



The New York State Contract Reporter

NYS' official source of contracting opportunities
Bringing business and government together

This document printed
Monday, 01/26/2015

Contracting Opportunity

*** This ad has not been published. It has been reviewed and pending publication. ***

Title: Communications/Media Relations

Agency: Hugh L. Carey Battery Park City Authority
Public Information

Contract Number: N/A

Contract Term: One (1) Year

Date of Issue: 01/27/2015

Due Date/Time: 02/18/2015 3:00 PM

County(ies): All NYS counties

Location: Battery Park City Authority d/b/a Hugh L. Carey Battery Park City Authority, One
World Financial Center 24th Floor, New York, NY

Classification: Advertising, Graphic Arts, & Marketing - *Consulting & Other Services*

Opportunity Type: General

Entered By: Maria Ellison

Description:

Description of Goods or Services to Be Bid

Battery Park City Authority d/b/a Hugh L. Carey Battery Park City Authority (“BPCA”) requests proposals (each individually, a “Proposal” or collectively, the “Proposals”) from public relations firms (each individually, a “Proposer” or collectively, the “Proposers”) to provide communications and media relations services to BPCA. Communications and media relations services shall include, but not be limited to: (i) Providing external communications counsel on any media requests for information and management of press relations; (ii) Assisting with and supplementing media relations efforts, including social media development and management; (iii) Proactively developing media relations strategy that will enhance public exposure of the BPCA to targeted audiences; and (iv) crisis communication management.

Interested parties may download the complete request for proposals (“RFP”) via the link provided below or by visiting BPCA’s website at www.batteryparkcity.org and clicking on the “Opportunities” tab. **All Proposals must meet the requirements listed in the RFP.**

As stated in the RFP, firms interested in responding to the RFP must complete the

Mandatory Forms Packet located on BPCA's website at www.batteryparkcity.org//pdf_n/Mandatory_Forms_Packet.pdf. The completed forms must accompany the firm's proposal.

Restricted Period

Proposers are restricted from making contact with anyone other than the Designated Contacts (identified below) during the period from the time of publication of this advertisement through approval of the procurement contract by BPCA (the "Restricted Period"). Employees of BPCA are required to record certain contacts during the Restricted Period, including, but not limited to, any oral, written or electronic communication with a governmental entity under circumstances where a reasonable person would infer that the communication was intended to influence the governmental entity's conduct or decision regarding the governmental procurement, and to make a determination of responsibility based, in part, upon any such contact. Failure to abide by this process may result in a finding of non-responsibility.

Eligibility / Qualifications Requirements / Preferences

Minority-Owned Business Enterprises ("MBE") and Women-Owned Business Enterprises ("WBE") are encouraged to submit Proposals. All Proposers must submit with their proposal a copy of its Equal Employment Opportunity or Diversity policy along with a breakdown of all company staff by job classification, race and gender. For questions on M/WBE participation, joint ventures and sub-contracting goals ONLY, please contact "Diversity Designated Contact": Mr. Anthony Peterson at 212.417.2337.

M/WBE UTILIZATION GOAL REQUIREMENTS FOR BPCA CONTRACTS: In accordance with Article 15-A of the New York State Executive Law and regulations adopted pursuant thereto, BPCA has established separate goals for participation of New York State Certified minority and women-owned business enterprises for all state contracts. BPCA is required to implement the provisions of Article 15-A and 5 NYCRR Part 143 for all state contracts (1) in excess of \$25,000 for labor, services, equipment, materials or any combination for the foregoing and (2) in excess of \$100,000 for real property renovations and construction. For purposes of this procurement, the Organization hereby establishes a goal of 15% for Minority-owned Business Enterprises (MBE) participation and 15% for Women-owned Business Enterprises (WBE) participation. (We are happy to work with you to help you identify opportunities for M/WBE participation, joint ventures and sub-contracting). As a condition of this procurement, the Proposer and BPCA agree to be bound by the provisions of §316 of Article 15-A of the Executive Law regarding enforcement. Proposers must document "good faith efforts" to provide meaningful participation by certified M/WBE subcontractors or suppliers in the performance of the awarded contract. For guidance on how BPCA will determine a Proposer's "good faith efforts," refer to 5 NYCRR § 143.8. Additionally, Proposers must refer to Mandatory Forms of this document for a list of forms that must be provided in order to fully comply with Article 15-A of the New York

State Executive Law and 5 NYCRR Part 143.

BPCA reserves the right to cancel or withdraw in whole or in part this RFP at its sole discretion. Proposers will be notified in the event the RFP is cancelled via the BPCA website.

Minority Owned Sub-Contracting Goal: 15%

Women Owned Sub-Contracting Goal: 15%

Contact Information

Primary contact: Hugh L. Carey Battery Park City Authority
External Relations
Robin Forst
VP, External Relations
200 Liberty Street
24th Floor
New York, NY 10281
United States
Ph: 212-417-2276
robin.forst@bpca.ny.gov

Submit to contact: Hugh L. Carey Battery Park City Authority
External Relations
Robin Forst
VP, External Relations
200 Liberty Street
24th Floor
New York, NY 10281
United States
Ph: 212-417-2276
robin.forst@bpca.ny.gov

Supporting document shown below:

The following supporting documents are available for download:

Document title	Description	Type
Communications/Media Relations	RFP	pdf

To download these documents, please visit the New York State Contract Reporter website: <http://www.nyscr.ny.gov>

© 2015, Empire State Development <http://www.esd.ny.gov/>