

BROOKLYN NAVY YARD DEVELOPMENT CORPORATION
REQUEST FOR PROPOSALS FOR
PUBLIC RELATIONS SERVICES

A. INTRODUCTION

The Brooklyn Navy Yard Development Corporation (BNYDC) is seeking to retain an experienced consulting firm to provide an array of public relations services. The goals of the public relations consultant firm will be to promote the Brooklyn Navy Yard (the “Yard”) as a global model for urban manufacturing, equitable economic development, and community partnership through media and public relation strategies; to advise BNYDC on press and public relations matters; and to assist BNYDC in broadening awareness of its mission and work – including, for example, by amplifying space leasing efforts, exhibits and programs, workforce development, and long-term development efforts guided by a comprehensive Master Plan.

I. BACKGROUND: BNYDC

BNYDC is a not-for-profit corporation that serves as the real estate developer and property manager of the Yard on behalf of its owner, the City of New York (the “City”). BNYDC’s mission is to fuel New York City’s economic vitality by creating and preserving quality jobs, growing the City’s modern industrial sector and its businesses, and connecting New Yorkers with economic opportunities and community resources at the Yard. The Yard is a mission-driven industrial hub that is a model of the viability and positive impact of modern, urban industrial development. Now home to 550+ businesses, nearly 40% of which are M/W/Bes. These businesses employ more than 11,000 people, helping to generate over \$2.3B per year in economic impact for the City.

Building on the Yard’s deep history as the economic heart of Brooklyn, the 300-acre, waterfront asset offers a critical pathway to gainful employment, and ideal pathways to business ownership and wealth creation, for many New Yorkers.

BNYDC’s development, leasing, and programming efforts are focused on advancing the City’s urban industrial sector, including innovative manufacturing, as well as traditional manufacturing. Its tenants also include a range of creative industry leaders from commercial artists and artisans to film, media and entertainment production businesses, to numerous fashion and jewelry designers. The Yard is also home to a number of food providers that manufacture their goods on-site. The Yard is part of an overall Northern Brooklyn economic hub that includes DUMBO, Downtown Brooklyn and Williamsburg/Greenpoint, where tech

businesses use the latest in technology for design and manufacturing to advance their products. There are also many green manufacturers located on the Yard focused on sustainability and combatting climate change. To foster the development of green manufacturing, minimize the Yard's carbon footprint, and further improve its community engagement, BNYDC has made a major commitment to developing low-emission buildings, sustainable infrastructure, and improving community access. In addition, the Yard is focused on growing the diversity of business owners in high-tech manufacturing fields and ensuring that New Yorkers of all ages are equipped with up-to-date skills needed to thrive in these fields.

II. Current Status

The Yard is amid its largest expansion since World War II. New developments totaling at least approximately one million square feet will be completed in the next decade, growing the number of companies at the Yard from 550+ to about 750, and the estimated number of employees from approximately 11,000 to 14,000.

BNYDC is committed to growing the Yard's ecosystem in a manner that promotes an environment of equity and inclusion, technological innovation and industrial creativity. The Yard is not only a global example for best-in-class urban manufacturing, but it is also committed to growing the number of quality jobs that are accessible to hyperlocal communities in Brooklyn.

Further, BNYDC works with the NYC Department of Education, local colleges and universities, as well as other educational and non-profit organizations, to create a steady talent pipeline in STEAM and other industries that contribute to the Yard's job growth.

To achieve these goals, BNYDC seeks to engage a public relations consulting firm that specializes in storytelling focused on innovative businesses, workforce/education and economic development programming and real estate projects (both buildings and infrastructure), to develop a communications strategy and messaging that cements the Yard as a global leader of urban manufacturing, innovation, and equitable business practices.

B. GENERAL CONDITIONS, TERMS, AND LIMITATIONS

In addition to those stated elsewhere, this RFP is subject to the specific conditions, terms and limitations stated below:

1. The information set forth in this RFP is believed to be accurate. However, BNYDC, its officers, agents and employees assume no responsibility for errors or omissions contained herein.
2. Any contract to be entered pursuant to this RFP process and all services to be performed thereunder shall conform to, and be subject to all applicable laws, regulations, executive orders, policies, procedures, and ordinances of all Federal, State and City authorities having jurisdiction, as the same may be amended from time to time, including equal employment laws without limitations.
3. No respondent to this RFP will be selected if he or she, as an individual or any member or partner of the respondent's management team is determined, in BNYDC's sole discretion, to have been convicted of a felony or crime involving moral turpitude, to be an organized crime figure, to be under indictment or criminal investigation, to be in arrears or in default on any debt, contract or obligation to the City or State of New York, or otherwise to be a "prohibited person" as defined by the City. The selected consultant and all principals thereof, if applicable, and/or members or partners of the consultant's team may be required to complete a background questionnaire. The selection may be revoked in the event any derogatory information is revealed by any investigation.
4. Neither BNYDC nor the City is obligated to pay and shall not pay any cost incurred by any Respondent at any time for the preparation of its proposal.
5. This is a Request for Proposals ("RFP"), not a Request for Bids. BNYDC shall be the sole judge of whether a proposal conforms with the requirements of this RFP and of the merits of such proposal. Notwithstanding anything to the contrary contained herein, BNYDC reserves the right to waive any conditions or modify any provision of the RFP with respect to one or more respondents, to negotiate with one or more of the respondents with respect to all or any portion of the work, to establish additional terms and conditions, to encourage respondents to work together, or reject any or all proposals if in its judgment it is in the best interest of BNYDC to do so.

6. This RFP may be reissued, amended, or withdrawn if it is in the best interest of BNYDC, or if BNYDC determines, in the sole discretion, that it does not want to enter into a contract with any of the respondents.
7. All proposals submitted to BNYDC in response to this RFP may be disclosed.
8. BNYDC is dedicated to furthering the participation of minority and women- owned businesses in its work. All respondents are urged to include in their proposals methods for facilitating the participation in the project of businesses that have been certified by the New York City Department of Small Business Services (“DSBS”) as women or minority owned. This can take any form a respondent considers appropriate including, but not limited to, proposals intended to ensure the utilization of certified minority and women- owned businesses as subcontractors or as joint-venture partners. In addition, proposals from minority and women-owned Respondents are encouraged.

C. SCOPE OF SERVICES

The services to be provided by the public relations firm shall consist of consultation and other services as are necessary to assist BNYDC in achieving its goals set forth in Section A. These services shall be performed in consultation with the President and CEO, Chief of Staff, the External Affairs team and includes but is not limited to the Exhibits and Programs team.

Specifically, the scope of work will include:

1. **Strategic Planning:** The development of a comprehensive strategic communications plan aimed at enhancing the professional image of the Yard and BNYDC. The plan must include:
 - a. Short and long-form talking points for BNYDC senior staff;
 - b. Developing and maintaining an editorial calendar;
 - c. Identifying broad pitching themes that promote the Yard, its businesses and select members of BNYDC leadership.
2. **Material Development:** The development of all media advisories, press releases, opinion editorials/guest essays and other communications materials needed for press-

related activities, including but not limited to messaging assets like one-pagers and reports.

3. **Media Monitoring and Reporting:** Monitor various media channels, including but not limited to print, broadcast radio and TV, and social media, for the Yard and BNYDC mentions. Provide monthly data and analysis of media coverage on the Yard and BNYDC, including article links.
4. **Earned Media Support:** Earned media pitching that secures press coverage for key BNYDC development initiatives, public programs and events that promote the Yard and its tenants, including:
 - (1) Pitching press stories with a concentrated focus on MWBE Yard tenants and BNYDC policy efforts to support emerging MWBE businesses and tenants, targeting story placements in relevant trade publications and top-tier media outlets
 - (2) Preparing materials and support coaching BNYDC for press and select event opportunities
5. **Coordination:** At the minimum, lead meetings with BNYDC' s management team biweekly to evaluate current activities by consultant for promoting BNYDC and its tenants and formulate a strategy to increase media attention for BNYDC.
6. **Thought Leadership:** Identify key marketing and promotion opportunities including, but not limited to, panel and conference involvement, awards nominations and special events, for BNYDC and its senior staff.
7. **Collateral Review & Consultation:** Work alongside BNYDC management to review crisis communications protocols and plans.
8. **Event Support:** On-site coverage from persons on account team during select press events.
9. **Ad-Hoc Consultation:** Aside from regular touchpoints and biweekly check-ins, the agency must provide ad-hoc consultation related to other issues as may be requested by BNYDC.

D. SUBMISSION REQUIREMENTS

Public relations consulting firms interested in providing these services outlined in Section C are required to submit proposals to BNYDC, which proposals shall include the following:

1. A detailed scope of work. The scope should include a description of the tasks to be performed and the means to be used to accomplish these tasks;
2. A detailed approach to the project which evidences the Respondent's understanding of the Yard's mission and describes the strategy that the firm shall employ to achieve BNYDC's goals related to community and government relations, leasing and M/WBE outreach including a proposed work schedule that demonstrates how the firm intends to proceed;
3. A detailed outline of the respondent's document production and review process;
4. Documentation of the respondent's experience in providing public relations consulting services to at least three similar organizations;
5. Identification of key personnel, stating their relevant experience and specifying the extent of their commitment to the provision of these services. This section should also provide the names, headshots and biographies of individuals who will be performing and supervising the services;
6. If applicable, appropriate documentation is required for lobbyist certification as needed for federal, city, and state government entities;
7. Local Law 34 Doing Business Data Form, provided by separate attachment;
8. A fee package that includes:
 - a. A total, not-to-exceed, contract fee for all Services for a 12-month period. The contract fee will be payable in monthly installments. This contract may be renewed for up to four one-year periods, at the sole option of BNYDC.
 - b. Conditions or situations, if any, that may affect the not-to-exceed fee; and,

- c. Estimated actual and reimbursable costs, if any.

E. SELECTION PROCESS

This project requires superior communications skills, both oral and written, and the ability to understand complex intricacies amongst various parties, including between government agencies and elected officials. BNYDC will evaluate submissions in response to this RFP in accordance with the following criteria, which are not listed in order of importance:

1. Respondent's and any subconsultant's experience with services required for the project; quality of staff assigned to the project; and M/WBE participation.
2. Quality of response; understanding of the commercial real estate market and the operations of industrial hubs; knowledge and understanding of small business development within New York City and Brooklyn; knowledge of and experience providing public relations positioning for members of the innovative technology industry and related startups.
3. Demonstrated experience working with not-for-profit corporations that interact with government agencies, local community-based organizations, and local elected representatives.
4. A display of knowledge of the history of the Yard, BNYDC, and its goals and objectives.
5. Fee proposal.

E. IMPORTANT DATES

Questions: Any questions with respect to this proposal should be submitted via email on or before 5pm on November 8, 2023, to Press@BNYDC.org. Answers to respondent's questions will be provided by 5pm, November 15th.

Submission Deadline: PDF proposals are due by 5:00 p.m. on November 22nd, 2023, and must be sent via email only to Sbaez@bnydc.org.

It is anticipated that the preferred firm shall be selected by mid-December, approximately two-weeks after the submission deadline. The respondents will be

notified of the selection after approval by the BNYDC Board of Directors and will be expected to commence working with BNYDC by January 2, 2024.

Each proposal will be evaluated and if necessary, inquiries may be made to third parties, other than competing respondents, by BNYDC regarding the proposal, the respondent and other participants named in the proposal. Submission of the proposal shall constitute permission by the respondent for BNYDC to make such inquiries and request for further information as it deems necessary. Proposals that are not complete or are unresponsive to this RFP may, at BNYDC's sole discretion, be eliminated immediately from consideration.