

RESOLUTION NO. 2022-516

A RESOLUTION AUTHORIZING THE EXECUTION OF A PROFESSIONAL SERVICES AGREEMENT BY AND BETWEEN THE CITY OF VINELAND AND LEE TOFANELLI AND ASSOCIATES, INC., VINELAND, NJ FOR MARKETING AND ADVERTISEMENT FOR VINELAND MUNICIPAL UTILITIES, IN AN AMOUNT NOT TO EXCEED \$58,000.00.

WHEREAS, there exists a need for professional services for Marketing and Advertisement for Vineland Municipal Utilities; and

WHEREAS, the City of Vineland has a need to acquire such professional services as a Non-Fair and Open Contract pursuant to N.J.S.A. 19:44A-20.5; and

WHEREAS, the purchasing agent has determined and certified in writing that the value of said services will exceed \$17,500.00; and

WHEREAS, Lee Tofanelli and Associates, Inc., Vineland, NJ, has submitted a proposal indicating they will provide the professional services in an amount not to exceed \$58,000.00; and

WHEREAS, Lee Tofanelli and Associates has completed and submitted a Business Entity Disclosure Certification for Non-Fair and Open Contract which certifies that Lee Tofanelli and Associates has not made any reportable contributions to a political or candidate committee in the City of Vineland in the previous one year and that the contract will prohibit Lee Tofanelli and Associates from making any reportable contributions through the term of the contract to a political or candidate committee in the City of Vineland; and

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

WHEREAS, the Local Public Contract Law (N.J.S.A. 40A:11-1, et seq) requires that the Resolution authorizing the award of contract for Professional Services without competitive bidding and the contract itself must be available for public inspection.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Vineland as follows:

1. That the Mayor and Clerk are hereby authorized and directed to execute a Non-Fair and Open Agreement pursuant to N.J.S.A. 19:44A-20.5 with Lee Tofanelli and Associates, Inc., Vineland, NJ, for Professional Services for Marketing and Advertisement for Vineland Municipal Utilities, in an amount not to exceed \$58,000.00.
2. That this Agreement is awarded without competitive bidding as a Professional Services in accordance with N.J.S.A. 40A:11-5(1)(a) of the Local Public Contracts Law because said services to be rendered or performed require knowledge of an advanced type in a field of learning acquired by a prolonged formal course of specialized instruction distinguished from general academic instruction or apprenticeship and training.
3. That the Business Disclosure Entity Certification, the Political Contribution Disclosure Form and the Determination of Value be placed on file with the Resolution.
4. That a Notice of this action shall be printed once in the Daily Journal.

Adopted:

President of Council

ATTEST:

City Clerk

REQUEST FOR RESOLUTION FOR CONTRACT AWARDS
UNDER 40A:11-5 EXCEPTIONS
(PROFESSIONAL SERVICES, EUS, SOFTWARE MAINTENANCE, ETC)



11-28-22
(DATE)

1. Service (detailed description): Marketing and Advertisement for Vineland Municipal Utilities

2. Amount to be Awarded: \$ 58,000.00

- Encumber Total Award
- Encumber by Supplemental Release

3. Amount Budgeted: \$ _____

4. Budgeted: By Ordinance No. _____
Or Grant: Title & Year _____

5. **Account Number to be Charged: 2-05-55-502-9006-53421 - E923

6. Contract Period: N/A

7. Date To Be Awarded: 12-13-22

8. Recommended Vendor and Address: Lee Tofanelli and Associates, Inc.
616 Landis Ave, Vineland NJ 08360

9. Justification for Vendor Recommendation:(attach additional information for Council review)
RFP # 2018-39 - Marketing and Advertising - See Attached

- Non-Fair & Open (Pay-to-Play documents required)
- Fair & Open: How was RFP advertised? _____

10. Evaluation Performed by: John Lillie

11. Approved by: *John Lillie*

12. Attachments:

- Awarding Proposal
- Other: Scope and quotation

- Send copies to:
Purchasing Division
Business Administration

** If more than one account #, provide break down



Lee Tofanelli and Associates, Inc.

**VINELAND MUNICIPAL UTILITIES
ECONOMIC DEVELOPMENT ADVERTISING
VMU COMMERCIAL PRODUCTION AND PLACEMENTS**

Create A Dedicated VMU :30 Commercial Pre-Production and Production To Include:	\$10,500.00
<ul style="list-style-type: none">• Script Preparation• Field Shoot As Needed• Voice-over Talent And Recording• Digital Editing• Music Licensing• Prep For Delivery• Production Personnel	
Comcast Cable And FIOS Television Placements	\$20,000.00
<ul style="list-style-type: none">• CNN, FOX News, MSNBC, CNBC, Headline News• Video On Demand Placements Targeting Site Selectors, Corporate Executives, Businessowners Commercial Real Estate Target Audience• Advertising Zones TBD	
Online Digital Video Placements	\$25,000.00
<ul style="list-style-type: none">• Site Selectors, Corporate Executives, Businessowners Commercial Real Estate Target Audience	
Artwork Graphics Preparation	<u>\$ 2,500.00</u>
TOTAL CAMPAIGN COST	\$58,000.00