

**Answers to Submitted Questions for Business Marketing RFP**

- 1. We noticed that the committee consists of two prominent advertising luminaries. Will those agencies be allowed to compete in this RFP or must they recuse themselves and their agencies?**

No, they and their agencies are not allowed to bid.

- 2. Will preference be given to the agency that created the iconic "I Love NY" campaign?**

No. All bidders are evaluated based solely on the criteria listed in the RFP.

- 3. You mention that candidates should have the economic resources to pay expenses in advance of reimbursement from the state. Does this apply to media purchases? What is the typical turnaround for payments/reimbursements? (e.g. 15, 30, 45 days)**

Media expenses can be paid for by the state before media runs, but payments must follow state billing procedures. We aim to process all bills within 30 days of receipt of invoices.

- 4. How much weight will be given to government experience vs general B2C and B2B experience?**

As stated in the RFP, up to 30 points are awarded based on marketing approach and experience, which must include some B2B experience.

- 5. Are there specific industries that NY State would like to attract?**

New York State is invested in attracting high-tech, bio-tech/life sciences companies, as well as heavy manufacturers, food processors, and financial services companies. New York also seeks to host companies' back office facilities such as large-scale data centers and/or warehouses.

- 6. What are the top five competitive advantages NY State has to offer?**

While the advantages greatly differ by industry as well as the area of the state where a business may choose to locate, New York State is generally competitive because of its land and energy resources, human resources (e.g., highly skilled and educated workforce), investments in research and development, transportation infrastructure, and access to strong consumer markets.

For example, Western New York provides the low-cost energy and year-round weather conditions that data centers rely on to control the costs of their large-scale operations. The Hudson Valley is well suited to bio-technology companies who require close proximity to world-class educational and research institutions who specialize in bio-tech innovation.

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**7. What factual support does NY State have to claim these advantages?**

Please visit our web site for relevant facts  
(<http://www.empire.state.ny.us/NYSDataCenter.html>).

**8. How detailed do you envision the creative samples to be? Concepts? Descriptions? Full blown ideas?**

Each bidder is requested to provide as much detail as it finds necessary to successfully communicate its ideas.

**9. Are the creative samples requested considered to be part of the 25 page narrative submission or in addition?**

Yes, creative samples are in addition to the narrative proposal.

**10. Is the theme “New York open for business” the name of the initiative or is it expected to be used as a tagline?**

We welcome bidder’s ideas about the campaign’s tagline and its uses.

**11. What video assets do you have available?**

Empire State Development has rights-cleared image assets that depict “quality of life” scenes related to most regions of New York State. These assets include: state parks, beaches, hiking, metro areas, wineries, camping and boating, etc. ESD also has business footage featuring high technology, farming and manufacturing companies who utilize a New York based work force and has the ability to shoot additional sites upon request.

Please note that the older masters live on film and would require the original assets to be re-mastered.

**12. What trade shows/conferences does NY State attend now?**

Empire State Development recently attended the New York State Fair but does not singly represent itself at other tradeshow. Trade show and conference attendance is typically determined by individual departments.

**13. Is the committee referenced in his 9/1 release the committee that will be selecting the marketing partner?**

The committee will play an advisory role on the general Open for Business initiative.

**14. Could the 9/16 submission deadline be extended due to the disruption of business caused by Irene?**

No.

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**15. Do we have to wait until after the 9/9 questions deadline to get answers to these questions?**

Responses to all questions of a substantive nature will be provided in writing, via ESD's website (<http://esd.ny.gov/CorporateInformation/RFPs.html>) to all known potential bidders. Bidders are encouraged to check the web site frequently for an updated list of questions and answers.

**16. Is this an invite only engagement or can my firm submit a proposal?**

All bidders meeting the criteria set out in the RFP are welcome to respond.