

Addendum No. 1
September 5, 2003
Lower Manhattan Development Corporation Request For Proposals for
Chinatown Tourism and Marketing Services (RFP LMDC-28)

Acknowledgement of the Addendum

Please acknowledge receipt of this addendum in your proposal submission.

Extension of Deadline for Responses

In order to ensure that respondents have adequate time to research and compile their submissions, LMDC and the September 11th Fund are **extending the deadline** for responses to Monday, September 29, 5:00 PM EST.

Oral presentations will be conducted within two weeks following the submission deadline.

Responses to Questions

Will the LMDC provide a list of interested parties/specific firms bidding on this project?

LMDC does not have a list of specific firms bidding on this project.

Can you define "Lower Manhattan Chinatown based community organization"?

A not-for-profit community organization based in and focusing on Lower Manhattan's Chinatown.

Do private companies in Chinatown qualify as Chinatown based community organizations?

No. Private, for-profit, companies do not qualify as community organizations.

What are the internal and external factors triggering this search for an agency?

Section I, General Information, explains the mission and structure of the LMDC and the September 11th Fund. Section II, Anticipated Scope of Services, subsection A, *Purpose and Project Area*, summarizes the need for the campaign, the purpose of the campaign, and the focus area of the campaign.

Have the LMDC and September 11th Fund currently or ever used a PR consultancy? Are there in-house departments for both?

Neither the LMDC nor the September 11th Fund have used a public relations firm in regards to Chinatown tourism. Both the LMDC and the September 11th Fund have communications departments.

How will you measure the success of a PR program?

Section III, Submission Requirements, subsection D, *Tourism Marketing Methodological Approach*, requires that respondents, "Propose a system of measurements to evaluate the success of the tourism and marketing campaign."

Do you have a preferred planning methodology?

Section III, Submission Requirements, subsection D, *Tourism Marketing Methodological Approach*, requires, "A statement explaining the team's approach to tourism and marketing initiatives, including preliminary outreach, methods, analytical techniques, or models, etc. that would be employed."

What services besides marketing are being considered for this RFP?

Section II, Anticipated Scope of Services, subsection A, *Purpose and Project Area*, lists the services expected as part of this RFP.

Is there an expectation that the recommended program include advertising in a small or large part?

Yes. However, LMDC and the September 11th Fund anticipate that the team selected through this RFP will make recommendations on the most cost effective methods to achieve the stated goals.

The "Criteria for Selection" includes, "knowledge and ability to represent Chinatown Tourism to the media and work with businesses and Chinatown groups to effectively leverage earned media." However the RFP also indicates that "elements of the campaign may include, but not be limited to advertising, marketing, centralized distribution of information, and leverage of earned media." Is there a fundamental interest in advertising (paid media) or only public relations (earned media)?

LMDC and the September 11th Fund, through this RFP, are hiring a team to make recommendations on the most cost effective methods to achieve the stated goals. These may include advertising and/or public relations.

Please clarify what is meant by "encouraging changes in the Chinatown community that would promote tourism" as one of the campaign objectives.

Section II, Anticipated Scope of Services, subsection B, *Scope of Project*, clarifies this statement. "Respondents to this RFP may also propose components that will enhance the Chinatown community's ability to support tourism including components such as technical assistance to businesses and tourism infrastructure.

For question 5 in the "Experience, Structure and Personnel" section asking for additional information, is there anything specific for which you are looking?

No. As noted in the RFP, LMDC and the September 11th Fund are looking for, "Any other information that you believe would make the team's work on behalf of LMDC and the September 11th Fund superior to that of other teams..."

For part C on page 6, "Existing Marketing Initiatives," please clarify what "costs, dates of implementation and estimated duration" we are expected to provide for existing initiatives being done in Chinatown. Is the question referring to marketing initiatives that we would propose and therefore should we provide costs, dates of implementation and estimated duration for our recommendations?

No. Section III, Submission Requirements, subsection C, *Existing Marketing Initiatives*, requires the responding firm provide, "A summary of existing marketing initiatives related to Lower Manhattan Chinatown, including costs, approximate dates of implementation, and estimated duration.

On page 3 of the RFP, it indicates that the selected firms will be retained for two years with the option to renew, subject to annual review, but on page 5, it indicates that the duration of the project has not yet been determined, depending on the proposed initiatives and strategy selected. Please clarify.

As noted in the RFP, "Subject to annual review and approval by the LMDC Board of Directors and the September 11th Fund or its designee, the selected firms will be retained for two years with an option for LMDC to renew." As is also noted in the RFP, the total duration for the project has not been determined.

Who will comprise the client? All LMDC and September 11th Fund officials? Any Chinatown community members?

As noted in the RFP, LMDC and the September 11th Fund will enter into a contract with the selected firm.

Regarding the community based organization, on page 4, under "Scope of Project", you have stated a requirement for "a collaboration and partnership between one or more Lower Manhattan Chinatown community organizations..." Please clarify if there is a stipulation that this organization must be based in Chinatown, or is this also inclusive of those organizations that are not located directly in Chinatown, but whose mission and work has focused in part or whole on assisting that community?

As noted in the RFP, the team must include, "at least one Chinatown based community organization." LMDC and the September 11th Fund will review on a case by case basis any response to this RFP that includes a non Chinatown based community organization that focuses specifically on Lower Manhattan's Chinatown.

What degree of involvement of the community based organization partner does the LMDC envision?

Section II, Anticipated Scope of Services, subsection B, *Scope of Project*, notes that, "Each partner is expected to actively participate in the project."

What portion of the budget would be allocated to fees versus expenses?

Section III, Submission Requirements, subsection E, *Fee*, requires that respondents provide, "Total estimated team fee for completion of the project, broken down by price per activity, including associated implementation costs, and whether the team would be willing to agree to a lower fee cap."

Are we limited only to paper submissions? Can there be other formats – video and electronic?

As noted in the RFP, "Please limit your submission to twenty (20) one sided pages, not including work samples, which must be included in a separate, bound appendix." You may submit supporting materials in video or electronic format that can not be provided in paper format.

On page 3 of the RFP, it indicates that the proposal should be bound in a single volume and include any documentation we wish to submit, but on page 5, it indicates that the work samples should be in a separate, bound appendix. Please clarify if we are to submit just one bound item or two bound items. Or could we submit more than two bound documents?

The RFP does not require all materials to be bound into a single volume. As noted in Section III, [Submission Requirements](#), "Please limit your submission to twenty (20) one-sided pages, not including work samples, which must be included in a separate, bound, appendix."

Do the resumes of the principals, project manager(s) and professional staff requested in question 3 on page 5 count towards the limit of 20 one-sided pages?

Yes.

Are there any restrictions on the overall packaging – can we submit materials in a container/folder/box/etc.?

Please refer to Section III, [Submission Requirements](#). Proposals may be submitted in what would be seen as reasonable overall packaging.

If we partner with additional firms to respond to various aspects of this RFP, our information will multiply. Would we be permitted to exceed the 20-page limit to accommodate a wider network?

No.

What role will the board of the LMDC have in the selection process?

LMDC's board must approve the contract.

Will the September 11th Fund be involved in the final selection process?

Yes. As noted throughout the RFP, this Tourism and Marketing Campaign is a joint LMDC and September 11th Fund initiative.

Will Joe Perello, Chief Marketing Officer of New York be involved in the selection?

No.

Will there be members of the Chinatown community as part of the selection process? If so, who?

The selection panel will be composed of LMDC and September 11th Fund staff.

When will we be notified if we have been selected for the oral presentations?

LMDC and the September 11th Fund have not determined a specific date. Notifications will occur after all proposals have been reviewed and LMDC and the September 11th Fund have determined the need for oral presentations.

How many agencies will be selected to present, or are all agencies automatically going on to the next stage?

LMDC and the September 11th Fund may select a number of teams to present after reviewing all proposals.

Are all the oral presentations to be conducted on September 26th? Or does it span several days, beginning September 26th?

LMDC and the September 11th Fund will determine this after receipt and review of submissions.

Is there any chance that the presentation date(s) would shift? If so, how much advance notice would we get in order to coordinate schedules?

Yes, presentation dates might shift. LMDC will give reasonable notice.

Will a new set of criteria for the oral presentation be issued?

No.

Will there be new briefs issued for the oral presentations?

No.

As a small business in the Lower East Side/Chinatown that applied for and received 9-11 small business assistance grants, does a conflict of interest exist and am I therefore precluded from participating in this RFP?

No, this does not preclude you from participating. Qualifying small businesses are encouraged to participate in this RFP.

Do you know the exact street parameters that constitute Chinatown in NYC?

LMDC and the September 11th Fund intend for this initiative to encompass all of the greater Chinatown area.

We are an international marketing group with multiple partners, some based internationally. The partner based in the US will be the contract holder. Please advise if Attachment's 1 and 2 are to be filled out and submitted by all five partners or just by the firm that will be the contract holder.

As stated in the RFP, the firm with which LMDC will be entering into a contract with must complete the forms in their entirety.

Can we, as the agency with extensive tourism and marketing experience, submit multiple RFPs with different Chinatown community organizations as the lead partner?

Yes.

Are you looking for specific recommendations and a creative strategy for the RFP submission?

Yes. Please refer to Section III, [Submission Requirements](#).

May respondents to the RFP conduct the oral presentation via phone conference?

As noted in the RFP, "Engagement staff should be present at the oral presentation." LMDC and the September 11th Fund will take extenuating circumstances into consideration.

Does the main bidder of the project fill out Attachment 3 or do all parties involved have to fill it out?

The lead firm must fully complete attachment 3.

The attachment forms have limited space, should we still fill it out by hand as it is or is there an Excel format of the forms so that we can fill it out on computer and print it?

You may complete the forms by hand or typewriter, or if you chose to, you may recreate the form on a computer.

Is the Fees section included in the 20-page limit?

No. As noted in the RFP, "The fee proposal must be submitted in a separate, clearly marked, sealed envelope."

How many firms and of what type is LMDC reaching out to?

LMDC and the September 11th Fund have engaged in extensive outreach. Through the media, e-mails, faxes, and mailings to distribution lists, the New York State Contract Reporter, and trade publications, LMDC and the September 11th Fund have sought to maximize awareness of this project and ensure the greatest number of qualified responses.