



230 Fifth Avenue
Suite 1511
New York, NY 10001

T 212.741.2323
F 212.741.2324
FlatironNoMad.nyc

REQUEST FOR PROPOSALS

Public and Media Relations Services

April 2024

INTRODUCTION

We are the Flatiron NoMad (Partnership) and we serve the businesses, people, and places that help make this district one of Manhattan's most iconic and authentic destinations.

Home to a range of retailers and employers, cultural and educational institutions, and a thriving residential community, the Flatiron NoMad Business Improvement District (BID) is a center of activity. From neighborhood enhancements and community building initiatives to the championing of district businesses, we celebrate the quintessential New York attitude with a contemporary edge.

The Partnership is a non-profit local organization that serves the businesses, people, and places of Flatiron & NoMad. We operate through key program areas - Sanitation, Public Safety, Marketing/Events, Homeless Outreach, District Advocacy, and Streetscape/Beautification. Since our founding in 2006 as the Flatiron/23rd Street Partnership, our organization has helped transform the bustling and diverse neighborhood we represent into a vibrant and shared place for residents, commuters, visitors, and an ever-growing business network.

For a map of the BID boundaries, denoting the Partnership's service area and member buildings/businesses/institutions, please visit: . [Who We Are - Flatiron NoMad](#)

Objective

The Partnership is seeking qualified proposals from public relation firms to assist us in building the future narrative of the Flatiron & NoMad districts. We are actively seeking a partner to help reinforce both Flatiron and NoMad as prime New York City destinations for the public, to promote the array of program and events we host for the community, to amplify the messages of the neighborhood businesses and be an active collaborator in sharing what this neighborhood will look like in the years to come.

Our goal is to have a partner that understands the long-term process of civic advocacy as well as the real time need to encourage and entice audiences to come experience the district in a myriad of ways.

Scope of Work

The selected agency's responsibilities will include the below objectives:

Media and Public Relations Services

Build out the Partnership's communication and public relations strategy for civic and government advocacy as well as defining and implementing a consumer-oriented public and media relations effort that elevates Flatiron & NoMad as a quintessential NYC destination for live, work and play.

- Market the district as a place for hospitality and culinary excellence
- Market the variety of what the district offers as a truly mixed-use neighborhood.
- Market the neighborhood infrastructure, public spaces, landmarks, and real-estate.
- Share the story of Flatiron & NoMad's mission and vision for the future of the neighborhood.
- Build and maintain our media and influencer lists.
- Ensure awareness, understanding and amplification of our work across all our key services including sanitation, safety ambassadors, homeless outreach, streetscape and district beautification, programming and events, marketing initiatives and public art, economic reporting and development and long-term civic advocacy.

- Proactively pursue editorial calendars and pitches that bring a spotlight to the Flatiron & NoMad district, whether it be through a business, individual public event, or Partnership programs.
- Create opportunities for Flatiron & NoMad to engage in thought-leadership across economic/neighborhood development, urban planning, and conversations around retail/hospitality/design/experiential/real-estate/public policy.
- Draft news releases, messaging documents, talking points, FAQs, media Q&As, etc.
- Collectively work with the partnership to monitor news coverage and advise on any crisis communication that might come up
- Target and respond to all media inquiries across all platforms including broadcast, digital, podcasts, and print.
- Provide media training for executive and senior staff as needed.

Events and Programming

Build the strategy to entice the Partnership's audiences to attend Partnership events and district businesses/attractions either through consumer-focused media placements and listings, curation of influential community members, strategic partnership exploration or targeted communication outreach.

- Ensure coverage at the hyper-local level and Flatiron & NoMad's relevance in Manhattan and throughout NYC.
- Be available at key events and be our main point of contact for in-person media opportunities and briefing the team on opportunities.
- Strategically advise what programs should be amplified with media releases or official press releases including distribution on the wire.
- While the Partnership handles staffing of most events, periodically we reserve the right to request help in terms of staffing events, whether that is VIP/Media check-ins or larger scale staffing activations. While these types of requests are periodic, the BID would like to see pricing of staffing as an appendix if available.

Metrics and Reporting

- Monthly status reports should be sent to the organization by the 5th day of the previous month.
- A recap encompassing all pitched as neighborhood clips should be received by the first day of the new month to incorporate into our board reports.
- Quarterly reviews should be received by the 10th of the first month in the next quarter.
- Annual reports should be ready to review by end of June, encompassing the previous year's work, earned media, reach as well as an analysis of the state of the industry and the position of our organization in comparison to other non-profit organizations in Manhattan.

The Proposal

- Situation Analysis - Candidates perspectives on wins and opportunities for the marketing of the neighborhood
- Case Studies - Include relevant case studies and please elaborate on one with learnings that could be applied here.
- Project Overview: A brief narrative overview of the proposer's approach and an outline of how the services will be successfully executed. Including audiences/ publics/ priorities sample lists/ a snapshot of who the proposer thinks we should be speaking to and how.
- A concept and high-level plan for executing a public relations and communications campaign to promote the district. The plan should include a timeline for communications, types of media to be used, methods of dissemination and proposed contact organizations, outlets, or individuals. The proposed plan should demonstrate the proposer's creative and strategic thinking skills as well as network.

- Methodology and Analysis - Please share your methodology and sample proposed KPI's - what will success look like here?

Team - Please share descriptions of your proposed day-to-day team to be working on this account.

SUBMISSION GUIDELINES

Firm Experience

The respondent shall be experienced in the following:

- Public relations, media placement and communications, including multi-faceted campaigns and crisis-management (if applicable).
- Knowledge of and contact with diverse NYC media outlets, and ability to extend that reach beyond NYC as appropriate.
- Knowledge of the Flatiron NoMad District, Business Improvement Districts, and neighborhood development is preferred.
- Influencer identification, invitation, and management if available.

Timeline

Submission Deadline: Friday, May 3rd (5PM EST)

Aiming for June 2024 Decision timeframe

Contract begins July 1, 2024 (one year term)

Questions & Answers

Questions regarding the RFP must be in writing and should be directed to Gregory Godfrey, VP Marketing and Communications, via electronic mail (ggodfrey@flatironnomad.nyc). Questions should be submitted no later than Friday, April 15th 2024 at 5PM EST. All questions and responses will be shared with all proposers no later than April 26th, 2024, at 5PM EST.

Submission Content

Please send full submissions, including the Project Budget, case studies, capabilities, description of firm, plan, timeline, and list of references as one combined PDF with "Flatiron NoMad Public Relations 2024" in the subject line to Gregory Godfrey, VP Marketing and Communications, via email (ggodfrey@flatironnomad.nyc) no later than 5PM EST on Friday, May 3rd - Questions shall also be directed via email to Gregory Godfrey

The final submission should include the following:

- The Proposal
- The Budget: We will be accepting proposals up to \$150,000 annual retainer fee. Please include estimated costs associated with the scope of work proposed.
- About the Proposer
 - A description of the firm's organization, including the history of the firm, philosophy, and key principals. Please include the names and bios of the individuals/individuals assigned to work directly with senior BID staff and what their respective role(s) would be.
 - The proposal must include a detailed statement of the respondent's approach and ability to provide the services as outlined in the Scope of Services. The statement should illustrate clearly that the respondent is capable of and experienced in the services necessary for the complete performance of the project.

- A description or examples of services the respondent has previously provided to organizations with similar requirements to those contained herein. The names, addresses and telephone numbers of three to five 3-5 references who can attest to the respondent's services and the quality of your team's work.
- Current client list (or representative sample thereof).
- Conflicts of interest and complimentary clients in your roster - Please disclose any potential conflicting clients and conversely please share who if any in your current roster could complement the work in promoting this district.
- Any influencer programs currently managing or examples of influencer identification.

Interviews

Interviews may be held with any or all the respondents after the receipt and review of the proposals. The Flatiron BID reserves the right to select a winning proposer based solely on the proposal itself, without subsequent interviews.

GENERAL TERMS**INDEMNIFICATION**

The respondent agrees to indemnify and hold the City of New York, the NYC Department of Small Business Services, and the Flatiron NoMad BID, 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 respondent, its agents, employees, subcontractors, contractors, or permittees in connection with this RFP. The respondent 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 respondent. The respondent shall also require such indemnification from its contractors, subcontractors, and permittees.

WARRANTIES

The respondent warrants that services of any nature furnished hereunder shall be rendered competently by qualified personnel in accordance with the best-accepted practice. The respondent 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.