

# **BROOKLYN NAVY YARD DEVELOPMENT CORPORATION**

## **REQUEST FOR PROPOSALS FOR**

### **PUBLIC RELATIONS SERVICES**

#### **A. INTRODUCTION**

The Brooklyn Navy Yard Development Corporation (BNYDC) is seeking to retain an experienced public relations firm to provide an array of public relations, marketing and community affairs advisement services.

BNYDC is the not-for-profit corporation that manages the Brooklyn Navy Yard on behalf of its owner, the City of New York. BNYDC leases space in the Yard, promotes local economic development, develops underutilized areas and oversees modernization of the Yard's infrastructure. The 300-acre industrial park on the Brooklyn waterfront, once the site of one of the nation's most storied naval shipbuilding facilities, is now home to over 330 industrial businesses employing nearly 7,000 people, up from 3,600 in 2001, and projected to double in the next five years. Through investments in new green buildings and infrastructure, the Yard has become a national model for sustainable urban industrial parks and home to modern manufacturers that are tech-driven and socially responsible.

The Navy Yard's 40+ buildings have been fully leased for nearly ten years. As a result, the Navy Yard is now in the midst of its largest expansion since WWII, adding 1.8 million square feet of new industrial space and 2,500 jobs over the next two years. A recent study found that the Navy Yard is responsible for \$2 billion in annual economic output and another \$2 billion in induced earnings in the local economy.

BNYDC targets twenty-first century manufacturing, the innovation economy, and industrial sectors with viable long-term futures in the City. Its tenants include commercial artists and artisans, entertainment, film and media anchored by the largest film studios on the East Coast, and high-end designers with on-site manufacturing. The Navy Yard is part of Brooklyn's burgeoning Tech Triangle with manufacturers that use the latest in technology for design and manufacturing.

The Brooklyn Navy Yard is home to over 40 green manufacturers. To foster the development of green manufacturing, minimize the Navy Yard's carbon footprint, and further improve its community presence, BNYDC has made a major commitment to developing green buildings, sustainable infrastructure, and improved community access.

In November 2011, BNYDC opened the Brooklyn Navy Yard Center at BLDG 92, a publicly-accessible exhibition, visitors' and employment center on the perimeter of the Yard. The goal of BLDG 92 is to strengthen BNYDC's mission by celebrating the Navy Yard's past, present, and future and promote the role the Yard and its tenants play as an engine for sustainable urban industrial growth. Through comprehensive exhibits, public tours, educational programs, archival resources, and workforce development services, BLDG 92 reinforces the Navy Yard's unique bonds with the community and inspires future generations to become industrial innovators and entrepreneurs.

BLDG 92 includes three floors and six galleries in the historic Building 92 (the "Permanent Exhibit"), an 1857 structure designed by Thomas U. Walter, the fourth Architect of the Capitol. A modern extension includes community meeting space, café and event space and BNYDC's Employment Center.

BLDG 92 offers ongoing opportunities for visitors to actively engage in all the Yard has to offer through a variety of diverse public programming such as walking, bus and bike tours, behind-the-scenes "factory" tours of tenant spaces, educational workshops and programs for school groups, and a series of evening programs, workshops, and screenings. Exhibition admission and school programs are offered free of charge.

As BNYDC makes the capital investment to expand the Navy Yard and make additional space available for new businesses, it needs the help of a public relations firm to advance the message to the business community and local civic leaders that this industrial park is a good place to do business—one that is responsive to the needs of its tenants, the community and the City of New York.

## **B. SCOPE OF SERVICES**

The services to be provided by the public relations firm shall consist of such advice and services as are necessary to assist the BNYDC to achieve the goals enumerated in Section A. These activities shall be performed in consultation with the President of the Navy Yard, the Senior Vice President for External Affairs, and other BNYDC staff, as needed.

1. Development and implementation of a comprehensive media exposure plan aimed at enhancing the professional image of the BNYDC's management. This includes:
  - (a) Preparing all press releases and materials needed for press-related activities;

- (b) Conceptualizing and coordinating publicity events;
  - (c) Generating positive leads for the marketing staff as a result of article placements;
  - (d) Advising senior staff at BNYDC on how best to handle media inquiries;
  - (e) When requested, responding to media inquiries.
2. Promote and secure press for public programs and events offered through BLDG 92 including school programs, tours and workshops that promote the Navy Yard and its tenants. The Consultant will not be expected to promote or secure press coverage for Building 92's Permanent Exhibit.
  3. Brand BLDG 92 as the gateway to the Navy Yard, a community resource and venue for promoting industry, manufacturing and small business in NYC.
  4. Identify key marketing and promotion opportunities including, but not limited to, panel and conference involvement, awards nominations and special events, both for BNYDC and BLDG 92.
  5. Assist BNYDC in outreach to the community surrounding the Navy Yard in a manner that enhances the Yard's image with its neighbors.
  6. Assist BNYDC in responding to the concerns of the community.

#### **C. SUBMISSION REQUIREMENTS**

Public Relations firms interested in providing the services enumerated herein shall submit a proposal that includes the following:

1. A detailed approach to evaluating and addressing BNYDC's needs.
2. A detailed approach to the project which evidences the respondent's understanding of the Navy Yard's issues and describes the strategy that the firm shall employ to improve the image of the Navy Yard including a

proposed work schedule that demonstrates how the firm intends to proceed.

3. Documentation of the firm's experience in providing similar consulting services. A client list must be provided.

4. Identification of key personnel, stating their relevant experience and specifying the extent of their participation in this activity. This portion should also provide the names and resumes of individuals who will be performing and supervising the services.

5. A fee package that includes:

(a) A lump sum fee based upon a two-year contract with payments made on a monthly basis. This contract is renewable by the BNYDC at its exclusive option. A staffing schedule should be included for all services to be performed;

(b) Unusual conditions that might affect the cost;

(c) Estimated reimbursable costs.

6. Requirements of New York City Local Law 34.

All submissions must include a completed Doing Business Data Form as required by Local Law 34. BNYDC cannot consider any proposal that does not include the submission of this form. The Form is included as Appendix A.

#### **D. SELECTION PROCESS**

This project requires superior communications skills. A BNYDC Evaluation Committee will evaluate submissions in response to this RFP in accordance with the following criteria, which are not listed in order of importance. Those proposers deemed, in the sole discretion of BNYDC, to be the best may be invited for interviews.

1. Consultant's experience with services required for the project; quality of staff assigned to the project; M/WBE participation.

a. Demonstrated experience working with not-for-profit corporations that interact with government agencies.

- b. Demonstrated experience working with corporations involved in ULURP and zoning issues.
2. Quality of response; understanding of the services required for the project.
3. A display of knowledge of the history of the Brooklyn Navy Yard, the Brooklyn Navy Yard Development Corporation and its goals and objectives.
4. Fee proposal.

Any questions with respect to this proposal should be submitted in writing to:

Richard H. Drucker  
Senior Vice President for External Affairs  
Brooklyn Navy Yard Development Corporation  
Building #292, 3rd Floor  
63 Flushing Avenue, Unit 300  
Brooklyn, NY 11205  
rdrucker@brooklynnavyyard.com

Please submit five copies of your proposal by 3 p.m. on Thursday, May 1, 2014, to:

Brooklyn Navy Yard Development Corporation  
Building #292, 3rd Floor  
63 Flushing Avenue, Unit 300  
Brooklyn, NY 11205  
Attn: Richard H. Drucker

It is anticipated that the consultant will be chosen within six weeks after the deadline for submission of the proposals.

In evaluating each proposal, inquiries may be made to third parties. Submission of the proposal shall constitute permission by the respondent for BNYDC to make such inquiries and to request for further information as it deems necessary.

## **E. GENERAL CONDITIONS, TERMS, AND LIMITATIONS**

In addition to those stated elsewhere, this RFP is subject to the specific conditions, terms and limitations stated below:

1. **Non-binding Acceptance of Proposals:** This RFP does not commit BNYDC to award a contract for any services. BNYDC may reject any and all proposals at any time prior to signing a contract. BNYDC may terminate or modify the RFP process at any time and reissue the RFP.
2. **Incurring Proposal Costs:** BNYDC is not liable for any costs incurred in the preparation of a response to this RFP.
3. **Modifications:** BNYDC may ask respondents to make revisions, additions, or deletions to their proposals. BNYDC may waive, modify or correct any irregularities in proposals received, after notification to the respondent. BNYDC may extend the time for submission of all proposals after notification to all prospective respondents.
4. **All proposal material submitted becomes the property of BNYDC.**
5. **Fee:** BNYDC reserves the right at its sole discretion to award a contract to other than the lowest fee proposer, or to negotiate changes to the proposed fee or the structure of the proposed fee, if such is in the interest of BNYDC.
6. **BNYDC reserves the right at its sole discretion to terminate negotiations with a selected respondent and select the next most responsive respondent, or take such other action as deemed appropriate if negotiations fail to result in a signed contract within a reasonable amount of time from the commencement of negotiations.**
7. **Subcontractors:** BNYDC reserves the right at its sole discretion to approve or reject any sub-consultants proposed by the consultant, or request a change of any sub-consultant at any time in the contract process.
8. **Proposals that are incomplete or unresponsive will be rejected.**

**APPENDIX A**

**DOING BUSINESS DATA FORM**



## Doing Business Data Form

To be completed prior to distribution	
Agency: _____ Transaction ID: _____	
Check One:	Transaction Type (check one):
<input type="checkbox"/> Proposal	<input type="checkbox"/> Concession <input type="checkbox"/> Contract <input type="checkbox"/> Economic Development Agreement
<input type="checkbox"/> Award	<input type="checkbox"/> Franchise <input type="checkbox"/> Grant <input type="checkbox"/> Pension Investment Contract

Any entity receiving, applying for or proposing on an award or agreement must complete a Doing Business Data Form (see Q&A sheet for more information). Please either type responses directly into this fillable form or print answers by hand in black ink, and be sure to fill out the certification box on the last page. **Submission of a complete and accurate form is required for a proposal to be considered responsive or for any entity to receive an award or enter into an agreement.**

This Data Form requires information to be provided on principal officers, owners and senior managers. The name, employer and title of each person identified on the Data Form will be included in a public database of people who do business with the City of New York; no other information reported on this form will be disclosed to the public. **This Data Form is not related to the City's VENDEX requirements.**

**Please return the completed Data Form to the City office that supplied it.** Please contact the Doing Business Accountability Project at [DoingBusiness@cityhall.nyc.gov](mailto:DoingBusiness@cityhall.nyc.gov) or 212-788-8104 with any questions regarding this Data Form. Thank you for your cooperation.

### Section 1: Entity Information

Entity Name: \_\_\_\_\_

Entity EIN/TIN: \_\_\_\_\_

#### Entity Filing Status (select one):

- ☐ Entity has never completed a Doing Business Data Form. *Fill out the entire form.*
- ☐ Change from previous Data Form dated \_\_\_\_\_. *Fill out only those sections that have changed, and indicate the name of the persons who no longer hold positions with the entity.*
- ☐ No Change from previous Data Form dated \_\_\_\_\_. *Skip to the bottom of the last page.*

Entity is a Non-Profit: ☐ Yes ☐ No

Entity Type: ☐ Corporation (any type) ☐ Joint Venture ☐ LLC ☐ Partnership (any type)  
☐ Sole Proprietor ☐ Other (specify): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone : \_\_\_\_\_ Fax : \_\_\_\_\_

E-mail: \_\_\_\_\_

Provide your e-mail address and/or fax number in order to receive notices regarding this form by e-mail or fax.

**Section 2: Principal Officers**

Please fill in the required identification information for each officer listed below. If the entity has no such officer or its equivalent, please check "This position does not exist." If the entity is filing a Change Form and the person listed is replacing someone who was previously disclosed, please check "This person replaced..." and fill in the name of the person being replaced so his/her name can be removed from the *Doing Business Database*, and indicate the date that the change became effective.

**Chief Executive Officer (CEO) or equivalent officer**☐ This position does not exist

The highest ranking officer or manager, such as the President, Executive Director, Sole Proprietor or Chairperson of the Board.

First Name: \_\_\_\_\_ MI: \_\_\_\_\_ Last: \_\_\_\_\_

Office Title: \_\_\_\_\_

Employer (if not employed by entity): \_\_\_\_\_

Birth Date (mm/dd/yy): \_\_\_\_\_ Home Phone #: \_\_\_\_\_

Home Address: \_\_\_\_\_

☐ This person replaced former CEO: \_\_\_\_\_ on date: \_\_\_\_\_

**Chief Financial Officer (CFO) or equivalent officer**☐ This position does not exist

The highest ranking financial officer, such as the Treasurer, Comptroller, Financial Director or VP for Finance.

First Name: \_\_\_\_\_ MI: \_\_\_\_\_ Last: \_\_\_\_\_

Office Title: \_\_\_\_\_

Employer (if not employed by entity): \_\_\_\_\_

Birth Date (mm/dd/yy): \_\_\_\_\_ Home Phone #: \_\_\_\_\_

Home Address: \_\_\_\_\_

☐ This person replaced former CFO: \_\_\_\_\_ on date: \_\_\_\_\_

**Chief Operating Officer (COO) or equivalent officer**☐ This position does not exist

The highest ranking operational officer, such as the Chief Planning Officer, Director of Operations or VP for Operations.

First Name: \_\_\_\_\_ MI: \_\_\_\_\_ Last: \_\_\_\_\_

Office Title: \_\_\_\_\_

Employer (if not employed by entity): \_\_\_\_\_

Birth Date (mm/dd/yy): \_\_\_\_\_ Home Phone #: \_\_\_\_\_

Home Address: \_\_\_\_\_

☐ This person replaced former COO: \_\_\_\_\_ on date: \_\_\_\_\_

**Section 3: Principal Owners**

Please fill in the required identification information for all individuals who, through stock shares, partnership agreements or other means, **own or control 10% or more of the entity**. If no individual owners exist, please check the appropriate box to indicate why and skip to the next page. If the entity is owned by other companies, those companies do **not** need to be listed. If an owner was identified on the previous page, fill in his/her name and write "See above." If the entity is filing a Change Form, list any individuals who are no longer owners at the bottom of this page. If more space is needed, attach additional pages labeled "Additional Owners."

**There are no owners listed because (select one):**

- ☐ The entity is not-for-profit    ☐ There are no individual owners    ☐ No individual owner holds 10% or more shares in the entity  
☐ Other (explain): \_\_\_\_\_

**Principal Owners (who own or control 10% or more of the entity):**

First Name: \_\_\_\_\_ MI: \_\_\_\_\_ Last: \_\_\_\_\_

Office Title: \_\_\_\_\_

Employer (if not employed by entity): \_\_\_\_\_

Birth Date (mm/dd/yy): \_\_\_\_\_ Home Phone #: \_\_\_\_\_

Home Address: \_\_\_\_\_

First Name: \_\_\_\_\_ MI: \_\_\_\_\_ Last: \_\_\_\_\_

Office Title: \_\_\_\_\_

Employer (if not employed by entity): \_\_\_\_\_

Birth Date (mm/dd/yy): \_\_\_\_\_ Home Phone #: \_\_\_\_\_

Home Address: \_\_\_\_\_

First Name: \_\_\_\_\_ MI: \_\_\_\_\_ Last: \_\_\_\_\_

Office Title: \_\_\_\_\_

Employer (if not employed by entity): \_\_\_\_\_

Birth Date (mm/dd/yy): \_\_\_\_\_ Home Phone #: \_\_\_\_\_

Home Address: \_\_\_\_\_

**Remove the following previously-reported Principal Owners:**

Name: \_\_\_\_\_ Removal Date: \_\_\_\_\_

Name: \_\_\_\_\_ Removal Date: \_\_\_\_\_

Name: \_\_\_\_\_ Removal Date: \_\_\_\_\_

**Section 4: Senior Managers**

Please fill in the required identification information for all senior managers who oversee any of the entity's relevant transactions with the City (e.g., contract managers if this form is for a contract award/proposal, grant managers if for a grant, etc.). Senior managers include anyone who, either by title or duties, has substantial discretion and high-level oversight regarding the solicitation, letting or administration of any transaction with the City. **At least one senior manager must be listed, or the Data Form will be considered incomplete.** If a senior manager has been identified on a previous page, fill in his/her name and write "See above." If the entity is filing a Change Form, list individuals who are no longer senior managers at the bottom of this section. If more space is needed, attach additional pages labeled "Additional Senior Managers."

**Senior Managers:**

First Name: \_\_\_\_\_ MI: \_\_\_\_\_ Last: \_\_\_\_\_

Office Title: \_\_\_\_\_

Employer (if not employed by entity): \_\_\_\_\_

Birth Date (mm/dd/yy): \_\_\_\_\_ Home Phone #: \_\_\_\_\_

Home Address: \_\_\_\_\_

First Name: \_\_\_\_\_ MI: \_\_\_\_\_ Last: \_\_\_\_\_

Office Title: \_\_\_\_\_

Employer (if not employed by entity): \_\_\_\_\_

Birth Date (mm/dd/yy): \_\_\_\_\_ Home Phone #: \_\_\_\_\_

Home Address: \_\_\_\_\_

First Name: \_\_\_\_\_ MI: \_\_\_\_\_ Last: \_\_\_\_\_

Office Title: \_\_\_\_\_

Employer (if not employed by entity): \_\_\_\_\_

Birth Date (mm/dd/yy): \_\_\_\_\_ Home Phone #: \_\_\_\_\_

Home Address: \_\_\_\_\_

**Remove the following previously-reported Senior Managers:**

Name: \_\_\_\_\_ Removal Date: \_\_\_\_\_

Name: \_\_\_\_\_ Removal Date: \_\_\_\_\_

**Certification**

I certify that the information submitted on these four pages and \_\_\_\_\_ additional pages is accurate and complete. I understand that willful or fraudulent submission of a materially false statement may result in the entity being found non-responsible and therefore denied future City awards.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Entity Name: \_\_\_\_\_

Title: \_\_\_\_\_ Work Phone #: \_\_\_\_\_

Return the completed Data Form to the agency that supplied it.

For information or assistance, call the Doing Business Accountability Project at 212-788-8104.



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