

**Addendum No. 1**  
**March 13, 2009**  
**Lower Manhattan Development Corporation**  
**Request for Proposals for Advertising Services (LMDC-65)**

**Acknowledgement of the Addendum**

Please acknowledge receipt of this Addendum in your proposal submission.

**Responses to Questions**

**Question 1** - Is there an anticipated annual budget for media expenditure by the LMDC?

*Answer:*

*No budget information is available at this time.*

**Question 2** - Which are the primary international target markets for these advertising efforts?

*Answer:*

*LMDC does not intend to preferentially target any particular international markets through its advertising efforts.*

**Question 3** - Which portion of the target, “the public,” does the LMDC see as the highest priority- corporations that are prospective office space tenants, individual consumer/residential homebuyer prospects, national and international tourists?

*Answer:*

*LMDC does not have a specific advertising target. Rather, LMDC intends to reach the broadest possible audience.*

**Question 4** - Does the LMDC envision making television and radio part of the media plan?

*Answer:*

*No.*

**Question 5** - What is the percentage range of media commissions that the LMDC has been paying its agencies over the past several years?

*Answer:*

*LMDC seeks your firm’s proposed fee, which will include percentage rates. Accordingly, no percentage ranges will be provided at this time.*

**Question 6** - Does the LMDC envision utilizing the “RenewNYC” website as its consumer-facing brand and primary communications engine/vehicle?

*Answer:*

*LMDC’s website is the agency’s primary communications engine, but LMDC does not plan to use the website for branding purposes.*

**Question 7** - What media outlets has the LMDC utilized in the past and in what proportions?

*Answer:*

*In the past, LMDC has placed numerous advertisements/public notices in many of the major daily and weekly newspapers in the New York City area.*

**Question 8** - Are bios an acceptable substitute for resumes? Also do these materials count toward the 10 page limit?

*Answer:*

*Yes, sufficiently detailed bios or narrative-type resumes are acceptable substitutes for resumes, all of which count toward the 10 page limit.*

**Question 9** - In addition to Mandarin and Spanish are there other languages/dialects where the LMDC foresees translation needs? Additionally, will there be any embargo requirements for sensitive information for these translations?

*Answer:*

*LMDC received numerous questions regarding translation services. Other than Chinese (Mandarin) and Spanish, there are no other languages or dialects needed for translation services. Additionally, there will be no embargo requirements for these translations.*

**Question 10** - LMDC has requested fee arrangement information for the 5 samples. As many of our clients view this information as proprietary may we omit this information? If not, are there any acceptable substitutes that will serve the same purpose?

*Answer:*

*Every effort should be made to submit all of the information required by Section III.A.3 of the RFP.*

**Question 11** - Does a NYS certified WBE or MBE need to submit a utilization plan? It is our understanding this may not be required.

*Answer:*

*As stated in Section VI.C of the RFP, the selected firm(s) shall be required to use best efforts to provide for the meaningful participation of United States M/WBE’s, Minority Group Members and women in the execution of this contract. A copy of each responding firm’s equal opportunity policy statement, Attachment 1 relating to the anticipated*

*workforce to be utilized on the contract and Attachment 2 relating to the anticipated participation by M/WBEs as subcontracts, shall be included as part of the response to the RFP.*

**Question 12** - There is a conflict in the schedule on page 2. The first sentence on page 2 states that the proposal is due March 13 and then in the middle of the page it says the proposal is due on March 23. I would assume that the March 23<sup>rd</sup> date is correct but I wanted to confirm.

*Answer:*

*March 23<sup>rd</sup> is the correct date.*

**Question 13** - Also in regard to the schedule, presentation dates are listed as March 24 and 25. I wondered if this was in error due to the fact they fall the date after the proposals are due. I would think you would need some time to review the proposals before deciding who would be invited in for presentations. Please clarify.

*Answer:*

*These dates are correct. In the event LMDC requires additional time, LMDC will propose later dates for oral presentations.*

**Question 14** - Is it mandatory that firms have experience working with economic development organizations, municipalities and/or private developers? If not how much weight do you give it to firms that have that experience?

*Answer:*

*A firm's experience working with economic development organizations, municipalities, and/or private developers is not mandatory. However, such experience is one of several factors in selection that LMDC places high value on (see Section IV of the RFP).*

**Question 15** - Can you be more specific about services you need? In the RFP you mention placing ad buys, translation services, and design layout. Are you looking for adaptation of existing ads or are you looking for new creative.

*Answer:*

*Section II of the RFP establishes the scope of services that may be required by LMDC from selected firm(s). LMDC requires these services in connection with placing new advertisements regarding public meetings, environmental reviews, and legal notices. LMDC does not plan to do any creative marketing.*

**Question 16** - Have you worked with a creative firm in the past? Is that firm eligible to compete for this work?

*Answer:*

*Yes, LMDC has worked with a creative firm in the past, which firm is eligible.*

**Question 17** - Can firms partner with other agencies (for example a creative firm partnering with a media buying firm) to accomplish the work outlined in RFP?

*Answers:*

*Yes, provided that the proposal submission includes the requisite information on all such partnering firms.*

**Question 18** - In regard to section III.C.1 an estimated fee for these types of services is typically tied to the budget for the buy and the markets and media channels included in the buys. Can you provide any addition detail to base our estimate on?

*Answer:*

*You must submit the fee information required by Section III.C.1. No budget information is available at this time.*

**Question 19** - Are there any current agency relationships in place? If so, will this RFP cover work that is in addition to those relationships?

*Answer:*

*LMDC's existing contracts for advertising services will expire shortly. As contemplated in Section II.C, this RFP is intended to address advertising services commencing April 1, 2009.*

**Question 20** - While we understand you want firms to propose a budget, do you have a budget range that you can share? If not do you have a budget allocated for media buys?

*Answer:*

*No budget information is available at this time.*

**Question 21** - Do you anticipate national and/or international ads? If international, what countries?

*Answer:*

*It is unlikely that LMDC will require any national or international ads.*

**Question 22** - Can you be more specific about the translation services mentioned in the RFP? What materials need to be translated? What languages do materials need to be translated into?

*Answer:*

*As stated in Section II.B, translation services are required for advertising materials. Chinese (Mandarin) and Spanish languages are required.*

**Question 23** - The deadline for responses listed on the cover page of the RFP is March 23, 2009, 5 P.M. however on page 2, the date listed is March 13, 2009. Please advise as to the correct date.

*Answer:*

*March 23, 2009 is the correct date.*

**Question 24** - What is the budget for the first year?

*Answer:*

*No budget information is available at this time.*

**Question 25** - Does the budget assign spending levels for media placement, graphic and ad development, and marketing separately?

*Answer:*

*No budget information is available at this time. When the budget is available, it is unlikely to contain specifically assigned spending levels for the items listed above.*

**Question 26** - Is there an overall three year budget?

*Answer:*

*No.*