



**Request for Proposals for Project Management and Production Services  
for the Mayor's Fund to Advance New York City  
and the NYC Mayor's Office of Film, Theatre and Broadcasting**

Background

The City of New York Mayor's Office of Film Theatre and Broadcasting ("MOFTB") was created to support and promote entertainment production in New York City. It was the first agency of its kind in the world: a one-stop shop delivering free permits, access to public locations and police assistance, among many other services. In addition to facilitating "Made in NY" film and television productions throughout the five boroughs, the MOFTB markets the City of New York as a premier location and media center. Detailed information about the MOFTB and the "Made in NY" program is available on the website at [www.nyc.gov/film](http://www.nyc.gov/film).

The Mayor's Fund to Advance New York City ("Mayor's Fund") is a 501(c)(3) not-for-profit organization established to promote partnerships between the City and the private sector in an effort to strengthen public programs. By working closely with City agencies, including the Mayor's Office of Film, Theatre and Broadcasting, we support innovative projects serving the needs and general welfare of New Yorkers.

Project Description

The MOFTB seeks a well-qualified producer to manage the creation of a multimedia campaign targeting different audiences with two distinct messages: business-to-business and community awareness. Using footage of the City's iconic locations and interviews with key industry representatives, the campaign will consist of three distinct components:

*Short Film: MOFTB Snapshot*

One 3-4 minute film will highlight the services and resources that the MOFTB provides to the media/entertainment production industry including interviews with representatives from the industry, B-roll of on-location production activity in the City, and animated graphic treatments.

*Online Tutorials*

At least six 60-second companion pieces to the short film will live on-line and take a closer look at specific services including: 1) who needs a permit, 2) how does one acquire a permit, 3) parking and police assistance, 4) tax and marketing incentive programs, 5)

discount card, 6) locations and online photo library. Each piece will feature a member of the industry speaking about his/her experience with the MOFTB in the particular area.

#### *Public Service Announcements*

Using scripted copy as well as footage of locations and interviews, six 30-second public service announcements will focus on the importance of the industry to the cultural and economic fabric of the community. These PSAs will be designed for broadcast on television, in movie theatres, online as well as other non-traditional media outlets.

#### Responsibilities and Deliverables

MOFTB will:

- Draft initial creative proposal, interview questions and provide direction throughout the production process.
- Identify a “wish list” of industry members to appear in the campaign. The producer may wish to recommend others but all will be subject to MOFTB approval.
- Confirm participants and obtain appropriate releases from them.
- Conduct interviews on-site.
- Review and approve all raw footage.
- Supervise the post-production process and approve final cuts.

Producer will:

- Secure production equipment.
- Schedule and coordinate production of each interview with the featured representative.
- Secure B-roll footage of locations and production activity as directed by the MOFTB.
- Edit raw footage, incorporating creative elements (i.e., logos, graphics, copy), into final products (i.e., one short film, six online tutorials and six PSAs).

#### Timeline

Project commences upon notification to the awarded producer who must be able to begin immediately upon selection. The project duration will be no more than one (1) month.

#### Producer Qualifications

The producer should have a demonstrated ability to develop and produce short films and/or public service announcements for distribution on various media platforms. Desired qualifications include:

- Two or more years experience in film, television and/or web production in New York City.
- Familiarity with the services and initiatives of the Mayor’s Office of Film, Theatre and Broadcasting.

- Demonstration of successful development and execution of comparable projects.
- Demonstrated ability to execute a collaborative, creative approach.
- Demonstrated understanding of the realistic scope of the project, the possession of sufficient resources to implement the project, the ability to begin immediately upon engagement, and a comprehensive understanding of the activities and costs for implementing the project.
- Size of crew and responsibilities.

### Selection Criteria

The MOFTB, in coordination with the Mayor’s Fund, will use the following criteria as a guideline to review submissions and select a proposal:

- Individual displays the qualifications, experience, and all other items listed in Consultant Qualifications.
- Excellence in performing similar services.
- Individual’s ability to deliver finished product in a compressed timeframe, provided by the MOFTB.
- Familiarity with public review processes, approvals, permitting and experience working with multiple public agencies and diverse community groups.
- Individuals that display a thorough understanding of the unique qualities and attributes and resources that make the City of New York a compelling and attractive location for film, television, and commercial production.

### Content of Project Proposal

Producer must submit four (4) copies of a Proposal containing the following materials:

- Cover Letter: Include a clear, concise statement of the producer’s approach to, availability to perform, and qualifications for the project, specifically addressing the matters described in the following sections: Project Description, Deliverables, Timeline and Consultant Qualifications.
- Detailed line item budget not to exceed a total of \$25,000.00 for all three projects including expenses for goods, services and incidentals.
- Project Portfolio: Samples of client or project work demonstrating both consultant’s recommendations and the results of the completed project.
- Three references, including contact information.

### Submission Information

Responses are due no later than Friday, August 8<sup>th</sup>, at 4:00 pm. Four (4) copies of the proposal identified by “Made in NY’ Campaign” on the envelope must be submitted. One (1) electronic version may also be submitted. Please submit to:

Mayor’s Office of Film, Theatre and Broadcasting  
1697 Broadway, 6th Floor

New York, NY 10019  
Attention: Allie Kleva, Director of Marketing

Questions related to this RFP should be directed to:

Allie Kleva  
(212) 489-6710 ext. 248  
[akleva@film.nyc.gov](mailto:akleva@film.nyc.gov)

### Termination

The contract may be terminated by the MOFTB with two week's notice in writing to the Consultant.

### Place of Performance

Services will be delivered from the consultant's primary place of business and on location.

### Payment Structure

Payment schedule will be determined prior to execution of a contract.

### Customer Ownership

All rights related to work done by the consultant under this contract shall be deemed "works made for hire" as defined under the United States Copyright Act. The City shall be deemed the owner of all work done under this contract.

### Award Process

- Those producers deemed to be technically viable may be requested to make an oral presentation in support of their proposal. The Mayor's Fund, in coordination with MOFTB, however, reserves the right to award contracts on the basis of initial proposals received, without oral presentations; therefore, each producer's initial proposal should contain its best programmatic terms.
- The Mayor's Fund reserves the right not to award a contract to any of the producers.
- An award shall be made by the Mayor's Fund, in coordination with MOFTB, to the responsive and responsible producer who makes the most advantageous proposal, subject to all required approvals.