



**THE SUFFOLK COUNTY LANDBANK CORPORATION**  
100 Veterans Memorial Highway, 2<sup>nd</sup> Floor  
Hauppauge, NY 11788

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**January 13, 2023**

Request For Proposals

**WEBSITE AND GRAPHIC DESIGN SERVICES**

**I. INTRODUCTION**

The Suffolk County Landbank Corporation (SCLBC or Land Bank herein) is seeking proposals for website and graphic design services on a fee basis. The SCLBC is a not-for-profit corporation – affiliated with, but separate from Suffolk County, NY government - looking to launch a new/revamped and modern website by **March 15, 2023**. This project requires the development of a website independent of the Suffolk County domain and on a platform which after development, may be easily updated and maintained by SCLBC personnel. Included with this development would be a new logo, business card design, PowerPoint template, graphic standards, and additional items that may be deemed necessary and appropriate for a project of this scope.

Current SCLBC URL (temporarily non-functioning, pdf of all current SCLBC web pages is attached):  
<https://suffolkcountylandbank.org/>

**II. BACKGROUND**

In 2013 the [New York State Empire State Development Corporation](#) approved the County's application to establish the SCLBC, a not-for-profit, local public authority which gives the County discretion to acquire, dispose of or redevelop tax- delinquent, tax-foreclosed, vacant, abandoned and or environmentally-challenged properties located throughout the County. SCLBC is currently facilitating the return of these vacant, abandoned, underutilized, environmentally-challenged and tax-delinquent properties (referred to herein as brownfields) to productive, tax-paying uses consistent with the comprehensive plans of the jurisdictions in which they are located. It is anticipated that the redevelopment of these properties will result in an increase to the property values of surrounding parcels, stabilize their tax base, and improve quality of life for neighborhood residents. The goal is to see these properties redeveloped in a responsible manner by qualified developers for purposes that benefit the surrounding communities thereby reversing the decline of property values in blighted areas.

Additionally, the SCLBC works to acquire, rehabilitate, and sell bank-foreclosed and vacant, single-family homes in the Towns of Babylon, Brookhaven, and Islip, which were heavily impacted by the residential foreclosure crisis (“zombie homes”). The goal is to redevelop these properties in a responsible manner for purposes that benefit the surrounding communities by revitalizing residential areas and providing workforce housing to eligible and qualified homebuyers within certain income limits as established by the SCLBC.

### Mission Statement

The mission of the Suffolk County Landbank Corporation is to effectively reclaim contaminated, tax-delinquent sites throughout Suffolk County and return them to beneficial reuse and the tax rolls. In addition, the Land Bank redevelops zombie homes, providing affordable housing to qualified homebuyers. The net result of the Land Bank's mission is enhancement of surrounding property values, improved quality of life for neighboring residents and communities, all while reducing the burden for Suffolk County taxpayers.

## **III. SCOPE OF SERVICES**

### **SUMMARY**

#### Graphic Design

- Updated Logo
- Graphic Standards
- PowerPoint Template
- Letterhead/Business Card/communications
- Additional as needed

#### Web Design

Pages, including but not limited to:

- General Information
  - About Us, Mission Statement
  - Staff and Board of Directors
  - Work With the SCLBC (via postings for Request for Proposals for various contractors and consultants)
- Public Reporting
  - Public Notices, Agendas, and Minutes
  - Policies and Procedures
  - Budget and Annual Reports
  - Land Bank-owned Properties, Property Manager and Broker Contact info
- Properties for Sale or Lease
- Tax-Delinquent Brownfield Opportunities
- Contact Us
- SCLBC in the News

### **Website to be launched by March 15, 2023.**

#### **Graphic Design:**

SCLBC is in need of a new, updated logo and branding guidelines. The logo should be visually appealing, incorporating the new color scheme, and convey a sense of what it is the SCLBC does. The branding guidelines do not necessarily require a full-fledged brand identity manual but should include guidelines for consistent font, color palate, and formatting of print and digital materials for public consumption.

## **Web Design:**

This website should be geared to individual home buyers, real estate professionals, developers, and government agencies/officials with the purpose of supporting SCLBC's mission. The site should be modern while still having the air of a quasi-governmental agency – perhaps playing off the color scheme of Suffolk County.

The selected web designer will obtain a domain name and design and build the organization's website. This should be done utilizing a platform that allows non-technical SCLBC staff to easily update content including copy, graphics and photographs. The SCLBC's existing webpage within the County's site holds material required for public reporting [www.suffolkcountylandbank.org](http://www.suffolkcountylandbank.org) however, due to the recent cyberattack on County services the website is non-functional. This future website will likely require a greater number of pages (see "Web Design" above) for more intuitive navigation unless other suggestions are acceptable.

The organization's new webpage should be independent of the County's site and help to brand the organization's unique identity and function. It would be similar to these examples from similar organizations, but will include less content at first and need not include a searchable database of properties since we'll link to a database hosted elsewhere (link to database to come).

<https://syracuselandbank.org/>

<https://www.albanycountylandbank.org/>

<https://kingstoncitylandbank.org/>

## **IV. RESPONSE ENCLOSURES**

- Include a statement of interest in providing graphic and web design services to the SCLBC.
- Describe how you will work with SCLBC staff to design the website and what you expect in terms of time and participation from the client.
- Include a portfolio of your relevant work.
- Include a detailed scope of what services you will provide and itemized cost of each component, including three months of technical support following launch.
- Identify your team members who will likely be working on this project and list their titles and brief credentials.

## **V. PROPOSAL SUBMISSION**

**Proposals must be RECEIVED no later than 4:00pm, Friday, January 27, 2023.**

The proposal may be submitted electronically to [Matthew.Kapell@SuffolkCountyNY.gov](mailto:Matthew.Kapell@SuffolkCountyNY.gov)

Hard copies may be submitted at the following address:

The Suffolk County Landbank Corp.  
c/o Matthew Kapell  
100 Veterans Memorial Hwy., 2<sup>nd</sup> Floor  
Hauppauge, NY 11788

**Direct any questions to Matthew Kapell at (631.853.3127) or [Matthew.Kapell@SuffolkCountyNY.gov](mailto:Matthew.Kapell@SuffolkCountyNY.gov) (preferred)**

## **VI. MANDATORY MEETING WITH PROPOSERS**

- Proposers should be available to meet with SCLBC staff to discuss their proposal and answer any questions the SCLBC may have in regards to their submission