment of the Initiative, most successfully demonstrates the necessary qualities to undertake the project, offers the most cost effective proposal, and best meets the needs and goals of the Initiative. The Initiative reserves the right to request additional materials, including those it may deem useful or appropriate to evaluate each respondent's qualifications and past experience, or clarification or modification of any submitted proposal. Under no circumstances will the Initiative pay any costs incurred by a firm in responding to this RFP. The Initiative will permit the correction of deficient submissions that do not completely conform to this RFP on a case by case basis. Submission of a proposal shall constitute the

respondent's permission to the Initiative to make such inquiries concerning the respondent as the Initiative in its discretion deems useful or appropriate. The Initiative is not obligated to make any such request or to accept any unsolicited additional materials, clarification, modification or background information. The Initiative may conduct discussions with some of the respondents submitting proposals and not others. The Initiative reserves the right, in its sole discretion, to reject at any time any or all proposals, and to withdraw this RFP without notice.