



**TIPPING SPRUNG**

**Proposal**

## **Downtown Development District of New Orleans**

### **Proposal for Marketing Services RFP #RF-2009-05**

April 29, 2009

# Introduction

According to a report published by the National League of Cities in November 2008, there are five essential steps to ensure a Downtown's future economic success:

1. A clear vision of the future Downtown
2. A clear understanding of Downtown's market potential and position in the marketplace
3. A clear strategy to guide Downtown's successful enhancement
4. A strong management entity to lead the charge
5. A viable funding stream to ensure that actions are taken in a quality and timely manner

We believe that development of a strong, differentiated brand is one of the main ways that Downtowns can deliver on the first four of these steps. To develop a strong brand, you need to have a well-defined vision, a clear understanding of what makes you different, and a powerful, compelling story to attract "*Industries of the Mind*".

Thank you for inviting TippingSprung to submit a proposal for the Downtown Development District of New Orleans (DDD) branding program. We are thrilled at the prospect of working with you to position Downtown New Orleans as one of the nation's most desirable places to work, live, and play.

We believe the best proposals are developed in close collaboration with our clients, and we look forward to discussing this document with you in more detail

## About TippingSprung

TippingSprung is a branding and marketing consultancy. We are experts in strategy and design including brand analysis, positioning, visual identity, naming, new product/service development, brand management, and employee training.

We develop integrated programs that help clients refine or create all aspects of brand management and execution. Here is an “a la carte” of some of the components that are included in a typical branding program:

**Insights:** Brand Equity Analysis, Concept Evaluation, Market & Trend Analysis, Experience & Usability Audit, Employee Engagement

**Branding:** Brand Strategy, Brand Architecture, Identity & Design, Brand Asset Management Tools, Naming & Verbal, Brand Training, Brand Extensions & Licensing

**Marketing:** Marketing & Channel Strategy, Segmentation & Messaging, Customer Acquisition & Retention, Experience Design, Translation & Localization

**Digital:** Digital Strategy, Content & Information Architecture, Usability Design, Site Development & Implementation, Online Media & Search Strategy, Social Media

**Metrics:** Marketing Mix Optimization, Analytics & Modeling, CRM & Database Strategy

We have extensive experience with both nonprofit and destination branding:

**Destination** experience includes Grand Bahama Island Tourism Board, Adirondack Museum, Visit Florida, Sandpearl Resort, Great Lakes Seaway Trail, Tampa Bay Convention & Visitors Bureau, and Duke Farms

**Nonprofit** experience includes The Educational Alliance, New York Foundation for the Arts, American Lung Association, Human Rights First, Vera Institute of Justice, Rainforest Alliance, Amnesty International, Duke Farms, and Great Lakes Seaway Trail

## Our Philosophy

We believe that great design is inspired by customer/consumer insights and driven by your brand's positioning, personality and values.

We believe that great design lies at the heart of the brand experience.

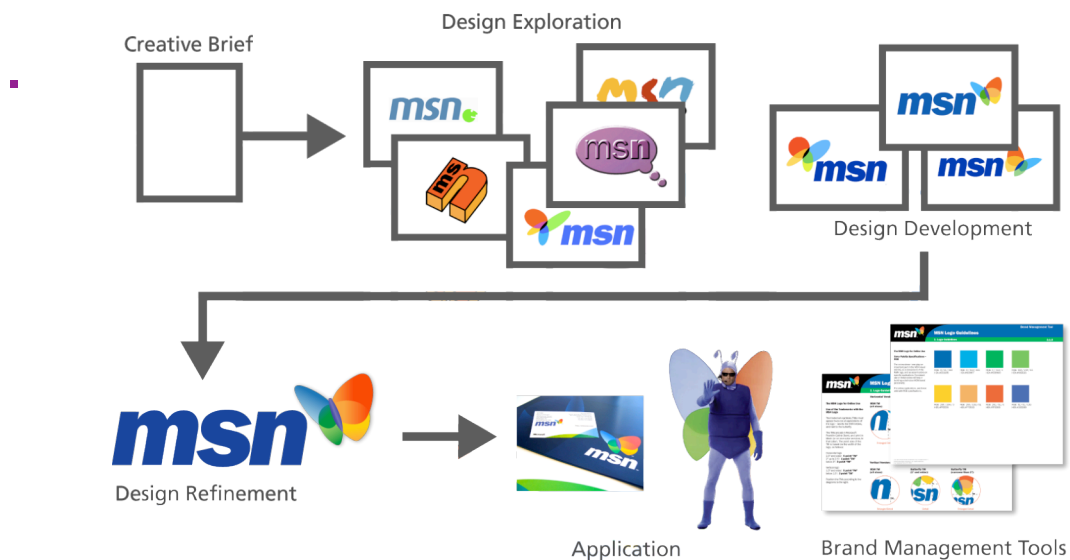
We believe that great design is media agnostic and works across multiple points of touch to bring your brand and your strategy to life.

We believe that great design is embraced and valued by all key stakeholders, both internal and external.

We believe that great design is most effective when it is supported by guidelines, templates and other brand management tools.

We believe that great design is flexible enough to grow with you over time and accommodate the changing needs of your organization.

**Our award-winning design team creates compelling brand identities that engage your stakeholders, set you apart from the competition, and allow you to build long-term relationships. The following graphic gives you an overview of our identity development process:**



## Recommended Process

We believe the best programs are developed in close collaboration with our clients. We look forward to working with you to develop a program that meets your branding, budget, and timing requirements.

### **Step One — Project Briefing**

We recommend a project briefing session between DDD and the TippingSprung project team. During this session, we will review and discuss DDD's objectives, its emerging and established challenges, core competence and future vision, programs, target markets, competitors, and area/industry developments.

We would like to review the following materials and information in preparation for this meeting:

- Prior business and marketing plans
- Any and all primary and secondary research specific to the organization, the people/businesses you serve, and your partners
- A perspective on primary "competitors", including any available competitive materials or literature
- Background to the development of the new Downtown brand

A portion of our first meeting will also be dedicated to ensuring that all expectations of the project are discussed and clearly defined. We will review project timetables, key dates, budgets and deliverables, project coordination, client/staff involvement requirements and discuss any other "housekeeping" details.

### **Step Two — Key Stakeholder Interviews**

It is extremely valuable to a program of this type to collect a focused internal perspective—on the organization, competition, your mission, values and guiding principles and how you wish to be perceived by external audiences.

This is also an opportunity to probe for any concerns or barriers to acceptance that may surround creation of a strong brand and identity system. Finally, executive member/civic leadership interviews provide a sense of involvement in the overall project and are an excellent forum to ensure all important, individual insights and opinions are heard. Each interview will last approximately 45-60 minutes. A total of 12–15 interviews are recommended.

### **Step Three —Communications Audit (DDD & Competitive)**

With materials provided by DDD, our team will conduct an audit of Downtown New Orleans with the goal of evaluating and prioritizing all points of touch including marketing materials, internal forms, collateral, brochures, signage, web sites, advertising, etc. We would also like to review materials from partners and other highly visible organizations such as the new Downtown New Orleans brand.

Finally, we will conduct an audit of 3-5 other downtown districts or destinations that you consider as peers or competitors. The audit helps us define best practices for DDD, and also highlights areas where you have an opportunity to differentiate yourself or claim “blue ocean” space.

#### **Step Four — Brand Story Workshop**

We will run a half day workshop using a variety of left brain and right brain exercises to arrive at the words and images that drive DDD’s brand story. We recommend inviting 24-30 key players from both within and outside the DDD to participate in the workshop – another great opportunity to engage a broader audience in the brand development process.

The result of the Brand Story Workshop is creative and informed insights that will provide valuable guidance for our ultimate brand platform recommendations and will provide the context for visual brand identity development.

#### **Step Five — Brand Platform & Messaging Strategy Development**

Based on our learning from the audits, interviews and workshop we will develop a brand platform that incorporates the following elements:

- *Target personas*: representative narratives for 3-4 of DDD’s key target audiences. For each persona we will outline demographics, psychographics, motives, influencers, and barriers that need to be addressed in positioning and messaging
- *Brand positioning*: the big idea you want to stand for in the minds of your internal and external audiences
- *Brand values*: the essential tenets that drive the brand and make it unique
- *Brand character*: the personality traits that bring the brand to life and guide how you speak and present yourself
- *Messaging framework*: the core messaging pillars and associated messages broken down by target audience

At a work session with the DDD team we will review our recommended brand platform as well as the Creative Brief we will use to guide our design work. Based on your feedback from the work session, we will make revisions to the brand platform, messaging strategy and brief.

#### **Step Six — Visual Identity Development**

Once the brand platform has been approved, we will develop a new visual identity for DDD that is consistent with the platform, differentiated from the competition, and appealing to key target audiences. Our design begins with a wide-ranging exploratory in which we will explore:

- Wordmark and typography
- Color
- Symbol/icon/containment shape
- Distinctive and ownable look and feel

At a work session with the DDD team, we will share 6-8 identity concepts with our 3–4 recommendations shown on applications such as business card, Web homepage, or marketing brochure as “proof of concept.” We will make revisions to your preferred identity concept based on your feedback from this work session.

Deliverables for this phase include final artwork files for all media (offline and online) in all required color variations and file types (EPS files for print; JPEG, PNG, and GIF files for screen usage). We will also deliver basic usage standards for the new visual identity (10–12 pages) explaining logo placement, clear space zone, minimum sizes, and usage in the context of branded applications.

### **Step Seven — Identity Implementation & Templates**

To ensure that internal audiences and other agency partners can use the new DDD identity consistently, we will create design templates for key applications including:

- Stationery
- Signage
- Organizational brochure and fact sheets
- Print advertisement

For each application, we will present two different design directions. Once we have approval on one preferred direction, we will apply the selected design to the final template and document these items in the visual identity standards.

### **Step Eight — Digital Strategy**

We will develop a digital strategy plan for DDD to help you answer the following questions:

- Which are the best-in-class sites that either have a similar target audience or which employ online tactics that DDD should consider emulating?
- What is the right technology platform, including content management system, for DDD? Is it scalable? Cost effective? Easy to manage?
- What are the content and functionality needs of your website? What are the costs and benefits of each element of the site, and how do we prioritize them?
- What is the right navigational hierarchy? How do we achieve the desired user experience?
- How do we leverage and integrate social media into the websites, where appropriate?
- How do we measure the effectiveness (ROI) of our digital initiatives?

At a work session with the DDD team, we will present our digital strategy plan, which will enable you to prepare detailed functional specs for a new website.

**Step Nine — Brand Engagement Training**

We will conduct 2-3 workshops to give employees and other stakeholders the practical knowledge they need to work with the new brand platform and identity. Our goal is to create a network of brand ambassadors who understand the basics of branding, what makes DDD a strong brand, and their role in “living the brand.” Our brand training workbooks typically become an ongoing component of an organization’s training syllabus, and are a great way to introduce new employees to the brand.

**Step Ten — Launch Support & Ongoing Marketing Strategy**

We will work with DDD to develop the collateral and content you need to launch your new brand identity. And to support the new brand beyond launch, we will develop a marketing strategy that includes both short-term and long-term strategies, objectives, and tactics that align with your business goals. We provide both a short-term plan for the next 12 months, and a long-term plan for organizational initiatives that may be outside this year’s budget but that need to be aligned with initial marketing efforts.

## Estimated Timing & Fees

Before beginning a project, we work closely with our clients to define project deliverables, timelines, and scope of activities. We use these variables to determine our project fee. Because we have not yet reached agreement on specific deliverables, the fees listed below are provided as ballpark estimates only.

Phase	Fee	Timing
Steps 1-5: Brand Strategy	\$60,000 – 70,000	4-6 weeks
Step 6: Visual Identity	\$60,000 – 70,000	4-6 weeks
Step 7: Identity Implementation	\$40,000 – 50,000	3-5 weeks
Step 8: Digital Strategy	\$40,000 – 50,000	3-4 weeks (overlapping with earlier phases)
Step 9: Brand Engagement Training	\$20,000 – 35,000	2-3 weeks
Step 10: Launch Support & Ongoing Marketing Strategy	TBD depending on scope	TBD
<b>TOTAL</b>	<b>\$220,000 – 275,000</b>	<b>16 – 24 weeks</b>

Program fees do not include out-of-pocket expenses such as travel, messenger services, and presentation materials. We estimate out-of-pocket expenses to be approximately 10% of the project fee, and will do everything possible to keep this to a minimum.

## Meet The Team

What sets TippingSprung apart is the experience and expertise of our senior consultants who will be working with you on a daily basis. You can read more about key team members and their relevant experience in the brief bios below:

### **Martyn Tipping: Program Lead, Strategy**

Martyn has overseen high-profile branding projects for clients including Grand Bahama Island, Sandpearl Resort (Florida), Hyatt Azulera resort (Costa Rica), Adirondack Museum, American Express, GE, Johnson & Johnson, and Nokia.

Martyn was formerly Director of Verbal Branding at Landor Associates, New York where his clients included Delta Air Lines, Royal Caribbean, Visit Florida, Affinia Hotels, and Live Broadway.

He has an MA in modern languages and social psychology from the University of Cambridge, England and is a former faculty member at Georgetown University, where he taught brand strategy in the MBA program.

### **Paul Gardner: Program Lead, Design**

Paul has over 20 years design experience, and has led major global identity programs for clients including Intel, Microsoft, Nissan, and South African Airlines.

As Creative Director at FutureBrand, Paul developed the MSN butterfly identity and also opened the firm's San Francisco office in 2001 before returning to New York in 2004.

Client experience includes GM, American Express, United Nations, San Diego Zoo, PepsiCo Restaurants, MCI, Sterling Health, AMD, Levis, Eurotunnel, and National Westminster Bank.

### **Brad Nix: Strategy**

For more than 25 years, Brad has applied his insights and management skills to a variety of renowned identity programs around the world for such clients as Canyon Ranch, Institute of Honduras Tourism, Tampa Bay CVB, Japan Airlines, Nikko Hotels and Mexico Tourism Board.

Brad was formally trained at Young & Rubicam and Landor Associates and was one of the first Americans to join Dentsu, Young & Rubicam, the first Japanese-American joint-venture advertising agency. He also headed accounts for McCann-Erickson and Saatchi & Saatchi Worldwide representing Johnson & Johnson, Shiseido Cosmetics and RJR Nabisco Brands.

Brad graduated from Wake Forest University with a degree in psychology and honors in philosophy. He was also an ACC Varsity Soccer letterman.

**Bridget Durkin: Account Management**

As Account Manager, Bridget partners with clients to ensure the seamless development and execution of their strategic branding and identity programs. She works with clients including IEEE, American Media, Great Lakes Seaway Trail, Duke Farms, and Amnesty International.

Prior to joining TippingSprung, Bridget was Marketing Manager for a full-service engineering consultancy, where she led branding, website development, and strategic positioning.

Bridget graduated magna cum laude from Princeton University with a degree in classics, and a certificate in theater.

**Robert Sprung, Operations**

Robert has over 15 years experience in branding and global communications, working with clients including American Lung Association, Time Inc., and American Express. He has been an approved supplier to Johnson & Johnson for 18 years.

Robert is responsible for TippingSprung's quality systems and process-excellence. He is the author of *Translating into Success*, case studies in global product development.

He graduated with a BA degree from Harvard University and an MA from University of Cambridge, England.

## Client References

We encourage you to speak with the following clients about their experiences working with TippingSprung:

**Daniel Rosenthal**

Senior Vice President, External Affairs  
The Educational Alliance  
212 780 0300 x414  
Daniel\_Rosenthal@edalliance.org

**David White**

Board Member  
Great Lakes Seaway Trail  
315 312 3042  
dgw9@cornell.edu

**Susan Dineen**

Director of Marketing  
The Adirondack Museum  
518 352 7311 x121  
sdineen@adkmuseum.org

# The Educational Alliance

**CHALLENGE:** Develop a new brand identity and collateral system for a community organization with 80 programs at 32 sites in Downtown Manhattan.

The Educational Alliance is a community-based organization offering a wide range of programs that integrate education, social services, arts, and recreation throughout Downtown Manhattan. Originally founded to help Eastern European Jews assimilate into American society, the organization now serves people of many different ethnic, religious, and socio-economic backgrounds who live, work, and learn downtown.

After completing a strategic planning exercise, The Educational Alliance asked TippingSprung to help them turn their new strategic plan into a compelling brand positioning and messaging framework.

An audit of communications materials across the organization revealed a dated, inconsistent identity. Each of the organization's program areas – Seniors, Fitness, Early Childhood, Art School, After-School and Social Services – had its own look and feel, fragmenting and diluting The Educational Alliance's brand.

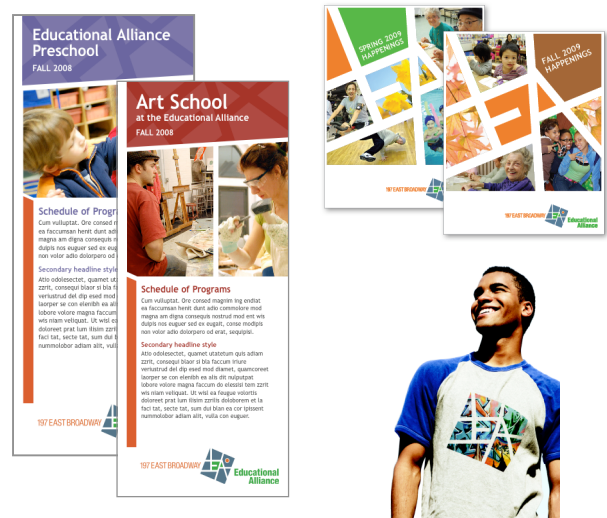
The new identity for the Educational Alliance suggests a street map, with the organization's initials, EA, clearly visible at the center. The initials create a green symbol to reinforce that the Educational Alliance is a nourishing oasis within the city. The symbol is open on all sides, to reflect that the Educational Alliance is proudly open to all members of the community

We developed usage guidelines for the identity and a simple template system for marketing collateral and other communications. This system allows The Educational Alliance to present a consistent look and feel across its entire offering of 80 programs at 32 sites in Downtown Manhattan

Before:



After:



## Grand Bahama Island Tourist Board

**CHALLENGE:** Develop a new brand strategy to differentiate Grand Bahama Island in the increasingly competitive Caribbean destination marketplace.

Our process began with a brand immersion, during which we spent several days touring Grand Bahama Island. We spent time visiting hotels and attractions to understand the range of visitor experiences offered by GBI. And we also spent time speaking with hospitality employees and other locals to understand the unique culture of the island and the collective experience of the people who live and work there.

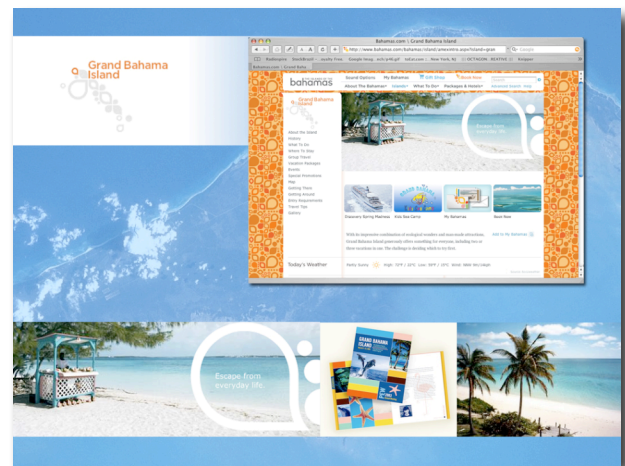
In addition to the brand immersion, we carried out the following activities to gain an internal perspective on the Grand Bahama Island brand:

- Review of all recent research and tourism plans
- Executive/stakeholder interviews
- E-mail survey of service industry employees
- Brand Story Workshop

To gain an understanding of how prospective visitors view Grand Bahama Island, we conducted research with visitors, non-visitors, travel agents, wholesalers, airline and cruise partners and tour operators. We also conducted a thorough audit of GBI's verbal and visual communications, as well as those of key competitors.

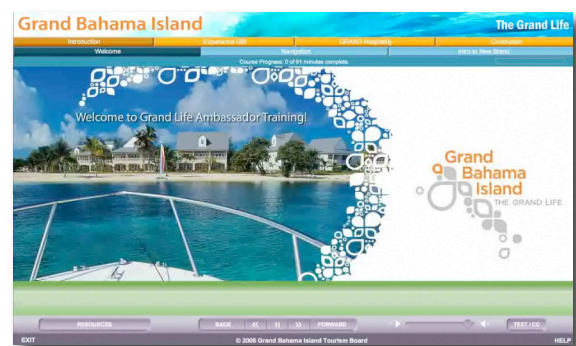
Based on the insights developed through our interviews, research, audits, and workshops, we developed a compelling, differentiating brand positioning for GBI. At the heart of the positioning is the concept of "The Grand Life" which can only be delivered by the grandest of islands – Grand Bahama Island.

In concept evaluation research, 63% of respondents said that they would be likely to visit Grand Bahama Island after reading "The Grand Life" positioning statement. Prior to reading the statement, only 36% of respondents said they would be likely to visit Grand Bahama Island.



### Latest News & Press

**Grand Bahamians are encouraged to become Ambassadors of The Grand Life!**



# The Adirondack Museum

**CHALLENGE:** Reposition a 50-year-old museum to re-engage local residents and attract new visitors to prepare for the opening of a new, state-of-the-art competing museum.

The Adirondack Museum is renowned for the breadth of its historic collections documenting the Adirondack region's past. However, as the museum approached its 50th anniversary, it was struggling to communicate its relevance to both visitors and local communities.

The Adirondack Museum was particularly concerned about the impending arrival of a new natural history museum into the region. The Wild Center featured state-of-the-art exhibits and was located significantly closer to the major resorts of Lake Placid and Lake George.

To understand the potential for the museum brand, TippingSprung conducted extensive interviews with key stakeholders, local residents, and visitors. Based on the insights we developed from interviews, audits, and a Brand Story Workshop, we developed a new brand platform that celebrates the museum's key strengths: its amazing natural setting and its unique historic collection. The museum's positioning is encapsulated in the new tagline we developed: "History is in our nature."

In the course of our interviews, we learned that the majority of people felt the museum's identity was tired and uninspiring. To bring the new brand platform to life, We focused on breathing new life into the museum's existing icon, "Harry the guide boat guy," refreshing his image and redrawing him to work across all channels including print, web and signage.

To support the new Harry we created a toolkit of design elements including a rich color palette, background patterns, and imagery guidelines. We applied the new identity across all aspects of the museum experience including signage, marketing collateral, and exhibition guides. We also conducted brand engagement workshops for all employees to teach them about the new brand positioning and identity and to help them "live the brand."

In the year that the museum's new identity was launched and The Wild Center opened, The Adirondack Museum expected to see visitor numbers decline; in fact, they experienced a 9% increase in visitors.

Before:



After:



## Great Lakes Seaway Trail

**CHALLENGE:** Increase travel expenditure in the Seaway Trail corridor by strengthening awareness, knowledge, and support among tourists, member businesses, and the community.

TippingSprung was retained by Seaway Trail, Inc. to develop a new brand platform that would enable them to communicate more effectively with key stakeholders including travelers, member businesses, local communities, and tourism professionals.

TippingSprung conducted an extensive program of research to help us understand the current strengths and weaknesses, as well as potential points of differentiation for the Seaway Trail brand.

In addition to traditional interviews and online surveys, we introduced two innovative research approaches to our process:

- We organized a Seaway Trail Story Tour in which members of the TippingSprung team spent 10 days on the Seaway Trail interviewing locals and tourists. The tour was such a success that Seaway Trail extended it for 8 weeks, and conducted interviews with almost 2,000 travelers.
- We conducted online sentiment evaluation research, using Chatmine Technologies to “listen in” on thousands of online conversations in which Seaway Trail featured. The data that we collected from the Internet allowed us to create a consumer-generated database from which we derived quantitative metrics to measure consumer attitudes, preferences, and perceptions regarding travel and tourism in the Seaway Trail corridor.

Based on our research, we developed a new brand platform for Seaway Trail that was enthusiastically received by Board members, staff members, and business members alike. The budget crisis in New York State has slowed down implementation of the new brand strategy, but a strong foundation has been laid.



**EXHIBIT "A"**

**PROPOSER'S AFFIDAVIT**

STATE OF NEW YORK  
PARISH(COUNTY) OF NEW YORK

MARTYN TIPPING, being first duly sworn,  
deposes and says:

( ) Individual Only: That he is an individual doing business under the name of \_\_\_\_\_ at \_\_\_\_\_ in the City of \_\_\_\_\_, State of \_\_\_\_\_.

(X) Partnership Only: That he is the duly authorized representative of a partnership, doing business under the name of TIPPINGSPRUNG LLC at 350 7th Ave # 1403 in the City of NEW YORK, State of NEW YORK.

( ) Corporation Only: That he is the duly authorized, qualified and acting \_\_\_\_\_ of \_\_\_\_\_ a corporation organized and existing under the laws of the State of \_\_\_\_\_.

and that said Individual, Partnership or Corporation is filing herewith proposal(s) to the Downtown Development District in conformity with the attached specifications.

Individual Only: Affiant further says that following is a complete and accurate list of the names and addresses of all persons interested in said proposed contract(s):

<u>NAME</u>	<u>ADDRESS</u>
_____	_____
_____	_____
_____	_____
_____	_____

Affiant further says that he is represented by the following resident agents in the City of New Orleans

NAME

ADDRESS

_____	_____
_____	_____
_____	_____
_____	_____

Partnership Only: Affiant further says that the following is a complete and accurate list of the names and addresses of the members of said partnership:

NAME

ADDRESS

MARTYN TIPPING	} 350 7th AVE SUITE 1403 NY, NY 10001
ROBERT SPRUNG	
PAUL GARDNER	

Affiant further says that said Partnership is represented by the following resident agents in the City of New Orleans.

NAME

ADDRESS

_____	_____
_____	_____
_____	_____
_____	_____

Corporation Only: Affiant further says that the following is a complete and accurate list of the officers and directors of said corporation listed on the most current annual report on file with the Secretary of State:

President	_____
Vice President	_____
Secretary	_____
Treasurer	_____
Manager or Agent	_____

and the following officers are duly authorized to execute contracts on behalf of said corporation:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Affiant further says that the Proposal, filed herewith are not made in the interest of or on behalf of any undisclosed person, partnership, company, association, organization or corporation; that such proposals are genuine and not collusive or sham; that proposer has not solicited any other proposer to put in a false or sham bid, has not directly or indirectly, colluded, conspired, connived or agreed with any proposer or anyone else to put in a sham proposal, or refrain from submitting proposals, that said proposer has not in any manner, directly or indirectly, sought by agreement, communication or conference with anyone to fix the proposal price of said proposer or of any other proposer, or to fix any overhead, profit, or cost element of such proposal price or that of any other proposer, or to secure any advantage against the DDD or anyone interested in the proposed contract; that all statements contained in such proposal are true; that said proposer has not, directly or indirectly, submitted his proposal price or any breakdown thereof or the contents thereof, or divulged information or data relative thereto, or paid or agreed to pay, directly or indirectly, any money, or other valuable consideration for assistance or aid rendered or to be rendered in procuring or attempting to procure the contract above referred to, to any corporation, partnership, company, association, organization or to any member or agent thereof, or to any other individual, and further that said proposer has not paid or will not pay or agree to pay, directly or indirectly, any money or other valuable consideration to any corporation, partnership, company, association, organization or to any member or agent thereof, or to any other individual, for aid or assistance in securing contracts above referred to in the event the same are awarded to

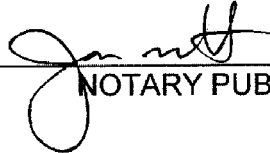
\_\_\_\_\_  
NAME OF INDIVIDUAL, PARTNERSHIP OR CORPORATION

Further affiant saith not.

Signed By:   
Title: PRESIDENT

Sworn to before me and subscribed in my presence this 28<sup>th</sup> day of April, 2009.

JASON NOVATT  
Notary Public, State Of New York  
No. 01NO6043465  
Qualified In Kings County  
Commission Expires 06/19/2010

  
NOTARY PUBLIC

**EXHIBIT "B"**

**REQUEST FOR PROPOSALS  
FOR BRANDING SERVICES  
FOR THE DOWNTOWN DEVELOPMENT DISTRICT  
OF THE CITY OF NEW ORLEANS  
RFP #RF-2009-05**

**QUALIFICATION FORM**

**INSTRUCTIONS:**

Proposers/contractors shall present evidence that they are fully competent and have the necessary ability, experience and resources to fulfill the requirements as stipulated herein.

Certain minimum qualifications are set forth herein which shall be met in order for a proposal to be considered. Proposers/contractors unable to comply with the minimum requirements shall be disqualified.

All proposers/contractors must submit this Qualification Form with all questions completely answered. The information shown on the financial balance sheet required in this qualification Form will be held confidential.

**(A) Minimum Experience Requirements:**

The proposer/contractor warrants that he has the following qualifications:

1. That the individual, partnership, or corporation making this proposal has been continuously engaged in branding services for at least a three (3)-year period preceding the proposal deadline.

For purposes of verification, the following information must be provided:

Name of Firm: TIPPING SPRUNG LLC  
Business Address: 350 7<sup>th</sup> AVE, # 1403, NY, NY 10001  
Business Telephone Number: 212 268 4800

**If an Individual:**

Date started in business: \_\_\_\_\_

**If a Corporation:**

When Incorporated: \_\_\_\_\_

If a Partnership:

Date of Organization:

JULY 11, 2002

General or Limited Partnership:

LIMITED

Contract Recorded:

NEW YORK, NY

County or Parish, State, and Date

2. List below three (3) business organizations who can attest to the continuous operation of your branding service firm over the past five (5) years:

a) Company Name:

JOHNSON & JOHNSON

Address:

SOMERVILLE, NJ

Contact Person:

MARY ESTOCIN TERYEK

Telephone Number:

908 874 2458

CLIENT

b) Company Name:

STARCOM MEDIAVEST

Address:

NEW YORK, NY

Contact Person:

ANGELA SOLK

Telephone Number:

212 468 3841

CLIENT

c) Company Name:

BERNSTEIN REAL ESTATE

Address:

NEW YORK, NY

Contact Person:

PETER LIPTROT

Telephone Number:

646 454 2989

LANDLORD

(B) Minimum Job Performance Reference Requirements:

The proposer/contractor must provide three (3) references of entities for whom his organization has performed services during the calendar year ending December 31, 2008. Reference checks on these firms may be made to verify the information provided and to determine the quality of service rendered.

- a) Company Name: JOHNSON & JOHNSON  
 Company Address: SOMERVILLE, NJ  
 City and State: \_\_\_\_\_  
 Period of Contract: 2002 - present  
 Contact Person: MARY ESTOCIN TERYEK  
 Contact's Phone Number: 908 874 2458
- b) Company Name: GREAT LAKES SEAWAY TRAIL  
 Company Address: \_\_\_\_\_  
 City and State: SACKETS HARBOR, NY  
 Period of Contract: JAN '08 - JAN '09  
 Contact Person: DAVID WHITE  
 Contact's Phone Number: 315 312 3042
- c) Company Name: THE EDUCATIONAL ALLIANCE  
 Company Address: \_\_\_\_\_  
 City and State: NEW YORK, NY  
 Period of Contract: JAN '08 - SEPT '08  
 Contact Person: DANIEL ROSENTHAL  
 Contact's Phone Number: 212 780 0300 x414

**Required Additional Information:**

Proposer/contractor must provide the following information about their firm or organization:

- 1) The total number of firms and/or individuals for whom you are presently performing services: 12
- 2) Total number of workers presently employed by your firm:  
15 Full-Time 10 Part-Time.
- 3) Have any of your jobs or contracts been cancelled in the last two years:  
       Yes   X   No

If yes, give complete details and information for verification on a separate sheet.

4) Banking References:

- a) Bank Name: CITIBANK  
Bank Address: 34<sup>th</sup> St & 7<sup>th</sup> Ave. NYC  
Account Name: TIPPING SPRUNG LLC  
Type of Account: MULTIPLE (CHECKING, SAVINGS, MONEY MKT)  
Length of Relationship: 8 YRS
- b) Bank Name: SMITH BARNEY  
Bank Address: BOSTON  
Account Name: TIPPING SPRUNG LLC  
Type of Account: MONEY MARKET  
Length of Relationship: 15 YRS
- c) Bank Name: FIDELITY INVESTMENTS  
Bank Address: WALL STREET, NYC  
Account Name: TIPPING SPRUNG LLC  
Type of Account: 401(k)  
Length of Relationship: 8 YRS

- 5) Please complete the following financial balance sheet for the firm or organization submitting this proposal. This balance sheet need not be audited but the date shall not be more than six (6) months prior to the proposal deadline date for this proposal.

## BALANCE SHEET

Date: As of NOVEMBER 1, 2001, 8

Name: \_\_\_\_\_

### ASSETS

1. Cash in checking and savings accounts.  
\$ 225,000
  2. U.S. Government Securities.  
\$ \_\_\_\_\_
  3. Accounts receivable.  
\$ 455,000
  4. Notes receivable. \$ \_\_\_\_\_
  5. Other current assets such as stocks, bonds and other securities  
\$ 85,000
  6. Inventories – at lower of cost or market.  
\$ \_\_\_\_\_
  7. Real Estate, owned and registered in the name of applicant  
\$ \_\_\_\_\_
  8. Equipment (depreciated value)  
\$ \_\_\_\_\_
  9. Other Assets (Short Term Investment)  
\$ \_\_\_\_\_  
Security Deposit (Utility, Phone) \$ \_\_\_\_\_  
Proposal Deposits  
\$ \_\_\_\_\_  
Prepaid Interest \$ \_\_\_\_\_
- TOTAL ASSETS \$ 765,000

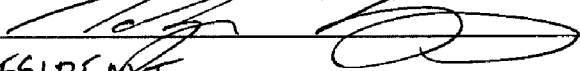
**LIABILITIES**

- |     |  |                   |
|-----|--|-------------------|
| 1.  | Accounts Payable                       | \$ <u>55,000</u>  |
| 2.  | Notes Payable (Autos & Trucks).        |                   |
|     | \$ _____                               |                   |
| 3.  | Taxes Payable.                         |                   |
|     | \$ _____                               |                   |
| 4.  | Accrued Expenses.                      | \$ _____          |
| 5.  | Real Estate Encumbrances and Mortgages |                   |
|     | \$ _____                               |                   |
| 6.  | Judgments                              | \$ _____          |
| 7.  | Other Liabilities                      |                   |
|     | Short Term Notes Payable               | \$ _____          |
|     | Deferred Income Taxes                  |                   |
|     | \$ _____                               |                   |
|     | \$ _____                               |                   |
| 8.  | Capital Stock                          | \$ _____          |
| 9.  | Retained Earnings                      | \$ <u>510,000</u> |
| 10. | Capital Surplus                        |                   |
|     | \$ _____                               |                   |
| 11. | Net Income This Year                   |                   |
|     | \$ <u>200,000</u>                      |                   |

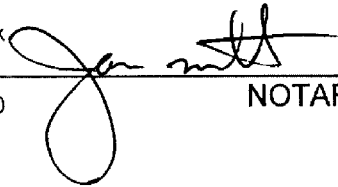
**TOTAL LIABILITIES &****STOCKHOLDER EQUITY \$ 765,000**

12. Please state below any line of credit (over and above anything which is listed above) that you have established to cover the initial costs of supplies, equipment and labor for the first two (2) months of operation. Please state the name of the grantor and the amount below, and attach the official correspondence granting that line of credit to this Qualification Form.

I certify that all of the above information is correct and accurate.

Signed By:   
Title: PRESIDENT  
Date: 4/28/09

JASON NOVATT  
Notary Public, State Of New York  
No. 01NO6043465  
Qualified In Kings County  
Commission Expires 06/19/2010



NOTARY PUBLIC

**EXHIBIT "C"**  
**REQUEST FOR PROPOSALS  
FOR BRANDING SERVICES  
FOR THE DOWNTOWN DEVELOPMENT DISTRICT  
OF THE CITY OF NEW ORLEANS  
RFP #RF 2009-05**

**PROPOSAL FORM**

**ITEM**

1. Marketing Strategy

\$ TBD

2. Downtown Brand Strategy

\$ \_\_\_\_\_

3. Downtown Messaging Platform

\$ \_\_\_\_\_

4. Downtown Visual Identity Development

\$ \_\_\_\_\_

5. Downtown Website Development

\$ TBD

6. DDD Visual Identity Enhancement

\$ \_\_\_\_\_

7. DDD Marketing Templates

\$ \_\_\_\_\_

8. Brand Evaluation Metrics

\$ TBD

} \$60,000 - \$70,000

} \$100,000 - \$120,000  
(items 4, 6 & 7)

Please see proposal  
for more detailed pricing  
explanation

**TOTAL PRICE**

\$ \_\_\_\_\_


GENTLEMEN: I (or we) do hereby declare that I (or we) have carefully examined the RFP documents, including all addenda, and I (or we) have a clear understanding of said documents and premises, and hereby propose to provide the necessary machinery, equipment, labor and materials to perform the services specified in the RFP for the Total Price:

220,000 - 275,000 Dollars (\$) )  
depending on agreed upon scope of work

4/28/09  
DATE

TIPPING SPRUNG LLC  
COMPANY NAME

PRESIDENT  
TITLE

  
SIGNATURE

DBE FORM 1  
**SCHEDULE OF DBE PARTICIPATION**  
**DOWNTOWN DEVELOPMENT DISTRICT MAINTENANCE SERVICES**

Name of Bidder: TIPPING SPRUNG LLC

Total Bid Amount: \$ \_\_\_\_\_

NAME OF SUBCONTRACTOR /CONSULTANT/ VENDOR	ADDRESS	WORK TO BE SUBCONTRACTED/GOODS SERVICES TO BE PURCHASED	VALUE OF WORK/ PURCHASES
			\$
			\$
			\$
			\$

TOTAL VALUE OF DBE PARTICIPATION

\$ 0

DBE PARTICIPATION AS A PERCENTAGE OF TOTAL BID

0 %

We do not anticipate the need to use  
any subcontractors to perform the services  
outlined in our proposal