

CHINATOWN DISTRICT MANAGEMENT ASSOCIATION, INC.

(A.K.A. CHINATOWN BID)

**REQUEST FOR PROPOSALS
WRITING, DESIGN AND PRODUCTION OF 2016 ANNUAL REPORT
November 2016**

BACKGROUND

The Chinatown Business Improvement District (BID) was created in 2012 and is the 66th BID in New York City. BIDs are formed by property and business owners to improve and maintain a commercial district. These services augment existing city services that are often too costly to purchase individually. They include sanitation, sidewalk and quality of life maintenance programs, provision of street furniture and many other core missions, as well as marketing.

GOALS

The CDMA annual report will contain the BID's audited financial statements and listings of all grants and allocations made for the corresponding year. Additionally, the report will contain a narrative feature regarding the significant works, accomplishments and events of the corresponding year. It will also highlight the value of the BID's work in the Chinatown community.

SCOPE OF WORK

The consultant will be required to write, create the layout, design and produce the 2016 annual report. The consultant will consider the CDMA activities and expenses in the attached appendix when submitting a proposal. Greater consideration will also be given to consultants able to aid in the CDMA's marketing and re-branding efforts through graphic design, advertising, and social media projects.

ELIGIBILITY

Any person or organization may respond to this Request for Proposals. Preference will be given to those operating from the Manhattan Chinatown BID Service Area.

BUDGET

The consultant is to propose a fee \$##### (TBD) estimated for these services.

STAFFING CONSIDERATIONS

The consultant will be working with minimal BID staff. Existing staff will carry the extra load.

INQUIRIES

Respondents may submit questions and/or request clarifications by contacting:
Info@ChinatownPartnership.org*

(*Note: please email with your organization contact info so that you will be notified)

SUBMISSION REQUIREMENTS

Respondents shall identify relevant management, administrative and financial capabilities as well as technical skills, qualifications and experience appropriate to the evaluation of their ability to meet the detailed objectives.

Responses are due no later than 4:00 pm on December 5, 2016

Please submit proposal to:

Chinatown District Management Association, Inc.
217 Park Row, 2nd floor, Suite 9
New York, NY 10038-1101

Appendix 2013-2014 Activities

Market Analysis

- Who lives here, who works here, who shops here

- Income
- Age
- Businesses by type, square feet

Re-Brand

- Clean, green, beautiful
- Historical, but timeless
- Multi-Functional: Residential, Business, Cultural
- Young, exciting and unique

Outreach

- E-Newsletter
- Web Design and Content
- Advertising
- Destination Brochure
- Social Media
- Local Media

Events

- Earth Day
- Weekend Walks
- Mid-Autumn Moon Festival
- Small-scale youth events

Other Expenses

- Holiday Decoration
- Clean streets initiative
- Way Finding
- Project research
 - Tourism
 - Parking
 - Nightlife
- Staffing
- Office space rental