



GRAND CENTRAL®



# Website & Digital Support Services Request for Proposals

Wednesday, February 11<sup>th</sup>, 2026



Spinoso Management Group is soliciting proposals from qualified Consultants for the following:

**Project:** Website & Digital Support Services for Grand Central

**RFP Contact:** Courtney Rozen, General Manager, Grand Central Retail

**Project Manager:** Helen Twingley, Marketing Consultant, Sound Color Story

**Proposals Due:** **Proposals due on or before 5PM ET, Monday, March 9, 2026**

**How to Submit:** **BOTH** print and email submissions are required, and should be clearly marked:

“Grand Central Website RFP”

**1) PRINT SUBMISSION:** Submit three (3) copies of your printed proposal in one (1) sealed package to:

**Spinoso Management Group**

**420 Lexington Avenue, Suite 930**

**New York, NY 10170**

**Attn: Courtney Rozen, General Manager**

AND

**2) EMAIL SUBMISSION:** Upon receipt of your print submission, you will receive an email from Courtney Rozen requesting a digital copy. PDF files or a file transfer link to download your proposal as a PDF file will be accepted.

### **RFP TIMELINE**

- |   |                   |
|---|-------------------|
| • RFP Issued  | February 11, 2026 |
| • Questions due to <a href="mailto:courtney.rozen-consultant@mtahq.org">courtney.rozen-consultant@mtahq.org</a> | February 20, 2026 |
| • RFP Print <i>and</i> Email Proposal Submissions Due   | March 9, 2026     |
| • Virtual interviews (if necessary) conducted via Microsoft Teams   | Week of March 16  |
| • Final agency selection/notification of award of contract  | Week of March 30  |
| • Anticipated start date  | April 1, 2026     |



## **INTRODUCTION**

Grand Central is world-recognized as a center of regional transportation, civic architecture, and commerce – all at once embodying the historic, economic, cultural, and optimistic spirit of New York City. Grand Central now includes a seamless connection between Manhattan's East Side and Long Island via Grand Central Madison (GCM). As steward of both Grand Central Terminal (GCT) and GCM, the Metropolitan Transportation Authority (MTA) owns and manages all aspects of the sister facilities, providing a high-quality passenger experience and preserving its historic architecture as an important NYC landmark. MTA Real Estate Department (MTA-RE) supports MTA's overall mission by generating non-fare revenue from over 85+ retail locations and event programming spaces throughout GCT, famously providing quality amenities and conveniences to commuters, locals, and tourists alike. World-class visions are in store for GCM, with Tracks Raw Bar and Grill now open as well as leasing to bring a curated mix of shopping, dining, and grab-n-go options to public in coming months.

Spinoso Management Group (SMG), as operating agent for MTA Real Estate Department overseeing the retail, dining, and entertainment components, seeks a qualified website and digital agency to provide the following services to help sustain, enhance, and protect Grand Central's market position as a leading New York City destination for retail, tourism, and transportation, and to achieve a continued growth in visitor numbers, visitor dwell time, and visitor spend-per-head. SMG creates and implements the marketing, communications, and events and sponsorships strategy.

## **PROJECT OVERVIEW & SCOPE OF WORK**

### **1. DESIGN AND LAUNCH E-COMMERCE WEBSITE FOR THE GRAND CENTRAL GIFT SHOP (*separate URL from grandcentralterminal.com*)**

- Build out Shopify e-commerce website in line with world-class museum souvenir e-commerce digital experiences
- Adhere to Grand Central brand guidelines at all touchpoints and incorporate feedback from Grand Central Marketing Team and Retail Gift Shop Operator
- Site must be capable of integrating with Global Payments Point of Sale (Formerly Heartland Retail Point of Sale) for inventory and order fulfillment purposes
- Deliver ADA compliance; advise and implement best practices and security risk mitigation strategies
- Comply with all MTA IT security requirements
- Target launch date: on or before July 1, 2026

### **2. DEDICATED ONGOING DIGITAL SUPPORT FOR GRANDCENTRALTERMINAL.COM**

- Account management & ongoing maintenance
- Content management system
- Hosting





- Support Grand Central Marketing Team with special requests and troubleshooting
- Meet virtually bi-weekly (2x month) for regular check-ins with Grand Central Marketing Team, reporting on past, current, and future website edits in pipeline
- Provide same-day response for urgent fixes to the website, assign dedicated account leader to be available during regular business hours (9:00am- 5:30pm EST) and to support during rare off-hours emergencies i.e. if website goes down or it's necessary to help the Grand Central team implement an alert banner or pop-up to communicate critical info.
- Provide monthly reporting metrics/snapshot of Google Analytics, as well as identifying pain points at which users leave the site or user experience is lacking
- Support UTM tracking and help add tracking links for seasonal ad campaigns as needed; provide post campaign reporting
- Update plug-ins and implement best practices to optimize site security, ongoing as needed; periodically review the site for visual issues updates may have caused, and test contact forms and functionality to ensure all is working properly
- Respond to MTA IT regarding security concerns, agency software protocols and updates or suspicious actors as needed
- Basic email campaign support (Grand Central Marketing Team drafts and deploys email newsletters; occasional support is required to support formatting and testing ebasts)
- Support addition of 36-40 temporary retail directory pages for holiday season retail vendors participating in the annual Grand Central Holiday Fair
- Support updating form-fill questionnaires, and posting RFPs and leasing opportunities on Commercial section of the website throughout the year
- Annually audit website and determine any missing capabilities critical for a best-in-class user experience, provide strategic recommendations for improvement
- Perform bi-annual review and update of SEO and SEM key words and phrases
- Advise on and/or provide significant security measures to stop malicious attacks, site defacement, and other intrusions

### **3. DEDICATED ONGOING DIGITAL SUPPORT FOR THE GRAND CENTRAL GIFT SHOP E-COMMERCE WEBSITE**

- Account management & ongoing maintenance
- Content management system
- Hosting
- Support Retail Gift Shop Operator with special requests and troubleshooting
- Meet virtually bi-weekly (2x month) for regular check-ins with Retail Gift Shop Operator
- Respond to MTA IT regarding security concerns, agency software protocols and updates or suspicious actors as needed
- Support addition of product inventory to the website by request; note this function will generally be performed by Retail Gift Shop Operator. Should ongoing support at volume be necessary, additional consultant fees and terms will be addressed in an amendment to the original agreement



- Provide significant security measures to stop malicious attacks, site defacement, and other intrusions

#### **4. GRAND CENTRAL MADISON INTEGRATION WITH GRANDCENTRALTERMINAL.COM WEBSITE**

- Propose and implement solution for new retail at GCM to be added and integrated into the existing grandcentralterminal.com digital experience in the most user-friendly and information-forward manner, including the addition of a GCM interactive digital directory map akin to existing GCT digital directory map
  - Note: GCM static map will be provided by Grand Central design agency to be manipulated for online purposes
- Propose and implement solution for clear and easily accessible information for local, domestic, and international visitors that are not familiar with the difference between GCT and GCM, under one universal “Grand Central” digital brand experience

NOTE: Grand Central’s creative design agency will be available to support the strategic direction for the look and feel of the new e-commerce and existing website, and to collaborate at critical junctures. Grand Central Marketing and/or the Retail Gift Shop Operator will provide all imagery and photography for both sites.

#### **SUBMISSION REQUIREMENTS: PLEASE INCLUDE IN YOUR PROPOSAL**

##### **A. Company Identification, Approach, and Strategy**

1. Provide a company overview, including length of time in business, number of clients, number of employees.
2. Clearly state the name, address, phone number and email of the person who will serve as the point-of-contact during the selection process.
3. Provide a brief executive summary that includes the following information:
  - a. Company strengths and specialties
  - b. Main contributing factors that your firm can bring to this project
4. SMG is committed to enhancing business opportunities for small, minority, and women-owned business enterprises (WBE, M/WBE). Should your company qualify for any of the designations, please ensure that you disclose those in your submission.

##### **B. Experience**

1. Describe your firm’s experience. State all qualifying experiences that fit the requirements listed above.
2. Provide three (3) relevant case studies highlighting your experience designing and building websites including live URLs for these websites, if possible. Include experience with e-commerce, retail, lifestyle, hospitality, and/or travel sectors.
3. Provide three (3) third-party recommendations and full contact information, including



summary of past work/relationship with endorser.

### C. Time & Resource, Staffing Plan

1. Estimate the amount of time your firm would anticipate devoting to building the Grand Central Gift Shop e-commerce website to deliver the project successfully on or before July 1, 2026; please include a GANTT chart (or similar timeline/tracker) identifying key milestones and suggested dates to present concepts and staging website to the Grand Central team and receive feedback in order to achieve the July 1, 2026, launch. Please provide breakout of staffing, account lead and associated team members.
2. Estimate the amount of time and associated staff resources your firm would anticipate devoting to the dedicated ongoing digital support, for:
  - a. grandcentralterminal.com (managed by Grand Central Marketing Team)  
*Note: 2025 support for Scope of Work, Task 2 averaged 25-30 hours per month*
  - b. Grand Central Gift Shop e-commerce site (managed by Gift Shop Retail Operator)

### D. Fee Structure

1. A fully complete, line by line expense fee proposal is required. This should be split by:
  - a. Fixed project fee to launch The Grand Central Gift Shop e-commerce site.
  - b. Monthly retainer fee for ongoing digital support: grandcentralterminal.com
    - i. Include estimated variable and monthly expenses, estimated reimbursable expenses, hourly fees for projects outside the contracted scope of work and any other anticipated fees or expenses.
  - c. Monthly retainer fee for ongoing digital support: Grand Central Gift Shop site
    - i. Include estimated variable and monthly expenses, estimated reimbursable expenses, hourly fees for projects outside the contracted scope of work and any other anticipated fees or expenses.
  - d. Fixed project fee for Grand Central Madsion digital experience integration into existing grandcentralterminal.com site under universal Grand Central brand.

### E. Conflicts, Confidentiality & Additional Information

1. Proposers shall disclose any actual or apparent conflict of interest that may exist between the proposer, any employee or owner, or any party that the proposer contemplates may provide services or materials to Grand Central, SMG, or the MTA Real Estate Department or its subsidiaries if the proposer is selected.
2. Disclose any partnerships you have with other vendors/suppliers that would service this account.
3. By notifying SMG on your intent to bid, your company agrees to hold all information shared in a confidential manner.



### **TERM & CONTRACTING PARTIES**

- Selected consultant shall enter a one (1) year agreement with Spinoso Management Group for Scope of Work items 1, 2, and 4, with up to four (4) one-year renewal options.
  - Anticipated start date: April 1, 2026
  - **To receive a copy of the template form of agreement for review in advance of submitting a proposal, please send a request via email to: [courtney.rozen-consultant@mtahq.org](mailto:courtney.rozen-consultant@mtahq.org)**
- Selected consultant shall enter a one (1) year agreement with Retail Gift Shop Operator for Scope of Work item 3, with up to four (4) one-year renewal options.
  - Anticipated start date: July 1, 2026 (post e-commerce website launch)

### **RFP SCORING**

- Proposals will be scored by a combination of factors including items listed in Submission Requirements Section, A-E.