



HDC Logo Redesign Request for Proposals

This Request for Proposals (RFP) is for the concept development and redesign of the New York City Housing Development Corporation Logo.

Send any questions and proposals to: HDCCOMMS@NYCHDC.COM

RFP & Project Timeline:

- **RFP Sent:** Monday, March 27, 2023
- **Responses Due:** Friday, April 14, 2023 close of business
- **Winner Selected & Contacted:** by Friday, April 28, 2023
- **Project Kick-off:** Monday, May 1, 2023
- **Project Completion:** June 2023

To Whom It May Concern:

You are invited to bid your best price to redesign the logo for the New York City Housing Development Corporation (HDC). The new logo should reflect HDC's mission to create a more affordable city through the financing of housing that is affordable and secure.

Eligible proposals should include the design of three (3) unique concepts with at least three (3) rounds of revisions. Bids should reflect pricing for the new landmark design placement on HDC's website, business cards and letterhead (print and digital), presentations, email signatures, with at least (3) rounds of revisions for each.

For consideration, please submit a portfolio with sample landmark designs, and include a quote and a timeline for concept development and project deliverables. Please also include your form of Contract / Terms & Conditions for review.

Conflicts of Interest

Furthermore, please disclose any other employment of situation which may create a conflict of interest if your firm were to be selected, including any relationship that the firm or any of its employees may have with HDC. Please describe any such relationship in your proposal.

All Proposals submitted to HDC in response to this RFP may be disclosed in accordance with the standards specified in the Freedom of Information Law, Article 6 of the Public Officers Law of the State of New York.

Equal Employment

If any, provide a copy of the firm's most recent Employer Information Report EEO-1 and include as Attachment to the Proposal. Please state how many women and minorities work in your firm.

Minority and Women Owned Business Enterprise (MWBE)

HDC is dedicated to furthering the participation of minority and women-owned businesses in its work. All respondents are urged to include in their proposals methods for facilitating the participation in the project of businesses that have been certified by the New York City Department of Small Business Services ("SBS") as women or minority owned. This can take any form a Respondent considers appropriate including, but not limited to, proposals intended to ensure the utilization of certified minority and women-owned businesses as subcontractors or as joint-venture partners. In addition, proposals from minority and women-owned respondents are encouraged.

New York City Location

State whether the firm maintains its headquarters, or other offices, in New York City, and the number of the firm's employees who are employed in New York City. Describe the firm's commitment to its location in New York City. Since January 1, 2017, has the firm relocated any employees from offices in New York City to locations outside New York City? Does the firm have any plans to relocate any employees or offices outside of New York City in the next two years?

Describe the firm's corporate citizenship and commitment to The City of New York, including local procurement of goods and services, development or participation in internship programs or scholarships, corporate philanthropy, specifically in the areas of housing and community development, and policies with regards to the use of women-owned, minority-owned and small business enterprises.

Local Law 34 Compliance

Pursuant to Local Law 34 of 2007, amending the City's Campaign Finance Law, the City is required to establish a computerized database containing the names of any "Person" that has business dealings with the "City" as such terms are defined in the Local Law. In order for the City to obtain necessary information to establish the required database, your response to this RFP is required to include a completed Doing Business Data Form (the "Data Form"), which is attached hereto. The Data Form should be sent with your submission marked "Doing Business Data Form". The Data Form will be submitted to the Mayor's Office of the City of New York (the "City"). If the City determines that your Data Form is not complete, you will be notified by the City and given four (4) calendar days to cure the specified deficiencies. Failure to do so will result in your proposal being deemed incomplete and therefore non-responsive.

HDC reserves the right to amend, modify or withdraw this RFP; to waive or revise any requirements of this RFP; to require supplemental statements or information from any responding party; to accept or reject any or all proposals received in response hereto; to extend the deadline for submission of proposals; to negotiate or hold discussions with any responding party; and to cancel, in whole or in part, the RFP if HDC deems it to be in its best interest to do so. HDC may exercise the foregoing rights at any time without notice and without liability to any responding party or other parties for their expenses incurred in the preparation of proposals or otherwise.

Proposals in response hereto will be prepared at the sole cost and expense of the responding party.

Thank you for your interest in responding to this RFP with a proposal for our logo redesign. We look forward to your response.

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The New York City Housing Development Corporation (HDC) seeks to increase the supply of multi-family affordable housing, stimulate economic growth and revitalize New York City's neighborhoods. We are charged with helping to finance the creation and preservation of affordable housing for New Yorkers and also serve as the key financing partner in the rehabilitation of our city's public housing stock under the NYCHA Permanent Affordability Commitment Together (PACT) initiative. As the nation's largest municipal Housing Finance Agency, HDC consistently ranks among the nation's top issuers of mortgage revenue bonds for affordable multi-family housing. For additional information, visit www.nychdc.com and follow us on [LinkedIn](#).