



## Downtown Brooklyn Commercial Attraction Brochure Call for Proposals April 9, 2018

Downtown Brooklyn Partnership (“DBP”) is requesting graphic design and layout services for the creation of digital and print report brochure that summarizes qualitative and quantitative findings from a Downtown Brooklyn market report. The brochure will be used to launch a new marketing campaign highlighting Downtown Brooklyn’s competitive advantage as a live/work innovation hub with the goal of attracting business tenants to the area.

### BACKGROUND

As New York City’s largest business district outside of Manhattan, Downtown Brooklyn has experienced tremendous growth in the last 15 years. The local economy in Downtown Brooklyn has transformed from a government and back-office district to a thriving business center fueled by the *unique* combination of arts/entertainment and tech / information at the intersection of the Brooklyn Cultural District, Brooklyn Tech Triangle, MetroTech Center, and Atlantic Terminal. Ten higher education institutions in and around the area bring in more than 40,000 students alone; and with more than 21,000 residential units planned, in construction, or completed, Downtown Brooklyn has become home to more than 28,000 residents, with an expected population of more than 50,000 by 2025.

Downtown Brooklyn’s economy, fueled by the unique combination of arts/entertainment and technology/information sectors, has outpaced Brooklyn borough and NYC’s rate of job growth, with a more than a 22% increase in innovation firms and more than double the number of innovation jobs between 2010 – 2015. This has been supported by an expanding and competitive real estate market, with more than 17mm SF of office space occupied and a commercial office vacancy at around 6%. Moreover, several exciting new commercial office projects are underway, projecting to yield another 3mm SF of new class A office over the next 3 years.

### OBJECTIVES

The graphic design consultant will work with DBP staff to produce a visually attractive brochure summarizing the results of a market study on Downtown Brooklyn’s strengths as an innovation hub. The short brochure will be used as both print and digital collateral that lives on DBP’s website and given to a wide array of Downtown Brooklyn stakeholders to attract additional innovation tenants to the area, including real estate brokers, developers, firms, and the greater public.

The brochure will include infographics, photographs, and other design schemes with very brief narrative text organized into the following themes:

- Thriving Business Culture
- Exceptional Access to Talent
- Anchor Institutions / Innovation Hub
- Competitive Commercial Real Estate Market
- Vibrant Live & Work District

### SCOPE OF SERVICES

Under the direction of DBP’s graphic design and marketing staff, the selected consultant shall design and produce a digital and print-ready brochure with that integrates visually attractive and easy to read infographics, photographs, and other design elements with brief written narrative. Tasks include but are not limited to:

- Synthesize qualitative data, charts/graphics, and written content from DBP to create a report of no more than 10 pages (exact page size and length to be determined with the selected Consultant)

- Create maps, infographics, and other illustrative design elements to highlight key themes described above
- Design a format that integrates text with the photos, maps, infographics, and other illustrative graphics in a visually interesting style that is eye-catching and easy to read

## DELIVERABLES

The Consultant shall deliver a final package of print-ready and digital files of the completed report, including final editable files for all report elements. The Consultant must provide DBP staff with raw and editable files of visual concepts and design elements used throughout the project.

## SUBMISSION REQUIREMENTS

Applicants' proposals should at a minimum include the following content:

- Statement of the firm(s)' unique qualifications for this project and clear descriptions of your approach;
- A work plan / timeline, including milestones and meetings with DBP project team and other stakeholders;
- Name and qualifications of the people who will perform the work, including relevant experience and resumes;
- A detailed fee proposal for the tasks described above, including hourly rates for additional rounds of edits/review as necessary;
- Description of 3 – 5 previous projects which are relatively similar in scope and size;
- Contact information for at least three previous clients or organizations that can serve as references, which should include:
  - Name and current telephone number for contact that commissioned the project;
  - Start and completion dates for the project;
  - Final cost of the project;
  - Brief explanation of the project and how it relates to this scope of work;
  - Images of the final deliverable.

Completed proposals should be submitted via mail no later than **5:00pm on April 20, 2018** to:

May Yu  
Senior Director of Real Estate + Economic Development  
Downtown Brooklyn Partnership  
[myu@downtownbrooklyn.com](mailto:myu@downtownbrooklyn.com)

Brooklyn-based Minority-Owned Business Enterprises (“MBE”) and Women-Owned Business Enterprises (“WBE”) are encouraged to submit Proposals.

Downtown Brooklyn Partnership plans to select applicants based on various factors including, but not limited to price, previous experience with park design, M/WBE status, and familiarity with the area. Downtown Brooklyn Partnership reserves the right to waive irregularities and reject any or all proposals in its sole and absolute discretion.