

## **Request for Proposals**

The Albany Convention Center Authority, (ACCA), a public benefit corporation created by Chapter 468 of the Laws of New York of 2004, Title 28-BB of the Public Authorities Law of the State of New York, an equal opportunity affirmative action New York State employer is seeking proposals from qualified **Strategic Communications Advisor** firms to assist the ACCA in developing and implementing a complete strategic communications plan and to provide traditional and communication related services to represent and maintain a public presence in the community, in support of a positive image for the Authority and the Albany Capital Center to fulfill its vision locally, regionally, and nationally.

The ACCA is an equal opportunity employer and welcomes proposals from NYS certified Minority and Women Owned businesses.

The information provided in this RFP is intended to assist interested parties in the preparation of their proposals. This information is not intended to limit a proposal's content or exclude any relevant or essential data.

### **Background:**

The ACCA, is a New York State Public Authority created for the economic development purpose of constructing and operating a successful convention and meeting space that will draw visitors and vibrancy to downtown Albany, Albany County and beyond. The ACCA is governed by a nine-member volunteer Board appointed by leaders from the City and County of Albany, the NY Senate and Assembly and the NYS Governor. After two years of construction made possible with public support, in March of 2017, the ACCA opened the the Albany Capital Center (ACC) located at 55 Eagle Street in downtown Albany, New York. The ACC is the largest meeting facility in the Capital Region and as part of the Capital Complex which includes the Times Union Center and the Empire State Plaza, is the largest meeting venue in the upstate New York. The ACC is managed on a day-to-day basis by SMG, a private sector corporation.

The ACCA mission is focused on economic development, and it employs the services of Discover Albany, as an independent third party, which utilizes Implan software to review relevant economic activity data collected and report on the economic impact of the ACC.

Through this third party analysis of the post event data, those key economic indicators relative to events, number of visitors, amount of visitor spending, booked hotel room nights, full time equivalent jobs, and sales tax receipts are considered. The most recent economic impact report, as of 6-30-18, determined that in its first 16 months of operation (3-1-17 through 6-30-18) events held at the ACC resulted in the following impacts:

- 248 events
- 113,000 visitors
- \$13,500,000 in visitor spending
- 10,664 Hotel room nights
- 6,314 FTE Jobs
- \$1.6M in Sales Tax collected

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### **Background(continued):**

The ACC operator, SMG, also manages several other convention and meetings venues across the country and reported to the ACCA Board that this was the most successful opening of a facility as measured by number of events and amount of gross revenue.

The sole outside source of operating funds for the ACC is from publicly received Hotel/ Motel Occupancy Tax. This funding support mechanism is similar to those models in use across the country. Additional facility, programmatic and fiscal information may be found on our website at <http://www.albanycapitalcenter.com/acca/> or direct to the facility website at <http://www.albanycapitalcenter.com/>.

The basis of this RFP for **Strategic Communications Advisor** firms is the need for assistance with the appropriate and relevant distribution of the important economic outcomes of the facility as well as anticipating the need for information by the public regarding the important role that the ACCA has an economic engine, and, being able to better respond when the economic benefits generated by the ACC are not fully comprehended or debated.

While the Albany Capital Center is consistently performing at or above projections and is regularly attracting new business to Albany and the Capital Region, in addition to developing a local message, the ACCA is also seeking to develop broader strategies to capture business of a regional and national type that has typically by-passed this area.

### **Scope of Services and Expectations:**

The successful Bidder will be required to fully develop and implement an agreed upon strategic communications plan. It is expected that implementing this will require the successful bidder to provide all standard communication services normally associated with promoting an economic development entity in the hospitality industry. The successful bidder will work directly with the Executive Director of the ACCA, members of the ACCA Board as appropriate, and coordinate with ACC team as relevant. Services may include, but may not be limited to, the following:

#### **A. Public Relations Services:**

1. Develop strategic communications campaign and implement;
2. Provide public relations assistance, planning and participation in regular in person meetings and telephone conferences (timing to be determined);
3. Work with ACCA to develop press releases;
4. Pitching and distribution to key reporters and outlets regionally as well as nationally;
5. Helping to respond to media inquiries and interview set-up/preparation;
6. Social media consultation and content development and delivery;
7. Development of newsworthy special events

#### **B. Public Affairs Services - Assistance and Support in the following:**

1. 1. Public affairs planning and participation in required meeting;
2. Community affairs and community relations;

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**Scope of Services and Expectations (continued):**

3. Identify public speaking opportunities for Exec Director and/or the ACCA Board to promote the ACCA;
  4. Writing or public affairs-related correspondence writing as needed;
  5. Identify partnership and sponsorship opportunities
- C. Other Services - Other communication services as requested from time to time

**Summary:**

In requesting a “plan” from all bidders as part of the RFP, it is the intent of the ACCA to then select one firm from those responding, whose plan will best address these concerns and whose staff can provide the most innovative approach to developing and maintaining a strategy for communicating a message of positive economic benefit as coming from the Albany Capital Center, which is fully supported by the facts related to economic impact.

Candidates must furnish (i) a proposed strategic communications plan, (ii) a schedule for the implementation of the plan, (iii) a fee schedule related to all work and (iv) qualifications in writing describing relevant experience, including a detailed explanation of your knowledge of the Capital Region market area and your knowledge and expertise in the hospitality and/or related industries and any experience working with governmental or quasi-governmental entities.

Candidates selected for interview must be prepared to discuss in detail:

- Proposed strategic communications plan customized to the ACCA/ACC
- Philosophy related to this type of representation;
- Methodology for developing a complete strategic plan;
- Specific examples of successfully applied strategies and related outcomes;
- Implementation; means & methods;
- Application of social media platforms;
- Schedule for the implementation of the strategic plan;

Responses are due to:

Albany Convention Center Authority  
126 State St.  
Albany, NY 12207

The response date is:

**Wednesday, 10-31-18 by 5:00 PM**

Responses may be sent via email to: [dstewart@accany.com](mailto:dstewart@accany.com) with hard copies to follow.

The sole contact person for this RFP is Duncan Stewart @ (518) 275-4920 Ext. 1. Inquiries may be made in writing to: [dstewart@accany.com](mailto:dstewart@accany.com) No other contacts are permissible during the RFP period, which commences 10-10-18 and ends on 10-31-18 @ 5:00 PM.

Upon a reasonable review period by the ACCA of the information received, those firms responding completely to this RFQ will be requested to attend an interview, after which a final decision will be announced.

## **RFP Required Documents**

### **Summary of Permissible Contacts Policy:**

Pursuant to State Finance Law §§139-j and 139-k, this solicitation includes and imposes certain restrictions on communications between the Albany Convention Center Authority (“Authority”) and an Offerer/bidder during the procurement process. An Offerer/bidder is restricted from making contacts during the Restrictive Period that are reasonably interpreted as an attempt to influence the procurement to any person at the Authority or another Governmental Entity other than the Designated Contact Person of the Authority, unless it is a contact that is included among certain statutory exceptions set forth in State Finance Law §139-j (3)(a). The Restrictive Period commences with the earliest written notice of an intent to solicit offers, such as this “Request for Proposal”, and terminates with the final award and approval of the procurement contract by the Authority. The Designated Staff Person of the Authority, as of the date hereof, has been identified in this solicitation. In addition, Authority employees are required to obtain certain information when contacted during the Restricted Period where such contact is reasonably interpreted as an attempt to influence the procurement. Such information will be made part of the procurement record and used to make a determination of the responsibility of the Offerer/bidder. If the Authority determines that the offerer knowingly and willfully made a contact during the Restrictive Period to any person other than the Designated Staff Person of the Authority and such contact was reasonably interpreted as an attempt to influence the procurement, the Authority is required to make a finding of non-responsibility. In addition, the failure to timely disclose accurate or complete information or otherwise cooperate with the Authority shall be considered in the determination of responsibility of the offerer. A finding of non-responsibility may result in rejection for contract award and in the event of two findings within a 4-year period, the Offerer/bidder may be rendered ineligible to submit a proposal on or be awarded any procurement contract by a Governmental Entity for a 4 year period from the date of the second final determination. Further information about these requirements can be found in Sections 139-j and 139-k of the State Finance Law. **It is the offerer’s responsibility to adhere to the provisions therein.**

### **Other Required Documents**

- 1. Affirmation of understanding and compliance with the Authority’s permissible contacts provisions:**

Offerer affirms to the Albany Convention Center Authority that it understands and agrees to comply with the procedures of the Authority relative to permissible Contacts as required by State Finance Law §139-j (3) and §139-j (6) (b).	
By: _____	Date: _____
Signature	
Printed Name: _____	
Title: _____	
Contractor Name: _____	
Contractor Address: _____	

**2. Offerer Disclosure:**

**ALBANY CONVENTION CENTER AUTHORITY**

**Offerer Disclosure of Prior Non-Responsibility Determinations**

Name of Individual or Entity Seeking to Enter into the Procurement Contract

\_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Name and Title of Person Submitting this Form: \_\_\_\_\_

\_\_\_\_\_

Name of Procurement: \_\_\_\_\_

Date: \_\_\_\_\_

1. Has any Governmental Entity made a finding of non-responsibility regarding the individual or entity seeking to enter into the Procurement Contract in the previous four years? (Please circle):

No

Yes

*If yes, please answer the next questions:*

2. Was the basis for the finding of non-responsibility due to a violation of State Finance Law §139-j? (Please circle)

No

Yes

3. Was the basis for the finding of non-responsibility due to the intentional provision of false or incomplete information to a Governmental Entity? (Please circle):

No

Yes

4. If you answered yes to any of the above questions, please provide details regarding the finding of non-responsibility below.

Governmental Entity: \_\_\_\_\_

Date of Finding of Non-responsibility: \_\_\_\_\_

Basis of Finding of Non-Responsibility: \_\_\_\_\_

\_\_\_\_\_



executed by the Authority or to projects or initiatives utilizing Authority funds. Such action shall be taken with reference to, but not limited to, solicitations or advertisements for employment, recruitment, job assignment, promotion, upgrading, demotion, transfer, layoff or termination, rates of pay or other forms of compensation, and selection for training or retraining, including apprenticeship and on-the-job training;

At the request of Authority, request each employment agency, labor union, or authorized representative of workers with whom it has a collective bargaining or other agreement or understanding, to furnish a written statement that such employment agency, labor union, or representative does not unlawfully discriminate, and that such union or representative will affirmatively cooperate in the implementation of the Contracting Party's obligations herein.

A copy of the respondent's Equal Employment Opportunity ("EEO") policy statement shall be included as part of the response.

Any respondent submitting a proposal shall include a Staffing Plan (Schedule A-1) of the anticipated workforce to be utilized on said Contract, or where the anticipated workforce cannot be identified, information on the respondent's total workforce, including apprentices, itemized by ethnic background, gender, and Federal Occupational Categories or other appropriate categories specified by the Authority.

After an award of the Contract and quarterly thereafter during the term of the Contract, the Contracting Party shall submit to the Authority a Workforce Employment Utilization Report (Schedule A-2) of the workforce actually utilized on the project, itemized by ethnic background, gender, and Federal Occupational Categories or other appropriate categories specified by the Authority. In the case where the contractor's work force does not change within the quarterly period, the contractor shall notify the Authority in writing. In the case where the anticipated workforce cannot be identified, information on the respondent's total workforce, including apprentices, itemized by ethnic background, gender, and Federal Occupational Categories or other appropriate categories specified by the Authority must be submitted to the Authority on a semi-annual basis during the life of the Contract.

STAFFING PLAN

Project/RFP Title \_\_\_\_\_ Location of Contractor /Firm \_\_\_\_\_

Contractor/Firm Name \_\_\_\_\_

Check applicable categories: (1) Staff Estimates include:  Contract Specific Workforce  Total Workforce  Subcontractors

TOTAL ANTICIPATED WORK FORCE										Total Percent Minority Employees	Total Percent Female Employees	
Federal Occupational Category	Total Number of Employees		Black (Not of Hispanic Origin)		Hispanic		Asian or Pacific Islander		Native American Alaskan Native			
	Male	Female	Male	Female	Male	Female	Male	Female	Male			Female
Officials/Admin.												
Professionals												
Technicians												
Sales Workers												
Office & Clerical												
Craft Workers												
Operatives												
Laborers												
Service Workers												
<b>TOTALS</b>												

CERTIFICATION:

I, \_\_\_\_\_ (Print Name), the \_\_\_\_\_ (Title), do certify that (i) I have read this Staffing Plan and (ii) to the best of my knowledge, information and belief the information herein is complete and accurate.

Signature \_\_\_\_\_ Date \_\_\_\_\_ Telephone Number (\_\_\_\_) \_\_\_\_\_

Forward to:  
Albany Convention Center Authority, 386 Broadway, Albany, New York 12207, 518-275-4920 Fax: (518) 275-4921

**Albany Convention Center Authority**  
**WORKFORCE EMPLOYMENT UTILIZATION REPORT**  
 NON-CONSTRUCTION

TYPE OF REPORT (check one):  TOTAL WORKFORCE  CONTRACT SPECIFIC WORKFORCE  CHECK IF NOT-FOR-PROFIT  
 TYPE OR SERVICE (check one)  PROFESSIONAL CONSTRUCTION CONSULTANT  SERVICES/CONSULTING  COMMODITIES

CONTRACTOR/FIRM NAME:  ADDRESS:  TELEPHONE NUMBER:  FEDERAL ID NO.:  N.Y.S. UNEMPLOYMENT INSURANCE NO.:  CHECK ONE: <input type="checkbox"/> PRIME CONTRACTOR <input type="checkbox"/> SUBCONTRACTOR  CONTRACT NO.: _____ CONTRACT AMOUNT: \$ _____	CONTRACT START DATE:  PERCENT OF JOB COMPLETED:  REPORTING PERIOD: <input type="checkbox"/> QUARTERLY REPORT <input type="checkbox"/> SEMI-ANNUAL REPORT  PROJECT NAME:  PROJECT LOCATION:  COUNTY: _____ ZIP: _____  PRODUCT/SERVICE PROVIDED:
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FEDERAL OCCUPATIONAL CATEGORY	NUMBER OF EMPLOYEES										TOTAL PERCENT	
	TOTAL NUMBER OF EMPLOYEES		BLACK (Not of Hispanic Origin)		HISPANIC		ASIAN or PACIFIC ISLANDER		NATIVE AMERICAN/ ALASKAN NATIVE		MINORITY EMPLOYEES	FEMALE EMPLOYEES
	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE		
Officials/Administrators												
Professionals												
Technicians												
Sales Workers												
Office & Clerical												
Craft Workers												
Operatives												
Laborers												
Service Workers												
<b>TOTALS</b>												

CERTIFICATION: I, \_\_\_\_\_ (Print Name), the

\_\_\_\_\_ (Title), do certify that:

(i) I have read this Workforce Employment Utilization Report and (ii) to the best of my knowledge, information and belief the information contained herein is complete and accurate.

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_ Forward to: Albany Convention Center Authority, 386 Broadway, Albany, NY 12207