NEW YORK STATE OF OPPORTUNITY. Empire State Development

EXPANDING NYS FILM & TV DIVERSE SUPPLIER DIRECTORY
REQUEST FOR PROPOSALS

Released Date: September 15, 2023

The following is a list of responses to questions submitted by prospective respondents to the RFP for Expanding NYS Film & TV Diverse Supplier Diversity Directory is available at:

https://esd.ny.gov/doing-business-ny/requests-proposals/rfp-expanding-nys-film-tv-diverse-supplier-directory

No.	Question	Answer
1	Describe the system of record that stores the information that is currently on the directory. Is this information stored in a database or other system?	The data collected from the Diverse Supplier Directory applications is stored in SharePoint, which is the database and system of record for the Directory. The data can be downloaded into a .csv file and imported into Excel for internal ESD use.
2	Can you confirm that the 'app' in question should be web-based as opposed to mobile? (i.e., available on a desktop or mobile browser, but not a stand-alone app.) Or does 'app' in this case refer to a standalone mobile app?	The Directory itself will have to be accessible to all web users (mobile, desktop, etc.) and exportable to printable form. Regarding the "app," ESD is open to various proposals that would be interactive for productions. ESD is looking for an easy and multifunctional interface beneficial to users.
3	Will the directory continue to appear within the NYS/ESD domain (i.e., with a url that begins 'esd.ny.gov/')	ESD anticipates the Directory would stay at the same domain address; however, if there are functional, operational, marketing, or branding reasons to consider otherwise, ESD remains open to other approaches.

NEW YORK STATE OF OPPORTUNITY. | Empire State Development

No.	Question	Answer
4	Who are the primary users of the directory currently? Who should be using the directory or using it more, in your opinion?	The primary users of the Directory are members of the film and television industry; specifically studios, production companies, department heads, and others related to productions in New York State and those that may participate in the New York State Film Tax Credit Programs. Those that should be using the Directory more is the same audience – professionals in the film and television sector filming in New York State.
5	Please share web analytics for the directory webpage (hits, unique visitors, searches performed, etc.) to summarize usage of the current directory.	Current web analytics will be provided to the successful bidder as part of the discovery process once the project commences.
6	Aside from vendor search and discovery, should the app do anything else? If so, please explain the desired functionality.	The app should be user-friendly and interactive for productions by allowing them to search across multiple criteria (for ex: location, certifications, services provided, etc.). The app should have a function to allow users to "save" their search results and/or view previous search histories. The app should allow users to export their results. The app should be as self-contained and as easy to use as possible. ESD will need to review and approve the proposal for any potential features being changed or added to the website, as well as any potential development of other digital tools per ESD's web governance.

NEW YORK STATE OF OPPORTUNITY. | Empire State Development

No.	Question	Answer
7	Will the consultant be working with the existing IT team?	Yes, the consultant will be working with ESD's existing IT development team. This would be done in accordance with IT guidelines around security and ADA.
8	How sophisticated should the directory be?	The Directory should be a creative, top-tier product that allows for members of the film and television industry to easily search for diverse vendors across New York State. ESD wants the best possible Directory that is valuable to the industry and small businesses in New York State alike.
9	As far as the diversity practices questionnaire, since we are an MBE will the points that would come from submitting the questionnaire be automatically conveyed or is it subject to the submission of the DP questionnaire?	Points are awarded based on the responses provided by the respondent in the diversity practices questionnaire.
10	How much credit can we take when submitting our utilization plan, 100% or other?	Since there is a split MWBE goal assigned to the RFP, we can only count for credit 15% toward the MBE goal. You must meet the other 15% with a certified WBE firm. MWBE credit can only be counted if the Prime is performing actual work and has the appropriate commodity codes relative to the scope of work being performed.
11	Lastly are there SDVOB goals on this project?	Yes, there is a required 6% SDVOB Goal assigned.

No.	Question	Answer
11		
12		