



## RFP: Marketing Services Questions

### Digital Versions of Proposals Need to Be Included in a Drop Box or File Transfer Program

Sent to: [rsahulee@licpartnership.org](mailto:rsahulee@licpartnership.org)

Subject: RFP: Marketing Services

(6) Six hard copy presentations should be mailed to:

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RFP Submissions Received By: January 14, 2019 at 5 pm

Interviews Conducted: Week of January 22, 2019

Campaign Launch: Spring 2019

Agency Selected: January 2019

1. Item #1 under SCOPE OF SERVICES references “...research to be conducted with community stakeholders, residents, businesses and those who work here.” Will we orchestrate the group – or will LICQNS (and the agency provides input and participates)?
  - LICP will work with the selected agency to provide names and contacts for businesses and stakeholder groups. But the selected agency will have to lead the outreach.
  - Will this initiative expand to the Tri-State area and beyond?
    - Yes, but we are focused on the immediate area at this time. For our industry sectors we would like to have a larger outreach in trades and beyond.
2. What was your annual budget for marketing in 2017? 2018?

- We have had a conservative budget in the past with varied outreach. Most tactics have been digital using our own resources.
3. Do you have current BRAND GUIDELINES?
- Yes. Email [rfpquestions@licpartnership.org](mailto:rfpquestions@licpartnership.org) with a request and a pdf will be sent to you.
4. How many agencies are included in this search?
- It was sent to a small audience with experience and ties to LIC. But it is also public on our website.
5. What prompted you to issue this RFP?
- It has been two years since LICP went through a rebrand with its website. Next year, LICP will have its 40<sup>th</sup> anniversary. The LIC area has seen record growth and transformation so the time was right to develop a united message and new marketing plan on how to best market its multiple stakeholders and create awareness for the neighborhood.
6. What are your current marketing, advertising and PR tactics? What is working well and why? What needs to work harder?
- We market our programing and events to members and community stakeholders using: email, social media, e-newsletter, phone calls, LICP events, and networking opportunities.
  - The only paid advertising we use is Facebook.
  - We are not proactively pitching stories as much as we would like.
  - We need a 360 digital strategy covering website development, social media postings/engagement and e-newsletter revamp.
- What have been your top wins in earned media?
    - We've seen the most earned media from the release of the:
      - LIC Life Sciences Feasibility Study, funded by an Empire State Development grant. It was a press release issued by Empire State Development.
      - The announcement of the Long Island City Investment strategy and \$180M in New Funding by the Bill de Blasio Administration.
      - The announcement of Amazon selecting LIC as one of their two HQ2 sights has garnered over 800 hits and counting.

7. How have you measured success when it comes to media relations and PR?
  - We track the stories tied into a given topic.
8. How do you benchmark results?
  - We track the stories tied into a given topic.
9. Within traditional media, are there any particular outlets you are particularly keen for us to break into?
  - We have been covered by all of the major outlets however, deeper features by WSJ, NY Times, Crain's, Real Deal and other Real Estate heavy weights are desired. We also would like to have coverage in specific trades for the LIC industry sectors, such as Life Sciences and Technology.
  - We would also like more lifestyle coverage for dining, drinking, attractions, things to do with a creative spin. There are many untapped stories and unique things business owners, residents and visitors are doing and experiencing. We want to create more overall awareness and change the perception of LIC.
10. What does success look like in 2019?
  - A new cohesive LIC message that resonates with all stakeholders.
  - A change in perception – more awareness of the assets of this vibrant mixed use community.
  - A strategic marketing plan – traditional and digital - we can work through to benefit our many stakeholders and create awareness to those outside of our community.
  - A successful marketing program for our retail businesses in LIC.
11. Who are your target audience(s)? And, do you have personas built for them? If so, will you share with us?
  - Businesses – small and large—based in or who do business in LIC
  - Residential community – long term and new residents
  - Employee population
  - Student population
  - Entrepreneurs
  - Cultural attraction visitors and visitors in general
  - No personas that we can share.

12. Are there particular demographic, psychographic or geographic targets you are focusing on in 2019?

- See answer to question #11.

13. Who do you consider your top competitors/peers?

- We are a very unique neighborhood – a truly mixed-use area that has a base of industrial, commercial, residential, cultural arts, entrepreneurs, Life Sciences and Technology.
- Look at other Business Improvement Districts that are similar in size and structure

14. If available, can you provide us with news and/or online/social media monitoring and performance reports covering the past six months?

- No.

15. Are there any milestones, announcements or developments that we should consider in building a plan?

- LICP's 40<sup>th</sup> Anniversary is in 2019. The anniversary is a reason for the new campaign, but we do not want it to be the entire focus. We are after the LIC message/tagline that can encompass the entire neighborhood.
- A pilot wayfinding program, LIC Local will be launched at the end of January.
- A digital ambassador social media program is in development -- connecting our retail, dining, drinking, cultural attractions, things to do and LIC scenery.
- LIC Arts Connection, a series of community and volunteer art projects in outdoor public spaces.
- The findings of the LIC Life Sciences Feasibility Study. See the report link included in the RFP.

16. What did they spend in 2018 on marketing and PR? How much was paid in fees vs. out of pockets for media buying, paid social, etc.? What is guidance for 2019?

- See answers for question #2.
- Keep in mind that LICP is a non-profit organization. For this specific project we have assembled a budget we feel can cover the cost of services and execution. We ask responding agencies to keep our limited resources in mind. Any proposals submitted need to have a cost structure for strategy and execution.
- We have secured an amount of up to six-figures.

17. Is day-to-day management of their social media channels within the scope of this plan, or is it just developing a marketing plan.

- It is just developing a marketing plan. We do have a FT in-house staff person (not dedicated to social media), but if you advise external day-to-day management in order to effectively execute the social media program, please submit a plan.

18. What are some past failures/challenges associated with attracting businesses and residents to LIC?

- Our growing mixed use community supports several different stakeholders from the businesses, employee population and residents. We haven't found success in targeting these audiences due to inconsistencies in materials presented and timing.
- The key challenge that LIC faces is its perception. There is a lack of familiarity in all that is here and where LIC is located. The public doesn't know of the vibrant live, work and play community that has something for everyone.

The Amazon HQ news is a big topic of discussion – what opportunities and challenges do you associate with that upcoming change?

- LIC is so much more than Amazon.
- LIC now has the world's attention.

19. Are there any other major initiatives or milestones outside of the 40th anniversary we should be aware of?

- See answer to question #15.

20. What spokespeople are available to be media facing?

- Elizabeth Lusskin, LICP President
- Patricia Dunphy, LICP Chair of the Board

21. Have you celebrated other anniversaries for the LICP with a new tagline and/or design? If so, what drove the thinking behind that creative work?

- In 2016, there was a relaunch of the website going to a more neighborhood friendly design, LICQNS.com.

22. How do you currently perceive the relationship between the LICP brand with the secondary LICQNS branding? How do you decide which brand to lead with at different touchpoints?

- LICP is the business community brand

- LICQNS.com is the neighborhood brand
  - More recently, we have not been very strict in changing out primary and secondary branding.
23. Are there examples you can refer to where other neighborhood branding initiatives have been particularly successful in your opinion?
- The neighborhood banner program. The LICQNS is more festive and connective on the local level. It is also the main graphic on our Perks Card. The LICQNS secondary branding could have more elements to it.
24. When the RFP says, “People do not realize how accessible LIC really is...”, can you identify which people/audience you are referencing?
- The tri-state community that does business in NYC and those who live close by.
25. Can you provide more detail for the exact deliverable you’re looking for in the description of objective 2? (How are you defining “blue print”?)
- It is essentially a marketing plan.
26. Re: Task 4, is the agency responsible for making any website enhancements/rearrangement of content for functionality and usage, or just providing recommendations for this?
- We have a CMS that can do standard changes and edits to the website, but larger design and functionality changes will have to go through our website developer.
27. It is assumed that the chosen agency will not execute or implement these marketing efforts, only provide strategic recommendations. Is this correct?
- Yes. We are looking for a message and the overall plan. However, if elements of the plan are beyond our current capabilities, we will look to the selected agency to help us execute. Please include both, strategy and execution.
28. Is the chosen agency responsible for the production of the lamp post banners, or just the design of them?
- Just the design of them.
29. Can you share a specified budget for this project? Would that budget also include a new design direction, should we make the case for a new design after

assessing the existing LICQNS branding?

- See answer for question #16. All items proposed will have to work within the available budget.

30. Does the campaign launch date of spring 2019 indicate when our portion of the project concludes, or when you intend to implement the marketing recommendations (lamp post banners are printed and installed, website is rearranged, etc.).

- It is when the implementation of the marketing recommendations begin. The Neighborhood Lamp Post Banners will be installed in the community by April. All other elements should be implemented or begin to hit the marketplace by then. Elements will need to start in advance in preparation of the launch. We would like to kick off the new campaign with a presser or activation.

31. From the Scope of Services section, it seems as if you are looking for a new tagline and messaging, but not necessarily a new logo. Correct?

- Yes, that is correct. We are happy with the primary logo. However, the secondary branding, LICQNS, we could be persuaded to change, if a case was made.

32. What do you see as the breakdown of the work being in terms of a plan/strategy/blueprint vs. actual execution? In other words, is most of it a plan that LICP will execute or do you expect the agency to execute?

- Most of it is a plan for LICP to execute, however if the plan is beyond the bandwidth of LICP current resources (which is probably the case), we will need to the agency to help execute.

33. Do you have an ideal timeline for the project? Would a four-month project starting in March work or are you expecting something sooner/faster/longer?

- We would like to kick off the new campaign with the Neighborhood Banner campaign that will go up by April. The campaign needs to already have been in progress, such as website development, proactive pitching, new design of collateral and e-newsletter.

34. Do you have a budget range for this project you could share? Or, could you share your annual marketing budget so we could scope our response accordingly?

- See answer to question #16.