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Empire State Development Announces Request for Qualifications for Marketing Agency

RFQ will help narrow search of qualified firms ahead of competitive bid for economic development and I LOVE NY tourism marketing programs

Empire State Development (ESD) today announced it has issued a Request for Qualifications (RFQ) in order to select a group of qualified firms ahead of a competitive bid for the agency's \$50 to \$75 million economic development and I LOVE NY marketing programs. Services required include advertising, digital marketing, events, media planning and buying services for business attraction, retention and expansion, and tourism promotion campaigns. The RFQ can be found at www.esd.ny.gov/CorporateInformation/RFPs.html.

Empire State Development President, CEO & Commissioner Howard Zemsky said, "ESD's marketing program is key to our agency's mission in promoting economic development and New York's reputation as a great place for business, as well as travel. We look forward to seeing responses from a broad array of companies who have the expertise and creative talent to help us highlight New York's assets and drive home our message that New York is a state of opportunity."

The state's current contract with an existing firm expires on November 30, 2015. The RFQ allows ESD to identify up to six qualified firms that will then be asked to submit a formal proposal, including creative work and media plans. The agency is seeking firms who can either by themselves, or with third party subcontractors, assist ESD in developing the best marketing strategies and creating the most effective plans for both business attraction and tourism marketing campaigns. Requests for the RFQ include credentials, experience and work samples, as well as references and hourly rates.

The successful firm will provide marketing and advertising services including but not limited to market research; creative and production for broadcast and print; digital, including strategy and production; social marketing, including strategy and execution; media planning and buying; event marketing; customer relationship management (CRM); website creation; and budget management.

ESD's marketing campaign has included the START-UP NY and State of Opportunity campaigns, as well as the iconic I LOVE NY campaign, with efforts focused on television, radio, print and out-of-home advertising, as well as digital and social media and events.

Responses to the RFQ are due by noon on April 27, and questions are due by April 14. For more information on the RFQ, please visit www.esd.ny.gov/CorporateInformation/RFPs.html.

Empire State Development (ESD) is New York's chief economic development agency (www.esd.ny.gov). The mission of ESD is to promote a vigorous and growing economy, encourage the creation of new job and economic opportunities, increase revenues to the State and its municipalities, and achieve stable and diversified local economies. Through the use of loans, grants, tax credits and other forms of financial assistance, ESD strives to enhance private business investment and growth to spur job creation and support prosperous communities across New York State. ESD is also the primary administrative agency overseeing Governor Cuomo's Regional Economic Development Councils and the marketing of "I Love NY," the State's iconic tourism brand. For more information on Regional Councils and Empire State Development, visit www.regionalcouncils.ny.gov and www.esd.ny.gov.

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