



## REQUEST FOR PROPOSALS

For Public Relations & Lobbying Services

Contact: Regina Fojas, Senior Vice President & Chief of Staff, Times Square Alliance

Date of Issue: 08/07/2024

Deadline: 08/31/2024

The Times Square Alliance (the Alliance) seeks to engage a public relations and lobbying firm to offer advice, strategies and services to address persistent perception challenges facing Times Square. The three main categories of this scope of work are general promotion of the Times Square district, the Times Square Arts public art program, and the Alliance's legislative advocacy agenda. The selected firm(s) will be retained for 6-12 months and will work with our staff to design and implement a creative and proactive multi-month, multi-channel strategy to address our issues. The strategies, tactics and messaging developed will continue beyond the term of the engagement.

### Background

Times Square has been New York City's face to the world since The New York Times first called it home in 1904 and gave the neighborhood its name. That face has changed immensely over time from the urban decay of the 70s and 80s to revitalization in the 90s and 00s, and most recently the COVID-19 pandemic. Times Square has become one of the most visited attractions on the planet, with a robust retail and commercial tenant market, coupled with Broadway theaters, entertainment venues, and public art that connects the great cultural institutions of the city with its heart, Times Square. At the same time, congestion, quality-of-life, and perception issues have fed a negative narrative of the area for certain key audiences.

### Overview

The prospective firm(s) will possess and be asked to describe relevant experience and expertise in public relations, lobbying, and external affairs strategy and implementation, with a particular capacity for shifting dominant narratives through multiple channels and existing relationships.

### Scope of Work

The scope of work is designed to encourage strategic, proactive and targeted media and government outreach, and content development to shift perceptions about Times Square and its array of assets and amenities. It will be shaped by the strategic thinking of the selected firm.

Elements may include:

1. Executing targeted public relations campaigns in general about Times Square to generate content targeting particular audiences through online, print, radio, television and social media channels.
2. Executing targeted public relations campaigns linked to public art initiatives to generate content targeting particular audiences through online, print, radio, television and social media channels.



3. Executing targeted communications campaigns around legislation or policy changes that further the Alliance's advocacy agenda.
4. Developing content and mechanisms for daily delivery of content that reinforces campaign goals.
5. Identifying and reaching out to relevant influencers.
6. Identifying and reaching out to relevant city/state/federal agencies and elected officials as it relates to advancing legislative priorities.
7. Coordinating messaging and implementation with existing Alliance partners and consultants.
8. Real-time evaluation and improvement of PR tactics and content related to Alliance programming and events, public art, and non-Alliance activities and assets in Times Square.
9. Modifying, developing, proposing and implementing mechanisms to measure success, both qualitatively and quantitatively.

### **Proposal Requirements**

The proposal should address the vendor's ability to provide the services outlined in the scope of work. Please provide the following:

- A 1 – 3-page letter signed by an officer of the firm. The letter should reference the following: supplemental reference material may be attached as desired.
  - Qualifications and Experience: provide a description of the history, experience, and qualifications of your firm/company/corporation.
  - List of capabilities corresponding to the scope of work.
  - List of similar/relevant projects your firm/company/corporation has undertaken including results achieved.
  - References from similar projects your firm/company/corporation has undertaken.
  - Approach to scope of work.
  - Project Cost: provide costs for the services to be performed by the vendor based on the scope of work.

### **Submission Requirements**

Prospective service providers should submit all materials before 5:00 pm on August 31, 2024 to:

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Times Square Alliance  
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212-452-5210

Any questions should be addressed to the contact above.