



CHINATOWN B.I.D.
BUSINESS IMPROVEMENT DISTRICT
華埠商業改進區



**CHINATOWN
PARTNERSHIP**
LOCAL DEVELOPMENT CORPORATION
華埠共同發展機構

Request for Proposals

Strategic Marketing/Development Consulting Services

The Chinatown BID/Partnership (the Partnership) is seeking the services of a **creative, dynamic, experienced & result-oriented consulting firm (the Consultant) with Strategic Communication, Marketing and Development Expertise** to help promote and re-position Chinatown, the Five Points, the Jewelry District, Little Italy, Lower East Side, the Tribeca Extension/SoHo East and the several thousand businesses located in this vast, diverse district spanning two hundred and forty blockfaces stretching east from Broadway and Broome Street to the north down to Madison and Monroe at Pike and Rutgers Streets - see district service area map at: <http://www.supportchinatownbid.org/bidservicearea.jpg>

Background:

The Partnership and the BID were created to help mitigate the devastating effects of 9/11 and the negative impacts from the closure of Park Row as well as the subsequent 8-years of the greatest recession since the 1930s, Superstorm Sandy & the high skyrocketing costs

Goals:

The aim is not only to reverse the usual life-cycle of a transitional ethnic enclave (such as the other 18 traditional Chinatowns; Klein Deutschland; the Little Ireland/Italy/Syria, etc.) but to create an infrastructure to re-position the area for a long-term sustainable, vibrant future

Scope of Work:

The Consultant is to work with the Partnership in a multi-phase campaign to come up with a strategic breakthrough rebranding, marketing and development campaign. Resulting in a unique never before seen fresh look-and-feel for the District by leveraging and showcasing all the brands within the service area and a new marketing tour-de-force that can generate substantial support and sponsorships to generate new funding opportunities so as to achieve long term viability and sustainability

Roles and Responsibilities:

The Consultants are to strategize and come up with a bold new branding marketing proposal for monthly review and tracking for new short-and long-term development implementations

The recommended proposal outcomes are to be of a substantial magnitude for the initial and subsequent annual funding. The Partnership expects the results to be self-funded and self-sustaining as a benchmark for success and output

The Consultant is to prepare to spend &/or station (at a minimum) an associate in the Partnership office for not less than 20 hours each week to ensure the delivery and implementation of the initiatives and follow up on the game plans

Qualifications and Attributes:

The Consultant team should be well grounded with mainstream branding, marketing, and non-local resources for funding and development opportunities as well as strong media connection and social media aptitudes

Budget: to submit fee schedules for different services to be provided

To apply and submit:

Send proposal with cover letter and past projects portfolio/relevant work similar to the proposed undertaking to info@chinatownpartnership.org no later than Dec. 16/18, 2016

Applications will be reviewed on a rolling basis. Please include: "Response to Chinatown Strategic Communication and Development RFP 2016" in the subject title of the email

The Chinatown Partnership/BID is an Equal Opportunity Employer

The Chinatown Partnership
217 Park Row, 2nd floor, Suite 9
New York, NY 10038-1101
T: (212) 346-9288
www.ExploreChinatown.com
www.Facebook.com/CPLDC
Twitter: @ChinatownNYC