



REQUEST FOR PROPOSAL

Website Design, Development & Hosting

RFP Circulation Date: Friday, February 21, 2020

Proposal Submission Deadline: Friday, March 27, 2020 at 1:00pm

This RFP and any addenda are available on the Albany Capital Center's website at albanycapitalcenter.com/news_and_events/.

To receive an email copy of this document, please send a request to Amelia Barry, Sales Manager, at amelia.barry@albanycapitalcenter.com

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INTRODUCTION

Albany Capital Center

Operated by ASM Global, the Albany Capital Center is a beautiful multipurpose facility that can accommodate 10 to 5,000 people. Housing 22,500 square feet of ballroom/exhibit space, 6 meeting rooms with 9,200 square feet of space, and 13,500 square feet of pre-function space. The Albany Capital Center provides all of the top-notch amenities needed for successful meetings and/or event.

Since it's opening on March 2017, the Albany Capital Center has hosted events for as few as 5 people and as many as 4,000 people ranging from board meetings to concerts to tradeshow to weddings and everything in between.

REQUEST FOR PROPOSAL

ASM Global, "Operator" of the Albany Capital Center, is seeking proposals from qualified and experienced firms with demonstrated ability in website design interested in providing the following services:

1. Redesign of www.albanycapitalcenter.com
2. Provide training to Operator staff for onsite updating and management of the new website.
3. Provide hosting services for the new website.

Neither issuance nor receipt of this RFP shall in any way obligate the Operator to enter into an agreement of any kind. An internal ASM Global Evaluation Panel will study, review, and rank the proposals received according to the criteria set forth within this RFP. It is anticipated that a contract will be awarded based on an acceptable proposal. Further, ASM Global reserves the right to postpone, reissue, or cancel this RFP.

It is the policy of ASM Global to promote equal business opportunity in the contracting process by encouraging full and equitable participation by minority and women's business enterprises in the provision of goods and services. Minority and women-owned business are encouraged to participate in this solicitation

INQUIRIES AND MATERIALS REVIEW

All communications with the Operator regarding your proposal must be directed to Amelia Barry, Sales Manager, Albany Capital Center:

Albany Capital Center, 55 Eagle Street, Albany, New York 12207

Amelia.Barry@albanycapitalcenter.com Office: (518)487-2007

All inquiries must be submitted in writing by email and must be received no fewer than 7 days from bid date. A reply to each question will be emailed to all registered bidders no fewer than 5 days prior to the bid due date.

Under no circumstances during this RFP process shall any firm intending to respond to this RFP contact any member of the ASM Global staff (including contractors), except for the staff member(s) designated above as the contact person(s). Failure to comply with this requirement could result in disqualification.

TECHNICAL PROPOSAL INSTRUCTIONS

We would like to receive proposals electronically. Please send your response to: Amelia Barry, Sales Manager of the Albany Capital Center, at amelia.barry@albanycapitalcenter.com.

ALL proposals must be received no later than Friday, March 27, 2020 at 1:00pm. There will be no exceptions. If your full proposal is not in by this due date, it will not be considered.

All proposals will be acknowledged by e-mail. We encourage you to submit an email stating that you are interested in replying so that we may track your proposal.

The proposal must present a complete description of the respondent's qualifications to perform and carry out the requirements set forth in the Scope of Work and must include the following information:

1. Transmittal Letter
2. Executive Summary - including a statement documenting the Respondent's understanding of this project.
3. A list of at least three (3) sites with similar complexity and contact person(s) that will provide a reference. If three are not available, to encourage bidding, you may provide three sites which best represent your design and vision.
4. Disclosure of the site platform and CMS anticipated. (ex. WordPress, Drupal, Custom, etc.)
5. Proposed Timeline for meeting the deliverables.
 - a. The timeline needs to include a start and end date and any critical milestones.
6. Proposed Project Staff – Include the following information: (a) The total number of positions committed to the project; (b) All proposed key personnel, identified by name, including their areas of responsibility, and qualifications; (c) Resumes for the key personnel (e.g., for the project manager, trainer, etc.)
7. Firm literature, screen shots, or other information that will give Operator a sense of your skill level or vision of the project. Submission of proposed creative using the Operator's existing site content is permissible; however, the Firm does so with the understanding that Operator does not guarantee an award of contract. Firm also does so with the understanding that competitors may submit similar designs and that Firm will not be awarded compensation in any form unless a Contract is awarded to the Firm.

WHO WILL USE THE SITE AND WHAT PROBLEM DOES IT SOLVE?

Meeting and Event Planners & Promoters

This audience visits the site to learn about the facility, how their event can fit into the space, and about the event and catering services offered. Events vary from meetings, conferences, conventions, sporting events, galas/banquets, trade shows, and more.

Vendors

Vendors visit the site to learn about ASM Global as well as contact various staff members. Examples of different vendors that are looking at the site include decorating companies, audio visual service providers, and those looking to be an exhibitor at trade shows planned to use the facility.

Attendees & Visitors

The website is used by event attendees and visitors to the area to learn about upcoming events, facility accommodations, parking information, and nearby things to do/places to eat.

ASM Global Employees

ASM Global marketing staff will need access to the content management system to make changes, add events (including adding dates, photos and event descriptions). ASM Global staff will also want the ability to add and modify new sponsors through rotating and permanent banners.

ASM Global staff may want to access a dedicated page regarding weather announcements or content directed only to them.

ASM Global operation staff will want to have ability to upload documents and change information directed to event planners/promoters and staff.

ASM Global human resource staff may want to add and modify job offerings and related forms.

SITE REQUIREMENTS

The scope of this project is to replace the existing website for The Albany Capital Center. The successful proposer will be a firm that can handle all site planning, interface design production, required hosting, and support throughout the term. The site must include a solution that allows staff to quickly, easily and cost-effectively update content and modify site design after the initial launch. Site attributes must, at minimum, include all areas identified below but should not be limited to these features.

The website designed by the successful candidate must meet the following minimum criteria:

General Site Features

1. Attractive, contemporary design with intuitive navigation aimed at several target audiences including area visitors, event attendees, ticket purchasers, meeting planners, promoters and exhibitors.

2. A responsive, device-independent, easy-to-navigate website layout that incorporates the latest digital trends and best practices. Design should be optimized for best performance on all devices (desktop, mobile, tablet, etc.)
3. Functionality should adapt to the device in use to utilize the device's native apps (i.e. Apple Maps vs. Google Maps)
4. Unlimited custom pages, with a template system to easily recreate page layouts for future use
5. Unlimited, easy-to-create web forms with ability to attach documents; forms should be able to be sent directly to a specific email address of the responsible staff member(s)
6. Unlimited, customizable social media links on every page and social sharing and interactivity throughout
7. Search box located on every webpage with most relevant results appearing first (i.e. current or upcoming events listing before past events)
8. Complete site translation into other languages
9. Comprehensive and ongoing website training program
10. Google Analytics integration
11. Easily integrates with other programs and software (Facebook ads, Google AdWords, etc.)
12. Ability to update pages quickly from any mobile device
13. Design considerations for compliance with website accessibility regulations and best practices, especially for those with visual impairments (specifically proper color contrast WCA)

Homepage

1. Hierarchical feature areas to help customers discern what is most important on the website
2. Custom website section headings to help visitors easily navigate to pages of interest
3. Ability to preschedule homepage features to change automatically
4. Spotlight unlimited featured partnerships or sponsorships
5. Optional countdown feature to draw attention to upcoming events

Albany Convention Center Authority Microsite

1. This microsite which currently lives at <http://www.albanycapitalcenter.com/acca/> should be easy to locate from the main site's website
2. All information, documents, files, etc. currently hosted throughout <http://www.albanycapitalcenter.com/acca/> must be transferred to the new site
3. Documents, files, announcements, etc. must be easy to add or remove from this site

Event Calendar Interactivity and Details

1. Interactive event schedule to help visitors find events quickly
2. Ability to create detail pages for any event, with custom templates to reuse page layouts for future events
3. Ability to offer unlimited items for sale (either integrated into platform or via external provider)

4. Ability for partners to submit event information and graphics online for inclusion in event calendar once approved
5. Ability to create events in advance to automatically appear on the site at a later date
6. Ability to display event calendar in multiple views and select which view displays by default
7. Functionality to filter calendar by date range
8. Ability for visitors to search for events by name, date, or keyword
9. Event schedule should include enticing interactivity
10. Ability to embed various forms of media in the event listings
11. Ability to include unlimited PDFs into an event listing
12. Ability to include unlimited links to external websites (specific event page, Eventbrite link, registration information, social media event page, etc.)
13. Ability to tag event keywords for additional filtering options
14. Ability to add alerts for events (i.e. cancellations, weather notices) that will appear in the event listing and along the top of the website on all pages while active
15. Ability for customer to add event to their device calendar
16. Password protected individual event pages available to private events (conventions/meetings)
17. Option to push event listing to partner websites

Business Listing Pages

1. Interactive business listings with unlimited categories and subcategories to help visitors find businesses quickly
2. Ability to create detail pages for any business, with custom templates to reuse page layouts for future businesses
3. Ability for businesses to update their own listings
4. Businesses displayed with thumbnail images and titles
5. Optional ability to highlight certain businesses by listing them at the top and with greater prominence as a featured business within category
6. Ability to display business listings in multiple views and select which view displays by default
7. Ability for visitors to search for businesses by name or keyword with featured listings always showing in results
8. Ability to list business listings by category or subcategory in alphabetical order
9. Ability to tag business listing keywords for additional filtering options

PHOTOS & VIDEOS

1. Unlimited photos and videos which are able to be tagged with keywords for website integration
2. Ability to enhance photos with an image cropping tool
3. Ability for visitors to send photos to friends via email or social media channels (Facebook, Instagram, Twitter, Pinterest, etc.)

4. Optional functionality for visitors to upload their own photos, which will be approved by the Operator before they are placed on the website; this should be integrated with a photo release authorization form which is completed to give company authorization to use photos in future marketing collateral

Maps, Floor Plans, & Directions

1. Ability to include an interactive map with walking directions from venue parking areas to event specific locations (i.e. From nearby Parking Garages to The Albany Capital Center Main Entrance) – should migrate to native map app of device in use.
2. Creation of an interactive facility map with clickable hotspots that open to area/room specific photo galleries
3. Driving directions and map from all webpages (including printer-friendly version)

Press

1. Ability to upload documents like Press Releases
2. Ability to include articles/features about ASM Global, including date, source, title, customizable content, photos and link
3. Ability to upload high-resolution photos and logos to make it easy for press to report on ASM Global/venues
4. Branding guidelines page to include downloadable high-resolution variations of venue logos

Other Pages

1. Option to create micro-sites/portals with unlimited login capabilities for particular group information (i.e. VIP Group Portal, Convention Group Portal), explain how you would protect user information, privacy, etc.
2. Ability to submit order forms for exhibitor orders with online with reporting capabilities (i.e. Vendor of a particular event to purchase electrical equipment for a particular show booth)

Partners/Sponsors

1. Designated partner/sponsor webpage to feature all partners in one location
2. Ability to add unlimited partner/sponsor logos as needed, on any webpage
3. Ability to add multiple advertisements on homepage and event pages with reputable links and scheduling capabilities

Social Media Integration

1. Integration with unlimited Social Media sites such as Facebook, Twitter, Pinterest, Instagram, YouTube, LinkedIn, etc.
2. Option for blog setup and blog design to coordinate with website

Email and Text Message Marketing Integration

1. Integration with most popular email marketing tools
2. Email sign-ups from website automatically go into email marketing tool with automated opt-in option

SEARCH ENGINE OPTIMIZATION

1. Website should be search engine optimized (so that pages can be found)
2. Customizable, descriptive URLs for main pages (e.g., www.myurl.com/bigpage)
3. Customizable page title, description and keywords
4. Provide social sharing options for specific events and businesses, increasing in-links to website
5. Ability to tag images with customizable tags

Site Maintenance

1. Password-protected, browser-based “dashboard” for easy site content management
2. Mobile dashboard to update most frequently changing website content (i.e. website event calendar)
3. Unlimited user logins to dashboard, including custom access levels for Admins, Publishers, Content Managers as well as unlimited user logins for customers of the micro-site/portal feature
4. Accounts should generally be self-service (based on permission level); Administrators should have ability to manage accounts, including contact info, and ability to force password resets or remove accounts as required.
5. All navigation can be edited including renaming, moving pages between sections, etc.

Support

1. Efficient and helpful onboarding process
2. Unlimited phone support before, during and after website launches
3. Unlimited email and live chat support

Ongoing Future Enhancements

1. Website/content management system to be updated with new features and/or technology updates (for example, but not limited to, plug ins, themes, coding, etc.) on an ongoing basis
2. There should be no additional fees outside the determined monthly budget for standard enhancements
3. Hosting/maintenance fee should include hosting, all updates, and specific hours of work

Site Specifications

1. The Operator encourages creativity in the proposals submitted. However, there are certain requirements for this website project. In addition to the criteria identified above, proposals must meet all of these requirements:

- a. Compatible with common web browsers
- b. Must not require plug-ins as a default. If any site elements do require a plug-in for either standard or enhanced featured, please specify.
- c. Website needs to be compatible with different operating systems and software versions.
- d. Future flexibility - a flexible design template that can accommodate the addition of new functionality, or even a complete design or organizational refresh, at a later date
- e. Compliance with accessibility regulations and best practices, especially for those with visual impairments

Security

1. The proposer must consider the appropriate and secure use of interactive forms for confidential information such as personnel applications and records
2. The site must be secured from email harvesters
3. The site should be built to withstand security attacks; site must be SSL Certified and PCI Compliant. There must be a firewall in place to provide additional protection between internet and website.
4. Routine backups of site should be scheduled and maintained appropriately.
5. The Operator must be able to control levels of permission and approval for our employees uploading information to the site and must have the ability to immediately delete permissions for terminated employees

Training & Maintenance

1. Provide training of website administrators and staff assigned to maintain and create their department web pages
2. Provide unlimited support and responses to troubleshooting questions; minimum expectation is that critical issues will be responded to within a maximum timeframe of two (2) hours; important issues will be addressed within twenty four (24) hours and regular updates will be addressed within one (1) week.
3. Proposer shall update their software and hardware and release new components as new technology becomes available; provide demonstrated proof of keeping current with technology changes (software updates) and adapting to future clients' needs and provide surveys to take client feedback

Testing:

Be responsible for testing of site on all applicable platforms to ensure website works as promised.

Delivery:

Hosting should be provided by the proposer.

Tracking:

Inclusion of a tool to track page visits, length of stay, top pages, exit pages, etc. Internal reporting only; tracking data or hit counters should not be displayed on the site.

ANTICIPATED AWARD AND BUDGET

It is the Operator's intent to enter into one agreement with the selected firm for the services outlined above for the creation of a new website with a new look and feel.

Fees for hosting services should be quoted separately, and based on a monthly fee schedule.

FEES AND COSTS

Cost of Site Design, Training, and Support

Firms should reflect total fees based on the outlined site features, CMS training, and ongoing support throughout contracted term.

Proposals should include a payment schedule with clear and verifiable milestones.

Cost of Website Hosting

Firms should include as a separate line item, its proposal for ongoing website hosting services. Include fee schedules based on a month to month contract, a 12- month contract, and a multi-year contract. Please list the hosting provider and any other options or features that are included in your price such as email marketing components.

Other Anticipated Costs and Charges

Identify any and all other fees (licensing, photography, etc.) anticipated in order completing this project.

Describe any other services or strengths that the firm would use to improve the new website.

DELIVERABLES IF AWARDED

The proposal shall **clearly state the deliverables that the Operator will provide if awarded the Contract**. Operator anticipates at minimum, Firm will deliver:

- 1) A needs analysis report that clearly describes the Firm's vision for the new site.
- 2) A wireframe design of front and interior pages to be approved by the Operator prior to beginning website coding.
- 3) An outline of the site's navigation to meet the needs of the Operator
- 4) A copy of all third-party licenses (or EULA) and agreements that are made a part of the Website; including, but not limited to: stock photography, custom images developed by third-parties, and

site modules. These agreements must give the Operator a non-exclusive, perpetual, and royalty free right to use the technology or art.

5) Training on the content management aspect of the website.

RIGHTS IN DATA

The Contract will be deemed “work for hire” and Operator shall be granted full rights to the intellectual property of the work product of the Firm. Moreover, to the extent Firm licenses technology or uses creative assets from third parties by way of example, rather than by limitation: photography, graphics, modules, the Firm shall grant the Operator a non-exclusive, perpetual, royalty-free right to use the intellectual property.

With regard to all photography, logos, graphics, or other intellectual property provided by the Operator, said intellectual property shall remain the property of the Operator and the Firm may not make claim of right, nor may they use it without the express written consent of the Operator. This includes a prohibition from using any of the aforementioned intellectual property on Firm’s website or in the Firm’s advertising.

Any contract with the Firm shall re-state this section.

CONFIDENTIALITY

The Firm agrees to maintain confidentiality of work. Persons assigned to provide services shall not use confidential information for any purpose other than considering or carrying out this project.

CONTRACTOR GENERAL LIABILITY INSURANCE

The vendor shall maintain commercial general liability coverage in the minimum amount of \$1,000,000 per occurrence for liabilities arising out of the contractor's activities pertaining to this contract. This policy shall provide coverage for bodily injury, property damage, contractual liability, products and completed operations, and person and advertising injury. ASM Global shall be listed as an "additional insured" under this policy. The Vendor shall provide a certificate of insurance evidencing the required coverage prior to commencing under the contract.

CONTRACT TERMS

The Operator will negotiate contract terms upon selection. All contracts are subject to review by legal counsel and a notice to proceed will be issued upon signing of an agreement or contract.

The Operator reserves the right to reject any and all RFP responses, and to waive minor irregularities in any response.

The Operator reserves the right to request clarification of information submitted and to request additional information from any vendor.

The Operator reserves the right to award any contract to the next most qualified contractor, if the successful contractor does not execute a contract within thirty (30) days after the selection of the contractor.

The Operator shall not be responsible for any costs incurred by the Firm in preparing, submitting or presenting its response to the RFP.

CONTRACT PRICE

It is the Operators intent to enter into a single contract for website design services with a pricing model inclusive of a “Not to Exceed” pricing cap. The “Not to Exceed” amount shall be inclusive of training of Operator staff sufficient for onsite website administration. Firm shall submit an estimate including the hourly rate and role for each billing resource.

Price shall include a performance penalty unless the delay is due to the Operator failing to approve copy or provide appropriate resources.

Thank you in advance for your efforts when submitting a response to this request for proposal.

Amelia Barry

Sales Manager, Albany Capital Center

Email: amelia.barry@albanycapitalcenter.com

Office: (518) 487-2007