



The following questions were submitted by various Agencies who have expressed their interest in the Hudson Square BID (HSBID) Graphic Design RFP. We have organized the questions into five (5) categories:

- Brand
- Annual Report
- Other projects/process
- Fee
- Misc. questions

We have aggregated questions to remove duplicates. All questions have been incorporated and answered to the best of our ability.

BRAND:

Question	Answer
Does the BID have current guidelines with typography, color palette, etc.?	HSBID has an existing guideline for brand, voice + tone as well as a brand vision.
We're interested to understand more about what makes Hudson Square unique both today and in the future. What would you say is the overarching vision for Hudson Square as a place to work, live, and play?	Please refer to the RFP Page 2 or our 2022 Annual Report .
What is the current brand strategy and identity? Are there any documents [brand on-a-page, brand guidelines, etc.] that you'd be able to share with us?	HSBID has an existing guideline for brand, voice + tone as well as a brand vision. These items will be shared with finalists. For examples of our brand, please refer to the RFP Page .
From your perspective, what is/is not working about your current brand expression? What do you like about your recent work and what do you hope for in the 2023 work?	Please refer to the RFP Page 2 .
Who are the priority HSBID tenants/ business partners and how closely do you partner with them? What is the give/take between the likes of Google and HSBID?	HSBID works with property owners, managers, and tenants on a routine basis and does not “prioritize” one over another.
Photo & Video: Will the BID utilize its current photo, illustration, or video assets or are we expected to shoot new assets to be used on the Annual Report and campaigns?	HSBID has a photo and video library to be used in our campaigns and assets. There are times when we may need to source additional items. If HSBID is not able to provide, we would discuss if it is something that the selected agency would provide or if we need to engage a third party.

ANNUAL REPORT:

Question	Answer
Does the BID have an in-house web development team? Are we providing design only, or implementation as well?	HSBID has a third-party consultant who provides all web services. Selected agency is expected to work collaboratively with web consultant and provide graphic design files.
For the Annual Report/microsite, should the agency budget for video and photo shoots or is there a collection of stock imagery that Hudson Square has collected over time that may be used?	HSBID has a photo and video library to be used for the Annual Report. If there are images/videos that do not meet the discussed criteria, HSBID would discuss if it is something that the selected agency would provide or if we need to engage a third party.
Annual Report - are we to assume a similar amount of pages in our estimate as in previous years?	For the purpose of responding to this RFP, please use the number of "pages" in last year's interactive, digital Annual Report.
Can you break out what the desired go-live media dates are by deliverables (so we can work backwards to an ideal start date and process)?	The Annual Report must be live by October 31 st . Design work should generally be completed 30 days prior to enable the necessary time for HSBID's web programmer. All other deliverable timelines will be discussed with Agency and deadlines will be determined collaboratively.
Copywriting: For the Annual Report, when we say "written narrative will be provided" does this mean a finished copy will be provided or are we expected to copywrite based on the overall summary?	HSBID's public relations firm will provide the written copy for the Annual Report. Selected Agency is not expected to write copy for this deliverable.

OTHER PROJECTS/PROCESS:

Question	Answer
<p>Photo & Video: Will the BID utilize its current photo, illustration, or video assets or are we expected to shoot new assets to be used on the Annual Report and campaigns?</p>	<p>HSBID has a photo and video library to be used in our campaigns and assets. There are times when we may need to source additional items. If HSBID is not able to provide, we would discuss if it is something that the selected Agency would provide or a third party. Should Agency recommend additional items, not in HSBID’s catalog (illustrations, different imagery), HSBID would expect the agency to provide them.</p>
<p>Regarding campaigns: are you looking for Agency to provide the overall campaign idea / headline / creative copy, or just to provide the visual design for the assets based on a campaign idea developed internally by Hudson Square?</p>	<p>Every project/campaign is based on a response to a need/challenge we are hoping to address. HSBID will often have ideas for headlines/taglines, etc., but are looking for an agency that will be our collaborative partner and help us think through the challenge and provide the best product. Selected Agency should be prepared to develop ideation, copy, headlines/tag lines, hashtags, etc.</p>
<p>Can you elaborate on this statement: “For each deliverable, HSBID will ask the Agency to provide at least three (3) rounds of initial design and three (3) rounds of edits.” Does this mean Agency will need to provide six (6) revisions total for each deliverable?</p>	<p>It is unlikely we would ask for numerous edits on a design concept that is not moving forward. However, sometimes it may take three tries to reach the design concept before we are able to move forward with edits to perfect the deliverable.</p>
<p>Can you break out what the desired go live media dates are by deliverables (so we can work backwards to an ideal start date and process)?</p>	<p>HSBID approaches all other items/campaigns as a collaborative process where timeline/due dates are mutually determined. Refer to the Annual Report section above regarding timeline on that specific project.</p>
<p>Can you clarify typical quantities by deliverable (e.g. banners, outdoor signage)? How many individual messages/versions/executions per burst?</p>	<p>For purposes of responding to this RFP, please refer to page 3 of the RFP:</p> <ul style="list-style-type: none">• 1-2 marketing campaigns – each campaign should provide:<ul style="list-style-type: none">○ 5-6 different templates for each Instagram, Facebook + Twitter○ 1-2 templates for LinkNYC○ 1-2 templates for Captivate screen○ 1-2 templates for email○ 1-2 templates for the website○ 1-3 templates for a poster (3 different sizes for each template)
<p>Regarding the outdoor signage: how many different dimensions will be needed and how many different designs of signage?</p>	<p>For purposes of responding to this RFP please refer to page 3 of the RFP: 1-2 assets annually, 1 size for each asset.</p>
<p>For the 1-2 marketing campaign deliverables, are you looking for a splash page for the existing website or an entirely new microsite for each campaign?</p>	<p>It is for the existing website except for the Annual Report, which is a microsite.</p>

FEE:

Question

Answer

<p>Several questions regarding Fee have been brought up including:</p> <ul style="list-style-type: none">• Is there an annual budget we should consider for our proposal?• Do you envision this budget staying the same year-to-year?• What has been your annual retainer in the past for design services? This will help us ensure we deliver a proposal best catered to your needs.	<p>HSBID is not required to accept the lowest BID offered. However, we are a not-for-profit organization looking for the highest quality of work at the most reasonable fee. We expect the budget to remain the same year-over-year unless the scope of services (number of projects) changes.</p> <p>Any proposal that exceeds \$100,000 (one-hundred thousand dollars) per year for the proposed annual deliverables will most likely exceed our annual budget.</p>
<p>I assume that the Fee section of the RFP relates to the Agency CREATIVE Fees only - Shoot Production, Video Post Production, Print Post Production expenses related to the creation of print / digital / film assets as well as comp and printing expenses related to any printed collateral pieces that are meant to be produced, are NOT included in the Agency Fee presented. Please confirm this.</p>	<p>Post-production services such as print, website programming, merchandise manufacturing are considered additional costs and not to be included in your response as part of the overall fee.</p>

MISC. QUESTIONS:

Question	Answer
How many Agencies are in the tenure process and how many will be shortlisted?	A number of Agencies have indicated interest. HSBID expects to narrow this down to three finalists.
How many Agencies have been asked to bid on this?	The RFP was released publicly.
Is the current incumbent a participant? If so, how long have they worked with you for?	The current firm has indicated they will submit a proposal.
What are the key characteristics that define a strong client and agency partnership for Hudson Square?	Please refer to the RFP pages 3-5 .
Looking ahead to a potential relationship and output, how will you measure success?	Measures of success will be mutually established with selected agency. Deliverables should be completed on time and on budget and we will expect quality work that responds to our needs and resonates with our audience.
As part of our process we plan to audit the other notable BIDs within NYC. As such, could you identify any other BIDs or travel associations that you look to for inspiration?	BIDs who have similar businesses/ vibes/ size as HSBID: Flatiron NoMad Partnership, Dumbo BID, Long Island City Partnership, Meatpacking District, Downtown Brooklyn Partnership
Are all the selected agencies within the BID or is this a broader request? Will being in the bid improve our chances?	Please refer to page 4 of the RFP .
We notice there are communication firms represented on the HSBID Board of Directors and we want to know if they are in the mix of RFP agencies.	Not at this time.
Do you want to see ideas / solutions / strategies?	We are looking for responses that demonstrate an understanding of HSBID as an organization, the Hudson Square neighborhood, and how the responding firm would provide innovative solutions to help us meet our goals. You may point to examples of prior work to illustrate your approach.
If we prepare concepts / solutions and a strategy, will that improve our chances?	We are not looking for actual campaigns and design deliverables. Responses should include relevant design examples of your work and a narrative approach to tasks as defined by the “selection criteria” on page 5 of the RFP .