

REQUEST FOR PROPOSALS FOR
WEB-SITE REDESIGN AND CONTENT MANAGEMENT SYSTEM
WWW.CIRCLELINE42.COM



Circle Line Sightseeing Cruises is soliciting proposals to plan and implement a website redesign and content management system (CMS) as specified within this Request for Proposal. All bid proposals must be received by 5:00 p.m. December 4, 2007.

Submittal address: Circle Line Sightseeing Cruises
Pier 83 West 42nd Street
NY, NY 10036
Attn: Seleste Alers; Marketing Manager

All inquiries regarding this RFP shall be directed to Seleste Alers at salers@circleline42.com

Circle Line reserves the right to reject any and/or all proposals received, waive informalities or accept any proposal it deems to be in our best interests.

Circle Line is not obligated to reimburse responding vendors for any expenses incurred in preparing or submitting proposals in response to this request, nor are we responsible for such expenses. All expenses are solely the responsibility of the vendor.

COMPANY BACKGROUND

Circle Line Sightseeing Cruises is one of the leading tourist attractions in the world, an icon of New York City and one of the oldest 42nd Street landmarks. Since 1945, over 60 Million people from all over the world have enjoyed the breathtaking sights "America's Favorite Boat Ride" is providing. www.circleline42.com

Today, Circle Line Sightseeing Cruises offers a wide range of sightseeing products to tourists and locals alike. Customers can choose from five different leisurely tours including a three-hour Full Island Cruise, a two-hour Semi-Circle Cruise, 75-minute Liberty Cruise, two-hour twilight Harbor Lights Cruise or a 30-minute thrilling boat ride aboard „The Beast“. Cruises are not only designed to provide the best viewing opportunities, but also to be informative, comfortable and entertaining as well. In addition to the regular sightseeing cruises, Circle Line Sightseeing Cruises offers special holiday cruises, like the Fourth of July Fireworks Cruise, the New Year's Eve Cruise and a Fall Foliage tour up the Hudson River to Bear Mountain State Park. Circle Line vessels are also popular with charter clients. A Circle Line Private Charter can entertain up to 525 guests and caters to all markets.

Circle Line is soliciting a **Request for Proposal** from qualified professionals who can assist us to redesign our website. The goal is to have a site that is attractive, easy to navigate and maintain, user friendly, and informative.

We expect our site to provide great service and information to those who seek to cruise with us, may it be general public, groups, schools, tour operators, event planners...It needs to be fresh, innovative, look fabulous and be functional.

Project Goals

- Create an exceptional website that will make the visitor want to cruise with us and refer it to friends, family, and co-workers. Having a functional web site does not mean boring. We want visitors to be both impressed and feel that they are going to easily get the information they need.
- Provide content management capability that is easy to use and gives the departments a range of options and privileges to carry out the daily workload of web management.
CMS Installation, Configuration + Customization
 1. Console CMS – Base Installation
 2. Photo Gallery Module
 3. PDF Module

Expectations

- a. Develop an attractive, eye appealing, cost-effective, easy to use, and interactive and architecturally sound website that is flexible and supports our needs.
- b. Provide a secure site that appeals to the emerging tourists visiting NYC, tour operators doing business with us, to the teacher, camp directors or faculty members organizing school trips.

Guidelines

In preparing proposals, respondents should consider the following criteria:

User Criteria:

- a. Visually appealing – Design of this site is a flag-bearer of Circle Line Sightseeing Cruises image and should reflect as such, the best that Circle Line has to offer NYC travelers seeking to sightsee via the Harbor.
- b. Common theme- Each section of the site should have a unified look and feel that reinforces our image yet departments should have flexibility to present information in a way that makes sense for the audience they serve. (General Public, School Groups, Tour Operators, Charters)
- c. Easily Updated – Once the site has been completed and accepted by us, the site should be easy to maintain by non-technical members of the staff. The content management system should provide for at least page level specific permission, approvals and roles, including creating and publishing as well as version control.
- d. Fast-loading pages – The website must be designed with a balance of text and graphics so that the average page loads in an acceptable amount of time on the average computer.
- e. Easy to navigate – The site should be easy to navigate, with information grouped and presented in logical manner. A comprehensive *site map, which shows the strategy for information planning decisions.
- f. *Search engine - The site should provide a rapid search capability of the entire site, generating results of high relevance to users.
- g. *Mailing lists – There should be a mechanism that permits users to sign up (using a double opt in system) to be on various mailing lists targeted at different topic interests. Users should also be able to opt out at any time.

* **NEW**

- h. *Translation – Create Mirrored Sites (Spanish, French, Italian, German, Japanese, Chinese)

System Operations and Technical Features

- a. The website must provide for high-speed upload/download response times for low-end to high-end computers that are used by the average citizen and the site should be developed to minimize loading times for analog dial-up customers.
- b. The site must be accessible and useable with current versions of commonly used browsers and operating environments. Respondents should provide a test matrix by platform, operating system and browser. Testing, Debugging and Modifications.
- c. The site must be designed to be manageable from the existing Microsoft Office infrastructure at the Circle Line.
- d. All documents, including maps and tables, should be in HTML, Portable Document Format (PDF), or in a format approved by us to provide ease of viewing, printing and downloading, and in alternate acceptable download formats.
- e. All documents formatted in PDF must include the ability to perform a full text search within the PDF document.
- f. *Flash Development
- g. *Add flash mastheads to various sections

Estimate Details:

Interface/Graphic Design (No coding, design only)

- 1. Home Page Design
- 2. Consumer Section Design (26 sub pages)
- 3. Tour & Travel Section
 - Login/Signup
 - 2 main sections and 5 sub pages



Security *

- a. The contractor must consider the appropriate and secure use of interactive confidential information. (ticket web info., personal input for the mailing)
- b. The site must be secured from email harvesters.
- c. The site should be built to withstand security attacks including SQL Injections, Cross Site Scripting (XSS) and Cross Site Request forgeries (CSRF).
- d. *Any mailing list modules must be secure in compliance with a stated privacy policy.
- e. *Cross-referenced information should be hyperlinked from page to page within the website, with the home page link always visible.
- f. Graphic files should be relative to the site and provide for quickest loading.

- g. It must have capability to maintain an archive of existing information such as press releases, photo gallery...
- h. The consultants shall assist departments with information design, as requested, for the initial website design.
- i. The Circle Line staff will maintain the information on the site. A system needs to be in place with capabilities for updating information by non technical staff which includes the ability to update information remotely. Also direction to place pop-ups daily.

Other Information

The base project must include:

- a. Designing and building the basic site, including migrating content from old site and a site map
- b. A content management system with levels of permission and approvals
- c. Annual Web content management software licensing and support costs
- d. *Site search capability
- e. The selected firm may be required to attend a minimum of one meeting to respond to any questions we may have relative to the project.
- f. For questions and clarification, please contact:

Circle Line Sightseeing Cruises

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NY, NY 10036

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salers@nycl.com

Requested Information

The proposal will be prepared and submitted at the respondent's sole expense. Proposals will become the property of Circle Line Sightseeing Cruises.

Submit two hard copies of the proposal and 1 electronic copy by:

TUESDAY DECEMBER 4, 2007

- Proposal shall include a brief history of the firm, biographies of key personnel, client references and evidence of financial stability.
- The firm should demonstrate a successful track record in design. (preferably tourism/attractions) The firm should provide case studies to demonstrate how it maximized capabilities; flexibility and creativity.
- The firm should describe its account management and billing process and procedures for ensuring quality and performance among the different individuals that may work on our account.

Selection Criteria and Process

The following will be used in evaluating the responses.

- Experience – Circle Line will consider the respondents' experience in designing websites, (preferably tourism/attraction sites) and overall understanding of site architecture, navigation, search capabilities and other components of website sign. References will be verified.

- Value to users – Circle Line will evaluate the respondent's proposal to add value to users including recommendations on visual appeal, design consistency, features offered, and technical support.

- Maintenance and upgrades – Circle Line will consider how easy the site is to maintain by various users, including non-technical staff, and the ease with which additional features may be added later.

- Investment – Circle Line will consider the 'total cost of ownership' of each proposal, including any annual support, license fees, and the effort required to maintain the site. Total cost of ownership will also include Circle Line staff time requirements to complete the project.

- Project management – Circle Line will evaluate the team and the methodology proposed for carrying out the project.

Circle Line reserves the right to accept or reject any and all proposals, waive any irregularities in the proposal process, and award a contract as a whole or part, as may be in our best overall interests. We will be the sole judge of the suitability of products, services and system designs offered.

The top respondents will be invited to present their proposals and a demonstration of sample projects. After the interview process has been completed, we will make a final determination regarding the selection of a firm and a contract. The selected firm will be required to enter into an Agreement for the project.