



## LOWER MANHATTAN DEVELOPMENT CORPORATION

# REQUEST FOR PROPOSALS HISTORY & HERITAGE CAMPAIGN PRINTED COLLATERAL DISTRIBUTION SERVICES

The Lower Manhattan Development Corporation, a subsidiary of the New York State Urban Development Corporation d/b/a Empire State Development Corporation, seeks proposals to provide printed collateral distribution services relating to the History & Heritage Downtown Campaign.

### **Lower Manhattan Development Corporation**

John C. Whitehead, Chairman

Kevin M. Rampe, President

**March 22, 2004**

**Deadline for responses: April 12, 2004 5:00 PM EST**

Questions must be submitted in writing no later than March 29, 2004, 5:00 PM EST. to Mark Albin at LMDC by e-mail to [malbin@renewnyc.com](mailto:malbin@renewnyc.com). Addenda to this RFP, including responses to any questions, will be posted on the LMDC web site [www.renewnyc.com](http://www.renewnyc.com) by April 12, 2004. LMDC will not accept, and cannot respond to, questions via any other methods.

## **I. GENERAL INFORMATION**

### **A. Mission and Structure of the Lower Manhattan Development Corporation**

The Lower Manhattan Development Corporation (“LMDC”) was established in late 2001 to develop and revitalize Lower Manhattan in the aftermath of the September 11, 2001 terrorist attacks. As it relates to the work of LMDC, Lower Manhattan refers to all areas in Manhattan south of Houston Street.

LMDC is a subsidiary of the New York State Urban Development Corporation, doing business as Empire State Development Corporation (“ESDC”), a political subdivision and public benefit corporation of the State of New York, created by Chapter 24 of the Laws of New York, 1968, as amended. LMDC is governed by a sixteen member Board of Directors, eight of whom were nominated by the Governor of the State of New York and eight of whom were nominated by the Mayor of the City of New York.

LMDC is funded by federal appropriations administered by the United States Department of Housing and Urban Development (“HUD”) through its Community Development Block Grant (“CDBG”) program. To date, approximately \$2 .783 billion has been allocated to LMDC under such appropriations. (See Defense Appropriations Act of 2002, Public Law 107-117 and Supplemental Appropriations Act of 2002 for Further Recovery from and Response to Terrorist Attacks on the United States, Public Law 107-206). Partial Action Plans relating to the expenditure of certain of these funds are available on LMDC’s web site: <http://www.renewnyc.com>.

### **B. Overview of Services Requested and the Submission Process**

In fulfilling its responsibility of developing and executing a marketing program designed to promote a minimum of 14 Lower Manhattan’s museums and cultural attractions as part of the greater revitalization of Lower Manhattan, LMDC will need to obtain the services of one or more firms to distribute History & Heritage Downtown maps/brochures and other collateral materials directly to the public via self-serve distribution racks located in New York Metropolitan Area hotels, attractions, major transportation centers including airports, bus and train stations and highway rest areas. Firms interested in submitting proposals to provide such services are required to follow the recommended guidelines and instructions contained in this Request for Proposals (“RFP”). In the event it becomes necessary to revise any part of this RFP, revisions will be provided by addenda posted on the LMDC web site: <http://www.renewnyc.com>.

Proposals should provide a straightforward, complete and concise description of the firm’s capabilities to satisfy the requirements of the RFP. Please prepare five (5) copies of your proposal. Each copy of the proposal should be bound in a single volume, excluding the fee

proposal which must be submitted separately, and include all documentation you may wish to submit.

Firms submitting a proposal in response to this RFP may be required to give an oral presentation of their proposal to LMDC. This oral presentation may provide an opportunity for the firms to clarify or elaborate on the proposal but will in no way change the original submission. Engagement staff should be present at the oral presentation. LMDC's request for an oral presentation shall not constitute acceptance of a proposal.

Proposals must be received no later than 5:00 PM EST, April 12, 2004. Deliver all proposals to:

RFP/RFQ PROCESSOR

Lower Manhattan Development Corporation

One Liberty Plaza, 20<sup>th</sup> Floor

New York, NY 10006

Attn: History & Heritage Downtown Map/Brochure and Other Collateral Material Distribution Services RFP

LMDC reserves the right to reject any or all proposals submitted if such election is deemed to be in the best interest of LMDC. LMDC assumes no obligation, no responsibility and no liability for costs incurred by the responding firms prior to the issuance of a contract.

The current schedule for this RFP is as follows:

March 22, 2004 – RFP issued

March 29, 2004- Questions due

April 12, 2004 – Responses due

April, 2004 – Firm selected

Subject to annual review and approval by the LMDC Board of Directors, the selected firm(s) will be retained for one (1) year with an option for LMDC to renew.

## **II. ANTICIPATED SCOPE OF SERVICES**

### **A. Purpose and Project Area**

Recent market research data indicates that a very small percentage of those who visit the World Trade Center Site also visited museums in Lower Manhattan.

The purpose of these services is to raise the level of awareness about the diversity of History & Heritage in Lower Manhattan prominently featuring the 14 cultural institutions that comprise the History & Heritage Downtown cultural consortium of institutions.

LMDC seeks to obtain the services of one or more firms to distribute marketing materials, brochures, maps, etc., directly to the public via self-serve distribution racks located in New York Metropolitan Area hotels, attractions, major transportation centers including airports, bus and train stations and highway rest areas. Marketing materials, brochures, maps, etc., need to be stored by the firm who will be responsible for making sure that the racks are maintained professionally and replenished with History & Heritage Downtown maps/brochures regularly throughout the length of the contract.

Firms will be required to provide monthly reports on the volume and location of materials distributed.

### Project Schedule

Services are required on a monthly basis as directed by LMDC. Vendor will be required to enter into a one (1) year agreement with LMDC. Firms should provide options for two additional one (1) year agreements.

### **III. SUBMISSION REQUIREMENTS**

Please letter your responses exactly as the questions are presented herein. Please limit your submission to ten (10) one-sided pages, not including work samples, which must be included in a separate, bound, appendix if submitted. Interested firms are invited to submit proposals that contain the following information:

- A. Experience, Structure, and Personnel
  - 1. A history of the firm's experience providing brochure distribution services.
  - 2. A description of the firm's organizational structure, including resumes of the principals, project manager(s) and professional staff who would work directly with LMDC.
  - 3. A client list with the name of a contact person who is able to provide a reference, a description of the nature of the work, the size and complexity of the project.
  - 4. Any other information that you believe would make the firm's work on behalf of LMDC superior to that of other firms or information about your firm's specialty or particular skill to perform a specific requested service.
  
- B. Methodological Approach
  - 1. A description of how the firm intends to address the anticipated scope of services set forth in Section II of this RFP.

C. Fee

1. Total monthly fee for completion of the scope of work.
2. Any reduced fees offered to other municipalities, governmental entities, economic development or nonprofit organizations, and civic organizations.
3. Any other reimbursable fees or charges.

NOTE: The fee proposal must be submitted in a separate, clearly marked, sealed envelope. Although proposed fees will be taken into account, LMDC reserves the right to negotiate a lower or different fee structure with any firm that is selected.

D. Contact Information (NOTE: does not count toward ten (10)-page limit)

On a single cover sheet in your proposal, please provide:

1. The lead firm or individual name;
2. The lead firm's contact person;
3. License or certification information of lead firm principal or individuals working on the LMDC project;
4. Telephone, fax, and wireless numbers for firm principals or individuals working on the LMDC project;
5. E-mail address for firm principals or individuals working on the LMDC project;
6. The Street address of lead firm or individual;
7. The year the firm or individual practice was established;
8. The MBE/WBE status of the firms (Minority-owned Business Enterprise or Women-owned Business Enterprise, as certified by New York State);
9. The type of work or specialty and size of firm; and
10. The signature of the lead individual, and the date of the signature.

E. Conflicts of Interest (NOTE: does not count toward ten (10) -page limit)

1. Submit a statement describing any potential conflict of interest or appearance of impropriety, relating to other clients of the firm, or officers, directors, and employees of LMDC, that could be created by providing services to LMDC.
2. Indicate what procedures will be followed to detect and notify LMDC and to resolve any conflicts of interest.
3. Indicate any pending litigation and/or regulatory action by any oversight body or entity that could have an adverse material impact on the firm's ability to serve LMDC.
4. Indicate if the firm has ever had a prior contract with any governmental entity terminated for any reason, and provide an explanation.
5. Submit a completed Standard Business Background Questionnaire (Attachment 3).

F. Non-discrimination Policy (Note: Does not count toward ten (10) – page limit)

1. Firms with 50 or more employees shall submit a copy of their nondiscrimination or affirmative action plan.
2. Firms with less than 50 employees shall submit a statement of their commitment to equal opportunity and affirmative action from their chief executive officer.
3. Each responding firm must also complete and submit both
  - (a) Attachment 1 relating to the anticipated workforce to be utilized on the contract, and
  - (b) Attachment 2 relating to the anticipated participation of minority and women-owned business enterprises as subcontractors, if any.

All information and documents described in subsections A through F above must be included or addressed in the submission.

**IV. CRITERIA FOR SELECTION**

In evaluating proposals submitted pursuant to this request, LMDC places high value on the following factors, not necessarily in order of importance:

- Approaches in methodology with respect to the anticipated scope of services that demonstrate maximum comprehension of and ability to provide such services to LMDC.
- Experience of firm and employees to be assigned to the project in general and in particular, providing the scope of work services.
- Selected firm's staff ability, availability and facility for working with LMDC directors, officers, staff and consultants and conformity with or exceeding of applicable LMDC's policies as noted herein, including specific policies relating to nondiscrimination and affirmative subcontracting goals.
- Projected cost of services.

**V. CONTRACT TERMS AND REQUIREMENTS**

The contents of the proposal prepared by the successful firm(s), with any amendments approved by LMDC, will become a part of the contract that is signed as a result of this RFP Process.

The selected firm(s) will be required to:

- Work with LMDC staff its consultants and consortium members to provide public awareness for the History & Heritage Downtown Campaign on matters that may arise in connection with the planning, development, and revitalization of Lower Manhattan.

- Maintain accurate accounting records and other evidence pertaining to costs incurred in providing services, and on LMDC request, to make such records available to LMDC at all reasonable times during the contract period and for six (6) years after the date of the final payment to the firms under the contract.
- Assume sole responsibility for the complete effort as required by this RFP, and be the sole point of contact with regard to contractual matters.
- Refrain from assigning, transferring, conveying, subletting or otherwise disposing of the contract or its rights, titles or interest therein or its power to execute such agreement to any other person, firm(s), partnership, company, or corporation without the prior consent and approval in writing of LMDC.
- Comply with applicable law governing projects initiated or supported by LMDC, including all applicable HUD requirements and regulations.

LMDC reserves the right to terminate any contract entered into as a result of this RFP at any time, provided that written notice has been given to the firm(s) at least thirty (30) days prior to such proposed termination date.

## **VI. MISCELLANEOUS CONDITIONS**

### **A. Obligation Only on Formal Contract**

The issuance of this RFP, the submission of a response by any firm, and the acceptance of such response by LMDC do not obligate LMDC in any manner. Legal obligations will only arise on the execution of a formal contract by LMDC and the firm(s) selected by LMDC. LMDC's formal contract will consist of more than one schedule, including one substantially in the form of the accompanying "Schedule A" (Attachment 4). LMDC provides this form for informational purposes only and may amend its schedules from time to time.

Responses to this RFP will be prepared at the sole cost and expense of the proposing firms. No materials submitted in response to this RFP will be returned.

### **B. LMDC Reservation of Rights**

LMDC may (i) amend, modify, or withdraw this RFP, (ii) revise requirements of this RFP, (iii) require supplemental statements or information from any firm, (iv) accept or reject any or all responses hereto, (v) extend the deadline for submission of responses thereto, (vi) negotiate or hold discussions with any respondent and to waive defects and allow corrections of deficient responses which do not completely conform to the instructions contained herein, and (vii) cancel this RFP, in whole or in part, if LMDC deems it in its best interest to do so. LMDC may exercise the foregoing rights at any time without notice and without liability to any proposing firm or any other party for their expenses incurred in the preparation of the responses hereto or otherwise.

C. Nondiscrimination and Affirmative Action Policies

It is the policy of the State of New York and LMDC to comply with all federal, state and local laws, policies, orders, rules and regulations which prohibit unlawful discrimination because of race, creed, color, national origin, sex, sexual orientation, age, disability or marital status, and to take affirmative action in working with contracting parties to ensure that Minority and Women-owned Business Enterprises (“M/WBEs”), Minority Group Members and women share in the economic opportunities generated by LMDC’s participation in projects or initiatives, and/or the use of LMDC funds. As a subsidiary of ESDC, LMDC follows ESDC’s non-discrimination and affirmative action policy will apply to any contract entered into as a result of this RFP. LMDC has established a 20% M/WBE participation goal for its entire redevelopment project. 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 employment 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 subcontractors, shall be included as part of the response to the RFP. The ESDC Affirmative Action Unit (“AAU”) is available to assist you in identifying M/WBEs certified by the State of New York that can provide goods and services in connection with the contract anticipated by this RFP. If you require M/WBE listings, please call the AAU at (212) 803-3224.