TOWNSHIP OF NEPTUNE
COUNTY OF MONMOUTH
STATE OF NEW JERSEY
REQUESTS FOR QUALIFICATIONS FOR
"PUBLIC RELATIONS AND MARKETING CONSULTANT"
BID/PROPOSAL # PS-2020-25

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 5, 2019** 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 for the period from January 1 , 2020 to December 31, 2020.
BID/PROPOSAL # PS- 2020-25

Successful applicants will be required to comply with requirements N.J.S.A. 10:5-31, et seq./N.J.A.C. 17:27 (P.L. 1975, c. 127) (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

CAROL RIZZO, 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 5, 2019** 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.

NEW JERSEY BUSINESS REGISTRATION REQUIREMENTS – NON-CONSTRUCTION

All New Jersey and out of State Business Organizations must obtain a Business Registration Certificate (BRC) from the Department of Treasury, Division of Revenue, prior to conducting business in the State of New Jersey. Proof of valid business registration with the Division of Revenue, Department of Treasury, State of New Jersey, must be submitted with this proposal. No contract will be awarded without proof of business registration with the Division of Revenue. The contract will contain provisions in compliance with N.J.S.A. 52:32-44, as amended, outlined below.

The Contractor shall provide written notice to its subcontractors and suppliers of the responsibility to submit proof of business registration to the Contractor.
Before final payment of the contract is made by the Contracting Agency, the Contractor shall submit an accurate list and proof of business registration of each subcontractor or supplier used in the fulfillment of the contract, or shall attest that no subcontractors were used.

For the term of the contract, the Contractor and each of its affiliates and each Subcontractor and each of its affiliates (N.J.S.A. 52:32-44 (g) (3) shall collect and remit to the Director, New Jersey Division of Taxation, the use tax due pursuant to the "Sales and Use Tax Act" (N.J.S.A. 54:32 B-1, et seq.) on all sales of tangible personal property delivered into the State.

A Business Organization that fails to provide a copy of a registration as required pursuant to section 1 of P.L. 2001, c.144 (N.J.S.A. 52:32-44 et seq.) or subsection e. or f. of section 92 of P.L. 1977, c. 110 (N.J.S.A. 5:12-92), or that provides false business registration information under the requirements of either of those sections, shall be liable for a penalty of $25.00 for each day of violation, not to exceed $50,000.00 for each business registration copy not properly provided under a contract with a contracting agency.

A sample Business Registration Certificate is attached. Other forms such as Certificate of Authority to collect Sales and Use Taxes or a Certificate of Employee Information Report Approval, are **not** acceptable.

Any questions in this regard can be directed to the Division of Revenue at (609) 292-1730. Form NJ-REG can be filed online at:

http://www.state.nj.us/treasury/revenue/gettingregistered.htm#busentity

TOWNSHIP OF NEPTUNE
COUNTY OF MONMOUTH
STATE OF NEW JERSEY

STATEMENT OF OWNERSHIP

The Contractor is (check one): Individual: [ ] Partnership: [ ] P.A. [ ] L.L.C. [ ]

Corporation: [ ] Joint Venture: [ ] Other: [ ] Specify: _____

NAMES: ADDRESSES:

1._____ _____

2._____ _____

3._____ _____

4._____ _____

5._____ _____

NAME OF CONTRACTOR:_____

SIGNED BY:_____

PRINT NAME & TITLE: _____

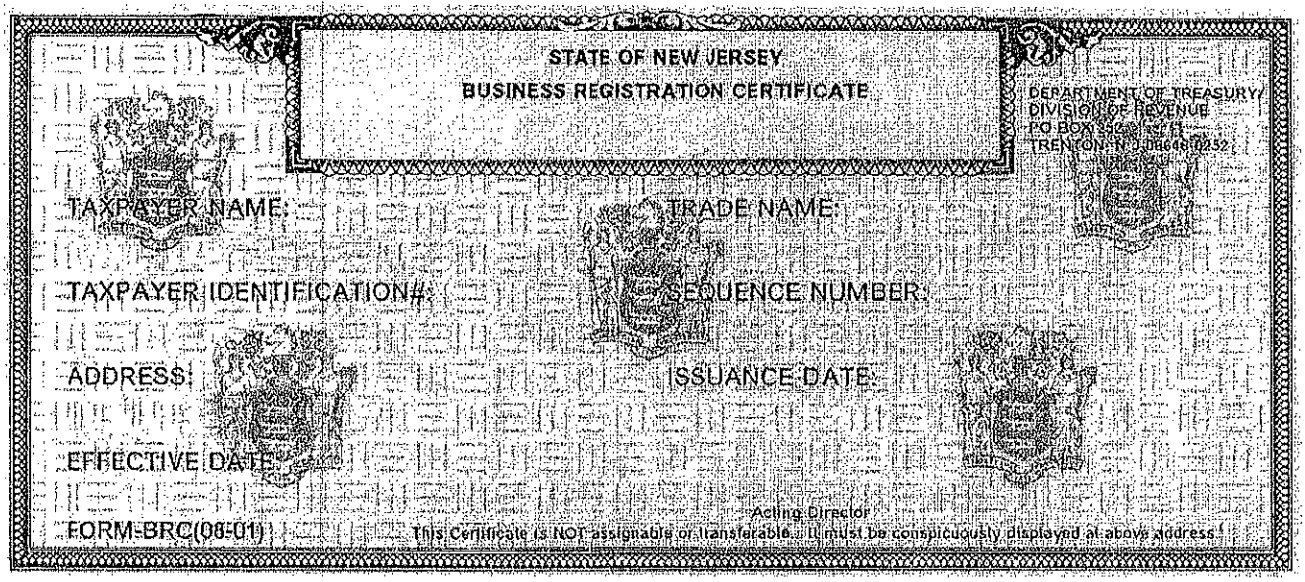
DATE:_____

NOTES:

A. Attach additional sheets as needed and check here [ ].

B. If an entity owns a 10% or greater interest in the Contractor, attach a list of the owners of 10% or greater interest for each such entity. Repeat the process of disclosure as necessary for each tier or level of ownership until the name and address of each person who owns a 10% or greater interest has been disclosed. **If no person or entity owns a 10% or greater interest in a listed entity, so state.**

Sample Business Registration Certificate (for example purposes only)



STATE OF NEW JERSEY

BUSINESS REGISTRATION CERTIFICATE

DEPARTMENT OF TREASURY
DIVISION OF REVENUE
PO BOX 252
TRENTON, NJ 08646-0252

TAXPAYER NAME:

TRADE NAME:

TAXPAYER IDENTIFICATION#:

SEQUENCE NUMBER:

ADDRESS:

ISSUANCE DATE:

EFFECTIVE DATE:

Acting Director

FORM-BRC(08-01)

This Certificate is NOT assignable or transferable. It must be conspicuously displayed at above address.