

**REQUEST FOR PROPOSAL:
DIGITAL VIDEO DESIGN, PRODUCTION, AND STRATEGY**

SUMMARY

The Landmarks Preservation Commission (LPC), an agency of the City of New York, seeks proposals from qualified video and design consultants and studios to develop a video library that will supplement LPC's public education resources and expand accessibility to the agency's work

The consultant will develop a set of design guidelines for LPC videos, produce a series of initial videos using these design guidelines to establish the video library, and may optionally develop a marketing strategy plan to maximize reach and engagement for the videos produced as part of this project. LPC will retain full rights to templates, videos, and project files.

This project is funded by a grant from the New York State Office of Parks, Recreation, and Historic Preservation.

PROJECT OBJECTIVES

- Establish a consistent visual identity for the agency's social media and online video content, with flexible design standards that can be replicated for future in-house video production
- Produce high-quality, engaging videos of varying lengths and styles suitable for a range of social media and digital platforms. Final number of videos to be produced will be determined in collaboration with the agency, however, LPC's expectation is that final videos will cover a minimum of five topics, with platform-specific variations produced as needed.
- Ensure content is optimized for social media viewing needs (e.g., mobile-ready, captions) with versions appropriate for desktop viewing, where applicable
- Build internal LPC capacity for future in-house video production

SCOPE OF WORK

Component 1: Visual Template and Graphic Standards (Required)

The consultant will:

- Develop a visual template for videos aligned with LPC's existing graphic standards
- Define graphic standards for this video content, including but not limited to:
 - Font/typography
 - Color usage
 - Motion and animation style
 - Title cards and lower-thirds
 - Video intros and outros (for content distributed on YouTube and other digital platforms)

- Logo usage and placement
- Develop platform-specific variations for X (formerly Twitter), Instagram, Facebook, LinkedIn, YouTube, and BlueSky
- Deliver templates that are user-friendly and editable by LPC staff for future use, along with clear usage guidelines

Component 1 Deliverables:

- Finalized visual template(s) and editable files
- Video graphic standards and usage guidelines

Component 2: Video Production (Required)

Using the approved visual template and short-form video graphic standards, the consultant will:

- Collaborate with LPC on script creation
- Produce a series of short-form and longer-form videos; topics to be determined, but may include:
 - *Work on Landmark Buildings: Applying for LPC Permits*
 - *NYC Landmarks: LPC Designations Across the Boroughs*
 - [Brooklyn Abolitionist Heritage Walk](#)
 - *The History of LPC*
- Produce videos using footage and graphics sourced by the consultant, utilizing LPC's technical subject matter guidance
- Ensure appropriate, platform-specific formatting (e.g. ratios and duration requirements)
- Collaborate with LPC on tone, pacing, and overall presentation

LPC anticipates producing a minimum of five (5) videos that can be edited to fit norms and constraints across platforms. Proposals should include a recommendation for number of videos based on the consultant's approach and budget.

Component 2 Deliverables:

- Finalized series of videos for use in social media and digital platforms
- Final exported video files in platform-ready formats
- Any additional project files produced as part of this project

Component 3: Training and Check-Ins (Required)

The selected consultant will conduct structured check-in and training sessions with LPC staff following the completion of Components 1 and 2. These sessions will focus on knowledge transfer and long-term sustainability of the video library.

The consultant will:

- Provide practical, hands-on recommendations for software and other tools, potentially leveraging LPC's Adobe Creative Cloud licensing. Answer questions and offer recommendations to support future in-house video production.

Training Deliverables may include:

- Virtual training sessions
- Annotated templates or example files
- Brief written guidance for future reference

Component 4: Marketing Strategy Development (optional)

Those with relevant expertise may choose to include an optional high-level marketing strategic plan designed to maximize reach and engagement for the video content to be produced as part of Component 2. This strategy will be advisory in nature and intended to inform LPC's execution.

Potential deliverables may include:

- Target audience definition
- Platform and format recommendations
- Content themes
- Recommended publishing cadence
- Suggested success metrics

TIMELINE

- (NEW) Deadline for submission: **March 9, 2026**
- Email submission to: **opportunities@lpc.nyc.gov**
- Project start: upon contract execution; work to begin as early as feasible, but no later than **June 1, 2026**
- Completion: **September 1, 2026**

Proposals should include a high-level project schedule outlining key milestones for each project component.

BUDGET AND PAYMENT

- Total project budget: \$38,000
- Payment structure:
 - 50% (\$19,000) paid upon project initiation
 - 50% (\$19,000) paid upon successful completion and delivery of all agreed-upon deliverables
- Proposals should include a detailed cost breakdown aligned with the two project phases.

PROPOSAL REQUIREMENTS

Proposals should include:

- Company overview, website, and relevant experience
- Examples of comparable video or motion design work (animation, visual effects)
- Proposed approach and creative process
- Estimated number of videos to be produced in Component 2

- Project timeline and milestones
- References
- Legal name of the company, place of business, and tax ID number
- NYC vendor identification number, if any. If you are not a registered NYC vendor, we will assist you in registering.

ADDITIONAL PROPOSAL INFORMATION

- Certified Minority and Women-owned Business Enterprises (MWBES) are encouraged to apply. Please include whether your company is certified as a Minority/Women Owned Business Enterprise.
- All deliverables produced under this contract will become the property of New York City Landmarks Preservation Commission, which will retain the right to use, edit, reproduce, and distribute the materials in perpetuity.

LPC Contact Information

Courtney Clark Metakis, Director of Communications

Email: opportunities@lpc.nyc.gov