

**TOWNSHIP OF NEPTUNE
COUNTY OF MONMOUTH
STATE OF NEW JERSEY
REQUESTS FOR QUALIFICATIONS FOR
“PUBLIC RELATIONS AND MARKETING CONSULTANT”
BID/PROPOSAL # PS-2018-25**

Sealed proposals will be received by the Township Clerk of the Township of Neptune, New Jersey and opened and read in public in Township Committee Room located on the upper level, in the Township of Neptune Municipal Complex, 25 Neptune Boulevard, Neptune New Jersey, on **December 7, 2017** at **10:30 A.M.** for the following:

Request for Qualifications from Individuals and/or Firms Interested in Serving as “Public Relations and Marketing Consultant” to the Township Committee of the Township of Neptune.
BID/PROPOSAL # PS- 2018-25

Successful applicants will be required to comply with requirements N.J.S.A. 10:5-31, et seq. (N.J.A.C. 17:27) (Equal Employment Opportunity) and N.J.S.A. 52:32-44, et seq. (New Jersey Business Registration).

The right is reserved to reject any or all proposals if it is deemed to be in the best interest of the Township of Neptune to do so. The Township Committee of the Township of Neptune also reserves the right to conduct interviews of any or all applicants, as it deems necessary.

By order of the Township Committee of the Township of Neptune

Dr. Michael Brantley, Mayor, Township of Neptune
Richard J. Cuttrell, Municipal Clerk, Township of Neptune
Michael J. Bascom, Chief Financial Officer, Township of Neptune

Introduction

Pursuant to the Fair and Open Process established by N.J.S.A. 19:44A-1, et seq., the Township of Neptune seeks Requests for Qualifications ("RFQ") from Individuals and/or Firms licensed to practice in the State of New Jersey that wish to serve as a Consultant for the Township of Neptune. The successful individual/firm must have significant experience in representing New Jersey public entities in the areas of marketing and public relations. The successful individual/firm will provide the Township Committee and Township personnel with professional guidance relating to marketing, media releases and public relations.

The Public Relations and Marketing Consultant will be contracted for a twelve (12) month period, at a rate of \$3,500.00. The total contract shall not exceed \$42,000.00

The proposed scope of work is as follows:

Increase Brand Awareness and Increase Exposure to Customers and the Community.

1. Act as Public Relations Consultant for Neptune Township
 - Press and Media Relations
 1. Develop press releases and story pitches that will highlight Neptune Township to residents, tourists, potential business owners and State/County officials
 2. Work with press contacts to have press coverage through interviews, op eds and feature stories
 3. Work with media (cable TV) and press contacts to have media coverage for special publicity events
 4. Act as a PR consultant for the governing body when potential publicity events occur either positive or negative
 - Communicate and meet on a regular basis with the team
 1. Ensure continuous communication and sharing of ideas and opportunities with the governing body and township officials
2. Act as Consultant for Special Events
 - Develop special events that will attract tourists to the Township
 - Develop special events to attract potential businesses to the Township
 - Develop special events to bring potential residents to the Township

Professional Information and Qualifications

Each interested firm shall submit the following information:

1. Name of Firm;
2. Address of principal place of business and all engineers or firm's offices and corresponding telephone and fax numbers. Please note specifically which professionals will be assigned to work with the Township Committee and in what capacity;
3. Description of education, experience, qualifications, number of years with the firm, for the firm's professional(s) who will work with the Township Committee. Include a descriptive narrative of their experience with projects similar to those described above;
4. Experience related to representation of Municipalities and other public entities;
5. At least four (4) references, three (3) of which must have knowledge of your representation of a public entity;
6. Examples of your record of success representing public entities;
7. The firm's ability to provide the services in a timely fashion (including staffing, familiarity and location of key staff);
8. Any other information which the interested firm deems relevant;
9. A copy of your New Jersey Business Registration Certificate;
10. A completed Statement of Ownership form (Attached below).

Selection Criteria

1. The selection criteria used in awarding a contract or agreement for professional services as described herein shall include:
2. Qualifications of the individuals who will perform the tasks and the amounts of their respective participation;
3. Experience and references;
4. Ability to perform the task in a timely fashion, including staffing and familiarity with the subject matter, and;
5. Cost effectiveness.

Submission Requirements

Responses to this RFQ must be delivered in a sealed envelope bearing the title and Bid/Qualification Number no later than **10:30am** on **December 7th, 2017** to:

Proposals shall be sent to:

Township of Neptune
25 Neptune Boulevard
Neptune, NJ 07754
Attn: Rick Cuttrell

Should you have any questions, please contact Vito D. Gadaleta, RMC, QPA, Business Administrator at 732.988.5200, ext. 232.