

RFP: PUBLIC RELATIONS AGENCY OF RECOED QUESTIONS ANSWERED

EVENTS/THINGS TO DO

Will the Summer Series occur again this year?

Yes, the Partnership's Summer Series will be happening in July/August. Fitness will be a key component of the program, and remaining activations will be confirmed.

What annual local or city-wide happenings are you most excited about?

Historically, our free public art installations (Spring and Winter) as well as our cultural programming in the Fall (Día de Muertos) are the most exciting programs we bring to the district.

In 2024, we look forward to bringing Portal, a technology sculpture that connects NYC to Dublin, Ireland through a 24/7 visual livestream. This will be landing in our Flatiron South Plaza this May.

What is your signature/most successful event? Which events would you like to see more eyes on?

The BID's signature events include the following:

- **Spring:** This is a dedicated month to eco-friendly, sustainable programs and initiatives.
- **Summer Series:** Using the neighborhood as a backdrop, this ongoing program series primarily centers around fitness, dance, and art.
- **Día de Muertos:** Celebrating the diverse cultural offerings of our community, this is a celebration of vibrant Mexican tradition, Day of the Dead. Emerging as a true destination event since its initial launch in 2022, we would like to see this continually grow.
- **Winter Glow:** Curated around the rush of the holidays, this includes free pop-up public programming and activities, typically centered around the season's public art installation. 2024 will be the second year, with potential opportunities for consumer growth and exposure.

In 2023, we held the Plant Based Food Fair with Eleven Madison Park, which was well-received from press and media. The Partnership would like to explore more district initiatives with businesses or connecting with multiple businesses to pitch the neighborhood.

WHO'S WHO

What movers & shakers that have not yet been highlighted and may speak on behalf of the district are you most excited about?

We try to tie our content to upcoming initiatives and relevant seasonal narratives. The Movers and Shakers series is often coordinated with owners of businesses in the district, founders and artists bringing public art to our community, or innovative community members in Flatiron NoMad.

Is there a list of the most influential residents available, both commercial and proper residents we may consider for trend jacking (i.e. Chelsea Clinton, Jennifer Lopez/Ben Affleck, formerly Tom Brady and Giselle, Will Guidara, etc.)?

We do not have a list.

PLANNING/DEFVELOPMENT

Are there any notable new construction, business, retail, “new neighbors” coming in, news around which has not yet been released you can share?

Already announced, but 1 Madison will house the global headquarters of IBM, the new Chelsea piers fitness studio and a brand-new concept from renowned chef, Daniel Boulud, which is a French culinary destination.

What is the reconstruction timeline for the plazas?

The current timeline is ground-breaking in 2027 for an estimated 4-5 years.

Does the BID currently develop any business or real estate reports on the neighborhoods? If not, is Flatiron NoMad open to commissioning?

Yes, the BID develops reports covering real estate, pedestrian counts, annual surveys and quarterly economic reports, which is publicly posted and found on our website [HERE](#). Sources of data are included as well. We are open to considering project-based commissions if needed.

Are there any specific elements of the district that you feel are lacking in comparison to other areas of the city like the Seaport that are also undergoing a facelift/evolution?

The Partnership sees an opportunity to really lean into the versatility of the district. We are centrally located and have a wide variety of activities and food & beverage options from the high-end to fast casual.

Could you describe Flatiron NoMad’s efforts related to public policy and advocacy? Frequency of engagements and the current comms planning process for key stakeholder engagement that supports these efforts.

The BID consistently works in tandem with the city of New York on a host of different projects that are defining the community. Our advocacy in 2023 was centered around a more pedestrian-friendly public realm which contributed to city funding our work with the department of transportation on the transformative Broadway Vision and upcoming reconstruction of the Flatiron Public Plazas and Worth Square. Additionally, the Partnership is part of a larger BID association, which mission is to communicate, coordinate and advocate.

How much would you like us to focus on the park vs. the entire neighborhood?

Madison Square Park is its own entity and while the BID amplifies the messaging of the park, our mission is focuses on the public plazas we manage, the businesses in our district and neighborhood surrounding the Park.

MISC

In the event of a crisis or negative publicity, what protocols does the Flatiron & NoMad Partnership currently have in place? Can you give an example of a past “crisis” scenario?
Our protocol for time-sensitive communication is to spread approved messaging through newsletter, SMS text, social media, and website. We can act promptly given the circumstance and severity if needed.

Could you provide more details on the KPIs that the Flatiron NoMad Partnership prioritizes for evaluating the success of PR efforts?

The goal of the partnership is to encourage people to experience our district. We want to drive awareness of our community through programming, initiatives, and beautification targeted at people working, living, or visiting the area. Additionally, we want to encourage people to stay to eat and drink, visit our array of experiential activities, or enjoy our public spaces.

Aside from the annual retainer fees, will the Agency have an OOP expenses budget to plan and work towards – in support of achieving the desired results? If so, could you share a OOP expense budget range?

There is a minimal OOP expense needed but the Partnership will reimburse travel for early/late call times and other pre-approved project expenses.

Is there a neighborhood or region that they think is doing an exemplary job with communications?

Some neighborhoods that we think are doing exemplary work include DUMBO, Meatpacking District, and Downtown Brooklyn.

INFLUENCER PROGRAMS

Is the BID interested in a structured paid influencer program in addition to earned media?

If so, would this be included in the \$150k budget or a separate scope?

The BID is interested in proposals for a structured influencer program. Either project based or more recurring and we would consider the costs of the program separate from the stated RFP budget allocation.

STAFFING

Are you open to seeing an hourly rate for the event’s staffing or is there an estimate based off previous years re: how much staffing may be required by the PR agency?

This is a brand-new exploration for the BID, but we estimate about 4-6 key programs a year would need additional staffing resources, from check-in and guest management to more production assistance.

What is your current communications structure? Internal team? Current agency partner?

The Partnership has a PR Agency who is managed internally through the marketing lead.

Why are you issuing this RFP now? Are you currently working with a PR firm, and if so, why are you considering a change?

We are expanding our scope of work regarding PR as the Partnership is evolving. Previously, the organization was more civic, and government focused. As we continue to bring new programming and events to our public spaces, the Partnership is looking to make our community more destination based and needs consumer focused strategy alongside the governmental vertical.

Who are your most important and effective spokespeople?

Our President, James Mettham is the spokesperson for all BID initiatives.

SUBMISSION DEADLINE:

FRIDAY, MAY 3, 2024

5PM EST