

**Addendum No. 1**  
**March 1, 2004**  
**Lower Manhattan Development Corporation Request for Proposals**  
**Advertising Services (LMDC-34)**

**Acknowledgement of the Addendum**

Please acknowledge receipt of this addendum in your proposal submission.

**Question # 1:** Do you need 7 copies of work samples or do you need an original and 6 copies of the proposal and a copy of work samples (usually one color work sample is provided).

If we provide 7 copies of work samples, would you accept an original and six copies?

Should work samples be submitted in a separate binder, or can they be part of the proposal?

***Answer***

*The RFP requires 7 (seven) copies of your complete submission (i.e. proposal and work samples). There is no requirement as to how you submit your work samples-- copies or originals.*

**Question #2:** Are we limited to 5 work samples?

***Answer***

*Yes.*

**Question #3:** Section C. Fee. Is this included in the 10-page limit?

***Answer***

*No.*

**Question # 4:** Are resumes of proposed staff included in the 10-page count? Are organizational charts or other charts used in the proposal included in the 10-page limit?

***Answer***

*No; staff resumes, charts, and organizational charts are not included in the 10-page limit.*

**Question #5:** Is certification under any New York State government agency acceptable for this procurement?

*Answer*

*No.*

**Question #6:** Please explain what you mean by rate charge in Section C.2.

*Answer*

*Rate refers to the hourly staff charge (if any) that may be applicable for any of the services listed in the Scope.*

**Question #7:** In reference to Section C. 3, without knowing the full scope of all advertisements to be placed, bought and what mediums LMDC will approve, it is almost impossible to provide rate charges. General reimbursable expenses could be listed but the rate cannot be determined without specific products and quantities. Please clarify to what extent we are to provide reimbursable expenses and rate charge.

*Answer*

*Section C. 3 is referring to the charges and fees that may be applicable for any of the services listed in the Scope, e.g. commission fee for placing ads.*

**Question # 8:** Will LMDC provide equipment such as overhead projector and laptop computer for oral presentation?

*Answer*

*Yes, LMDC will arrange for requested equipment.*

**Question # 9:** Do we want to focus on bringing business downtown? Is it possible to segment each Lower Manhattan district and only concentrate on one, e.g. we would like to promote the Financial District/Seaport Area?

Is it possible to separate local and international markets and only use one? We would like to translate and advertise via international media and focus on the international community visiting New York.

*Answer*

*No, the LMDC has and will continue to have a number of advertising campaigns. Selected firm(s) will be required to work in tandem with LMDC on each of these campaigns on an as needed basis. (Please note: the History & Heritage Campaign is not included in this RFP.)*

**Question # 10:** If we do focus on one area do we have to find other agencies to collaborate with for the final proposal, or would they be provided?

**Answer**

*No, LMDC does not require responding firms to provide all of the services listed. LMDC may select one or more firms to provide some of the requested services or LMDC may select a single firm to provide all services requested.*

**Question # 11:** What is the budget allocated for ad services? What is the amount allocated for each type of promotion service, i.e. web development?

How do you want us to price this out? You have an overall budget, but have three separate proposals that have been released. Do you have an approximate budget for advertising services?

If, for example, someone gives you a \$100,000 package and another firm submits a \$500,000 budget, the fees on the \$500,000 will be higher so how would you rate the two firms?

**Answer**

*The typical advertising budget for the LMDC ranges from \$1.5 million to \$2 million per year and is dependent upon current LMDC initiatives. (Please note: the History & Heritage Campaign is not included in this estimate.) Fees will be evaluated using consistent criteria.*

**Question # 12:** Does website design need to be included in this proposal, or will it be developed within the scope of one of the other proposals?

**Answer**

*Website design is not a service requested in the RFP.*

**Question # 13:** On the Compliance Report, do we need to list the specific media outlet (i.e. radio and TV stations) companies (i.e. Clear Channel New York) as prime contractors? If so, could we be generic and list vendors as Radio Stations and the amount budgeted?

**Answer**

*The term Prime Contractor does not refer to possible media outlets used for placing advertisements; in this case, it would refer to other companies (if any) that are used by the responding agency/firm to place ads.*