



**Request for Proposals**

for

**Branding Design Consultants**

LIC IBZ East District Identity Project

Long Island City Partnership  
Elizabeth Lusskin, President  
27-01 Queens Plaza North, 9<sup>th</sup> Fl.  
Long Island City, NY 11101  
[www.licqns.com](http://www.licqns.com)

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**Responses Due:**  
Tuesday, November 28<sup>th</sup>, 2017, 4pm

# Table of Contents

<b>1. INTRODUCTION .....</b>	<b>2</b>
1.1 Purpose .....	2
1.2 Long Island City Partnership .....	2
1.3 Questions and Important Dates.....	2
<b>2. CONTEXT .....</b>	<b>3</b>
2.1 Long Island City Community.....	3
2.2 The District .....	3
2.3 Project Stakeholders .....	4
<b>3. SCOPE OF SERVICES.....</b>	<b>4</b>
3.1 Task One: Existing Conditions and Data Collection.....	5
3.2 Task Two: Conceptual Names and Brands .....	5
3.3 Task Three: Schematic Designs .....	5
3.5 Task Five: Revisions of Final Design .....	5
3.6. Task Six: Final Work Product .....	5
<b>4. SUBMISSION REQUIREMENTS .....</b>	<b>5</b>
4.1 Cover Letter.....	6
4.2 Relevant Experience.....	6
4.3 Approach and Scope .....	6
4.4 Personnel Qualifications .....	6
4.5 References.....	6
4.6 Fees .....	6
<b>5. SELECTION .....</b>	<b>6</b>
5.1 Process .....	7
5.2 Interviews.....	7
<b>6. MISCELLANEOUS CONDITIONS</b>	
6.1 Obligations .....	7
6.2 Modifications .....	7
6.3 Costs and Liability .....	8
6.4 Intellectual Property .....	8

# 1. INTRODUCTION

## 1.1 Purpose

The purpose of this Request for Proposals (**RFP**) is for the Long Island City Partnership (“**LICP**”) to select a branding strategy firm (the “**Consultant**”) with significant experience in developing creative brand identities, logos, and marketing strategies for neighborhoods. The Consultant will be asked to work with a group of local businesses and stakeholders (the “**Working Group**”) to identify a comprehensive brand identity and branding strategy (“the **Project**”), which succinctly encapsulates the dynamic vitality and growth of a geographic sub-district of Long Island City (“**LIC**”). This area is generally defined as the industrial zoned area southeast of the Sunnyside Yard (the “**District**”). The Project will assist employers, workers, students, and visitors, as well as the general public, in locating this sub-district and understanding the wealth of activity occurring within it.

## 1.2 Long Island City Partnership

Since 1979, Long Island City Partnership has served as the local development corporation for LIC. LICP’s mission is dedicated to advocating for economic development that benefits LIC’s industrial, commercial, cultural, and residential sectors. Its goals are to attract new businesses to LIC, retain those already in the community, welcome new residents and visitors, and promote a vibrant, diverse, authentic, mixed-use community. LICP also operates the LIC Business Improvement District (“**LIC BID**”) and the LIC Industrial Business Zone (“**LIC IBZ**”), providing business services and assistance. See more about the LIC IBZ in **Section 2: Context**.

LICP is a vital resource to existing and new businesses and as part of its mission hosts over a dozen networking and educational events in and for the community (e.g., neighborhood planning summits, small business trade shows, seminars on financial resources, community festivals, real estate roundtables). LICP acts as the central source of information about the larger LIC community (see [www.licqns.com](http://www.licqns.com)). In addition, LICP provides a variety of business services such as connections to government programs and facilitating financing, technical assistance to small businesses, troubleshooting, and acting as a liaison between corporations in the community and local residents, job seekers, and small business vendors/contractors.

Through its expansive work, LICP has established partnerships with most of the major businesses, civic and community organizations, social service providers, hospitality operators, cultural institutions, and developers. This RFP is issued on behalf of one of these partnerships.

## 1.3 Questions and Important Dates

Consultants with questions should contact Ian Hartz via email at [ihartz@licpartnership.org](mailto:ihartz@licpartnership.org), before **12 Noon on Thursday, November 16<sup>th</sup>**. **No phone calls will be taken**. All questions received and answered by LICP will be posted on LICP’s website at [www.licqns.com/BrandingRFP](http://www.licqns.com/BrandingRFP) after Monday, November 20<sup>st</sup>.

Questions must be submitted by email; must include the Consultant firm name, a contact person, their title and contact information; and are to be emailed directly to:

Ian Hartz at: [ihartz@licpartnership.org](mailto:ihartz@licpartnership.org)

Subject: LICP RFP for Branding Design Consultants – Question

Questions received after November 16<sup>th</sup> will only be answered at LICP’s discretion.

LICP anticipates holding interviews with select Consultants on the afternoons of **December 6<sup>th</sup> and 7<sup>th</sup>**. Please mark your calendars as these dates cannot be changed.

Below is a schedule of important dates.

**RFP Timeline:**

<i><b>RFP Release</b></i>	<i><b>Tuesday</b></i>	<i><b>November 7<sup>th</sup></b></i>	<i><b>5 pm</b></i>
<i><b>Deadline to Submit Questions</b></i>	<i><b>Thursday</b></i>	<i><b>November 16<sup>th</sup></b></i>	<i><b>12 Noon</b></i>
<i><b>RFP Submissions Due</b></i>	<i><b>Tuesday</b></i>	<i><b>November 28<sup>th</sup></b></i>	<i><b>4 pm</b></i>
<i><b>Interviews</b></i>	<i><b>Wednesday, Thursday</b></i>	<i><b>December 6<sup>th</sup> &amp; 7<sup>th</sup></b></i>	<i><b>1-6 pm</b></i>
<i><b>Contract Execution and Kick-Off</b></i>	<i><b>Monday</b></i>	<i><b>December 18<sup>th</sup></b></i>	<i><b>TBD</b></i>

## 2. CONTEXT

### 2.1 Long Island City Community

Long Island City is in a period of explosive growth and transformation. Since the early 19th Century, LIC has been an essential economic driver for the region. It is a source of good-paying middle class jobs for local workers, of essential goods and services for NYC, and, increasingly, of housing—both affordable and market-rate. LIC’s proximity to Manhattan, its inventory of reasonably priced real estate, and unparalleled access to transportation systems that connect the region—public transit, highways and airports—has ensured the neighborhood is a central node for production, commerce, and distribution.

The area remains and is becoming ever more attractive for commercial office, retail, light industrial, design, tech, and cultural uses, reinforcing the neighborhood’s authentic, mixed-use character. With 33 hotels open and more than 30 in planning, more people than ever are visiting and staying in LIC. New construction and building renovations will add more than 4.5 million square feet of commercial and industrial space to the neighborhood, resulting in thousands of new jobs.

For more information on LIC, see our **Comprehensive Plan** at [longislandcityqueens.com/licplan](http://longislandcityqueens.com/licplan).

### 2.2 The District

The District is one of the most exciting parts of the most exciting neighborhood in the City. It is a homegrown innovation district that has yet to be fully recognized. Its urban fabric consists of large,

sometimes full block, architectural landmarks of industry and production that have been renovated to house modern businesses related to fashion, food production, advanced manufacturing, and more. Many buildings that formerly made products like zippers or served as warehouses for department stores, now house top of the line technology and equipment. The District is a center of fabrication and customization for both local needs and abroad.

Office space, some retail, and a diverse mix of tenants, spanning from media, dance, gourmet food, and high-end design companies to Uber and Lyft, have moved into the District. These recent tenants join La Guardia Community College's 50,000 students and the existing industrial workforce. Pedestrian traffic, once insufficient in numbers, has been rapidly increasing and LICP is coordinating with the Working Group to improve the streetscape and public realm.

Despite the wealth of successful and exciting businesses in the area, the District lacks a strong cohesive identity. Further, because the District is disconnected from the greater LIC community by the Sunnyside Yard, many members of the LIC community are not aware of the wealth of activity occurring within it. Much of the growth driving the changes in the District takes place through renovating existing buildings. As a result, its growth is less visible to the public than that of LIC's residential skyscrapers rising on the north side of Sunnyside Yard.

### 2.3 Project Stakeholders

LICP is issuing this RFP in collaboration with the Working Group consisting of representatives from a broad range of businesses and property owners in the area. The representatives from the Working Group work collectively to improve access to the District and the physical conditions within its public realm, and to develop a robust sense of community.

LICP will direct the Consultant. The Project will seek input, comments, and feedback from the Working Group, members of LICP's Board, and other members of the LIC community.

LICP will assist in scheduling all necessary meetings.

## 3. SCOPE OF SERVICES

As a requirement of this RFP the Consultant shall provide a full outline of the proposed scope of services (the "**Scope**") which the Consultant deems necessary to complete the Project. Please note the Consultant is expected to attend stakeholder and biweekly team meetings, unless otherwise indicated by LICP.

Responses to this RFP must address the following tasks as part of the Scope. The Consultant is encouraged to provide more detail to each task and elaborate as it deems necessary to ensure the Project is a success.

### 3.1 Task One: Existing Conditions and Data Collection

The Consultant shall become intimately familiar with the District and meet with project stakeholders to develop a complete understanding of the existing uses and activity occurring within the District. The Consultant shall review all existing data provided by LICP and gather basic historical data regarding the District's history, however, significant resources on studying its past will not be required.

### 3.2 Task Two: Conceptual Names and Brands

The Consultant shall develop a range of names and quick sketches of logo options that reflect the new and innovative spirit of the District. These options should be compatible with the current brand identity for the greater LIC neighborhood. Based on feedback and direction from LICP and a small number of representatives of the Working Group, the Consultant shall develop no more than five (5) potential identity names and conceptual graphic sketches to bring before the full Working Group.

### 3.3 Task Three: Schematic Designs

Upon approval from LICP, the Consultant shall refine no more than three (3) of the brand sketches from Task 3.2, incorporating feedback from LICP and the Working Group. The Consultant shall prepare schematic mock-ups of the brand identity, logos, and marketing graphics in a format that can be distributed to the Working Group. The Consultant shall assist LICP in presenting the schematics to the Working Group and others, including exploring an online poll where the Working Group can vote on the name, identity, and designs.

### 3.5 Task Five: Revisions of Final Design

With direction from LICP, the Consultant shall revise one (1) name, logo, brand guide, and example marketing graphics, incorporating feedback from LICP and the Working Group. The Consultant will present the materials to the full Working Group for comments prior to finalizing the name, logo, and branding strategy.

### 3.6 Task Six: Final Work Product

The Consultant shall provide to LICP complete files that can be edited and in Ai, TIF, JPG, and PDF format of all logos, marketing, and brand designs and guidelines, with any non-standard fonts provided in downloadable format. This shall include finalized logos for the District and a brand guide outlining its use in print and digital materials.

## 4. SUBMISSION REQUIREMENTS

Responses must be submitted in accordance with the requirements set forth in this Request for Proposals. These requirements were created to standardize the responses and enable a consistent evaluation of the proposals. All submittals must include page numbers and should be double-sided.

Responses should consist of **three (3) printed and bound copies** of the proposal. All submissions must be received by LICP prior to **4:00pm on Tuesday, November 28th, 2017.**

Please submit proposals to:

**The Long Island City Partnership**  
**27-01 Queens Plaza North, 9<sup>th</sup> floor**  
**Long Island City, New York 11101**  
**Attn: Ian Hartz**

Proposals must include the following elements in the order listed below:

#### **4.1 Cover Letter**

An introductory letter indicating name of firm and team composition, contact person, address, phone, e-mail, and a short statement summarizing the strengths of the firm/team as it relates to the Project.

#### **4.2 Relevant Experience**

A description of the firm/team's relevant experience and capabilities, with description and images of a minimum of three (3) comparable projects. Relevant examples of past work should demonstrate the firm's ability to execute projects of comparable complexity and scale.

#### **4.3 Approach and Scope**

A clear description of how the Consultant will complete the Scope, including Project milestones, meetings and deliverables. Responses must also include a Project schedule corresponding to the Scope.

#### **4.4 Personnel Qualifications**

A Project team organization chart with names and resumes of the principals, project managers and professional staff who would work directly with LICP. Responses must also include the amount of time principal(s) and other key staff members will devote to the Project as well as information regarding any other major commitments that may impact the availability of key staff during the course of the Project.

#### **4.5 References**

For each firm/team entity provide names and contact information for three (3) individuals who can speak to the firm's past performance on the comparable projects submitted within the proposal.

#### **4.6 Fees**

Fee details shall be broken down by major milestones and tasks as outlined in the Consultant's approach to the Scope. In addition, provide hourly rates and estimated hours divided accordingly to the major milestones and tasks for each person on the Project team. Any additional expenses should be noted and defined. Travel expenses, however, will not be covered.

## **5. SELECTION**

LICP will be solely responsible for selecting the winning proposal, however, at LICP's discretion it may involve other parties in the review process.

## 5.1 Process

LICP's evaluation of proposals will be based on the following metrics listed in **no** order of importance:

1. Understanding of the Project goals and demonstrated qualification and quality of successful, relevant experience;
2. Proposed project approach;
3. Demonstrated team capacity;
4. Ability to meet specifications, terms, and conditions of this RFP;
5. Familiarity with the LIC;
6. Cost of Services; and
7. Demonstrated ability to work with multiple project stakeholders.

Respondents are strongly encouraged to use its best efforts to incorporate meaningful participation by Minority-owned Business Enterprise (MBE) / Women-owned Business Enterprise (WBE), collectively MWBEs, as part of its proposal.

M/WBE organizations are encouraged to respond to this RFP.

## 5.2 Interviews

LICP anticipates interviewing no more than three responses. LICP anticipates holding interviews with select Consultants on the afternoons of **Wednesday, December 6<sup>th</sup> and Thursday, December 7<sup>th</sup>**. Please mark your calendars as these dates cannot be changed.

# 6. MISCELLANEOUS CONDITIONS

## 6.1 Obligations

The issuance of this RFP and the submission of a response by any Consultant firm(s) or the acceptance of such response by LICP does **not** obligate LICP in any manner. Legal obligations will only arise on the execution of a formal contract between LICP and the Consultant it selects.

## 6.2 Modifications

LICP reserves the right (i) to amend, modify, or withdraw this RFP, (ii) to revise any requirements of this RFP, (iii) to require supplemental statements or information from any firm, (iv) to accept or reject any or all responses hereto, (v) to extend the deadline for submission of responses thereto, (vi) to negotiate or hold discussions with any respondent and to wave defects and allow corrections or deficient responses, which do not completely conform to the instructions contained herein, and (vii) to cancel this RFP, in whole or in part, if LICP deems it is in its best interest to do so. LICP may exercise the foregoing rights at any time without notice and without liability to any proposing firm and to any other party for their expenses incurred in the preparation in the response hereto or otherwise. Responses to this RFP will be prepared at the sole cost and expense of the responding firm(s). No copies of materials submitted in response to this RFP will be returned.

### **6.3 Costs and Liability**

LICP shall not be liable for any cost incurred by a respondent in the preparation of this RFP or for any work or services performed by a respondent prior to the execution and delivery of a contract between LICP and the respondent/Consultant. LICP will not reimburse any costs, expenses, damages, or losses incurred by any respondent at any time unless LICP has expressly agreed to do so in writing, regardless of whether a respondent is selected or not.

### **6.4 Intellectual Property**

Any reports, documents, data, photographs, designs, deliverables, and/or other material produced pursuant to this Project, and any and all drafts and/or other preliminary materials in any format relative to such items produced pursuant to this Project shall upon their creation become the exclusive property of LICP unless otherwise stated in writing and signed by LICP's President.