



Peekskill Business Improvement District (BID)

REQUEST FOR PROPOSAL (RFP)

BID WEBSITE DESIGN & DEVELOPMENT

February 9, 2012

SUMMARY

The Peekskill Business Improvement District (BID) is accepting proposals to design and develop the BID's web site. The purpose of this RFP is to provide all interested candidates with a clear idea of the projects objectives and the evaluation criteria against which they will be judged.

PROPOSAL GUIDELINES

This is an open and competitive process. Proposals received after 5pm, Friday, March 2nd, will not be considered and will be returned unopened.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees. If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal

CONTRACT TERMS

The Peekskill BID will negotiate contract terms upon selection. All contracts are subject to review by the BID's legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, deadline and other necessary items.

PURPOSE & OBJECTIVES

The BID currently has a [website](#) and is using this opportunity to develop a new site to better reflect the mission of the BID and incorporate the latest web technology. Upon completion of the development of the site, the BID will assume full responsibility for web site content, maintenance and administration. All content, coding and graphics will become the sole property of the BID.

As the BID's primary mission is to promote growth and commerce by attracting residents and visitors to downtown Peekskill, the website should accomplish the following key objectives:

- Stylistically, the website should reflect the historic nature of Peekskill, a sense of ethnic diversity, a culture of arts, and a sense of growth and revival that point to a bright future for downtown.

- Given the BID's staffing capacity, the website must be easy to access and maintain on the back-end (i.e. uploading new images, creating new text posts, maintaining an events calendar).
- Serve as a visual introduction to the sights and attractions of downtown.
- Be viewed by residents and visitors as the place to keep up to date on upcoming events, promotions, and the types and locations of businesses downtown.
- Be used by BID members to keep up to date with what the BID has worked on in the past and is working on in the present.
- Serve as a tool to attract new residents and businesses downtown.
- Serve as a vehicle to build the BID email database and track website usage.

The new BID website must be visually appealing, able to deliver a significant amount of information without being visually overwhelming, and have an intuitive, clean interface.

Core elements of the new website could include:

- **Comprehensive Downtown Calendar:** Many downtown businesses maintain individual calendars, but there is no single comprehensive calendar that lists all events across downtown on a single given day. This calendar would likely be anchored on the home-page, should be easily updateable and potentially open-sourced so business owners can update it themselves from their own computers. In order to avoid duplicative services, the winning vendor will also likely work with our community partner the Chamber of Commerce to explore the option of a calendar housed on the Chamber website that can be linked easily with other websites. (A good model calendar can be found at: www.boulderdowntown.com)
- **Visually Stunning Banner head:** We want the website to introduce people to Peekskill in its most positive light by grabbing them with scrolling images of Peekskill's attractions, historic buildings, and diverse populations and businesses. (A good model banner head can be found at: www.goldentriangledc.com)

- **Easy-to-Navigate Listing of Businesses:** The website should be a central directory for all retail, service, restaurant, and cultural businesses and institutions located downtown. (A good model for these listings can be found at: www.montaguebid.com)
- **About Us:** The website should introduce visitors to downtown, the BID, and offer useful information to visitors or prospective residents. This section could include a visually appealing map of downtown, a “getting here” section that links to the metro-north train schedule and main driving routes, a listing of city demographics and information relevant to opening a business in Peekskill, a listing of BID programs and events, and a listing of BID Board members and staff. (Good models for the above can be found at: <http://www.goldentriangledc.com/about>, <http://www.goldentriangledc.com/programs>, http://www.montaguebid.com/business_2011.html,
- **“Neighborhood News”:** A blog-like feed from the home page that can blurb on current projects the BID is working on, highlight special events or promotions, or provide people with access to RFPs or forms to apply for vending opportunities. (A good model can be found at: <http://www.goldentriangledc.com/>)
- **BID Archive:** An archive of past BID work, which could include: press-releases, publications, presentations, Board meeting minutes and agendas, event posters, and media. (A good model for archives can be found at: <http://www.missouladowntown.com/about/bid-meetings-minutes/>, <http://www.goldentriangledc.com/media>)

BUDGET

Please provide a detailed cost proposal to accomplish the scope outlined above. The budget must encompass all design and production costs necessary for development of the web site delivered in a ready-to-go-live state.

The BID has allocated between \$2,500 - 5,000 for this project. Given that there are many website templates out there that provide back-end accessibility, simple navigation and stylish graphics, we are looking for a developer that can be creative within the budget confines.

We are looking for a proposal that can meet all of the core desired elements of our new website at the most competitive cost; if possible, please provide a “graduated” website design proposal (i.e. a summary of the website that can be built for \$2500, \$3750, and \$5000).

TIMELINE

- This RFP is dated February 9, 2012. Proposers may also request a copy be sent via email by contacting Jason Angell at bidpeekskill@gmail.com.
- Proposals are due before 5pm, Friday, March 2nd, 2012.
- Proposals will be evaluated immediately thereafter. During this time we may require interviews at our office with our evaluation team on or about March 9, 2012. You will be notified if this is requested.
- The name of the candidate firm who has been selected will be decided on or about March 14, 2012
- Negotiations will begin immediately with the successful candidate and should conclude no later than March 17, 2012.
- All other candidates will be notified on or about March 20, 2012.

QUALIFICATIONS

- List the web sites your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. The URL should be submitted.
- Provide current reference information for three former or current clients.
- Briefly describe your firm's organizational profile, including core competencies, staff, length of time in business, and firm location.
- Time frame for completion. The time frame for completion of the project will be evaluated. In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is requested.

EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

- Suitability of the Proposal – the proposed solution meets the needs set forth in the RFP.

- Design Capabilities – Prior work demonstrates artistic and innovative, user friendly interfaces that engage communities and viewers.
- Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Value/Pricing Structure – The price is commensurate with the budget offered by the proposer.
- Proposal Presentation – The information is presented in a clear, logical manner and is well organized.
- Firm location – It should be noted that **all things being equal** regarding the quality and competitiveness of proposals, the BID values hiring firms located within the BID district.

PROPOSAL SUBMISSION

Please deliver 3 copies of your proposal no later than 5pm on Friday, February 24th, 2012 to the attention of:

Jason Angell
Executive Director
Peekskill BID
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Peekskill NY 10566
(914) 737-2780
bidpeekskill@gmail.com