

RESOLUTION NO. 2023- 05

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, one proposal was 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 \$111,600.00 per annum for services specified in Scope of Services outlined in the Request for Proposals/Qualifications including website maintenance and hosting services and management of all social media accounts and shall invoice additional media at cost plus a commissionable rate of 15% for all such further related services upon submission of proposals per requested project for a contract period beginning February 1, 2023 through January 31, 2024, with option to renew for three (3) additional one (1) year terms; 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 \$111,600.00 for marketing, advertising, promotional & public relations/constituent consulting services for a contract period beginning February 1, 2023 through January 31, 2024, with option to renew for three (3) additional one (1) year terms.

Adopted:

President of Council

ATTEST:

City Clerk



BID EVALUATION FORM

DEPARTMENT Business Administration Date: 12/29/2022

The undersigned recommends that a contract be awarded for the following:

- 1. Bid Title: COV RFP 2022-46 Marketing & Advertising
- 2. Amount to be Awarded: \$111,600
 - Encumber Total Award
 - Encumber by Supplemental Release
- 3. Engineer's Estimate: _____
- 4. Amount Budget: \$ _____
- 5. Account Number to be Charged: various
- 6. Date Bids Received: _____
- 7. Date to be Awarded: _____
- 8. Recommended Vendor: Tofanelli
- 9. Is Recommended Vendor the Apparent Lowest Bidder? Yes No
- 10. Comments/Special Instructions:
- 11. Evaluation Performed by: Sandy Forosisky
- 12. Approved By: Bob Dickenson
- 13. Attached: (Check-Off List)
 - Tabulation of Bids
 - Justification for Vendor Recommendation (if applicable)
 - Evaluation Data (if applicable)

Send copies to:
Purchasing Department
Business Administration



PURCHASING AGENT REVIEW
COV RFP # 2022-46

Proposals were received and opened Tuesday, November 22, 2022 at 1:00 PM for Marketing, Advertising, Promotional & Public Relations/Constituent Consulting Services from the following:

Lee Tofanelli and Associates, Inc.

Comments: All the mandatory documents submitted.

Recommendation: If no objections, award to Lee Tofanelli & Associates as they submitted the only proposal with all mandatory documents and are the current provider of these services. Eight (8) other vendors requested and received the RFP but Lee Tofanelli was the lone respondent.

Jeanine N. Brownlee, QPA
Purchasing Agent

A handwritten signature in black ink, appearing to be "JNB", located below the typed name of the purchasing agent.

COV RFP/RFQ # 2022-46 for: Marketing, Advertising, Promotional/ +
Public Relations/Constituent Consulting Services

DATE/TIME: 11-22-22 1:00PM

VENDORS:	Lee Tofanelli + Assoc.			
MANDATORY FORMS				
Statement of Ownership Disclosure	✓			
EEO/Affirmative Action Compliance	✓			
Addenda, if any	✓			
Disclosures of Investment Activity in Iran	✓			
Total Amount:	\$	\$	\$	\$

VENDORS:				
MANDATORY FORMS				
Statement of Ownership Disclosure				
EEO/Affirmative Action Compliance				
Addenda, if any				
Disclosures of Investment Activity in Iran				
Total Amount	\$	\$	\$	\$

PROPOSAL COST AND STATEMENTS OF FACT

Based on the Scope of Services outlined in this Request For Proposal, Lee Tofanelli and Associates, Inc. would propose a monthly retainer of **\$6,850.00**, which would encompass all of the requested services outlined in the RFP.

In addition, LTA is prepared to continue providing website maintenance and hosting services for the City of Vineland and ancillary department websites including Economic Development, Health, Fire, and Municipal Utilities, as well as Manage the city's Facebook, Instagram, and LinkedIn social media accounts and public posts in compliance with city policy for a monthly retainer of **\$2,450.00**.

For services the City of Vineland may request beyond the scope of those listed in the 2022 Request For Proposal, LTA will bill on a mutually agreed upon per project basis. Media placed on behalf of the city will be billed at cost plus a commissionable rate of 15%. Project costs for services such as printing; art direction and design; and audio, video, and film production will be estimated in advance for client approval. Invoices are presented on a monthly basis and are net 30 days.

Neither Lee Tofanelli and Associates, Inc, or any team member who would be assigned to this account are disbarred, suspended, or otherwise prohibited from professional practice for any federal, state, or local agency.

Lee Tofanelli and Associates, Inc will comply with the General Terms and Conditions required by the City of Vineland in accordance with New Jersey Local Public Contracts Law.