

Niagara Falls Bridge Commission Expression of Interest- Communications Services

The Niagara Falls Bridge Commission (the Commission) is seeking Expressions of Interest for Communications, Public Relations and Marketing services from firms specializing in these areas.

A. General Information and Background

A Joint Resolution of the 1938 U.S. Congressional Third Session and subsequent amendments created the Niagara Falls Bridge Commission (NFBC) as it currently is constituted. The Extra Provincial Corporations Act of the Province of Ontario, Canada licenses the NFBC. Canada and the U.S. are equally represented on the NFBC. The eight-member Board of Commissioners consists of four appointees by the Ontario Premier and four by the New York State Governor.

The Niagara Falls Bridge Commission is a bi-national not-for-profit corporation charged with the authority to construct acquire and operate bridges traversing the Niagara River at or near Niagara Falls, New York and Niagara Falls, Canada. The Commission operates and maintains the Rainbow Bridge, the Whirlpool Bridge and the Lewiston-Queenston Bridge. The NFBC is self supportive, largely through user fees (tolls) and private sector tenant leases, and is federally chartered to conduct international commercial financial transactions and issue federal (U.S.) tax-exempt bonds.

Services to be offered

The following represents a general list of the services to be provided by the Public Relations firm.

1. Prepare a communications, public relations and marketing plan in accordance with the mission and strategic plan of NFBC.
2. Provide guidance and assistance on marketing NFBC bridges and facilities.
3. Coordinate communications for special functions.
4. Prepare and distribute press releases as necessitated by internal and/or external events and activities

Firms interested in being considered in the RFP process should submit a letter and information regarding their firm, detailing their experience with similar clients, firm size, qualifications and contact information to Victor Montalbo, Niagara Falls Bridge Commission, 5365 Military Road Lewiston, N.Y. 14092 or PO Box 1031 Niagara Falls, Ontario L2E 6T8. All information should be received no later than 4:00 p.m. on August, 13, 2010.

Firms will be evaluated and those selected will be sent a Request for Proposal.

If additional information is required please contact Victor Montalbo, Manager of Administration and Finance at vmontalbo@niagarafallsbridges.com.