

Project: Media Relations Services

Date: February 9, 2015

RE: Addendum #1

of Pages: 3 pages

The following clarifications are to be made to the proposal documents for Media Relations Services. They are the result of any questions received by 4:00pm on February 2, 2015.

1). What, if any, special press-worthy events have been planned by Battery Park for the coming year? Are there annual events that selected PR firm would manage?

Battery Park City is host to a variety of community events throughout the year. While it is not anticipated that the selected firm would manage such events, it is expected that they will work to highlight the BPCA's role in such events.

2). Is the BPCA potentially seeking ideas for press-worthy events?

Yes.

3). Might the BPCA have interest in the new communications firm pursue partnerships with other organizations to generate visibility?

Yes.

4). Would the selected firm be responsible for the maintenance of social media sites, and the launching of social media campaigns or simply posting content?

Social media content will be managed by BPCA staff. However, the selected firm will be tasked with identifying opportunities to expand the social media presence of the BPCA.

5). Would the Cost Proposal be included among the 10 page limit?

No.

6). Additional Information Request would be also fall outside the 10 page limit?

No.

7). Our firm is a MBE company. Can it claim the 15% participation you set aside for this solicitation?

MBEs may claim the 15% as long as they are certified by Empire State Development Corporation (ESDC) and acknowledge that they are acting as a self-performing sub. They would, however, still be expected to meet the additional 15% for the WBE portion of the goal. The same would be the case for the reverse. If it was a WBE, they would be able to claim the WBE portion of the goal and be expected to meet the MBE portion.

8). To whom will the successful consultant/firm report?

The successful consultant will report to the President and Chief Operating Officer, through the BPCA's Chief of Staff.

9). How many people comprise the BPCA Communications staff, and what media relations efforts are they involved in?

None.

10). What/who are the "target audiences" referred to Exhibit A, Scope of Work, item #3?

Local stakeholders, including residents and workers of Battery Park City, commercial tenants, New York City and New York State at large.

11). What issues at the BPCA have required crisis communications support in the past? What percentage of the media relations contract is directed at those initiatives?

It is always essential that the BPCA delivers a comprehensive and coherent message to the public in a timely manner. On some occasions, an issue with a higher profile demands increased attention and active coordination with additional media outlets to ensure this message is received.

12). Will the successful consultant/firm be expected to distribute press releases and alerts?

Press releases will be distributed by BPCA staff.

13). Does BPCA promote to the press events and programs exclusively for BPCA residents?

BPCA encourages all visitors to enjoy any programs and events offered in Battery Park City.

14). Is the BPCA anticipating any major announcement/s during the term of the contract?

As part of a thriving and dynamic community in Lower Manhattan, it is anticipated there will be opportunities for major announcements during the term of the contract.

15). BPCA is a multi-faceted entity and it is not clear from the RFP what aspects of the organization's communications and media relations you want the consultant/firm to focus on. Will activities include any or all of the following and/or others?

- **Promoting public and community programming to the press and public**
- **Supporting BPCA board activities**
- **Representing and/or promoting commercial tenants**
- **Representing and/or promoting residential properties**
- **Promoting Battery Park City Parks Conservancy and its programs**
- **Promoting special events, festivals, performances, public art, the BPCA museums, etc.**

Activities may include all of the above mentioned aspects, however it is unlikely work would include representing commercial and/or residential properties and tenants.

16). Will the consultant/firm be required to initiate and implement a social media campaign or advise? Will it include all BPCA entities and activities?

Social media content will be managed by BPCA staff. However, the selected firm will be tasked with identifying opportunities to expand the social media presence of the BPCA.

17). Will the consultant/firm be responsible for creating any collateral materials for promotion or are all communications and marketing materials created by the BPCA?

Consultant will not be responsible for creating collateral materials for promotion

18). What is the starting date anticipated for this contract?

TBD.

19). Can the paper submissions be supported by a copy submitted on a USB thumb drive rather than a CD-ROM copy?

Yes.

20). The RFP states that "The selected Proposer ("Consultant") shall perform all work including, but not limited to the items listed below." Can you describe what "all work" refers to?

See items listed in Exhibit A.

21). On average, how many press releases and official statements does the BPCA issue over the course of a year?

Approximately 20-30.

22). Will the consultant/firm be expected to routinely attend Community Board meetings and the like?

No.

By signing the line below, I am acknowledging that all pages of the addenda have been received reviewed and understood, and will be incorporated into the bid price submitted. This document must be attached to the proposal for consideration.

Print Name

Signature

Date

Number of pages received: _____<fill in>

Distributed to: All present and all prospective Proposers