

REQUEST FOR PROPOSAL

Queens Crossing
Grand Opening and Marketing Campaign

F&T International Group, Inc.
March 2007

Table of Contents

Summary	3
Background of Organization.....	3
Purpose, Description, and Objectives	4
Scope & Guidelines	4
Timeline	5
Budget	5
Audience.....	5
Staff Resources.....	5
Vendor Company Information.....	6
Qualifications	6
Proposal Guidelines and Requirements	6
Contract Terms	6
Format for Proposals.....	7

Summary

The F&T Group is seeking an organization to formulate and execute a marketing campaign for the Grand Opening of Queens Crossing. In addition, this organization will be responsible for planning the Grand Opening, which will be held on August 8, 2007. This will be a concept-to-completion project.

Background of Organization

The F&T Group is an international umbrella organization comprised of real estate-related companies specializing in the acquisition, design, development, construction, management, and marketing of luxury and commercial projects.

Since opening an office in New York City over twenty years ago, the F&T Group has been involved with the development of over five million square feet of hotel, commercial, office, and residential space in the New York metropolitan area, primarily in Manhattan and Queens. Based in Flushing, New York, the F&T Group has been a major force in the New York City-led initiative to revitalize Downtown Flushing. Many of the firm's projects have received awards for innovation and quality from the borough of Queens.

The F&T Group is proud to present Queens Crossing, a state of the art mixed-use development featured in both Crain's New York Business and the New York Times. Queens Crossing is centered at the heart of Downtown Flushing, one of New York City's most active urban areas. Designed by world-renowned architects and engineers, the Thorton Tomasetti Group, Queens Crossing features a bold yet elegant architectural design that enhances its urban surroundings with a distinctive street presence. Behind its graceful curvilinear façade, the building contains 110,000 square feet of retail space, 37,000 square feet of entertainment and dining areas, a full floor community facility, and 144,000 square feet of office condominiums, all served by 86,000 square feet of valet parking.

Purpose and Objectives

Purpose and Objectives

Through the development of Queens Crossing, the F&T Group hopes to gradually lead Flushing through a transformation which will change the face of Queens.

The borough of Queens is well-known as a multicultural “melting pot,” and the F&T Group would like to bring this international flavor to Queens Crossing. It would also be beneficial to attract patrons from other areas, including Manhattan and Long Island, to further compliment the existing demographic of Downtown Flushing.

The F&T Group is seeking a meticulously-planned marketing campaign for the Grand Opening of Queens Crossing. The F&T Group also requires assistance in executing this campaign. The campaign will conclude with a Grand Opening celebration on August 8, 2007 when Queens Crossing fully opens its doors to the public.

Scope & Guidelines

The scope of this project is to create and execute a marketing campaign, which will conclude with the Grand Opening of Queens Crossing. F&T Group’s in-house marketing department will provide the most updated floor plans for the building. An introduction to F&T Group’s art curator will also be provided.

The F&T Group has partnered with an art curator, Luchia Meihua Lee, who will be coordinating an art exhibition at the Grand Opening. Ms. Lee will showcase the work of eight artists, which will be strategically located throughout the building. The actual artists and the types of media and work will be finalized in the near future. To date, this is the only prerequisite that needs to be considered.

Tentative Use of Space:

- Ground floor: Retail, including apparel, shoes, accessories, etc., all with a central “lifestyle” theme
- First floor: Home furnishings; spa & facial center; casual dining establishments
- Second floor: Two restaurants; banquet center
- Third floor: Office space
- Fourth floor: Art gallery; community facility (school)
- Fifth to twelfth floors: Office condominiums

Timeline

- Now until August 8 – Marketing Campaign and Grand Opening planning
- June 8 – Queens Crossing “Soft Opening”
 - Only the casual dining establishments will be open for business
- August 8 - Queens Crossing Grand Opening
 - All establishments will be open for business

Budget

Please provide several cost proposals to accomplish F&T Group's objectives; be as detailed as possible. Break down the marketing campaign in several, logical phases and list the pricing for each phase.

List pricing for:

- Phase I, Phase II, Phase III, etc.
- Grand Opening Event Day breakdown

Proposal Review Board

Primary Stakeholders:

- F&T Executive Board
- F&T Internal Marketing department

Secondary Stakeholders:

- F&T Design team
- F&T Construction group

Staff Resources

A successful planning effort is driven by an interdisciplinary team of participants. Your team will work with resources from F&T's Internal Marketing department and F&T's art curator, Luchia Meihua Lee.

Vendor Company Information

Please provide the following information relating to your company:

- Company background/history
- Overview of services and capabilities
- Management and key personnel biographies
- Company organizational chart
- Relevant contact information

Qualifications

Please provide examples of your company's relevant qualifications. Also, please provide at least two client references.

Proposal Guidelines and Requirements

- This is an open and competitive process.
- At the time of writing, the submission deadline is open-ended, but subject to change.
- The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.
- The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.
- If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the names, addresses, phone numbers, and emails of the sub-contractors.

Contract Terms

The F&T Group will negotiate contract terms upon selection. All contracts are subject to review by the F&T Group's legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

Format for Proposals

Please use the following as a guideline to format your proposal:

Length:

There is no maximum length.

Title Page:

Include “Queens Crossing Grand Opening Proposal,” your company name, address, web site address, telephone number, fax number, e-mail address and primary contact person.

Cover Letter:

Signed by the person or persons authorized to sign on behalf of the company.

Company Information:

Provide the information as requested in the “Vendor Company Information” section.

Qualifications:

Provide the information as requested in the “Qualifications” section.

Proposal:

Discuss your proposed process/methodology, including the features, benefits and uniqueness of your methodology. List all the deliverables that will be provided to F&T. You should also touch upon your ability to deliver the project in the time frame noted.

Budget and Fees:

List budgets as requested in the “Budget” section. Identify staff and/or subcontractors you anticipate working on the project.

Project Plan/Timeline:

Provide the information as requested in the “Timeline” section.

Please email or mail/hand-deliver all proposals to:

Dean Yep
133-31 39th Ave, Management Office
Flushing, NY 11354
dean.yep@fandtgroup.com
(718) 888-1234 x236

We look forward to hearing from you!