



Request for Proposals (RFP) Website Design and Development for
Capitalize Albany Corporation

August 2026

Section 1: Introduction

Capitalize Albany Corporation (“Corporation”) is seeking proposals (“Proposals”) from qualified and experienced entities, firms or individuals (“Respondents”) to provide website design and development services for Capitalize Albany Corporation to create and launch its new website.

Established in 1979, Capitalize Albany Corporation is a 501(c)(3) not-for-profit corporation and local public authority whose mission is to facilitate strategic economic development and stimulate transformative investment throughout the City of Albany, making New York’s Capital a vibrant place to thrive.

For more than four decades, the work of Capitalize Albany Corporation has elevated the City of Albany and the Capital Region. Capitalize Albany is executing action-oriented strategies and catalyzing transformation throughout Albany’s neighborhoods, downtown and commercial districts. Advancing strategy-driven economic development and local commercial real estate, the Corporation works with hundreds of businesses annually, ranging in size from startups and small businesses to large companies and organizations employing thousands, and growing.

Albany is New York’s Capital City and the heart of the Capital Region, serving as the hub that geographically connects the region and seat of state, county and local government. The City and Region are a substantial educational, technology and medical cluster, serving as home to major public and private employers, including New York State government, the Albany Med Health System (16,000+ regional employees), and the Albany Nanotech Complex. Multiple colleges and universities located within the city limits also provide the region a robust pipeline of young professionals.

Scope of Work Overview:

- Development of Corporation website outlined in full scope of work below
- Assistance with initial site content and media development
- Organizing and running regular project team meetings
- Providing project monitoring and status reports to Corporation
- Strict project budget/timeline adherence
- Staff training, website launch and assisting with plan for hosting as needed

Proposal Selection and Project Timeline:

- RFP Issuance: August 17, 2026
- Questions from respondents submitted by: August 27
- Responses to questions made available to respondents by: September 10
- Proposals due to Corporation: September 24
- Respondent interviews and selection: 4th quarter of 2026
- Project start: Early 2027

Section 2: Background and Project Overview

As a local public authority and mission-based nonprofit organization, the Corporation recognizes the importance of having a website that provides effective engagement as a communications channel, news and information source, form of contact and home for important Corporation-related public documents.

To continue to build on Capitalize Albany’s communication strategy, the Corporation wants to redesign the website to incorporate new website technologies with simple navigation. The Corporation requires this website to be highly attractive, modern, functional, mobile friendly, accessible, and responsive. From an administrative perspective, the site must be easy to update by users of varied technical expertise. The Corporation’s current website is located at <https://www.capitalizealbany.com/>. Launched in 2011, the current website is a

WordPress CMS site with a strict image-based theme. Over the years, this format has presented various issues, including limitations on the ability to reduce clutter and support navigation.

Section 3: Project Duration

Respondents are advised that a project start is expected to commence in early 2027 and be completed within six months of contract execution. The successful Respondent to this RFP would be expected to begin work in 2027 upon execution of a contract to review the current website, meet and collaborate with Corporation staff to identify further needs and begin organizing and subsequently executing a project work plan.

Section 4: Scope of Work

The scope of work for this project includes all services, resources, and technical components necessary to develop, test and deploy a website in full accordance with the below, as well as all applicable federal, state and local laws.

The fixed components outlined below should serve as a guide to the development needs of the proposed website development and design services. The desired scope of work is comprised of the following tasks, but proposed work does not need to be limited to these specific items.

- Development of a new, complete website design for the Corporation in alignment with the following design and functionality objectives:
 - A website design inspired by modern trends, while aligning with classic design principles allowing a long lifespan that will age gracefully.
 - A site built using semantic HTML to plan for and boost organic SEO.
 - A responsive design that is mobile-friendly/optimized and compatible with a wide range of screen sizes and browsers.
 - An accessible design that must meet ADA Compliance standards at the AA level. Please outline plans/requirements to be met. Scripts/Plugins like UserWay are a starting point, but not a complete solution. Responses must detail how accessibility will be built, verified, and maintained. Manual screen reader testing, keyboard only navigation checks, and documented remediation workflows are required.
 - Website should be an open-source platform or Content Management System (CMS), or in a commercial solution, something that can be hosted on standard web hosts. Open to discuss.
 - Website needs to include CMS features that allow members of Capitalize Albany to log in and add, edit, remove items – documents, news, events, pages, any dropdown menu links or pages, new users, access levels.
 - Logging in to the CMS should have options for (or require) multi-factor authentication to ensure secure access.
 - Ability to have different user access levels – public, board, admin.
 - An area of the front-facing site that can be accessed only by board members, where they can view documents, meetings, notes, schedules.
 - A method to manage documents needs to be developed. There should be a system in the site admin area to view, organize, create, edit, delete, and change access to documents, categories. There must be a section for public documents and a section for private documents.
 - Inclusion of current website's [public documents](#), through a new document management solution, provide possible methods of transferring to the new site or a temporary archive if current page is kept active. Currently, documents are uploaded through WordPress media library and manually linked to in the page editor.
 - Integrated newsletter sign-up form – automatically add sign-ups to a list in MailChimp account.
 - Social media integration and Open Graph – include links to the accounts and display feeds from certain sources. The site does not need to be able to push posts out to social platforms. Pages should have Open Graph tags in place to control display of shared content.

- Modular content – a way to have reusable content that can appear on multiple/select pages, in certain parts of the layout.
 - Standard pages – plain pages with body text, and spaces to include modular content.
 - News & Events – these would have features similar to a blog and events calendar. A place to post news, press releases, local events, or workshops. These should allow for including links off-site to event/registration pages. Fields based on post type or category could allow differing attributes, or perhaps news and events content are managed separately but could be displayed together.
 - Display of Commercial Real Estate Projects/Properties – refer to the current page for [Downtown Residential Projects](#). A place to display projects that have a specific set of attributes – title, status, description, address, basic property data like amenities and images associated with each project. This is not updated frequently, but a user-friendly way to add a new project and enter related data/images should be available.
 - Customizable Forms – a general contact form that sends an email to Capitalize Albany and a confirmation to the sender, and ability to create others for event registration. All form submissions should be stored in the website, to have a record of messages sent while mail is undeliverable for any reason, with an option to export a list.
- Creation of a Privacy Policy to publish on the website.
 - Provision of design direction and visual identity support. Respondents should advise on the new website's look and feel, including modern layout concepts, typography, color palette, and overall aesthetic. Guidance on visual assets is encouraged. Project timelines should include dedicated time for consultation and collaborative brainstorming with the Corporation to refine design direction and visual needs.
 - Project meetings with the Corporation, as necessary to complete the scope of work.
 - Provision of website admin training to Capitalize Albany employees, as well as website launch support.
 - Respondents may propose photography and videography services, image sourcing, or other creative support to strengthen the site's presentation. Please identify if any proposed additional creative services to support website development would be performed in-house or by a sub-contractor, indicate the sub-contractor, describe the scope and costs.

Exclusions to be noted for scope of work:

- No proprietary site builders tied to host like Squarespace, WIX, etc.
- No generative AI code or content. Human developers should know how the site is built and how it works and should be aware of all new content added.

Section 5: Minimum Requirements

The minimum qualifications of the Respondent shall include, but not be limited to:

1. Have proven Content Management System and website development experience. The proposed content management software must be a proven platform for website development and supportive of a public authority's or government website's architecture. Development that is requested and approved by Capitalize Albany should be performed by the Respondent with collaboration between the developer and Capitalize Albany.
2. Have a minimum of five (5) years of experience performing or providing services of this type.
3. All interested Respondents shall have sufficient, readily available resources in the form of trained personnel, support services, and financial resources to carry out the work without delay or shortcomings.
4. Must be authorized to do business in the United States and New York State.

Capitalize Albany may make such inquiries it deems necessary to determine the ability of each Respondent to perform the services contemplated by this RFP. Respondents shall promptly furnish all information and data for this purpose as may be subsequently

requested by Capitalize Albany.

Section 6: Proposal Requirements

Respondents shall submit an electronic copy either via email attachment, USB drive or a filesharing service no later than **4 p.m. EST, Thursday, September 24, 2026** to:

Michael Bohne, APR
Communications & Marketing Manager
Capitalize Albany Corporation
21 Lodge Street
Albany, New York 12207
518.434.2532 x23
development@capitalizealbany.com

All submitted proposals will be held until **4:00 p.m. EST, Thursday, September 24, 2026**.

Responses to this RFP must include the following information:

A. Letter of Submittal

The Respondent's proposal shall contain a cover letter of submittal acknowledging the Respondent's understanding of, and the requirements set forth by this Request for Proposals (RFP). The letter must be signed and dated by a person authorized to legally bind the Respondent to a contractual relationship. The letter should also contain the name and complete contact information for the principal.

B. Team Profile, Qualifications and Experience

The Respondent shall include the following:

1. Information on the Respondent, including the legal name, year firm was established, and a brief description of the company.
2. Names and contact information for specific staff members who are anticipated to be assigned to the project including Project Manager, other key personnel, support team and sub-Respondents if applicable, their role and anticipated time devoted to the project, and a detailed resume listing their individual work experience in this role on similar projects. Respondents may provide an organizational chart indicating roles of all individuals involved in this project.
3. Overview of the Respondent's client history and description(s) of similar work conducted. List at least three similar or comparable projects completed by the Respondent. Examples of similar projects may include but are not limited to websites for municipal governments, public authorities, economic development organizations, nonprofits, and tourism industry-related entities.
4. To serve as references, with the examples please provide information that includes: Name of agency or client, contact information of personnel involved in the project, List of features/capabilities and services delivered, approximate project budget amount and project duration, length of business relationship (e.g., 3 years after initial design and implementation), site URL.

C. Project Approach, Scope of Work and Deliverables

The proposal shall address the Scope of Work outlined above. Please provide a detailed work plan and project approach that includes task definitions and methodology, milestones, and an overall project schedule. Respondents should provide a summary of their general approach to completing the general elements of the Scope of Work. The summary should address the project scheduling, cost control, and overall project communications at a minimum.

Proposal Terms Outline:

- Initial contract length and conditions
- Renewal options.
- Hosting service level agreement or hosting recommendations, Corporation has current web host with existing site.

- Support plan scope, terms, levels of service, service level agreement (SLA).
- Non-disclosure agreement (NDA) term and conditions.
- Description of project acceptance criteria, terms, and remediation procedures.
- Description of change order criteria, process and terms.

Project Plan:

- Identification of any sub-respondents that will participate in the development, training, or hosting of the website.
- Identification of any third-party applications, services, or vendors necessary in order to provide a coherent end product that the Respondent recommends be utilized in their proposed website. These components should be addressed in the schedule and budget.
- Training plan for administrators and staff.
- Description of technologies used to design and deliver solution.

Project Milestone Estimates:

Note: It is understood that this project may require multiple iterations of review and approval, and that the initial start and end estimated timeframes for the following project milestones may change. While the Corporation would like to see the schedule slated to commence in Q1 2027, please provide examples of the time between each milestone, e.g., number of days or weeks.

- Initial design consultation
- Completion of design concept for presentation to Capitalize Albany
- Completion of website prototype
- Prototype testing period
- Gap/fit determination and remediation
- Training (Administrator, general user)
- Go-live date

D. Cost Proposal and Project Budget

The Respondent's submission should include proposed costs for the project broken down with a separate cost for each task identified in the scope of work. Please also detail the project budget into one-time and recurring/future cost elements.

One-Time Costs:

- Web Site Redesign:
 - Site Development (navigation, layout, content migration, graphics standards, and elements)
 - Third-party applications or plugins costs
 - Additional costs related to site re-design and deployment
- Staff Training

Recurring/Future Costs:

- Maintenance and Support
- Estimated future site "refresh"
- Software or other license fees
- Expected annual/monthly site fees

The total fixed-price fees proposed shall be considered to be inclusive of all fees and expenses [design and development expenses, software or tool expenses, creative content, etc.], which will be generated by the Respondent and all Sub-Contractors whose services are required to complete the work described in the section entitled Scope of Work, herein. No reimbursable will be paid beyond the total fixed-price fee proposal amount submitted in response to this RFP, unless otherwise negotiated and prior approval is documented in writing by the Corporation.

If the Respondent anticipates that additional services will be required to complete the work and these additional services are not outlined in the Scope of Work, the Fee Proposal should describe these additional services in a distinct and separate line item. The Corporation will review these additional services outlined in the fee proposal and determine if these services are necessary to complete the work as outlined in the Scope of Work. State any exclusions, assumptions, or qualifications to the proposal. Negotiation on fee structure may be part of the selection process.

E. Vendor Responsibility Questionnaire

Pursuant to State Finance Law §§139-j and 139-k, this request for proposals (“RFP”) includes and imposes certain restrictions on communications between a Vendor and Capitalize Albany Corporation during the procurement process. A Vendor is restricted from making contacts from the earliest notice of intent to solicit offers (in this instance, the release of this RFP) through final award and approval of the resultant contract by Capitalize Albany (“restricted period”) to other than Capitalize Albany designated individuals unless it is a contact that is included among certain statutory exceptions set forth in State Finance Law §139-j(3)(a). Only email inquiries are allowed. The designated individuals for this RFP are Michael Bohne and Ashley Mohl at development@capitalizealbany.com.

Upon selection, for all contracts that equal or exceed \$100,000, the contractor will be required to submit to the State a Vendor Responsibility Questionnaire: non-Construction – For-Profit. The questionnaire can be found online at http://www.osc.state.ny.us/vendrep/forms_vendor.htm. For any contracts which exceed \$15,000, Capitalize Albany requires the questionnaire to be submitted directly to Capitalize Albany. Capitalize Albany reserves the right to terminate this contract in the event it is found that any information provided by the Vendor in the questionnaire was intentionally false or intentionally incomplete. Upon such finding, the CAC may terminate the contract by providing written notification to the Vendor in accordance with the written notification terms of the contract.

F. Non-Collusive Bidding Certification

Additionally, in accordance with New York State Public Authority Law Section 287, each Respondent is required to complete and submit a “Non-Collusive Bidding Certification” with their proposal. Please find the required form attached to this RFP.

Section 7: Additional Submittal Requirements

A. Principal Contact and Information Requests

The principal point of contact for all matters relating to this RFP, including any inquiries, is:

Michael Bohne, APR
Communications & Marketing Manager
Capitalize Albany Corporation, 21 Lodge Street, Albany, New York 12207
518.434.2532 x23
development@capitalizealbany.com

All clarifying questions and inquiries regarding the RFP must be submitted in writing **on or before 5 p.m. EST, Thursday, August 27, 2026**. No response to inquiries received after this date will be given. Responses to inquiries will be posted to the Capitalize Albany website at www.capitalizealbany.com by September 10.

B. Unnecessarily Elaborate Responses

Unnecessarily elaborate brochures or other presentations beyond those sufficient to present a complete and effective response to this solicitation are not desired and may be construed as an indication of the respondent's lack of cost consciousness. Elaborate or expensive artwork, paper, bindings, and visual and other presentations are neither necessary at this time nor desired by the Corporation.

C. Incomplete Documents

Each Respondent is responsible for having determined the accuracy and/or completeness of the data upon which it relied in making its proposal and has an affirmative obligation to notify the Corporation immediately upon discovery of an apparent or suspected inaccuracy. If a successful respondent proceeds with any activity that may be affected by an inaccuracy, error in, or omission in the submitted proposal

of which it is aware but has not notified the Corporation, that respondent must perform any work described in such missing or incomplete documents at the respondent's sole expense and at no additional cost to the Corporation. A Respondent may submit an amended proposal before the deadline for receipt of proposals. Such amended proposals must be complete replacements for a previously submitted proposal and must be clearly identified as such in the Letter of Transmittal. Capitalize Albany Corporation staff will not merge, collate, or assemble proposal materials.

D. Rejection of Proposals

The Corporation reserves the right at its sole discretion to accept or reject any and all proposals in whole or in part, to waive any and all informalities, and to disregard all non-conforming, non-responsive or conditional proposals without penalty.

E. Costs to Propose

All costs incurred in the preparation of the submittal and participation in the selection process is the sole responsibility of the Respondent.

F. Other Reserved Rights

All information submitted becomes property of Capitalize Albany Corporation. The Corporation reserves the right to issue supplemental information or guidelines relating to the RFP as well as make modifications to the RFP during the proposal preparation period. Once the RFP is submitted, specific staff of the Respondent may not be changed without written notice to and consent of the Corporation. Respondents should note that the Corporation is a local public authority subject to New York State's Freedom of Information Law (FOIL) – Respondents should conspicuously mark any sections of their proposal, which they consider proprietary. The Corporation makes no warranty to Respondents about whether such marked information is not releasable in accordance with FOIL.

G. Insurance and Indemnification

To the fullest extent permitted by law, the Respondent, and its employees, agents, and subcontractors at any tier, shall defend, indemnify, and save harmless the Corporation as well as the Corporation's directors, officers, employees, and agents, from and against all claims, actions, causes of action, injuries, damages, losses, liabilities, and expenses (including, without limitation, reasonable attorneys' fees, expert fees, costs of investigation, court costs, and amounts paid in settlement) which arise out of or result from the work under this engagement, including without limitation: (a) any claim that the deliverables, or the Corporation's use of the deliverables, infringe or misappropriate any copyright, trademark, patent, trade secret, right of publicity, or other proprietary right; (b) any breach of the Respondent's confidentiality or data security obligations, or any unauthorized access to or disclosure of data in the Respondent's possession or control; and (c) any violation by the Respondent of applicable law, including privacy, digital accessibility, and marketing and communications laws. This obligation shall not extend to claims arising from the Corporation's own negligence or willful misconduct, or from content or materials furnished by the Corporation. The Respondent's obligations under this paragraph shall not be limited by any limitation of liability, exclusion of damages, or insurance requirement in the resulting agreement, and shall survive the expiration or earlier termination of this engagement.

Upon selection, the successful Respondent will be required to procure and maintain at its own expense insurance coverage written on an occurrence basis including at minimum: workers' compensation and employer's liability insurance; commercial general liability insurance with limits not less than \$1,000,000 per occurrence and \$2,000,000 aggregate; professional liability (errors and omissions) insurance with limits not less than \$1,000,000 issued by an insurer licensed to do business in the State of New York and cyber liability insurance with limits not less than \$1,000,000. The Corporation shall be named as an additional insured on the commercial general liability policy.

No work shall commence under the contract(s) until the selected Respondent has delivered to the Corporation or its designee proof of issuance of all policies of insurance required by the contract. If at any time, any of said policies shall be or become unsatisfactory to the Corporation, the selected Respondent shall promptly obtain a new policy and submit proof of insurance of the same to the Corporation for approval. Upon failure of the selected Respondent to furnish, deliver and maintain such insurance as above provided – and detailed in contract negotiations – the contract may, at the election of the Corporation, be declared suspended, discontinued or terminated. Failure of the selected Respondent to procure and maintain any required insurance shall not relieve the selected Respondent from any liability under the contract, nor shall the insurance requirements be constructed to conflict with the obligations of the selected Respondent concerning indemnification.

H. Conditions of Submittal

Respondents are responsible for reviewing and certifying compliance with the Corporation conditions of submittal. Capitalize Albany Corporation will make no allowance or concession to any Respondent for any alleged misunderstanding of this RFP.

I. Conflicts of Interest

Neither the Respondents nor any other entity directly engaged by the Respondent shall have other interests which conflict, in reality or perception, with the interests of Capitalize Albany Corporation or the Project. The Respondent shall make written inquiry of all of its vendors and sub-Respondents concerning the existence of or potential for such conflict. In unusual circumstances, and with full disclosure to Capitalize Albany Corporation of such conflict of interest, the Corporation, in its sole discretion, may grant a written waiver for the particular respondent or a related entity.

Section 8: Evaluation and Selection Process

A. Evaluation of Respondent's Proposal

All proposals shall remain valid until the execution of a contract by Capitalize Albany with the selected awardee. Proposals shall be examined and evaluated by Capitalize Albany to determine whether each proposal meets the requirements of this RFP. A recommendation will be made to the Corporation's president and Board of Directors for a contract award based on the following criteria:

- Demonstrated capabilities, professional qualifications, and experience of the Respondent in providing design, development and hosting of the Capitalize Albany Website;
- Qualifications and experience of the specific staff assigned to the project;
- Demonstrated capacity of the Respondent to render the requested services to Capitalize Albany in a timely fashion;
- Demonstrated understanding of the Project and Capitalize Albany Corporation's needs and objectives;
- Cost effectiveness of the proposal, including the fees to be charged by the Respondent;
- Quality and completeness of the proposal for design, planning and engineering consulting services; and
- Quality of References.

The selection of a Respondent will not be based solely on the amount of fees to be charged by the Respondent. Considerable weight will be given to each of the criteria listed above.

B. Clarification of Proposal Contents

Corporation staff may contact the Respondent for clarification of any portion of the Respondent's proposal.

C. Selection

The final selection of the successful Respondent will be made by the Corporation, subject to execution of an agreement as discussed in 8(D) below.

D. Professional Services Agreement

The selected Respondent and the Corporation will negotiate professional services agreements including, but not limited to final scope, work plan, deliverables, and cost. All contracts will follow the Capitalize Albany Corporation procurement policies and guidelines in compliance with State of New York. The final agreement may also include additional services identified and agreed upon by both parties during the negotiation period. The agreements shall be governed by and construed according to the Laws of the State of New York and any disputes arising from the agreements shall be heard in a court of competent jurisdiction in the State of New York.

For more information on the Corporation's professional services procurement policies, please see the Corporation's policy manual (www.capitalizealbany.com).

Section 9: List of Attachments

- A – Non-Collusive Bidding Certification

NON-COLLUSIVE BIDDING CERTIFICATION

Required by Section 139-D of the State Finance Law

By submission of this bid, bidder and each person signing on behalf of bidder certifies, and in the case of joint bid, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of his/her knowledge and belief:

[1] The prices of this bid have been arrived at independently, without collusion, consultation, communication, or agreement, for the purposes of restricting competition, as to any matter relating to such prices with any other bidder or with any competitor;

[2] Unless otherwise required by law, the prices which have been quoted in this bid have not been knowingly disclosed by the bidder and will not knowingly be disclosed by the Bidder prior to opening, directly or indirectly, to any other bidder or to any competitor; and

[3] No attempt has been made or will be made by the bidder to induce any other person, partnership or corporation to submit or not to submit a bid for the purpose of restricting competition.

A BID SHALL NOT BE CONSIDERED FOR AWARD NOR SHALL ANY AWARD BE MADE WHERE [1], [2], [3] ABOVE HAVE NOT BEEN COMPLIED WITH; PROVIDED HOWEVER, THAT IF IN ANY CASE THE BIDDER(S) CANNOT MAKE THE FORGOING CERTIFICATION, THE BIDDER SHALL SO STATE AND SHALL FURNISH BELOW A SIGNED STATEMENT WHICH SETS FORTH IN DETAIL THE REASONS THEREFORE:

[AFFIX ADDENDUM TO THIS PAGE IF SPACE IS REQUIRED FOR STATEMENT.]

Subscribed to under penalty of perjury under the laws of the State of New York, this __ day of _____, 20__ as the act and deed of said corporation of partnership.

IF BIDDER(S) (ARE) A PARTNERSHIP, COMPLETE THE FOLLOWING:

NAMES OF PARTNERS OR PRINCIPALS LEGAL RESIDENCE

_____	_____
_____	_____
_____	_____
_____	_____

IF BIDDER(S) (ARE) A CORPORATION, COMPLETE THE FOLLOWING:

NAMES

LEGAL RESIDENCE

President

Secretary

Treasurer

President

Secretary

Treasurer

Identifying Data:

Potential Contractor: _____

Street Address: _____

City, Town, etc. _____

Telephone: _____ **Title:** _____

If applicable, Responsible Corporate Officer Name

Title

Signature

Joint or combined bids by companies or firms must be certified on behalf of each participant:

Legal name of person, firm or corporation

Legal name of person, firm or corporation

By _____
(Name)

By _____
(Name)

Title

Street Address Street Address

City and State City and State