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Business Improvement
District

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REQUEST FOR PROPOSALS
Hudson Square Graphic Design Services
January 5, 2023

Hudson Square Business Improvement District

Jeffrey Sussman, Chair
Samara Karasyk, President

Deadline for response: 5pm, Friday, February 3, 2023

RFP@hudsonsquarebid.org

Background

Since July 2009, the Hudson Square Business Improvement District (HSBID) has overseen the transformation of Manhattan's former Printing District into a thriving creative hub. The BID's goal is to foster the physical, social, and cultural connections that give rise to a community where the spirit of innovation can flourish inside and out. HSBID is always looking for new ways to foster these connections for the Hudson Square community through active social media and traditional marketing efforts.

The HSBID is one of 78 BIDs in NYC. All of these BIDs are privately run, not-for-profit organizations with a unique private/public relationship with New York City government. The HSBID reports to a 27-member Board of Directors, represented by local commercial property owners, commercial tenants, community stakeholders, residents, and elected officials. The area we manage is generally bounded by Clarkson Street on the north, Canal Street on the south, 6th Avenue on the east, and West Street on the west.

HSBID has prioritized public art and people-focused streetscapes since its inception a dozen years ago. Surrounded by SoHo, Tribeca, and the West Village, the neighborhood is defined by its creative industries, unique and cohesive architecture, and vibrant streets. The area is primarily commercial with a growing residential community. Although the pandemic resulted in many people redefining their lifestyles and relationships with the workplace, Hudson Square has remained a desirable neighborhood to work, live, and visit. The Hudson Square Business Improvement District is doing its part to build a community that is connected, welcoming, and inspiring.

The HSBID's programs include neighborhood maintenance; Pedestrian Safety Managers; the award-winning Hudson Square Standard urban forestry program; the Hudson Square Canvas public art program; and the nationally recognized Hudson Square is Now streetscape program, our \$27 million public-private partnership with the City of New York, completed in the summer of 2022. HSBID's 2nd 10-Year Master Plan, Hudson Square: New Connections, builds upon lessons learned about open space, mobility, and community.

Our mission is to propel, support, and celebrate this unique neighborhood and its people.

Scope of Services

HSBID seeks a graphic design Agency to develop branding, marketing materials, and content. The Hudson Square neighborhood continues to be one of New York's creative hubs and it is imperative that our brand reflects and resonates with the creative sector here. The selected Agency will be asked to reinterpret (not reinvent) the brand to be responsive to the creative economy and at the forefront of design and technology.

We are seeking a design partner who can offer solutions to help us further our mission of promoting Hudson Square as one of New York City's premiere creative neighborhoods to work, live, and visit.

Selected Agency will be collaborative, and able to conceptualize, design, and deliver compelling "deliverables" annually. All deliverables are project-based and start with a kick-off meeting where goals, timelines, and deliverables are determined. Each project will have a set start and end deadline; none of our projects are ongoing or require "on-call" services. The following is a list of annual deliverables from previous years that have been included to provide an idea of volume and specificity but may change as needs evolve. Please use this list as the basis for estimating costs and timelines used in your response.

Name of Deliverable	Description	Assets	Duration
Annual Report	Design an interactive, exciting, and digital Annual Report – a microsite that captures the activity of the previous year. Written narrative will be provided.	Imagery, video, motion, infographics, and more to keep the reader moving through the story	3 months for design + implementation
1-2 marketing campaigns	Create visuals and language to support a specific program or activation requested by HSBID to meet defined objectives. Agency will work in consult with HSBID to produce deliverables for each campaign.	<ul style="list-style-type: none"> • Social templates for Instagram, Twitter, and Facebook. 5-6 per platform • Digital templates for Outdoor LinkNYC screen; Captivate Screen. 1-2 per platform • Email and Website. 1-2 per platform • Poster template. 1-3 new designs and resizing of 1-3 existing designs 	2-3 weeks concept phase 3-4 weeks for design and delivery
Banners	Annually design banners for a campaign posted neighborhood-wide on the City light poles	Once a year	2-3 weeks
Outdoor signage	Wraps/signage for outdoor furniture	1-2 annually – for example: tree guards, garbage containers	2-3 weeks
Company documents	Update HSBID letterhead and templates	<ul style="list-style-type: none"> • Digital letterhead • Electronic signature/ e-card • Powerpoint template • Boundary Map 	4 weeks

Click [here](#) to view a sampling of annual deliverables from 2022.

Proposal submission, timeline, and process

Firms interested in responding with a proposal must follow the instructions in this Request for Proposals (RFP). Please provide straightforward and concise responses in your proposal. All responders need to submit an electronic copy of your proposal and work samples as a PDF (no more than 10MB in size) to a shared Google Drive or Dropbox to:

RFP@hudsonsquarebid.org
Subject: HSBID Graphic Design RFP

The schedule for the selection process

January 5	RFP Issued
January 13	Agencies express interest and email questions to RFP@hudsonsquarebid.org
January 18	HSBID provides answers to all submitted questions
February 3	RFP due at 5pm
February 27 – March 3	Schedule interviews
March 6-30	Interviews with potential Agencies
April 14	Agency selected
By May 5	Contract issued/ Kick-off meeting

All submissions must be received **by 5pm on Friday, February 3, 2023**. Late submissions will not be considered.

Please include the following as part of your submission:

Why Hudson Square?

- What excites you about the opportunity to work with the HSBID?
- What do you like about our current brand identity?
- Any areas you feel are lacking or ripe for improvement? If so, what areas?

Experience, structure, and personnel

- Scope of work
- For the purposes of this RFP provide an estimated project timeline to create each of the deliverables outlined above; note that final timelines will be agreed upon during contract discussions with chosen Agency.
- Name of primary contact/project manager who would work directly on this project. Please include title, years of experience in this role/at the agency, and all contact information.
- Describe the structure of the team that will be working on this project (number, titles, and the flow of communication between HSBID and Agency.)
 - Describe how the teams are managed
 - Provide a resume or online portfolio for each individual who will be assigned to provide services.
- Examples of three (3) projects that you have worked on that are similar to the services requested in this RFP.
- Three (3) references from clients for whom you are/have provided comparable services (include name and contact information).

- Any information that you believe would make your work for HSBID superior to that of other agencies.

Process

- Please explain how much time you need to start a new project.
- How you work internally – how you manage a project and work with clients.
- Any other relevant information regarding process that you would like to share.

Fee

For each deliverable, HSBID will ask the Agency to provide at least three (3) rounds of initial design and three (3) rounds of edits. Please provide the following in your response:

- Total fee for each of the deliverables outlined above
- Total estimated hours for each of the deliverables outlined above (based on 2022 projects)
- Hourly rate for each team member who will be assigned to this account
- Identify and list any other fee or charges not included in the above.

Note: it is expected that general, overhead, and administrative costs are included in the hourly rate for labor. It will be assumed that all contingencies and/or anticipated escalations are included.

HSBID reserves the right to amend, modify or withdraw this RFP, to revise any requirements, to require supplemental statements or information from any firm, to accept or reject any or all responses hereto, to extend the deadline for submission for responses thereto, to negotiate or hold discussions with any responses and to waive defects and allow corrections of deficient responses which do not completely conform to the instructions contained herein and to cancel this RFP in whole or in part if HSBID deems it in its best interest to do so. HSBID may exercise the foregoing rights at any time without notice and without liability to any proposing firm or any other party for their expenses incurred in the preparation of the responses hereto or otherwise. Responses to this RFP will be prepared at the sole cost and expense of the responding Agency, HSBID assumes no responsibility and liability for costs incurred by the responding Agency(s) prior to the issuance of a contract.

Questions regarding this RFP should be submitted in writing via email: RFP@hudsonsquarebid.org and sent no later than January 13, 2023.

Selection Criteria

In evaluating proposals submitted pursuant to this request, HSBID will consider the following factors, not necessarily listed in order of importance:

- Quality of the proposal (approach to tasks as defined in scope)
- Quality of related work experience, including examples provided
- Experience and qualifications
- References
- Cost of services
- Enthusiasm for mission of the HSBID organization

Please indicate if your firm is located in Hudson Square and/or certified Minority Business Enterprise (MBE)/ Women Owned Business Enterprise (WBE). Firms meeting either/both of these criteria will be looked upon favorably. Please indicate where your firm is located; being based in New York City is preferable as the work we conduct is hyper-local.

No single objective will constitute the basis for selection. HSBID is not required to accept the lowest cost proposal. The contents of the proposal prepared by the successful Agency, with any amendments approved by HSBID, will serve as the basis for the contract awarded as a result of this RFP process. The terms outlined below should be considered all-inclusive.

- Work with HSBID staff and stakeholders on an as-needed basis to create compelling and comprehensive deliverables
- Work with HSBID consultants as directed, including but not limited to Public Relations, web programmer, event consultants, etc...
- Refrain from assigning, transferring, conveying subletting, or otherwise disposing of the contract or its rights, titles, or interest therein or its power to execute such agreement to any other person, agency, partnership, company, or corporation without the prior consent and approval in writing from HSBID
- Agency will be responsible for obtaining all necessary licensing and rights before work is performed and provide a copy to HSBID.

Contract terms and conditions

Selected Agency will be awarded a three-year (3) contract, with the option of HSBID to renew up to two (2) additional years for a total of five (5) years. The following are some of the conditions that will be included in the agreement:

- Agency shall be acting as an independent contractor.
- All materials prepared under the contract will be a “work made for hire” and belong entirely to HSBID.
- HSBID may terminate the agreement at any time at its sole discretion, with or without cause, upon ten (10) days written notice.
- Agency may not assign or subcontract the agreement without the express written consent of HSBID.
- HSBID shall have the right to transfer the agreement to the City of New York, or any agency having the authority to accept such assignment.
- Agency shall keep accurate books and records which shall be available for audit and/or inspection upon three (3) business days’ notice, both during the agreement period and for three (3) years after the date of your final payment.
- Agreement shall be effective, subject to, and no payments shall be made prior to selected Agency’s successful completion of a PASSPort (formerly VENDEX) review by the City, and neither HSBID nor the City shall be liable to Agency if Agreement is terminated because of a determination by the City that Agency has failed such review.
- The Agreement will be governed by and construed under the laws of the State of New York and submit to the jurisdiction of the courts of the State of New York, County of New York.

The issuance of this RFP and the submission of a response by any responding Agency(s) or acceptance of such response by the Hudson Square Business Improvement District does not obligate the Hudson Square Business Improvement District in any manner. Legal obligations will only arise on the execution of a formal agreement by HSBID and the Agency selected.