

Request for Proposals: **Website Redesign and Ongoing Development, Maintenance, and Support**

Information Session

Project Objectives

The primary objectives are:

- Creating a mobile-compatible website that reflects both the Island's growth and current uses
- Increasing digital audience and engagement rates
- Increasing digital accessibility in compliance with WCAG
- Creating an interactive digital map of the Island

Secondary objectives include:

- Improving backend efficiency and ease of use
- Creating a clearly organized navigation with SEO/AI search optimized content
- Providing users with a clear path to meet their respective needs
- Future-proofing website structure and related tools in response to anticipated growth



Project Scope of Services

The Trust is seeking proposals from skillful and creative full-service web development and design studios to:

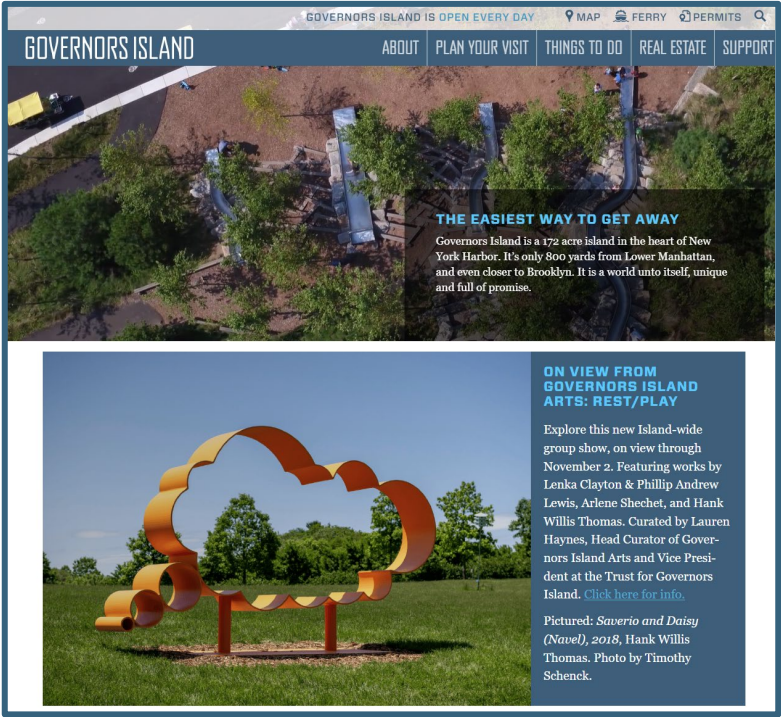
(1) Lead the redesign of the Governors Island website

- Reimagine the current site in look, feel, and navigation, delivering a bold product built to continue to grow alongside the Island while considering a diversified user base
- Ensure that content about the Island's history, arts programs, nature and landscapes, climate programs, real estate opportunities, and tenancy are incorporated throughout and easy to navigate
- Create an interactive digital map of Governors Island

(2) Provide subsequent ongoing development, maintenance, and support

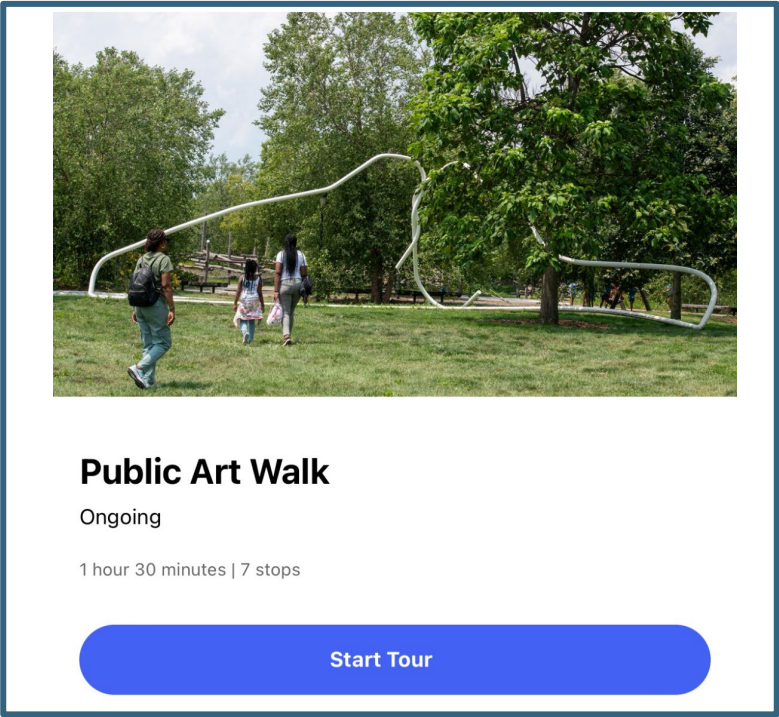
- Technical support for the website and related tools
- Site-wide protection and optimization
- Website hosting services
- 24-hour monitoring of uptime
- Site-wide analytics
- Proactive upgrades to the CMS, plugins, and other code packages
- Systems/server maintenance, troubleshooting, and support
- Design, development, QA testing for special projects

Current Digital Tools



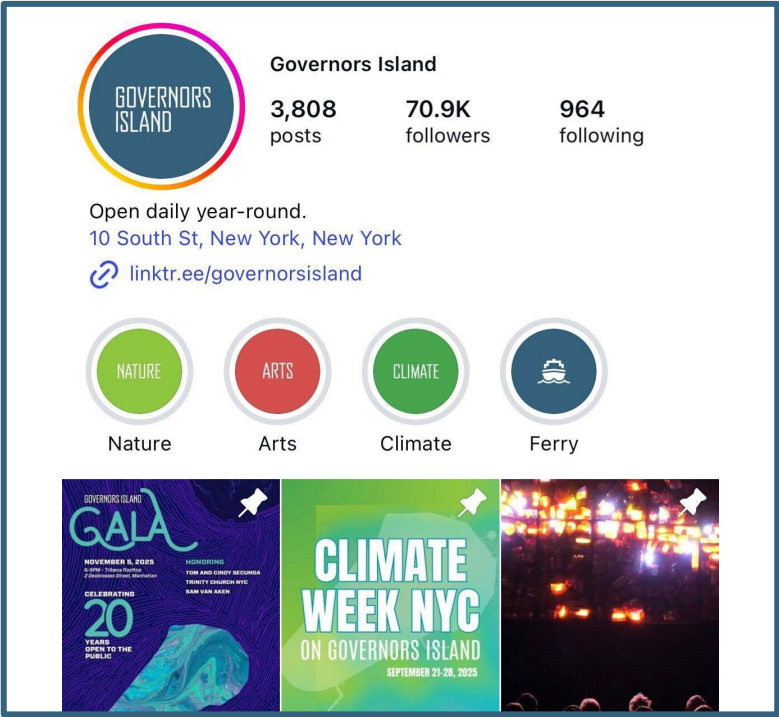
Website

100k+ visitors per month during peak season (May 1-October 31)



Bloomberg Connects

Digital guide with bonus audio and video content, visitor information, and self-guided tours



Social Media

113k followers across 6 platforms

Governors Island at a Glance

172 acres at the center of New York Harbor

Minutes by ferry from Lower Manhattan and Brooklyn with additional connections via NYC Ferry

120 acres of open space including climate-resilient 43-acre park

1.3M SF of Historic Buildings, plus 33 acres of development area

Free ferries for residents of NYCHA, IDNYC holders, children under 12, seniors, veterans, & community-based organizations

Open to the public year-round, with 1M annual visitors



RFP: WEBSITE REDESIGN AND ONGOING DEVELOPMENT, MAINTENANCE, AND SUPPORT

The Island has a rich history, originally utilized by the Lenape, and then controlled and closed off by the federal government for two centuries. Since its transfer to local control in 2003, the Island has been reintegrated into the fabric of New York City.



2003: ISLAND SOLD FOR \$1

150 acres are sold to the people of New York for \$1. The Governors Island Preservation and Education Corporation (GIPEC) was formed jointly by the State and City of New York.



2010: CITY CONTROL

New York City took full ownership of 150 acres and established the Trust (formerly GIPEC) as the entity charged with the Island's development and operations.



2012: GROWING TENANT COMMUNITY

RFP issued for the Historic District and RFEI issued for the South Island. The Harbor School, LMCC, and QC Terme designated as new tenants.



2016: PARK PHASE 2

The Hills (Outlook Hill, Discovery Hill, Slide Hill, and Grassy Hill) open on the South Island



2023: NEW YORK CLIMATE EXCHANGE ANNOUNCED

The New York Climate Exchange is announced as anchor for Governors Island's community to accelerate climate solutions for cities



2005: FIRST VISITORS

8,000 visitors came to Governors Island during 2005, the first year the Island was open to the public.



2010: MASTER PLAN

West8 releases Master Plan including 43 acres of new park land, waterfront promenade design and public open space, with 33 acres dedicated to future development



2014: PARK PHASE 1

33 acres of new park designed by West8 opens on the South Island



2021: YEAR-ROUND PUBLIC ACCESS

Governors Island opens to the public year-round for the first time in its history, inviting New Yorkers and visitors from around the world to experience the Island 365 days/year.



2025: 20 YEARS OF PUBLIC ACCESS & HARBOR CHARGER DEBUT

The Trust launched the Harbor Charger, New York State's first public hybrid-electric ferry, making maritime history and celebrating the Island's 20th year open to the public

The Trust for Governors Island's mission is to realize the full potential of Governors Island, demonstrating a bold vision for public space.

Our vision for continued growth focuses on three key strategies:



Accessible Open Space & Recreation



Transformative Arts & Culture



Accelerating Climate Solutions

Accessible Open Space & Recreation

With 120 acres of open space, Governors Island is known as an affordable and dynamic destination—providing a year-round outdoor oasis for nearly one million visitors each year.

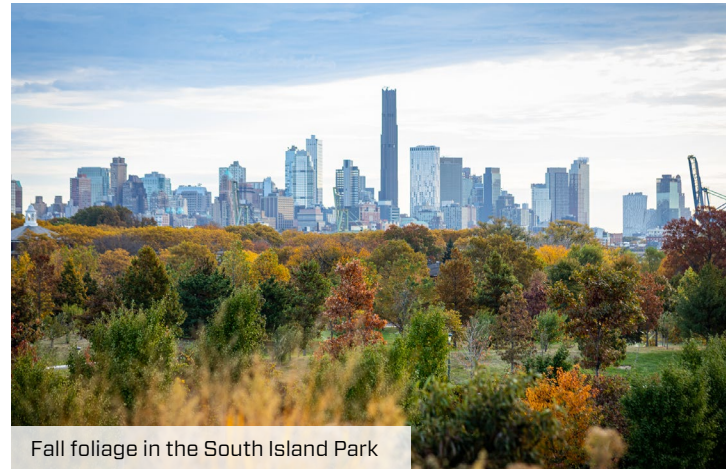
- 43-acre, **award-winning, climate resilient park** open in every season.
- 100+ year-round events, festivals, concerts, sports tournaments, and more—the majority of which are **free and open to all**.
- **Educational programs & stewardship**, activating the Island's natural and built open spaces.



Jazz Age Lawn Party



Exploration on Outlook Hill



Fall foliage in the South Island Park

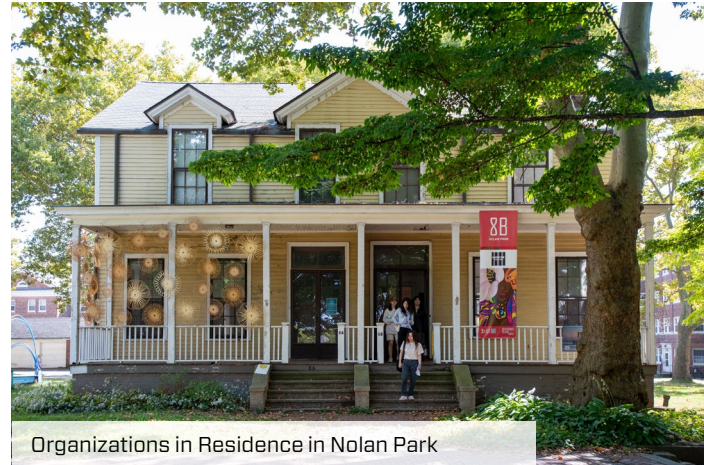


Biodiversity workshops

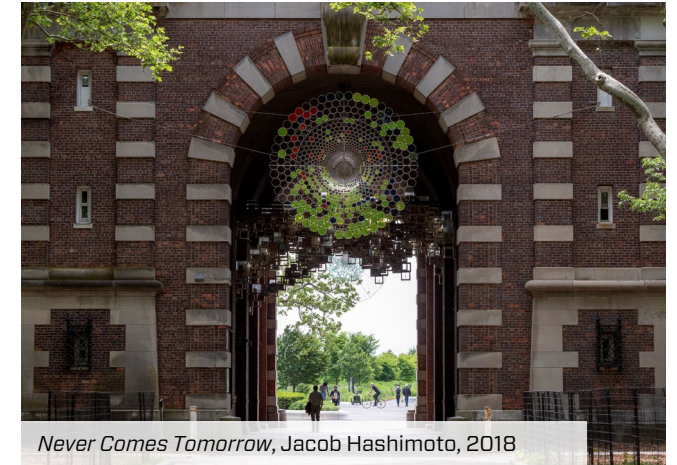
Transformative Arts & Culture

Governors Island Arts, the public arts and cultural program presented by the Trust, creates transformative encounters with art for all New Yorkers. We achieve this mission through:

- Long term and temporary **public art installations and exhibitions** located throughout the Island
- An annual **Organizations in Residence** program in the Island's historic houses, where two dozen arts nonprofits present seasonal exhibitions and public programs
- Curated multidisciplinary **INTERVENTIONS performance series** highlighting works created or adapted for the outdoors



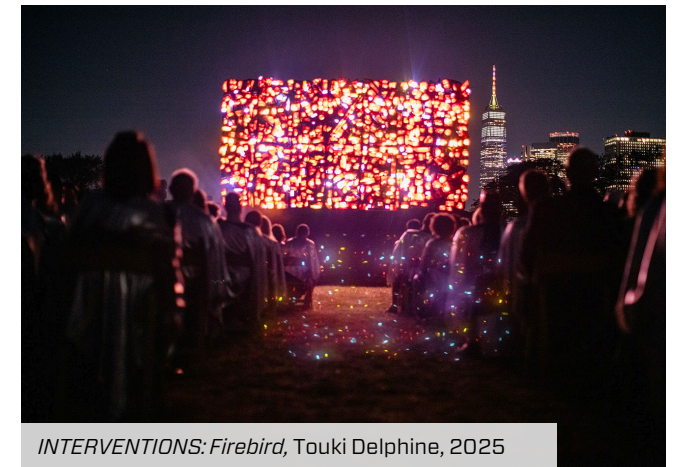
Organizations in Residence in Nolan Park



Never Comes Tomorrow, Jacob Hashimoto, 2018



Not for Nutton, Duke Riley, 2021-permanent



INTERVENTIONS: Firebird, Touki Delphine, 2025

Accelerating Climate Solutions

Governors Island is creating a community to accelerate climate solutions for cities and their populations. Initiatives include:

- **The New York Climate Exchange**, a consortium led by Stony Brook University serving as the Island's anchor education and research institution
- **Climate Piloting Program**, a platform led by the Trust for early-stage companies and nonprofits to test and demonstrate their solutions on Governors Island.
- **Climate-focused field trip program**, geared toward 6th grade public students, launching in 2026.

The Island is home to a growing community of year-round tenants and partners working towards a greener future, including Billion Oyster Project, GrowNYC, the Urban Assembly New York Harbor School, Earth Matter, and more.



2nd Annual Climate Solutions Showcase



Rendering: The New York Climate Exchange

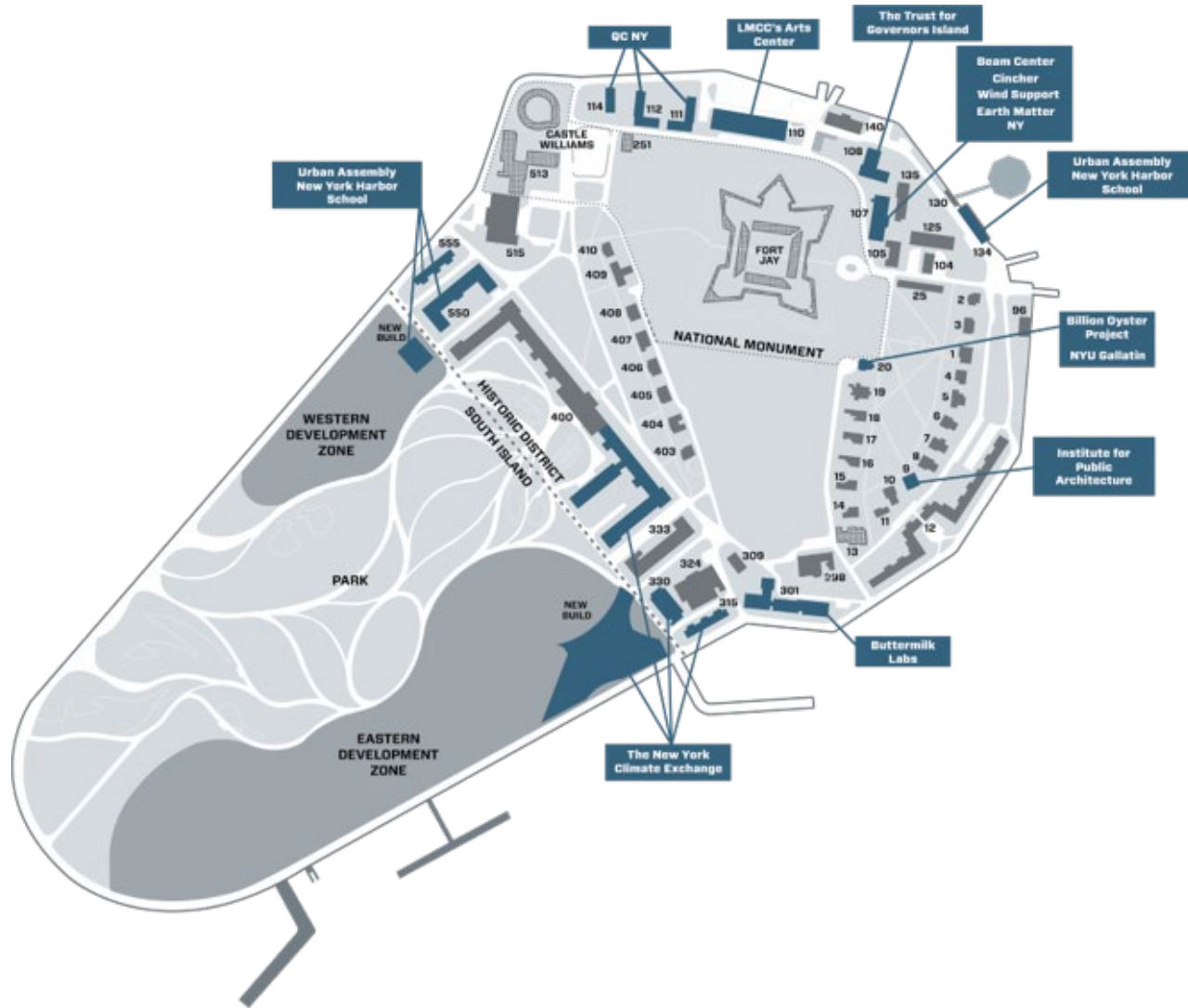


Climate piloting demonstrations



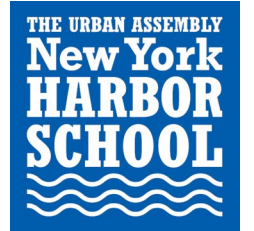
Climate piloting walking tour

A Growing Community of Year-Round Tenants and Partners



LOWER
MANHATTAN
CULTURAL
COUNCIL

QC TERME
spas and resorts



... and more

In the News: 2025



RFP Timeline

Questions

Any questions should be sent to gibids@govisland.org with the RFP title in the subject line by December 3, 2025, at 5pm.

At the Trust’s discretion, interviews may be held with select Respondents after receipt and initial review of proposals.

Selection Timeline

- Issue Date: November 13, 2025
- Information Session: November 24, 2025
- Questions Due: December 3, 2025, by 5pm
- Proposals Due: December 18, 2025, by 5pm
- Anticipated Contract Start: Q1-Q2 2026

GOVERNORS ISLAND



Thank You

govisland.org

