

APR-15-2002 14:05

THE MAYOR'S OFFICE

2127883229 P.02/02

CW
2002-0333

Office of the Deputy Mayor
for Economic Development and Rebuilding

Memorandum

Date: April 15, 2002
To: All Commissioners with Responsibility for Lower Manhattan Issues
From: Dan Doctoroff
Re: Lower Manhattan Communications RFP

I am writing to update all of you on the status of a project that I have undertaken that will be crucial to the recovery and revitalization of Lower Manhattan.

As you may know, last week the Economic Development Corporation released an RFP on my behalf for a "Lower Manhattan Communications Plan." The RFP requests proposals from qualified communications firms for the design and implementation of a Lower Manhattan Communications Plan. We are working with FEMA to secure funding for this important project.

As part of the Plan, the firm selected will:

- Develop a strategy for coordinating and communicating critical information about Lower Manhattan to target audiences on an ongoing basis
- Create, design, and produce targeted products and services, including a websites and newsletter, to achieve the above goals
- Work closely with the relevant city, state, and federal agencies and their partners to ensure that updated information is provided on a timely basis and disseminated effectively

Bids are due to EDC by close of business on Thursday, April 18th.

I will personally supervise the firm we select to do this job, and the project will be managed by my office in partnership with the LMDC. I anticipate that we will find a firm (or group of firms) to carry out this plan in a creative and innovative fashion. I ask that all of you participate as fully as you can in this important effort to keep people informed of our progress in Lower Manhattan.

Thank you in advance for your support of this important project.

Cc: Deputy Mayor Patti Harris
Deputy Mayor Carol Robles-Roman
Deputy Mayor Marc Shaw
Deputy Mayor Dennis Walcott



③

CW

Christopher O. Ward
Commissioner

Log # 2002-0333

Date 4/19/02

Due Date

TO:

Bob Avallone

D. Chargin

RE:

XC:

M. Langham

/g. Ryan

☐ Submit Written Comments

☐ Represent me

☐ Handle-Report
Outcome by Memo

☐ Prepare Reply for
My Sig.

☐ Coordinate-Report
Outcome by Memo

☐ Reply Directly-Copy
for me

☐ Talk to me About This

☐ Draft for City Hall
as Noted

☐ Per our Discussion

☐ F.Y.I & File

☐ Take Appropriate Action
(No Need to Report Back)

☐ Additional Remarks

Hiarn - see me

CW

File Copy

NOTE: Please Note Log# or other referred reference, whenever
submitting Response, Comments, Reports, Copies, etc.

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P.01/02



The City of New York
Office of the Mayor
City Hall, New York, New York 10007

Return Fax #

FAX COVER SHEET

Date: 4/15/02

TO: _____

John Odeman (OEM)	Alessandra Sumowicz (MOEC)
Dr. Thomas Frieden (DOH)	Michael Cardozo (Law Dept.)
Chris Ward (OEM)	Ken Holden (DDC)
Iris Weinshtat (DOT)	Martha Hirst (DCAS)
Adrian Benepe (PARKS)	Jonathian Greenspun (CAU)

No. of pages to follow 1

Action to be taken:

- ☐ Urgent/Immediate attention
- ☐ Awaiting your comments
- ☐ As you requested
- ☐ For your information and/or files
- ☐ Please call upon receipt
- ☐ Per our conversation
- ☐ Other (Please see below)

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