



**CONFIDENTIAL**  
**RFP for Nonprofit Website: NYSTIA.org**  
**April, 2015**

**COMPANY BACKGROUND**

The New York State Tourism Industry Association is organized for the purposes of bringing together New York State tourism industry interests to: advocate government policies and programs which will strengthen the industry; to encourage the development of cooperative relationships and partnerships among its members; and to raise consumer awareness and appreciation of travel and vacation opportunities in New York State.

**MISSION**

The New York State Tourism Industry Association is the industry leader in communication, legislative awareness, professional development and promotion.

**CURRENT ONLINE PRESENCE**

NYSTIA currently has a website which was adopted from one of our predecessor organizations and altered to suit the need of the newly formed organization. The original URL, NYSTVA.org, points to NYSTIA.org. The purpose of this site is to provide members with up to date information on events, activities, co-op marketing program opportunities, membership benefits and fees, and legislative updates.

NYSTIA also has social media presence which is an integral part of our outreach:

- Facebook.com/nystva
- Twitter.com/nystva

**OBJECTIVE**

To design and develop a new web presence for NYSTIA to help the recently-merged organization promote tourism and related businesses in New York State. To create an effective online environment that will provide general information about the organization, manage our event schedules and registrations, highlight the members, promote getaway packages, distribute relevant materials, to members, and collect inquiry data for the organization.

**MAIN FEATURES AND FUNCTIONALITY**

NYSTIA will require the following functions be incorporated into the new site:

- Custom Responsive Design (Mobile Friendly)
- Custom Content Management System (CMS)
  - Page Manager
  - News Manager
  - Event Schedule Manager
  - Photo/Video Gallery Manager
  - Blog Manager
  - Forms Manager
  - Surveys Manager
  - Member Resources Manager
  - Travel Shows Manager
  - Registrations Manager
  - Sponsors Manager
  - Getaway Package Deal Manager
- Social Media Integration
- Member Account Access
- Ecommerce Integration
- Email Marketing
- File Management/Distribution
- Stats/Analytics

## **PROCESS & METHODOLOGY**

- Please describe your development process from initial planning to launch. List any technologies or partners your company uses to design, develop or test sites.
- What is your experience with SEO as it relates to the development of a site? Do you have SEO partners or an internal staff to consult if necessary?
- Will this website be able to grow/integrate/adapt to future devices/technology as they are developed?
- How do you support a client once the project goes live? Will NYSTIA be able to speak with an account manager (either via phone or email) or do we have to follow a ticketing system? Is support included in the quoted fee? For what length of time?
- Do you charge the client for unavoidable upgrades caused by third party companies?
- Explain how the new site will differentiate itself from the current NYSTIA site.

## **RELEVANT EXPERIENCE**

- Share case study samples of comparable websites your company has built for major brands or destination marketing organizations.
- Indicate whether your company develops sites/products in house or outsourced.
- If any work is outsourced, please list up to 3 subcontractors or vendors utilized.
- Please list 3 current web development client contact references for follow up.

## **SUSTAINABILITY**

Please provide a breakdown of the long-term maintenance plan and other services, separate from project development costs.

## **EVALUATION CRITERIA**

Proposals will be assessed according to the following criteria

- Expertise and experience managing similar projects
- Ability to efficiently, accurately and successfully perform the required services essential to this project
- Response to all of the specification requirements in sufficient detail
- Cost of the project as proposed.

Internal staff will review and evaluate all proposals. If your proposal is selected for consideration you will be contacted. Please do not call to set up an appointment.

## **RFP SCHEDULE**

- RFP Release: 4/16/15
- Intent to Submit: 5/1/15
- RFP Responses Due: 5/15/15
- Contract Start Date: TBD

Vendor must include an estimated schedule with major milestones listed. NYSTIA and selected vendor will mutually develop actual schedule.

No late proposal will be considered. NYSTIA reserves the right to reject any proposal received and to negotiate with any or all prospective contractors on modifications to proposals.

## **CONFIDENTIALITY**

During the course of this RFP, proposing agencies may receive confidential information from NYSTIA to allow proposing agency to create a more effective representation of a proposed creative solution. All information transferred from NYSTIA to proposing agency is considered privileged and confidential. This information is not to be copied or distributed to anyone not directly involved with this RFP or not under the employ of proposing agency or legally bound by a confidentiality agreement with proposing agency. Release of confidential information by proposing agency will result in immediate expulsion from this RFP process.

## **GENERAL CONDITIONS**

This RFP does not commit NYSTIA to award a contract, or to pay any costs incurred in the preparation of a response to this RFP. NYSTIA is not responsible for any travel expenses, planning, or related fees incurred for presentation purposes of this RFP. NYSTIA reserves the right to reject or accept any or all proposals received as a result of this RFP, to negotiate with all qualified sources, to waive formalities, to postpone award, or to cancel in part or in its entirety this RFP if it is in the best interest of NYSTIA to do so.

## **RFP RESPONSE FORMAT**

Please send all responses attached in an email to Jill Delaney at [jill@nystia.org](mailto:jill@nystia.org) no later than 4:00 PM May 15, 2015.

**Jill Delaney**

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The New York State Tourism Industry Association (NYSTIA) is a statewide membership based organization for travel and tourism related businesses. NYSTIA is a 501c6, New York State not-for-profit corporation engaged in the business of advocacy, leadership, marketing and professional development.