

**BAC-C Resolution No. BC-2019-010**

**NEGOTIATED PROCUREMENT THROUGH SCIENTIFIC, SCHOLARLY OR ARTISTIC  
WORK, EXCLUSIVE TECHNOLOGY AND MEDIA SERVICES**

**Procurement of the Services of New York Times for Digital Branded Content with  
Online Promotion**

**WHEREAS**, the Bases Conversion and Development Authority (BCDA) is aggressively positioning Clark as Asia's next investment, lifestyle and outdoor destination. Clark's strategic location and access to vital infrastructure, which includes freeport zone, a world-class airport, financial district, commuter and cargo railway system, and a masterplanned smart, green and disaster-resilient city makes it a total logistics center. Clark aims to meet the infrastructure requirements of foreign investors and residents alike;

**WHEREAS**, to realize the full potential of the location, there is a need to raise awareness of the Philippines' modern and innovative infrastructure development and talent pool, and position Clark as the investment destination of choice in the Asia-Pacific region;

**WHEREAS**, in March 2019, the President and Chief Executive Officer (PCEO) of BCDA approved the procurement of the services of NYT Singapore Pte. Ltd. (New York Times) for digital branded content with online promotion;

**WHEREAS**, the procurement has an Approved Budget for the Contract (ABC) of Four Million Pesos and 00/100 (Php 4,000,000.00), inclusive of all applicable taxes and fees;

**WHEREAS**, in a memo dated 28 March 2019, the Investment Promotion and Marketing Department (IPMD) endorsed to the Bids and Awards Committee for Consulting Services (BAC-C), the procurement of the services of New York Times for digital branded content with online promotion in accordance with Section 53.6 of the Revised Implementing Rules and Regulations (IRR) of RA 9184 on Alternative Methods of Procurement, specifically Negotiated Procurement for Scientific, Scholarly or Artistic Work, Exclusive Technology and Media Services;

**WHEREAS**, the engagement of New York Times was deemed to be most beneficial to the government considering its proposal of Seventy Five Thousand US Dollar (USD 75,000) is the lowest compared to the proposals of CNBC Catalyst and Bloomberg for the same services;

**WHEREAS**, New York Times guaranteed 10,000 page views and estimated 20,889,361 promotion impressions;

**WHEREAS**, Section 53.6 of the Revised IRR provides that consulting services can be contracted to a particular supplier, contractor, or consultant as determined by the Head of the Procuring Entity (HoPE) for several reasons, one of which is scientific, academic, scholarly work or research, or legal services;

**WHEREAS**, on 12 April 2019, negotiations were conducted between the BAC-C and New York Times based on the Terms of Reference prepared by the IPMD;

**NOW, THEREFORE**, the BAC-C resolve, as it is hereby resolved:


1. To recommend the procurement of the services of NYT Singapore Pte Ltd. for Digital Branded Content with Online Promotion in accordance with Section 53.6 of the Revised IRR of RA 9184 under Scientific, Scholarly or Artistic Work, Exclusive Technology and Media Services;
2. To recommend the award of contract to NYT Singapore Pte Ltd. for a total consultancy fee of Seventy Five Thousand US Dollar (USD 75,000), equivalent to Three Million Eight Hundred Eighty Eight Thousand Seven Hundred Fifty Pesos and 00/100 (Php 3,888,750.00), inclusive of all applicable taxes and fees from the date indicated in the Notice to Proceed and/or Contract;
3. To direct the end user to request for the issuance of the Certificate of Funds Availability (CFA) for the procurement prior to the award of the contract;
4. To direct the end-user to furnish the BAC-C Secretariat copies of the duly conformed Notice of Award and Notice to Proceed as well as the executed contract, and all supporting documents pursuant to the procurement;
5. To require the end user to submit to the BAC-C, a Performance Evaluation Report of the Consultant at the end of the contract.

Done in Taguig City, this 12th day of April 2019.

**BIDS AND AWARDS COMMITTEE FOR CONSULTING SERVICES**

  
**JOSHUA M. BINGCANG**  
Chairperson

*On official travel (end user)*  
**JOANNA EILEEN M. CAPONES**  
Vice-Chairperson

  
**VIRGIL M. ALVAREZ**  
Member

*Did not participate as member (OIC – IPMD)*  
**JOCELYN L. CANIONES**  
Member

  
**GUALBERTO J. OYZON, JR.**  
Member

Approved by:

  
**AILEEN ANUNCIACION R. ZOSA**  
Executive Vice President