

RESOLUTION NO. 2019-54

A RESOLUTION AUTHORIZING THE EXECUTION OF A PROFESSIONAL SERVICES AGREEMENT BY AND BETWEEN THE CITY OF VINELAND AND LEE TOFANELLI AND ASSOCIATES, LANDIS AVENUE VINELAND, NJ FOR MARKETING, ADVERTISING, PROMOTIONAL & PUBLIC RELATIONS/CONSTITUENT CONSULTING SERVICES.

WHEREAS, City Council finds it in the best interest of the residents of the City of Vineland to properly and fully advise the residents of issues facing the City and further recognizes that a properly informed public is an invaluable tool for the efficient administration of local government and that an avenue of information must exist to notify local news media of events affecting the residents; and

WHEREAS, the City of Vineland has heretofore advertised for proposals for Professional Services for marketing, advertising, promotional & public relations/constituent consulting services; and

WHEREAS, the Requests were published in the City of Vineland's official newspaper and official website; and

WHEREAS, proposals were received and referred to the City Solicitor for evaluation and recommendation; and

WHEREAS, it has been recommended that a contract for the required services be awarded to Lee Tofanelli & Associates, Landis Avenue, Vineland , New Jersey based upon the proposal received, pursuant to a fair and open process; and

WHEREAS this contract is awarded in an amount not to exceed \$99,300.00 per annum for services specified in Scope of Services outlined in the Request for Proposals/Qualifications and in an amount of not more than \$12,000.00 for additional services for a contract period beginning February 1, 2019 through January 31, 2020; and

WHEREAS, the availability of funds for said Professional Services Contract to be awarded herein have been certified by the Chief Financial Officer; and

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Vineland that said contract for Professional Services for marketing, advertising, promotional & public relations/constituent consulting services be awarded to Lee Tofanelli and Associates, Landis Avenue, Vineland, New Jersey, based upon the proposal received, pursuant to a fair and open process, in the amount not to exceed \$111,300.00 for marketing, advertising, promotional & public relations/constituent consulting services for a contract period beginning February 1, 2019 through January 31, 2020.

Adopted:

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President of Council

ATTEST:

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City Clerk

# FROM THE DESK OF MIGUEL A. MERCADO



January 30, 2019


## MEMORANDUM TO BUSINESS ADMINISTRATION:

Request for Proposals COV RFP # 2018-39 for Marketing, Advertising, Promotional & Public Relations/Constituent Consulting Services were received and opened in my office on Friday, January 11<sup>th</sup> at 1:00 pm. Only one (1) Proposal was received from Lee Tofanelli and Associates, Inc. Their proposal included all the mandatory documents. I reviewed the proposal and I offer the following:

- a. Lee Tofanelli & Associates is the incumbent and has been providing these services for the past couple of year.
- b. The cost breakdown of their proposal is as follows:
  1. \$8,275.00 monthly retainer for services requested.
  2. Previous year contract included a not to exceed \$10,000.00 fee but it is my understanding that this cost should be increased to \$12,000.00.
- c. The total Not-To-Exceed contract amount will be \$111,300.00 if decision is to go with the \$12,000 for artwork. If we go with previous artwork amount of \$10,000 then the NTE amount would be \$109,300.00. **NOTE:** Either amount is approximately \$25,000 to \$30,000 more than previous year. The increase is due to the change order in 2018 for the management of the additional six (6) websites that were added at the request of the City.

With the information provided above and all factors considered I would recommend award to Lee Tofanelli & Associates as they provided the lone proposal. As for the not to exceed cost I will defer to you as to whether we award at the \$111,300.00 or \$109,300.00.

Sincerely,

  
Miguel A. Mercado, QPA  
Purchasing Agent

# REQUEST FOR PROPOSAL

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To Provide Marketing, Advertising, Promotional, and  
Public Relations / Constituent Consulting Services  
for the City of Vineland

Submitted By:

**Lee Tofanelli and Associates, Inc.**  
616 Landis Avenue, Vineland, NJ 08360  
January 11, 2019

## PROPOSAL COST AND DETAILED FEE STRUCTURE

Based on the Scope of Services outlined in this Request For Proposal, Lee Tofanelli and Associates, Inc. would propose a monthly retainer of \$6,650.00,\* which would encompass all of the requested services, including, but not limited to:

- **Marketing and Advertising Services**
- **Public Relations**
- **Social Media Management**
- **Search Engine Optimization**
- **Copywriting**
- **Media Consulting**
- **Constituent Services**
- **Administrative/Secretarial**

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

\* Following the launch in May of 2018 of the new City of Vineland website, and five ancillary department websites including Economic Development, Health, Municipal Utilities, Police, and Fire, LTA was awarded a change order to the existing contract to manage the six new websites. Although these tasks were not delineated in the 2019 Request For Proposal, LTA is prepared to continue providing these services for a monthly retainer of \$1,625.00, which would include the following:

- **Perform Regular Monthly Maintenance and Infrastructure Updates for the Six Individual Websites.**
- **Manage Existing Content on the Six Individual Websites as Requested by the Various Departments.**
- **Develop and Implement New Content for the Six Individual Websites as Requested by the Various Departments.**
- **Prepare and Review Website Performance Analytical Data.**