

## RFP: LONG ISLAND CITY PARTNERSHIP WEBSITE REFRESH

Release date: Friday, April 05, 2024

Final submissions and questions to be sent to [sbrown@licpartnership.org](mailto:sbrown@licpartnership.org)

Proposals must be received by Sunday, May 5, 2024 by 11:59 p.m. (extended from Sunday, April 28, 2024)

### PROJECT INTRODUCTION

Long Island City Partnership (LICP) is the Local Development Corporation (LDC) and chief economic development organization for Long Island City, Queens. We are transitioning our website, [LongIslandCityQueens.com](http://LongIslandCityQueens.com) (LICQNS.com), to a more user-friendly platform like Squarespace, moving away from the current Django-based platform that poses internal management challenges.

LICQNS.com serves as the central hub for Long Island City, providing a comprehensive array of community events, news updates, and resources tailored to the area. It is also the primary platform for hosting LICP's economic development initiatives. Our objective is to ensure that the website effectively meets the needs of our diverse audiences, including residents, visitors, small businesses, large corporations, industrial entities, and prospective leads interested in doing business or relocating to the area. Creating a site that seamlessly caters to these varied audiences poses a unique challenge that the developer must address to ensure optimal functionality and user experience. We aim to streamline the website to ensure fewer pages with higher utility, incorporating clear call-to-actions. For instance, our current website suffers from circular information flow that leads to pages lacking substantial content, a pitfall we aim to avoid with the new site.

### BACKGROUND ON LICP

Long Island City (LIC), is a dynamic mixed-use community, boasting Fortune 500 companies, world-renowned arts institutions, major film and television studios, industrial businesses, and a diverse population exceeding 80,000 residents. The website serves as a crucial platform for promoting LIC as a dynamic destination and facilitating engagement with residents, visitors, and businesses.

LICP is a 501(c)(3) organization, that operates the Long Island City Business Improvement District (LICBID) and oversees the LIC Industrial Business Zone (IBZ), among other programs. Its overarching mission is to foster economic growth that benefits all facets of the LIC community.

### OBJECTIVE/SCOPE OF WORK

LICP seeks proposals from qualified web development firms or freelancers to refresh and enhance the LIC Partnership website.

The primary goals of the website refresh are to:

- Enhance user experience and interface design
- Optimize website performance and navigation
- Ensure the website design is responsive and adaptable for optimal viewing and functionality across mobile devices, tablets, and desktops
- Improve content organization and accessibility

- Integrate dynamic features and multimedia content
- Align the website with LIC's branding and identity
- Showcase LIC's diverse offerings, attractions, and community initiatives
- Drive traffic and engagement through SEO and social media integration

## PROJECT GOALS & DELIVERABLES

The selected proposer will be responsible for:

- Conducting a comprehensive review and analysis of the current website
- Developing a detailed project plan and timeline (May-July 2024)
- Designing and implementing a refreshed website layout and structure, including:
  - Homepage featuring but not limited to: menu with dropdowns, hero slider, sponsor carousel, social media cards, “support us” button, featured events, space for inclusion of things like accessibility features, membership information, general organization info, clear visual icons for signature events and calls to action, etc.
- Filterable news section - [example](#)
- Community calendar, that allows external submissions and include clear language allowing us full rights to reproduce and share any images submitted. Can be built on site or incorporating external CMS such as [time.ly](#)
- Ability to embed maps and multimedia content seamlessly
- Ability to integrate with LICP workflows such as Salesforce and Monday.com
- Event space page - [example](#) (with ability to hide locations as needed)
- Blog section – [example 1](#) or [example 2](#) (but filterable)
- Potential inclusion of a space finder feature and enhanced directory of businesses
- For Reference: Examples of local partner sites that have a look similar to what we’re looking for:
  - [Example 1](#)
  - [Example 2](#)
- Implementing SEO best practices for enhanced visibility and search engine ranking, in addition to analytics tracking.
- Researching and identifying necessary plugins and solutions to meet the goals of the site and presenting viable options for consideration.
- Focusing on seamless integration among various apps and APIs, including the development of a clear roadmap for data flow and connectivity, to optimize operational efficiency and maintain data integrity across platforms.

- Ensuring accessibility standards are prioritized throughout the website's design, functionality, and coding to accommodate diverse user needs and mitigate legal risks.
- Emphasizing accessibility compliance for any third-party apps or systems, particularly those related to fundraising, to uphold inclusivity and prevent potential liabilities for LICP.
- Providing training and support for website administrators, acknowledging that they may not possess technical expertise (must be able to manage up).

## PROPOSAL CONTENT & SUBMISSION GUIDELINES

Proposals should include:

- Overview of the proposer's experience and expertise in web development
- Examples of past website projects, particularly those relevant to destination marketing, chambers of commerce, non-profits and Business Improvement Districts
- Proposed approach and methodology for the website refresh, addressing the specific requirements outlined above
- Detailed breakdown of project milestones and deliverables
- Itemized budget, including fees for design, development, content creation, etc.; the total amount stated should be holistic and inclusive.
- The goal is to create a website that we can manage independently, please also indicate what the hourly fee would be post-contract and warranty should any additional support be needed long-term
- Three relevant references from past clients or projects

## SELECTION CRITERIA

Proposals will be evaluated based on:

- Demonstrated experience and proficiency in web development, particularly in destination marketing and community engagement projects
- Creativity and innovation in design and functionality, addressing the specific needs outlined in the RFP
- Alignment with project goals and objectives, with a focus on enhancing user experience and engagement
- Cost-effectiveness and value proposition, considering the proposed budget and deliverables
- Client references and satisfaction
- As a local development organization, we strongly encourage submissions from businesses based in New York City. Moreover, we highly encourage submissions from businesses and individuals located in Queens and Long Island City.

## CONCLUSION

LICP invites proposals from qualified web development firms committed to refreshing the LIC Partnership website into a dynamic and user-friendly platform that showcases LIC's unique character and offerings, as well as LICP's work. By partnering with skilled professionals, LICP aims to elevate the website's impact as a valuable resource for residents, visitors, and businesses, furthering its mission of fostering economic growth and community development in Long Island City.

## BUDGET AND WARRANTY

The total budget allocated for this project is \$15,000, covering all expenses associated with design, development, and content creation. Costs related to plugins, templates, hosting, and similar items, may be billed separately, but labor costs are expected to be inclusive within the budget.

A 90-day warranty period will be provided post-contract, allowing for any necessary fixes or adjustments to be addressed at no additional cost. Additionally, we request that the submitter specify their hourly rate for potential longer-term engagement. Further details regarding the warranty terms and conditions will be outlined in the contract between the parties involved.