Website Request for Proposals

I. INTRODUCTION

The Garment District Alliance, a not-for-profit Business Improvement District (BID), which operates in New York City's Garment District, is seeking proposals from qualified firms to update and redesign its current website www.garmentdistrictnyc.com.

About Us
The Garment District Alliance is a not-for-profit corporation established in 1993. Working in partnership with local building owners and businesses, the Garment District Alliance (the Alliance) improves quality of life and economic vitality in this authentic New York neighborhood. Our programs support the Garment District's transformation into an attractive, modern, 24/7 neighborhood; they include streetscape improvements, sanitation and public safety services, marketing, and economic development.

II. PURPOSE AND OBJECTIVE

The Alliance seeks to update the "look" and functionality of its current site. Our selected web consultant will be asked to develop the site with a mature, user-friendly CMS, in accordance with brand style guidelines provided by the Alliance, and in full compliance with all applicable ADA regulations.

The organization of the site content will remain virtually the same, as will the site's features, capabilities and functionality, with the following notable exceptions: 1. The custom tours will be eliminated. 2. The integrated Fashion and Tenant databases are being reviewed by the Alliance for potential elimination from the website.

Budget and Cost Estimates
Proposals for this project will be selected competitively, so care should be given to submit an accurate, comprehensive and cost effective budget.

III. SUBMISSION

Proposals are due on February 16, 2020 by 5 pm. Proposals should be submitted to:
Ryan Daly at rday@garmentdistrictnyc.com

Questions regarding this proposal should be sent to Ryan Daly.

IV. TIMELINE

   i.   RFP release date: January 23, 2020
   ii.   Submission of questions on RFP: Through January 30
   iii. Proposals due: 5 pm, February 16
   iv.   Proposal review: Week of March 2
   v.   Finalist interviews: Week of March 9
   vi.   Proposal award date: March 16

Contract and work will commence on July 1, 2020, at the start of the GDA fiscal year.

   vii. Initial work meetings: Week of July 6, 2020

    viii.   Beta site launch: Week of August 17, 2020

    ix.   Proposed site launch: September 14, 2020

This timeline will be incorporated into the final agreement with the successful proposer. Proposers should state any need to vary from this timeline, if necessary.

V.   SCOPE OF WORK

a. *Target Audience*

Because of its unique nature, the Alliance has several different stakeholders and the website must cater to each of them without exclusion.

- Local companies/employees (fashion and non-fashion)
- Real estate community (area owners, citywide brokers and real estate professionals)
- Tourists (fashion and non-fashion)
- Artists
- Students
- Residents
- Government officials and related organizations (peers)

b. *Design, Content and Functionality*

The new site will be created in and for a user-friendly CMS and will continue to be managed in-house predominantly by our web manager. However, there will also be two in-house content managers with limited website experience. Therefore a shallow learning curve and ease of use are critical to the CMS. The CMS must be a mainstream, mature product.

The site will adhere to a similar organizational structure as the Alliance's current website, and will include similar content and functionality.

The new site will be simplified and the custom tour option will be eliminated. The future need for the current site's integrated databases is being reviewed by the Alliance.

The LiveXYZ plug-in retail map will continue to be included.

Currently there are approximately 50 site pages and we anticipate that number will remain the same with the redesign. A final site map will be provided.

Key site features to be included in proposal:

1. User-friendly CMS – must be a mainstream and mature product
2. Full ADA compliance
3. Streamlined overall design aesthetic
4. Integrated databases: proposals should indicate this as an option, and include costs with and without this option
5. Usability/legibility of navigation menus
6. Image formatting and image captioning on sub-pages
7. Table formatting for detailed, text-heavy pages
8. Featured content styling and functionality (i.e., how image/text boxes on main pages look and behave)
9. Image slideshow(s)

10. The GDA does <u>not</u> intend to self-host and/or maintain the website on a physical or virtual server.   Software as a service (SaaS) is strongly preferred.

The successful proposer may recommend to the Alliance additional changes to website based upon current industry best practices, or their professional experience.

c. *Reporting, Analytics and SEO*
The Alliance seeks a firm qualified to offer a strategic SEO plan and recommendations to improve the organization's web presence. The Alliance will continue to use Google Analytics to monitor web traffic and vitals unless a superior analytics tool can be recommended.

d. *Workflow and Staff Resources*
The Alliance's website is managed by one internal webmaster, with editorial oversight from the Alliance's Marketing Director and President. Additionally, there will be two additional content managers. The Alliance has an IT firm on retainer which consults on technical aspects such as hosting and security. The Alliance also occasionally calls upon a web developer to address more complicated issues.

VI.   TERMS

a. The successful proposer will be fully responsible for the Scope of Work to be performed under this proposal. If a Proposer intends to utilize a business partner or subcontractor to provide services, proposals submitted must clearly identify every business partner and subcontractor who will supply services under the contract and the nature of their relationship to the proposer.

b. The successful Proposer may be subject to completing and submitting online Procurement and Sourcing Solutions Portal (PASSPort) Vendor and Principle Questionnaires (formerly known as Vendor Information Exchange System (VENDEX) forms) to the NYC Mayor's Office of Contract Services to determine Proposers' previous track record and contractual experience with the City of New York.
For more information please visit: https://www1.nyc.gov/site/mocs/systems/about-go-to-passport.page

VII.   FORMAT FOR PROPOSALS

1. Introduction
Describe your company, its size, mission and recent clients, and explain why you and your team are uniquely qualified to handle this project.

2. Qualifications and Experience
a. Provide brief resume for all who will work on the project
b. Provide 2-3 relevant case histories of prior clients and provide links to the sites or online demos.

3. Process
Briefly explain the process you will follow to build our site, including major milestones, evaluation, and communication.

4. Schedule of Deliverables
Please review the proposed timeline in Section IV to provide a more detailed schedule of deliverables.
If your firm cannot adhere to the target launch date, please propose an alternative schedule.

5. **Project Budget**
   This section must contain all information concerning costs, fees and hourly rates for providing the development and related services requested in this RFP. Proposers should submit proposed fee schedules showing maximum, not-to-exceed amounts.

   Provide a breakdown of cost by tasks and hours, and include estimates for additional charges such as hosting, licensing fees (fonts or photography) and maintenance. The Garment District Alliance is tax-exempt; therefore, prices must not include state or local sales or use taxes. The Alliance is not liable for any costs incurred by proposers in preparing their proposals or for any work performed before the approval of an executed contract.

   Budget should include two options: One that retains the integrated Fashion and Tenant databases, and one that eliminates them.

6. **References**
   Provide three professional references.

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