



User: nidia.reeder@batteryparkcity.org

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Category: Advertising & Marketing

Issue Date: 1/16/2012

Contract Number: N/A

Battery Park City Authority - Irish Hunger Memorial Cultural Promotions

Description:

Hugh L. Carey Battery Park City Authority ("BPCA" or "the Authority") is seeking a promotional firm with expertise in Irish culture and history to update and promote the Irish Hunger Memorial in Battery Park City. Specifically, the services being sought include: (1) creation of a fifteen minute recording (on compact disc) of spoken word and/or music relating to the Great Irish Hunger and famine worldwide to be played as an audio component of the art piece and (2) coordination of occasional publicity including radio broadcasts and print ads for the Irish Hunger Memorial.

About the Art Piece: The Irish Hunger Memorial in Battery Park City was created to raise public awareness of the events that led to the Great Irish Hunger and Migration of 1845-50 and to serve as a catalyst toward addressing world hunger today. It is located on a half-acre site at the intersection of North End Avenue and Vesey Street. It is comprised of an authentic stone cottage and a path that meanders through planted fields, illuminated writings about the famine and about hunger in the world today displayed along its base, and an audio component relating to the Great Irish Hunger and famine worldwide that is heard upon entering. The audio component is updated annually to keep the art piece current.

Proposals should assume a two year contract with an option for a one year renewal. Responses must include include (A) description of ability to provide services requested above (B) two examples of audio recordings (C) four copies of references (D) three copies of proposal which must include proposed for services cost. This must include a separate proposed cost for the complete production of the fifteen minute audio recording (including talent, editing and studio fees to be delivered on compact disc) and (E) three copies of the Mandatory Forms Packet described below. The selected firm must convey total and unlimited intellectual property rights in all project work in perpetuity, and worldwide, to BPCA.

Selection will be based on the following criteria: 50% extensive knowledge of Irish history,

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culture and involvement with the Irish-American community. 25% audio technology proficiency, 15% Fee, 10 % M/WBE participation.

Questions pertaining to this advertisement must be submitted by email to Nidia Reeder, the "Designated Contact" at Nidia.reeder@batteryparkcity.org.

Proposers must include all requirements in this advertisement and submit their response in a sealed envelope clearly marked "RFP for the Irish Hunger Memorial Cultural Promotions" c/o Nidia Blake-Reeder, Special Assistant, Public Information" and must be delivered to the 24th floor front desk at Battery Park City Authority, One World Financial Center, NY, NY 10281 no later than 4:00 pm on the date listed below, as time stamped by BPCA's clock at the desk. BPCA WILL NOT ACCEPT LATE PROPOSALS SO PLEASE LEAVE AMPLE TIME TO PASS LOBBY SECURITY. BPCA will not accept proposals faxed or electronically transmitted. Other communications with BPCA personnel including Board Members may be grounds for elimination from the selection process and, in the event of communication(s) with a person who is not the "Designated Contact," could be grounds for a finding of non-responsibility. Specifically, proposers are restricted from making contact with anyone other than the Designated Contact during the Restricted Period, which for purposes of this RFP shall mean the period between the time of publication of the advertisement through the approval of the procurement contract by BPCA (the restricted period). Employees of BPCA are required to obtain and record certain contracts during the Restricted Period, 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.

Applicants must fill out the Mandatory Forms Packet located on the Battery Park City Authority website at http://www.batteryparkcity.org/pdf_n/vendor_mandatory_forms.pdf (also attached to this advertisement).

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, 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 §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 contractor's "good faith efforts", refer to 5 NYCRR § 143.8. Additionally, Offerors 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.

All Proposers must submit with their proposal a copy of its Equal Employment Opportunity ("EEO") 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 "Designated Contact" for Diversity Program: Mr. Anthony Peterson at (212) 417-2337.

Restricted Period

Applicants are restricted from making contact with anyone other than the Designated Contacts specified above 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.

Battery Park City Authority 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 Battery Park City Authority website.

Minority Sub-Contracting Goal: 15%

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Women Owned Sub-Contracting Goal: 15%

Due Date: 2/6/2012 4:00 PM

Contract Term: 2 years with an option for a 1 year renewal

Location: Battery Park City

Contact: Nidia Blake Reeder Public Information
Hugh L. Carey Battery Park City Authority
One World Financial Center
New York, NY 10281
Phone: (212) 417-2278
Fax: (212) 417-2279
nidia.reeder@batteryparkcity.org

Contact 2:

Submit To: Nidia Blake Reeder Public Information
Hugh L. Carey Battery Park City Authority
One World Financial Center
New York, NY 10281
Phone: (212) 417-2278
Fax: (212) 417-2279
nidia.reeder@batteryparkcity.org



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