



Pine Island, NY Chamber of Commerce

REQUEST FOR PROPOSAL

CHAMBER OF COMMERCE WEBSITE DESIGN & DEVELOPMENT

Release Date: March 1, 2013

Proposal Due Date: March 15, 2013



Pine Island Chamber of Commerce

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SECTION 1: GENERAL INFORMATION

1.1 Chamber Mission Statement

The mission of the Pine Island Chamber of Commerce is to promote prosperity in the business community, support and enhance the uniqueness of the region, and to enrich the lives of all our residents through community spirit and cooperation.

Local Area History and Present Day

Located in southeastern New York State in the Town of Warwick, the hamlet of Pine Island's heritage is rooted in agriculture and the community this industry has fostered for decades. The fertile black dirt farming region, located in Orange County, consists today of thousands of very flat acres of deep and richly organic soil, dissected by rivers, drainage ditches and farm roads. This unique valley formed from the decay of plants and the remains of a great shallow swamp as a result of glaciers melting away over 10,000 years ago. These "drowned lands", as they were once called, were recognized by early Polish settlers to the region to be the same soil that had been commissioned for farming in their homeland. To this day, this region is home to hundreds of farms large and small, which serve local produce stands, city green markets, or wholesale supermarket accounts across the continent. The area is well known for its onion production, but also grows varieties of lettuce greens, sweet corn, soybeans, potatoes, carrots, pumpkins, squashes, amongst others. The soils and landscape have also become home to turfgrass sod producers.

The surrounding community and businesses of this hamlet of Pine Island continue to grow and diversify, as well as welcome new residents and industries. Present day Pine Island has a blend of businesses encompassing auto repair, marketing firms, childhood education, landscape firms, financials, tourism, real estate, home contractors, and many more. The local residents and volunteers continue to serve our hamlet through many avenues, making this a community of pride and hometown spirit.

1.2 Purpose

Through the release of this Request for Proposal (RFP), the Pine Island, NY Chamber of Commerce seeks proposals from qualified organizations or individuals capable of providing a wide range of creative development, production and integration for the development of a highly functional chamber of commerce website.

1.3 Objectives

The key objectives of the chamber of commerce website development project are:

- Increase awareness of member businesses



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- Bring the Chamber website up to date visually and technically
- Have a user friendly CMS
- Increase awareness of upcoming events
- Bring awareness to new members
- Increase membership

1.4 Project Details

Proposing agency or individual must quote a website development plan according to the following line items of website functionalities:

- CMS platform basic installation – preferred CMS is WordPress
 - Customized template design for website
 - Cross device responsive design
 - Cross browser compatibility and testing
 - Multiple user logins and multiple user levels
 - Admin
 - Member
 - Etc.
 - Widgetized home page and side bars
 - Events calendar
 - Upcoming events
 - Member events
 - Spotlight members
 - Photos
 - Links to Newest Members profiles
 - Etc.
 - Social media integration
 - Website search functionality
- Chamber member management tool integration – preferable tool is s2member, however open to suggestions
 - Tool must meet the following functionalities
 - Automated member management – “subscription based” year long membership
 - Enable members to be part of several categories (or lists) enabling placement of members on Master lists, or individual category lists based on profession



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- **Please list the member Content publishing by your agency as a separate price point, as we understand the possible time investment here
- On site member sign up
 - This functionality should tie into the membership management tool
 - Allow for payment online with automatic membership approval and activation
 - Allow for off line payment with membership approval and activation required upon receipt of payment
- SEO conscious design and capabilities
 - Include details of your capabilities as well as the tool integration (Yoast, etc.)
- Ecommerce capabilities

1.5 General Scope of Work

Proposers must be capable of working in close collaboration with the Website Development Committee of the Pine Island, NY Chamber of Commerce. Proposers' general scope of work will include the following:

- RFP response
- If selected:
 - Creative brief meeting(s)/call(s)
 - Website development
 - Creative work
 - Possible content publishing
 - Status updates on a weekly basis to the Website Development Committee
 - Testing & QA
 - Website push live

1.6 Compensation Method

Pine Island, NY Chamber of Commerce shall satisfy invoices on a net 30 basis, upon receipt and approval of itemized invoices.

1.7 RFP Timeline*

**The Pine Island, NY Chamber of Commerce, at its sole discretion, may revise these dates.*

- March 1, 2013 – RFP distribution begins
- Up to March 8, 2013 5:00pm – Question submittal period
- March 15, 2013 5:00pm – Proposals due
- March 18-19, 2013 – Proposals evaluated



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- March 22, 2013 – Project awarded
- April 30, 2013 – Target project completion date – open to discussion

1.8 Single Point of Contact

Proposers have the opportunity to submit questions, whether about the technical requirements of the RFP, contractual requirements or process, or any other aspect of the needed services, from March 1, 2013 through March 8, 2013. Questions must be submitted to Kristen Weiss, head of Pine Island Chamber of Commerce website development committee, at Kristen@kawinteractive.com. All communications shall be sent via email, without exception, to facilitate and ensure fair distribution and quality record keeping. Responses to questions will be posted to www.kawinteractive.com/picc_rfp_qa no later than March 12, 2013.

All questions will be reviewed by the entire committee.



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SECTION 2: PROPOSAL REQUIREMENTS

2.1 Cover Letter

Proposer shall include a cover letter with all applicable contact information, signed by an individual who is authorized to bind the business or individual to all statements in the proposal and the services and requirements as stated in the RFP.

2.2 Executive Summary

- Executive Summary containing a brief description of your project development approach and your business
- Qualifications including previous clients with contact information and relevant URLs
- A minimum of 3 past projects along with client contact information
- Asset and draft delivery methods
- Milestones
- Quality control & testing procedures
- The proposed team and their qualifications
- Proposed schedule
- Additional T&Cs

2.3 Core Proposal

Your proposed solutions to any and all points addressed in this RFP

2.4 Budget

Costs and payment details – Estimates as ranges are acceptable



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SECTION 3: SOLICITATION PROCESS

3.1 Intent to Bid

To be added to the prospective bidder list, please send an email to Kristen@kawinteractive.com with the subject line "Pine Island Chamber Website RFP INTENT". This will ensure you receive all applicable information and any addendums.

3.2 Proposer Questions

Proposer questions must be submitted via email to Kristen@kawinteractive.com with the subject line Pine Island Chamber Website RFP. Fax, regular mail and hand delivery are not acceptable.

3.3 Proposer Responses

Proposer responses must be submitted via email to Kristen@kawinteractive.com with the subject line Pine Island Chamber Website RFP. Fax, regular mail and hand delivery are not acceptable.

3.4 Withdrawal of Proposals

If you intend to withdraw your proposal after submission, please do so prior to the RFP due date.

3.5 Cost of Preparing Proposals

All costs incurred in preparing and submitting a proposal in response to the RFP are the responsibility of the proposer and shall not be reimbursed by Pine Island, NY Chamber of Commerce.