



**Fire Island Pines Property Owner's Association, Inc.**

P.O. Box 5305

Fire Island Pines, NY 11782-0999

**REQUEST FOR PROPOSALS FOR A BRANDING IDENTITY AND WEBSITE  
CONSULTANT TO FIRE ISLAND PINES PROPERTY OWNER'S ASSOCIATION (FIPPOA)  
May 17, 2021**

**TABLE OF CONTENTS**

- 1. Introduction**
  - Statement of Purpose
  - Purpose of the Project
- 2. Introduction to FIPPOA**
  - Who is FIPPOA
  - FIPPOA's Mission
  - Fire Island Pines
- 3. Key Audiences**
- 4. Key Objectives**
  - Branding
  - Website
- 5. Requirements of the Project**
  - Branding
  - Website
- 6. Schedule**
- 7. Submission Guidelines**



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**1. INTRODUCTION TO THE PROJECT**

The Fire Island Pines Property Owner's Association (FIPPOA) is seeking a consultant or consultants that has the experience and capability to work in partnership with its Board of Directors to evolve its brand identity and develop a first-class website for the organization. The following brief sets out the capabilities that FIPPOA is seeking from a consultant and the requirements for these projects.

**A. Statement of Purpose**

FIPPOA plays a critical role in the community of Fire Island Pines ("the Pines"); there is an important need to communicate with our membership, visitors, and partner organizations. The organization maintains a very high profile in a small, mostly seasonal community. Therefore, the brand identity and website are critically important for the reputation of FIPPOA within its community as well as external audiences..

**B. Purpose of the Project**

FIPPOA has several components, each with different brand identities. While most people understand what FIPPOA is, many do not know all of the entities that operate as part of the organization or all of FIPPOA's activities. FIPPOA's website has not been updated for several years. The website does not function efficiently; it looks outdated and it is difficult to add or revise content. It is a vastly underutilized resource within the community.

Additionally, FIPPOA has many revenue streams, and these are not well-positioned on the website. The website lacks the functionality that the organization needs in terms of conducting its business with vendors, demonstrating governance, or communicating rules and guidelines to residents of the Pines.

**2. INTRODUCTION TO FIPPOA**

**A. Who is FIPPOA**

The Fire Island Pines Property Owner's Association (FIPPOA) was incorporated in 1953. FIPPOA is a membership organization of property owners. FIPPOA oversees the operations of the community and helps protect the island's fragile ecosystem. Over the years, FIPPOA's role has expanded, and it now serves as the community's representative in all matters relating to federal, state, county, and local officials and agencies. Today, it has some 400 members comprised of homeowners, Pines businesses, and renters.

FIPPOA owns and operates the Pines Harbor and Marina (Brockman Plaza), as well as the freight dock and Whyte Hall. FIPPOA also operates the Post Office located in the Harbor. In addition to overseeing harbor maintenance and beautification, FIPPOA also helps to protect the beach from



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erosion; monitors safety and lighting; and coordinates with local government agencies on boardwalk repair and maintenance, and waste collection.

The following are also under the umbrella of FIPPOA:

- The Pines Foundation, a Section 501(c)(3) affiliate of FIPPOA, that is dedicated to preserving, protecting and enhancing the quality of life in Fire Island Pines. The Pines Foundation owns and operates Whyte Hall—the Fire Island Pines community center—through which FIPPOA provides services and cultural activities to residents and visitors. The Foundation's major annual fundraiser is Pines Party, a legendary all-night beach party that raises funds to support FIPPOA's essential work in the Pines. Other programs under the Pines Foundation include the operation of Mobility Carts and pest control.
- The Seashore Defense Fund, an emergency funding mechanism for FIPPOA that allows FIPPOA to take immediate action when catastrophe hits the Pines' most valuable asset--its beaches. The SDF lends support for preservation and maintenance measures, and augments larger initiatives like beach reclamation.
- The Pines Harbor and Marina, which includes the landing dock for Sayville Ferry Services, private boat slips that FIPPOA rents on a seasonal basis, and the freight dock.

**B. FIPPOA's Mission**

FIPPOA envisions a diverse and inclusive community of neighbors working together in voluntary association to achieve a higher quality of life in Fire Island Pines, a unique seaside resort community located within the Fire Island National Seashore. In achieving our vision, FIPPOA values honesty, fairness, common sense, participation, respect, and neighborliness in all our actions.

In a financially viable manner, it is FIPPOA's mission to: enhance the quality of life in our community through management of common areas; partner on behalf of the community's mutual interests and common concerns with local, town, county, state, and federal entities and governing bodies; support initiatives that strengthen bonds among residents; and invest in capital improvements that benefit the greater good.

**C. Fire Island Pines**

Fire Island Pines is the largest residential community on Fire Island, which is one of four barrier islands that line the south shore of Long Island. Fire Island Pines is approximately 1.5 miles long from east to west and only a quarter-mile wide. The Pines has about 700 residences, including 600 single-family houses and 100 co-op apartments. About half of the houses are owner-occupied and about 50% of houses are rented each summer, typically by large groups of people. The Pines population can reach 4,000 during peak summer months and drops to about 50 people in winter. It is governed by the Town of Brookhaven and Suffolk County on Long Island.



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**3. KEY AUDIENCES**

The primary audience for the FIPPOA website is the organization's 400 members. FIPPOA intends the website to be a resource for:

- FIPPOA members, consisting of commercial property owners, residential property owners and renters
- All Pines residents who are not FIPPOA members
- Seasonal tourists/visitors, including visitors who attend annual cultural and social events, such as Pines Party, the Fire Island Dance Festival, and the annual Invasion on the Fourth of July
- Pines-based cultural organizations
- Business owners, vendors, service providers and members of the Pines Chamber of Commerce

**4. KEY OBJECTIVES**

FIPPOA's primary objectives in creating a new graphic identity and developing a new website are to create a unified look for the organization and a memorable user experience. From a creative perspective, the branding and the website interface must be fresh and engaging. The branding must be unified, consistent, crisp, and smart. Presenting clean and vibrant page designs and dynamic content, the website will entice members and audiences to explore the site.

FIPPOA's key objectives are the following:

**A. Branding**

FIPPOA's current brand suffers from a lack of strong visual identity and inconsistent application. FIPPOA needs a creative visual identity with logo(s) and graphics that will communicate its brand clearly and strongly to all of our audiences. FIPPOA's goals are to have:

- An appealing identity with consistency of color palettes, fonts, and visual identity (logos and graphics)
- A strong concept that reflects the Pines community
- A way of conveying a strong brand that encompasses all aspects of FIPPOA, its properties, its affiliated non-profit organizations, annual events, etc.

**B. Website**

FIPPOA's current website is outdated and underutilized. FIPPOA's goals are to have:

- A go-to informational source about FIPPOA as well as essential community information for members
- A site that supports FIPPOA's diverse revenue streams, including annual appeals



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- A site that brings all aspects of FIPPOA together, including but not limited to: FIPPOA, The Pines Foundation, The Pines Marina, The Seashore Defense Fund, the Pines Party, Invasion, and Juneteenth
- A user-centric site with a good search function that is easy to use and navigate by members and multiple user groups
- A visually appealing site that matches the reputation of the community, making it attractive to future homeowners, renters, visitors, and businesses
- A site that is seamlessly integrated with social media platforms
- A positive experience for all site visitors that allows them to access the information that they seek quickly and easily
- A striking and responsive user interface that is aligned with current trends and aesthetics and works beautifully on computers, tablets and mobile devices
- Interactive capabilities that facilitate the flow of information
- Interactive interfaces that can be used to solicit bids from vendors
- A clearly-defined section for rules and governance of the community, including community policies

## **5. REQUIREMENTS OF THE PROJECT**

Following are the requirements for FIPPOA's branding and website.

### **A. Branding**

For the brand identity, the consultant must provide:

#### **1) Brand Identity**

- Visual strategy/mood boards
- Logo mark (wordmark and or icon) for FIPPOA, at a minimum, and direction on logo treatments for The Pines Foundation, the Pines Marina, and The Seashore Defense Fund, as well as FIPPOA events, such as the Pines Party
- Visual identity system: Typography, color palette, graphic elements
- Contextual examples demonstrating usage

#### **2) Style Guide**

A top-level document outlining FIPPOA's visual identity and its basic elements including primary logomark(s), variations and usage rules, typographic specifications, and color palette with Pantone/CMYK/RGB values



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3) Stationery

Stationery templates (letterhead, envelope, business card, and email signature) for print/digital use

**B. Website**

For the website, the consultant must provide:

- A website delivered in the Wix platform
- A website structure with a menu that facilitates clear, seamless, intuitive, and logical navigation
- Informational pages with text, photo, and video content
- A robust CMS that allows FIPPOA to easily manage/add new content to the site. This includes text, images, video, and new pages/projects
- Elements and components that can be used and managed by FIPPOA staff and board
- Social media integration, including links to FIPPOA's social network profiles, as well as easy social-sharing blog posts and the potential for social media feeds
- Integration with FIPPOA's newsletters via Constant Contact, either through hyperlinks or a feed, depending on the capabilities of the Wix platform
- Search engine optimization with initial optimization for 10-15 focus keywords/phrases and Google Analytics integration
- Content placement for all pages
- Functionality across all modern web browsers (Firefox, Google Chrome, Internet Explorer, and Safari), and mobile devices

**6. SCHEDULE**

The branding identity and website development will take place as concurrent efforts. FIPPOA seeks to complete this project within four months of selecting a consultant. This project will require at least one, and possibly two, presentations to FIPPOA's Board of Directors either in person or by Zoom.

Request for Proposals issued	May 17, 2021
Deadline for receiving proposals	June 11, 2021
Shortlisted consultants notified	July 2, 2021
Interviews with shortlisted consultants	Week of July 12, 2021
Winning consultants notified	July 19, 2021



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**7. SUBMISSION REQUIREMENTS**

FIPPOA is seeking proposals from qualified agencies and individuals. To be considered for this project, please submit the following information. Please indicate whether you are submitting for the branding or website project, or both.

1. Name of your company and date founded
2. Resumes and responsibilities of key team members
3. Description of your qualifications
4. Why your company is the best qualified to provide services to FIPPOA
5. Three examples of your work (links are accepted)
6. Fees, including any additional services you anticipate
7. Optional: Indicate if you are an M/W/LGBT/BE individual or firm

Please submit proposals of no more than 15 pages and no more than 20M in size, in pdf format, by 5:00 pm on June 11, 2021 to Tami Hausman ([tamihausman@fipboa.org](mailto:tamihausman@fipboa.org)) and Chris Mai ([christopher.mai@gmail.com](mailto:christopher.mai@gmail.com)). Please submit all questions in writing to Tami Hausman and Chris Mai by June 7, 2021.

Please note that FIPPOA will not reimburse or arrange for travel, if required.