

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

Notice of Solicitation for Requests for Proposals  
Public Relations Services

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 Services** to be provided to the City of Somers Point Economic Development Advisory Commission for the period of one year, beginning approximately March 1, 2017.

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 11:00 AM on February 17, 2017 at which time they will be publicly opened, announced and recorded in the City Administrator's Office. The proposals will then be forwarded to the Somers Point Economic Development Advisory Commission for review and recommendation to the City Council.

All questions concerning this notice must be addressed to Wes Swain, City Administrator, via email at [wswain@somerspointgov.org](mailto:wswain@somerspointgov.org).

By responding to this RFP the candidate acknowledges and agrees to adhere to the guidelines set forth below in Attachment A.

**The submission must be in a sealed envelope, clearly marked on the outside as "Proposal for 2017 Public Relations Services."**

**The submission must include one (1) Original Hard Copy, either bound or unbound, and one (1) Copy that can be either a Digital Copy on compact disc in PDF format or an unbound hard copy.**

The submission must be delivered no later than 11:00 AM on February 17, 2017 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 Services 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. Availability to accommodate any required meetings of the agency.
4. Compensation proposals.
5. 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.

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### **Request for Proposal Public Relations Services**

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 firm or professional to supply Public Relations Services to achieve the following goals:

- Increase visitation and raise awareness about events and initiatives in the City of Somers Point.
- Stimulate interest in Somers Point business and home ownership (both primary and secondary.)
- Deliver key messages to the public through a public relations campaign.

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 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.
7. 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.
8. A list of references including the names, addresses and telephone numbers of persons who can verify experience and record of success.

**Compensation Proposal:**

Provide a compensation proposal for Public Relations Services for 12 months, which will include the following scope of services:

1. Pursuing regional and national opportunities to publicize Somers Point;
2. Press release distribution, pitching and story placement;
3. Presenting and publicizing Somers Point as a beautiful, clean and safe destination;
4. Monitoring media to participate in upcoming events and features in a manner that will benefit Somers Point;
5. Garnering positive media coverage for Somers Point events;
6. Publicizing the successes of Somers Point;
7. Submitting to the City Administrator and the Chairman of EDAC for approval copy/drafts/proofs of all public relations and social media communications;
8. Submitting to the City Administrator and the Chairman of EDAC reports on at least a quarterly basis that details the actions taken by the Public Relations services provider during that quarter.

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**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**.

Posted: 2/2/17 JJF