

RESOLUTION NO. 2015-_____

A RESOLUTION AWARDED A CONTRACT TO LEE TOFANELLI & ASSOCIATES, INC., VINELAND, NJ TO PROVIDE MARKETING, ADVERTISING, PROMOTIONAL AND PUBLIC RELATIONS/CONSTITUENT CONSULTING SERVICES FOR THE CITY OF VINELAND.

WHEREAS, the City of Vineland has issued Request for Qualifications (RFQ) for Marketing, Advertising, Promotional and Public Relations/Constituent Consulting Services for the City of Vineland which are incorporated herein by reference; and

WHEREAS, the City of Vineland has received statements of qualifications from applicants to provide Marketing, Advertising, Promotional and Public Relations/Constituent Consulting Services, duly opened and read aloud, being referred to the City Solicitor and Director of Economic Development for evaluation and recommendations; and

WHEREAS, it is recommended that a Contract for the required services specified in the RFQ be awarded to Lee Tofanelli and Associates, Inc., Vineland, New Jersey, pursuant to a fair and open process; and

WHEREAS, this Contract is awarded in an amount not to exceed Fifty Thousand (\$50,000.00) Dollars for specified services, for a Contract period of one year from date of award Professional shall further be reimbursed for any outside artwork in an amount not to exceed Fifteen Thousand (\$15,000.00) Dollars; and

WHEREAS, the availability of funds for said Contract to be awarded herein have been certified by the City Comptroller.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Vineland that said Contract to provide Marketing, Advertising, Promotional and Public Relations/Constituent Consulting Services for the City of Vineland, be awarded to Lee Tofanelli and Associates, Inc., Vineland, New Jersey, pursuant to a fair and open process, in the amount not to exceed Fifty Thousand (\$50,000.00) Dollars for a Contract period of one year from date of award. Professional shall further be reimbursed for any outside artwork in an amount not to exceed Fifteen Thousand (\$15,000.00) Dollars.

BE IT FURTHER RESOLVED that the Mayor and Clerk are authorized to execute a Professional Services Contract in the form attached hereto.

Adopted:

President of Council

ATTEST:

City Clerk



REQUEST FOR QUALIFICATIONS
MARKETING, ADVERTISING AND PROMOTIONAL AND
PUBLIC RELATIONS/CONSTITUENT CONSULTING SERVICES
JULY 28, 2015

	LEE TOFANELLI & ASSOC., INC. 616 LANDIS AVENUE VINELAND, NJ 08360	CLEARBRIDGE MEDIA 1101 WHEATON AVENUE MILLVILLE, NJ 08332
Corporate Disclosure	YES	YES
Affirmative Action	YES	YES
Business Registration	YES	YES
Non-Collusion Affidavit	YES	YES
Proposal Document	YES	YES
Acknowledgement Receipt of Addenda	YES	YES

Proposal packages also sent to:

Atlas Advertising
 Bruno Associates
 Calyptus Group
 Felicia Niven
 Gateway Outdoor Advertising
 Joe Getz
 Market Me
 PHA
 Prime Vendor
 Stokes
 Suasion Marketing

The Byne Group
 Irving Street Rep.
 R & J Public Relations
 AB+C Creative Intelligence
 SNJ Today

PROPOSAL COST AND DETAILED FEE STRUCTURE

Based on the Scope of Services outlined in this Request For Qualifications, Lee Tofanelli and Associates, Inc. would propose a monthly retainer which would encompass all of the requested services. The amount of the retainer would be negotiated in good faith within the budget parameters of the City of Vineland.

For services the City of Vineland may request beyond the scope of those listed in the Request For Qualifications, or if the city would prefer to remain on an hourly charge basis, Lee Tofanelli and Associates, Inc. charges the following hourly rates:

- **Public Relations - Principal \$125 per hour/Associate \$100 per hour**
- **Copywriting \$60.00 - per hour**
- **Art Direction and Graphic Design - \$70.00 per hour**
- **Audio, Video, or Film Production - \$80.00 per hour**
- **Website Design/Maintenance - \$60.00 per hour**
- **Administrative/Secretarial - \$17.50 per hour**
- **Media Services - 15% Agency Commission on all media placements**

Art direction and design work (even for retained clients) is handled on a project basis. For these projects, we estimate the number of hours we anticipate and live within the budget. If the client has approved a specific amount, it will not be more without their prior authorization. Material changes in the scope determine when we will need to revise the budget.

Media is placed at a commissionable rate of 15% (this is normally paid by the media outlet). Buy-outs such as printing, design services, and audio and video production are estimated and billed with a 15% commission included. Invoices are presented on a monthly basis and are net 30 days.