



Long Island City Partnership

LICP Brand Design RFP Questions and Answers November 20, 20117

1. What are you looking for in terms of budget and desired project completion date?
LICP is not able to share the budget for the project and encourages respondents to submit a competitive fee for its work. Please keep in mind LICP is a non-profit.

Ideally, the Project will be completed within three months, however, LICP is open to adjusting and refining the timeline once it has selected a Consultant.

2. Are there any initial design deliverables you would need immediately (banners, stickers, business cards, etc.)?
LICP does not anticipate any “immediate” need for design deliverables. We will work with the Consultant and the Working Group to identify what materials would be useful to establish the District’s brand. At this stage, we have not identified specific marketing graphics that will be produced as a result of this Project.

3. Do you have additional research about demographics in the LIC IBZ East District or an economic assessment report?
LICP collects, maintains, and analyzes a variety of data on LIC and a significant amount of data is available on its website.
[Visit: <https://longislandcityqueens.com/do-business/economic-development/>]

LICP staff is well versed in various demographic and economic data sets and can work with the Consultant to supply additional data to the best of their abilities.

4. Are you able to define what the marketing graphics are at this stage? Templates, signage, street banners, web or digital applications?
At this stage, we have not identified specific marketing graphics that will be produced as a result of this Project. We will work with the Consultant and the Working Group to identify what types of marketing graphics would be useful in establishing the District’s brand.

5. Is Task Four missing or simply a typo? :)
Thank you for catching this. This is a typo. Please consider what are listed as Tasks Five and Six in the RFP as Tasks Four and Five, respectively.

6. Can you please further define “brand designs” in Task Six?
The term “brand designs” generally refers to any component of the overall Project.

7. Can you please further define “branding strategy” as listed in Task Six?
Branding strategy shall be outlined in the brand guide listed in Task Six. This shall provide clear directions of how the District logo and name shall be deployed in print and digital media as well as any future marketing materials that LICP may produce.

8. Is there flexibility for an Out of Pocket (OOPs) budget or do we need to outline all anticipated costs in the RFP response? For certain executions, the selected agency may need to purchase stock imagery or non-default typefaces.

Respondents should outline all anticipated costs as part of their response to this RFP. If you believe that certain costs could possibly be incurred in the process of completing the Scope, separate them out as a budget item in your response. Upon selecting a Consultant to fulfill the Scope, LICP will work with them to further refine the Project budget.

9. To clarify, is the Working Group expecting to see full logo designs in Task 3.2 or 3.3? Does the Working Group have experience providing feedback to black and white sketches? Task Two is intended to give the Consultant the opportunity to present preliminary ideas to the Working Group to help solicit guidance in developing the brand identity. As such, we do not expect the Consultant to present fully refined logos to the Working Group, rather we expect them to present preliminary ideas. In Task Three, the Consultant shall refine some of the logos presented in Task Two as well as some examples of how the logo will be used.

The Working Group consists of various business and property owners in the District. The diverse nature of the group means that some individuals will have more experience than others working with designers and reviewing branding materials.

10. What is the anticipated launch date for the LIC IBZ East District Identity?
Please see response to Question One.

11. What is the budget range for this project?
Please see response to Question One.

12. What is the expectation for naming? For example, is the ask that this be named in the same vein as the Piano District or Hunter's Point?
The name should reflect the character and identity of the District. LICP is not looking to create a name solely for real estate marketing, but rather for identity and location as well.

13. Are there any names currently in play that the Partnership or Working Group are working with?
LICP and the Working Group have attempted to come up with a name for the District in house, but failed to identify a name that encapsulates the complexity and excitement that it has to offer. As such, we believed that the best strategy is to engage a branding firm

14. Who is the primary audience this identity will work to attract? Order of list below?
- a) Businesses
 - b) Developers
 - c) Current residents
 - d) Potential residents
 - e) Tourists & visitors

In short, the identity should attract all user. The District is zoned for manufacturing uses and thus has no residents. While the identity should specifically cater to businesses and developers, LICP also wants to ensure residents and visitors are aware of the exciting and innovative activity occurring there.

15. How do you see this neighborhood's brand living with the LIC QNS brand in applications?
Ideally, this new neighborhood brand can be nestled under the larger LIC QNS brand, however, LICP is open to suggestions from the Consultant. LICP will work with the

Consultant and the Working Group to hash out the details of how the District brand relates to LIC QNS and LICP logo.

16. Are you able to provide the schedule for biweekly meetings and a sample agenda?
No, these will be based on the outline of major tasks, milestones, and timeframe as outlined within the Consultant's proposal as well as the Consultant's experience in working with multiple stakeholders.
17. Are there any best in class neighborhoods or identities that the Working Group likes?
LICP is looking for an identity that reflects this District and does not have any preferences at this time.
18. What does success look like as part of the larger LIC Partnership?
A successful Project will include an identity that elevates the District as a center for innovation, and evokes its position at the forefront of industry, tech, the arts, and education, in a visually attractive way.
19. What sets the District apart from other neighborhoods in Long Island City? Is it part of the project's scope to provide the District with a reason to believe, beyond a hub for innovation?
LICP encourages the Consultant to visit the District prior to submitting its Proposal. Once a Consultant is selected, LICP and members of the Working Group will give the Consultant a detailed tour and share plenty of information that should clearly illustrate the District's unique character and qualities.
20. The RFP mentions 'existing uses and activities occurring within the District,' what are some of these offerings?
The District is home to many exciting companies that cut across industries, including manufacturing, fashion, tech, the arts, and non-profits. Additionally, LaGuardia Community College and the multiple high schools in the District attract approximately 50,000 students to the area. Multiple City agencies, including the NYPD, School Construction Authority, New York City Housing Authority, and the Department of Design and Construction, have facilities in the District.
21. What are some neighborhood branding efforts you consider successful?
Please see answer to Question 17.
22. The RFP mentions tenants like Uber and Lyft signed leases in the District, what are other companies that will be there as well? What dream companies do you wish would drawn to the District?
Please see answer to Questions 3 and 19, and 20 above. LICP recommends visiting its website and walking or driving through the District prior to submitting your response. More detail will be provided to the selected Consultant.
23. When are you looking to launch the District's brand identity?
LICP and the Working Group would like to launch the District identity as soon as possible. Ideally, the Project will be completed within three months, however, LICP is open to adjusting and refining the timeline once it has selected a Consultant.
24. Is there a budget for the project?

Please see response to Question 1.

25. Would you be open to a Canadian agency for the same?
LICP is willing to work with a foreign agency for this Project, however, someone from the agency will need to be familiar with the District, LIC and NYC, and physically present to meet with LICP regularly for check-ins and presentations to the Working Group. LICP will not reimburse travel expenses.
26. Are there any scoring metrics associated with the geography of the agency?
As stated in the RFP, a firm's familiarity with LIC is one of the many criteria upon which responses will be reviewed.
27. Could you tell us what the identified scope is for the marketing materials required with the brand?
At this stage, we have not identified specific marketing graphics that will be produced as a result of this Project. We will work with the Consultant and the Working Group to identify what types of marketing graphics would be useful in establishing the District's brand.
28. Could you let us know what the budget for the project is?
Please see response to Question 1.
29. Section 3.4 / Task Four appears to be missing from the RFP. Is there any additional information we should have that was omitted there?
Please see response to Question 5.
30. Can you elaborate or provide more specific instruction about what the expectation / deliverables are in terms of "marketing graphics" and "branding strategy," as discussed on page 5?
At this stage, we have not identified specific marketing graphics that will be produced as a result of this project. We will work with the Consultant and the Working Group to identify what types of marketing graphics would be useful in establishing the District's brand.
- Branding strategy shall be outlined in the brand guide listed in Task Six. This shall provide clear directions of how the District logo and name shall be deployed in print and digital media as well as any future marketing materials that LICP may produce.
31. Under Task Two, you are seeking "conceptual graphic sketches." How detailed do you expect those sketches to be at that stage of the brand development?
LICP is looking for some quick sketches to illustrate how the proposed name might be illustrated to solicit input from the Working Group.
32. Can you confirm that there is no messaging or copywriting required in the scope? The deliverables should include a visual identity brand only?
The Scope does not include any copywriting, however, if the Consultant believes this may be a desirable option, the Consultant should present such as a separate task and fee.
33. We noticed that the Task numbers skip 4, which is no big deal, just mentioning this so that you can line up the tasks in our proposal with the RFP tasks. (But please let us know if there is supposed to be a Task 4!)
Please see response to Question 5.