

REQUEST FOR PROPOSAL | Public Relations | March 14, 2025

The Meatpacking Business Improvement District (BID) is seeking a public relations agency to lead strategic communications and media relations for a dynamic neighborhood, engaged business community, and forward-thinking nonprofit business alliance. Working with the Executive Director and senior leadership, the agency will develop and execute a communications strategy and ongoing pitch calendar to support the organization's PR goals.

Objectives:

- Develop a press/media narrative and strategy that is inclusive of neighborhood infrastructure and public spaces, real estate, and lifestyle components
- Elevate Meatpacking's position as a premier destination for food + hospitality, fashion + design, and arts + culture:
 - Market the district as a place for experiential and immersive retail and home to established and emerging brands
 - Market the district as a place of culinary excellence
 - Market the district as a cultural, creative, and design-driven hub
- Ensure civic relevance for the neighborhood and businesses through engagement with City Hall and Albany
- Elevate Meatpacking's position as a place of industry with a strong workforce in technology, innovation, and creative services
- Increase awareness of Meatpacking-led initiatives to relevant outlets, taste-makers, and target audiences
- Identify desired international audience segments and attract tourism outlets to elevate Meatpacking's position as a premier travel destination
 - Market the district as an iconic and ever-evolving neighborhood
- Create opportunities for Meatpacking to engage in thought leadership, scholarship on economic/neighborhood development and urban planning, and conversations around retail/real estate/public policy
- Source award opportunities and speaking engagements

Scope of Work:

- Story Development
 - Provide strategic insight and develop proactive messaging to tell the stories of the district and its brand to advance the BID's goals
 - Identify trends and developing stories and seek out opportunities for inclusion
 - Align with PR teams from key brands and activations in the neighborhood to co-develop strategies and secure placements
- Event and Program Marketing
 - Drive buzz, ticket sales, and growth for Meatpacking BID events and programs
 - Upon request, advise on advertising campaigns
- Partnerships

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- o Identify and cultivate relationships to secure monetary and promotional support for Meatpacking initiatives
- Influencer and Digital Marketing
 - o Advise on the ever-changing media landscape and create strategies on how to engage influencers and implement successful digital campaigns
- Local and political engagement
 - o Ensure coverage at the hyper-local level and Meatpacking's relevance in lower-Manhattan and throughout NYC
 - o Support advocacy efforts and work in collaboration with organizations to advance Meatpacking's position on relevant issues
 - o Consider timely op-eds, placement on panels, and positions of Executive Director and leadership staff for public affairs opportunities
- Response / Mitigation
 - o Monitor public policy, politics, and development as well as general Meatpacking-related coverage to flag potential issues
 - o Craft messaging, testimony, and correspondence and develop plan of action in response

Strong consideration will be given to firms that:

- Demonstrate success in achieving similar objectives for other clients and/or demonstrate expertise in the relevant areas, providing case studies, if applicable
- Understand the BID's mission and position in the market
- Identify potential opportunities (partnerships, programming, stories angles, etc.) for the BID
- Provide overview of team structure along with staff backgrounds, DE+I hiring and programming initiatives, and average fees
- Social/digital integration with in-house capabilities to leverage analytics to inform content, programming, and audience development
- Have relationships with a broad array of media outlets, including fashion, real estate, design, architecture, etc.

RFP submission:

- Proposals should be submitted to Jeffrey LeFrancois, Executive Director (jeffrey@meatpacking-district.com) and Tiffany Griffin, Director of Marketing, Events, and Partnership (tiffany@meatpacking-district.com) via email by April 16, 2025.
- Questions can be submitted via email by March 28, 2025.

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BID RFP Terms and Conditions

Indemnification:

The Contractor agrees to indemnify and hold the City of New York, the New York City Department of Small Business Services (SBS), the New York City Department of Transportation (DOT), the DMA, their agents, and employees, harmless from any and all claims, damage, loss, judgments, or liabilities including costs and expenses, legal or otherwise, to which they may be subject as a result of any act or omission of the Contractor, its agents, employees, Subcontractors, Contractors, or permittees in connection with this contract. The Contractor shall be solely responsible for the safety and protection of all its employees and shall assume all liability for injuries, including death, that may occur to said employees due to the negligence, fault or default of the Contractor. The Contractor shall also require such indemnification from its Contractors, Subcontractors, and permittees.

Warranties:

The Contractor warrants that services of any nature furnished hereunder shall be rendered competently by qualified personnel in accordance with the best-accepted practice. The Contractor further warrants that such services comply with all requirements of federal, state, and local laws and regulations, including, without limitation, the Occupational Safety and Health Act of 1970.

Insurance:

Contractor, its subcontractors and sub-subcontractors shall not commence work until it has obtained all insurance referred to herein and provided proof as set forth and has been approved by the Meatpacking District BID (hereinafter referred to as "Meatpacking BID").

Contractor and its subcontractors and sub-subcontractors shall secure, pay for and maintain the following insurance policies in full force and effect during the term of the agreement:

(A) Property Insurance upon all tools, material and equipment (owned, borrowed or leased by the contractor or their employees) to the full replacement value thereof during the full term of this contract. This insurance shall insure against damage or loss caused by fire and all other perils covered by a standard "All Risk" insurance policy. Contractors agree to waive its right of subrogation against the Meatpacking District BID, the BID's agent and consultants. Failure of

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the contractor to secure and maintain adequate coverage shall not obligate Meatpacking BID or its agents or employees for any losses.

(B) Workers' Compensation affording coverage under the Workers Compensation laws of the State of New York and Employers Liability coverage subject to a limit of no less than \$1,000,000 each employee, \$1,000,000 each accident, and \$1,000,000 policy limit.

(C) Commercial General Liability Insurance written on ISO form CG00 01 10/01 with limits of \$1,000,000 per occurrence Bodily Injury and Property Damage Combined, \$1,000,000 per occurrence Personal & Advertising Injury, \$1,000,000 aggregate Products and Completed Operations Liability and \$2,000,000 General (per project) Aggregate. The policy shall be written on an occurrence basis with no deductible.

The policy shall not contain exclusions relating to:

1. Contractual liability
2. Independent contractors
3. Gravity related injuries
4. Injuries sustained by employee of an insured or any insured
5. Expected or intended injury for assault and battery.

Policy shall be endorsed to name Meatpacking BID, the City of New York, the Dept. of Transportation, Dept. of Small Business Services and all other entities that may be reasonably required as "additional insured" utilizing ISO Forms CG2026 or broader. Definition of Additional Insured shall include all Officers, Directors and Employees of the named entity, its agents and consultants. Further, insurance policy shall provide coverage for the "additional insured" shall apply on a primary basis and non-contributory irrespective of any other insurance, whether collectible or not.

(D) Automobile Liability Insurance for Bodily Injury and Property Damage in the amount of \$1,000,000 combined and covering all owned, non-owned and hired vehicles. Policy shall include Meatpacking BID as additional insured.

(E) If applicable, Security Guard Errors and Omissions Liability insurance at not less than a \$2,000,000 limit providing coverage for damages arising out of acts, errors, or omissions of the contractor.

(F) Umbrella Liability Insurance for the total limit purchased by Contractor but, not less than a \$5,000,000 limit providing excess coverage over all limits and coverage's noted in paragraph 2, 3, and 4 above. This policy shall be written on an "occurrence" basis and shall cover Meatpacking BID and all other entities that may be reasonably required as "additional insured".

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Coverage for the "additional insured" shall apply on a primary basis and non-contributory irrespective of any other insurance, whether collectible or not.

All policies (except automobile) shall allow for a Waiver of Subrogation in favor of the Meatpacking BID, the City of New York, SBS, and DOT.

All policies noted in above shall be written with insurance companies licensed to do business in the State of New York and rated no lower than A1- in the most current edition of A.M. Best's Property-Casualty Key Rating Guide

EVIDENCE (NOTICES) OF COMPLIANCE

All policies shall be endorsed to provide that in the event of cancellation, non-renewal or material modification, the Meatpacking BID shall receive thirty (30) days prior written notice thereof.

Contractor shall furnish Meatpacking BID with Certificates of Insurance no later than (5) days prior to commencement of work and upon request, shall provide Meatpacking BID with complete copies of the aforementioned policies including all endorsements attached thereto evidencing compliance with all insurance provisions noted above.

Each certificate shall be marked "Premium Paid".

All Certificates and policy termination notices should be delivered via certified mail to:

Jeffrey LeFrancois,
Executive Director
MDMA
32 Gansevoort Street, Fifth Floor
New York, NY 10014
jeffrey@meatpacking-district.com

INDEMNIFICATION/HOLD HARMLESS

The contractor shall, to the fullest extent permitted by law defend, indemnify and hold Meatpacking BID, its partners, directors, members, officers, employees, servants, representatives, consultants and agents harmless from and against any and all claims, loss, (including attorneys' fees, witnesses' fees and all court costs), damages, expense and liability (including statutory liability), resulting from injury and/or death of any person or damage to or loss of any property arising out of any negligent or wrongful act, error, omission, breach of any

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statue, code or rule or breach of contract, in connection with the operations of the contractor, its subcontractors and sub-subcontractors. The foregoing indemnity shall include injury or death of any employee of the contractor or subcontractor and shall not be limited in any way by an amount or type of damages, compensation or benefits payable under any applicable Workers' Compensation, Disability Benefits or other similar employee benefits acts. This clause shall survive the expiration or termination of this contract and the work.

Permits:

The Contractor shall be responsible for obtaining all permits and/or approvals, if required by the City, for any work to be performed. The MDMA shall be provided with a copy of any aforementioned permits.

Independent Contractor and Licensee:

Notwithstanding anything contained herein to the contrary, it is specifically understood and agreed that in the performance of the terms, covenants, and conditions of this contract, the Contractor and any of its employees, agents, independent Contractors, Subcontractors, and permittees shall not be deemed to be acting as agents, servants, or employees of the MDMA or the City by virtue of this contract or by virtue of any approval, permit, license, grant, right, or other authorization given by the MDMA or the City or any of its officers, agents, or employees pursuant to this contract, but shall be deemed to be independent Contractors performing services for the MDMA or the City or the Contractor, as the case may be, and shall be deemed solely responsible for all acts taken by them pursuant to this contract.

IV.9 Assignment:
The Contractor shall not assign, transfer, convey or otherwise dispose of any portion of the contract or any part thereof, or of its interest herein or assign, by power of attorney or otherwise, any of the moneys due or to become due under this contract, without the written consent of the Executive Director of the MDMA.

Claims or Actions:

The Contractor shall look solely to the funds appropriated by the MDMA for this contract for the satisfaction of any claim or cause of action the Contractor may have against the MDMA in connection with this contract or the failures of the MDMA to perform any of its obligations hereunder. No officer, employee, agent or other person authorized to act on behalf of the MDMA or the Contractor shall have any personal liability in connection with this contract or any failure of the MDMA or the Contractor to perform its obligations hereunder. The Contractor agrees that no action against the MDMA in connection with this contract shall lie or be maintained unless such action is commenced within six months after the cause for said action allegedly occurred.

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Termination and Cancellation:

This contract is subject to cancellation by either party for cause, i.e., material failure to perform, upon 30 days written notice, and the MDMA may cancel without cause upon thirty (30) days' written notice. The MDMA also reserves the right to cancel immediately for cause based on material failure to perform.

No Waiver:

The failure of either party to insist on strict performance of any of the terms or conditions of this contract or of the party's right in any one or more instances shall not constitute a waiver by the party of such performance, terms, conditions, or rights either then or for the future. Any waiver shall be effective only in writing and signed by the party's authorized representative, and only with respect to the particular case expressly covered therein.

Compliance with Laws:

The Contractor shall comply with all applicable federal, New York State, and New York City local laws, executive orders, regulations, and rules. The Contractor shall hold harmless and indemnify the MDMA from any fines, penalties, and expenses, which the MDMA may suffer by reason of the breach or non-observance by the Contractor of its obligations under this provision.

Subcontracting:

The Contractor shall not subcontract all or any portion of the performance to be rendered hereunder without the express prior written approval of the Executive Director of the MDMA as to the work to be subcontracted and the sub-Contractor, provided that the Contractor shall not be relieved of any obligations hereunder by reason of any such approved subcontracting.

Books, Records, Audits and Inspections:

The Contractor shall keep accurate records and books in accordance with generally accepted accounting practices. Such books and records shall include, but not be limited to employee time and payment; account receivable and payable; purchase orders and sales receipts; liabilities and payments rendered for the purposes of this contract. All books and records of Contractor shall be available upon three (3) business days' notice for the purposes of auditing or inspection in order to verify compliance with the terms of this contract and applicable process of law.

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Price and Payment:

The price for the services set forth herein shall be confirmed, fixed monthly price and not subject to change except as specifically provided herein. The prices quoted in response to this RFP shall be for the first term of service, July 1, 2025 – June 30, 2026 but not inclusive of the potential one-year extensions.

The MDMA reserves the right to adjust the commencement date of this agreement by not more than 60 days. Payments shall be adjusted on a pro-rata basis if the MDMA exercises this right.

Payments shall be made on a monthly basis, provided that the invoices are submitted in a proper and timely manner.

Hourly and Annual Pricing

The hourly wage for a worker assigned to the Meatpacking BID under this contract is expected to comply with New York State Minimum Wage laws of \$16.50 per hour, and the average wage for a worker is expected to be the New York County living wage. Please refer to Appendix A, B, & C, which requires information to be completed based on varying incremental wage rates. Proposers should complete the information for ALL wage rates requested. Proposers should also provide a total annual estimate for the program, based on the program requirements and parameters outlined in this RFP, using the anticipated wages stated above.

Please provide annual pricing for the first term of the contract as applicable, as well as subsequent years if the renewal period were to be awarded, if different from the first term.