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ADVERTISING & MARKETING SOLICITATION N/A

HUGH L. CAREY BATTERY PARK CITY AUTHORITY - CULTURAL PROMOTIONS

Description:

The 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 BPCA has transferred nearly \$1 billion to New York City.

In order to raise public awareness of the events that led to the Great Irish Hunger and Migration of 1845-50, the Authority has designed and constructed the Irish Hunger Memorial. This memorial is to serve as a catalyst toward addressing issues of world hunger. The art concept includes historical text related to the potato blight, the English government's actions towards the starving (predominantly Catholic) population and a lack of famine relief - as well as the Irish deliverance into New York City, America and the rest of the world. The Memorial is located on a half-acre site known as the Vesey Green. It is comprised of an authentic stone cottage and wall, illuminated writings about hunger in Ireland and the world, and an audio component consisting of compelling readings, songs and recitations relating to hunger. The Memorial was opened to the public in a dedication ceremony on July 16, 2002.

Currently, BPCA is seeking written proposals from Irish promotional firms to provide: review of additional text to be installed on the Irish Hunger Memorial; development of scripts, recording of talent and production of music relating to the great Irish famine and contemporary worldwide hunger to be used in the audio component of the memorial; programming of talent for events related to the Irish Hunger Memorial; coordination of publicity for the Irish Hunger Memorial including radio broadcasts and print ads; liaison with Irish government officials and arrange events related to the promotion of the Irish Hunger Memorial. The selected firm must convey total and unlimited intellectual property rights in the project work in perpetuity, and worldwide, to the BPCA. **There is NO Additional Bid Package. Proposals must be sent by mail only with the proposal project title printed on envelope.** For information on M/WBE please call Mr. Anthony Peterson at 212.417.2337.

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

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

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

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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.

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

Proposal Due: 9/1/2008 5PM

Contract Term: Three years

Location: Battery Park City, New York

Contact: Margarita Santana, Administrative Assistant
Affirmative Action
Hugh L. Carey Battery Park City Authority
One World Financial Center
24th Floor
New York, NY 10281
(212) 417-2338
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Submit To: Nidia Blake, Administrative Assistant
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