

City of Somers Point
1 West New Jersey Avenue
Somers Point, NJ 08244

Notice of Solicitation for Requests for Proposals
For Public Relations and/or Marketing Services in Connection with the
Somers Point Jobs Campaign

Notice is hereby given that pursuant to the provisions of N.J.S.A. 19:44A-20.5 et seq. (New Jersey Pay to Play Law), the City of Somers Point, County of Atlantic and State of New Jersey is seeking Requests for Proposals for Public Relations and/or Marketing Services in connection with the Somers Point Jobs Campaign to be provided to the City of Somers Point Economic Development Advisory Commission for the period beginning approximately March 1, 2016 and completing on or before December 31, 2016.

Requests for Proposals (RFP's) are on file in the Office of the City Clerk, Somers Point City Hall, 1 West New Jersey Avenue, Somers Point, New Jersey 08244.

All proposals must be received by the City Administrator no later than 2:00 PM on November 13, 2015 at which time they will be publicly opened, announced and recorded in the City Administrator's Office. The RFP's will then be forwarded to the Somers Point Economic Development Advisory Commission for review and recommendation to the City Council.

By submitting a response, the Candidate acknowledges that, during the performance of the contract, the Candidate shall agree to comply with the Mandatory Equal Opportunity requirements of N.J.S.A. 10:5.31 et. Seq. (P.L. 1975, C.127). See Attachment A to this RFP.

Further, by s submitting a response, the Candidate acknowledges that, during the performance of the contract, to the maximum extent allowed by law, the Candidate shall agree to indemnify and hold Harmless the City and/or its nominees, and their respective elected officials, officers, agents, volunteers and employees from and against all claims, damages, losses, and expenses, including reasonable attorney's fees in case it shall be necessary to file an action, arising out of performance of the work herein or the use of municipal facilities which is (1) for bodily injury, illness or death, or for property damage, including loss of use, and (2) caused in whole or part by the Candidate's negligent act or omission, or that of a subcontractor or anyone employed by them or for whose acts the Candidate or subcontractor of the Candidate may be liable. This indemnification and agreement shall apply in all instances whether the City and/or its nominees is made a direct party to the initial action or claim or is subsequently made a party to the action by third-party in-pleading or is made a party to a collateral action arising, in whole or in part, from any of the issues emanating from the original cause of action or claim.

All questions concerning this notice must be addressed to Wes Swain, City Administrator, via email at wswain@somerspointgov.org.

The RFP must be in a sealed envelope, clearly marked on the outside as “Proposal for Jobs Campaign.”

Note: 1 HARD COPY OF THE PROPOSAL and 1 DIGITAL COPY OF THE PROPOSAL ON COMPACT DISC IN PDF FORMAT ARE REQUIRED

The RFP must be delivered no later than 2:00 PM on November 13, 2015 to:

**Wes Swain, City Administrator
City of Somers Point
1 W. New Jersey Avenue
Somers Point, NJ 08244**

The Somers Point Economic Advisory Commission will evaluate proposals submitted for Public Relations and/or Marketing Services in connection with the Somers Point Jobs Campaign on the basis of the most advantageous, price and other factors considered. The evaluation will consider:

1. Experience and reputation in the field.
2. Knowledge of the City of Somers Point and the subject matter to be addressed under the contract.
3. Relevance of the proposed campaign.
4. Practicability of the proposed campaign.
5. Availability to accommodate any required meetings of the agency.
6. Compensation proposals.
7. Other factors if demonstrated to be in the best interest of the City of Somers Point.

As part of the review process, the Somers Point Economic Advisory Commission may ask selected candidates to provide a formal presentation to the board for consideration.

Note that the City of Somers Point and the Somers Point Economic Advisory Commission has the right to reject any and all proposals in part or in their entirety. Also, the Somers Point Economic Advisory Commission and the City of Somers Point expressly reserve the right to waive any informalities, irregularities or minor defects in the proposals received.

Request for Proposal

**Public Relations and/or Marketing Services in Connection with the
Somers Point Jobs Campaign**

The Candidate is invited to submit a project proposal for use by the Somers Point Economic Advisory Commission (EDAC). The EDAC is seeking proposals for a Public Relations and/or Marketing firm or professional to supply services to achieve the following goal:

- Develop and implement a campaign specifically designed to market Somers Point as a desirable business location and promoting meaningful job growth in the City.

Submissions should be broken down as shown below.

Introduction

A brief introduction of the Candidate, to include the following:

1. Candidate's basic qualifications for the position.
2. Identification of the person who will be primarily responsible for the required services and provide a description of the experience of the primary person with projects and issues similar to those that will be undertaken by the City of Somers Point.
3. Identification of persons who will serve as backup to the primary person.
4. Identification the business address of key staff that will be responsible for providing services under the contract.
5. Description of staffing.
6. Description of insurances and limits including Commercial General Liability Insurance, Automobile Insurance, Workers Compensation Insurance, and Professional Liability Insurance. (The successful candidate will provide an acceptable Certificate of Insurance and endorsement with specific language to be provided by the City, naming the City, its agents and representatives as additionally insured.)
7. Description of previous experience, especially in the State of New Jersey. Candidates should provide at least two examples of public relations and/or marketing campaigns successfully completed for other municipal, county, state or quasi-government agencies within the last three years. These examples should include contact names of individuals at the governing agency.
8. Description of specific familiarity with the services required by the City of Somers Point. Proposals should demonstrate the candidate's knowledge of the City of Somers Point.
9. A list of references including the names, addresses and telephone numbers of persons who can verify experience and record of success.

Campaign Proposal:

Provide a description outlining the campaign that the Candidate will implement for attracting business and promoting job growth in Somers Point including the method(s) that the Candidate will employ to market the campaign.

In this section the Candidate should include any other ideas or information that the Candidate believes to be relevant to this RFP.

Compensation Proposal:

It is anticipated that EDAC will be allocated up to \$20,000 for the campaign.

Within that framework, provide a compensation proposal for services which shall include a single cost-not-to-exceed amount for the project.

Also provide hourly rates for all staff that may be involved with this project.

Should the Candidate desire, if the proposal is outlined in the form of phases or tasks, the Candidate can further break down the single cost-not-to-exceed amount for the project to correspond to the phases or tasks.

ATTACHMENT A

**MANDATORY EQUAL EMPLOYMENT OPPORTUNITY LANGUAGE
N.J.S.A. 10:5-31 et seq. (P.L. 1975, C. 127)
N.J.A.C. 17:27
GOODS, PROFESSIONAL SERVICE AND GENERAL SERVICE CONTRACTS**

During the performance of this contract, the contractor agrees as follows:

The contractor or subcontractor, where applicable, will not discriminate against any employee or applicant for employment because of age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex. Except with respect to affectional or sexual orientation and gender identity or expression, the contractor will take affirmative action to ensure that such applicants are recruited and employed, and that employees are treated during employment, without regard to their age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or

sex. Such action shall include, but not be limited to the following: employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided by the Public Agency Compliance Officer setting forth provisions of this nondiscrimination clause.

The contractor or subcontractor, where applicable will, in all solicitations or advertisements for employees placed by or on behalf of the contractor, state that all qualified applicants will receive consideration for employment without regard to age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex.

The contractor or subcontractor, where applicable, will send to each labor union or representative or workers with which it has a collective bargaining agreement or other contract or understanding, a notice, to be provided by the agency contracting officer advising the labor union or workers' representative of the contractor's commitments under this act and shall post copies of the notice in conspicuous places available to employees and applicants for employment.

The contractor or subcontractor, where applicable, agrees to comply with any regulations promulgated by the Treasurer pursuant to N.J.S.A. 10:5-31 et seq., as amended and supplemented from time to time and the Americans with Disabilities Act.

The contractor or subcontractor agrees to make good faith efforts to employ minority and women workers consistent with the applicable county employment goals established in accordance with N.J.A.C. 17:27-5.2, or a binding determination of the applicable county employment goals determined by the Division, pursuant to N.J.A.C. 17:27-5.2.

The contractor or subcontractor agrees to inform in writing its appropriate recruitment agencies including, but not limited to, employment agencies, placement bureaus, colleges, universities, labor unions, that it does not discriminate on the basis of age, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex, and that it will discontinue the use of any recruitment agency which engages in direct or indirect discriminatory practices.

The contractor or subcontractor agrees to revise any of its testing procedures, if necessary, to assure that all personnel testing conforms with the principles of job-related testing, as established by the statutes and court decisions of the State of New Jersey and as established by applicable Federal law and applicable Federal court decisions.

In conforming with the applicable employment goals, the contractor or subcontractor agrees to review all procedures relating to transfer, upgrading, downgrading and layoff to ensure that all such actions are taken without regard to age, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex, consistent with the statutes and court decisions of the State of New Jersey, and applicable Federal law and applicable Federal court decisions.

The contractor shall submit to the public agency, after notification of award but prior to execution of a goods and services contract, one of the following three documents:

Letter of Federal Affirmative Action Plan Approval
Certificate of Employee Information Report
Employee Information Report Form AA302

The contractor and its subcontractors shall furnish such reports or other documents to the Div. of Contract Compliance & EEO as may be requested by the office from time to time in order to carry out the purposes of these regulations, and public agencies shall furnish such information as may be requested by the Div. of Contract Compliance & EEO for conducting a compliance investigation pursuant to **Subchapter 10 of the Administrative Code at N.J.A.C. 17:27**.