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Issue Date: 6/1/2009

Contract Number: N/A

## HUGH L. CAREY BATTERY PARK CITY AUTHORITY - MEDIA SERVICES

### Description:

The Hugh L. Carey Battery Park City Authority (BPCA or the Authority) is a public benefit corporation created by the New York State Legislature in 1968 to develop a 92-acre site at the southwestern tip of Lower Manhattan. Parcels are leased to developers who build in accordance with BPCA guidelines which incorporate green provisions mandating state-of-the-art environmental specifications to maximize energy efficiency and minimize water usage. Under an executive agreement, excess revenue generated by the Authority is given to New York City for use in its public coffers. Over the last thirty years, the BOCA has transferred nearly \$1 billion to New York City.

BPCA is seeking a consulting firm to provide public relations advice and services on an as-needed basis regarding print, television and radio media. No fax submissions will be considered. There is no additional bid package. Proposals must be sent by mail only with the proposal title printed on envelope.

Requirement: Extensive expertise in the field of public relations. Please include a client list and samples of work in each media. Seasoned knowledge of Real Estate, City and State Government and sustainable development required.

Interested firms (or individuals) should complete the Mandatory Forms Packet. The completed forms are a requirement part of your proposal submission and must be included along with the following: a written 2 year cost proposal based on the specifications, a statement of qualifications client listings and references. No proposals will be considered without the completed mandatory forms. Late proposals will not be considered.

Proposer will submit with their proposal a copy of the company EEO or Affirmative Action policy along with a breakdown of all company staff by job classification, race and gender.

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Mandatory forms packet must be filled out for consideration. The forms can be found at:

[http://www.batteryparkcity.org/pdf\\_n/Mandatory\\_Forms\\_Packet.pdf](http://www.batteryparkcity.org/pdf_n/Mandatory_Forms_Packet.pdf).

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### M/WBE UTILIZATION GOAL REQUIREMENTS FOR BPCA CONTRACT

In accordance with Article 15-A of the New York State Executive Law and regulations adopted

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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 provision 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, BPCA hereby establishes a goal of TBD% for Minority-owned Business Enterprises (MBE) participation and TBD% for Women-owned Business Enterprises (WBE) participation. As a condition of this procurement, the contractor and BPCA agree to be bound by the provisions of Â§316 of Article 15-A of the Executive Law regarding enforcement. Contractors must document good faith efforts to provide meaningful participation by certified M/WBE subcontractors or suppliers in the performance of this contract. For guidance on how BPCA will determine a contractors good faith efforts , refer to 5 NYCRR Â§143.8. Additionally, Offer 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.

**Minority Sub-Contracting Goal:** TBD%

**Women Owned Sub-Contracting Goal:** TBD%

**Proposal Due Date:** 6/8/2009 4:00 PM

**Contract Term:** Three years

**Location:** Battery Park City New York, NY

**Contact:** Nidia Blake Reeder Community Relations/Affirmative Action/Public Affairs  
Hugh L. Carey Battery Park City Authority  
One World Financial Center  
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New York, NY 10281  
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**Contact 2:**

**Submit To:** Nidia Blake Reeder Community Relations/Affirmative Action/Public Affairs  
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