

**JERSEY CITY ECONOMIC DEVELOPMENT CORPORATION
REQUEST FOR PROPOSALS FOR**

**REBRANDING
AND
MARKETING
CONSULTANT**

SUBMISSION DEADLINE:

**4:00 PM
March 7, 2014**

ADDRESS ALL PROPOSALS TO:

**Florence Baron
Jersey City Economic Development Corporation
30 Montgomery St., Suite 1400
Jersey City, NJ 07302**

JERSEY CITY ECONOMIC

REQUEST

FOR

PROPOSALS

D E V E L O P M E N T

CORPORATION

PURPOSE: Rebranding and Marketing
7, 2014

DUE DATE: March

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SECTION 1: GENERAL INFORMATION & SUMMARY

1.1 Organization Requesting Proposals

Jersey City Economic Development Corporation
30 Montgomery Street, Suite 1400
Jersey City, NJ 07302

1.2 Contact Person(s)

Florence Baron
Jersey City Economic Development Corporation
30 Montgomery St., Suite 1400
Jersey City, NJ 07302
fbaron@jcedc.org

1.3 Procurement Process

This contract will be awarded as an “extraordinary unspecifiable services (EUS) agreement”, as defined by the Local Public Contracts law, N.J.S.A. 40A:11-5 (1) (a) (ii), using the “fair and open” process under the "New Jersey Local Unit Pay-to-Play" Law, N.J.S.A. 19:44A-20.4 et seq. The JCEDC will vote to approve a resolution awarding a contract to the contractor for a sum not to exceed a specified amount.

1.4 Contract Form

If selected to provide services, it is agreed and understood that the successful Respondent shall be bound by the requirements and terms contained in this Request for Proposals (“RFP”) with regard to services performed, payments, indemnification, insurance, termination, and applicable licensing provisions.

It is also agreed and understood that the acceptance of the final payment by Contractor shall be considered a release in full of all claims against the JCEDC and/or the City arising out of, or by reason of, the work done and materials furnished under this Contract.

1.5 Informational meeting

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A copy of the RFP can be obtained through the Contact Person. All potential Respondents should provide their name and contact information to the Contact Person. There will not be an informational meeting for this RFP. Any questions must be submitted in writing (e-mail acceptable) to Contact Person. Questions and answers will be provided as an addendum to this RFP.

1.6 Submission deadline

Proposals must be submitted to, and be received by the JCEDC, via mail or hand-delivery, by 4:00 p.m. prevailing time on March 7, 2014. Proposals will not be accepted by facsimile transmission or e-mail. Any and all Proposals not received by the JCEDC by 4:00 p.m. prevailing time on March 7, 2014 will be unopened and rejected.

1.7 Opening of Proposals

Proposals shall be opened in public at 4:00 p.m. prevailing time on March 7, 2014, 30 Montgomery St., Suite 1400, Jersey City, NJ 07302.

1.8 Definitions

The following definitions shall apply to and are used in this Request for Proposals (RFP):

“City” – refers to the City of Jersey City.

“JCEDC” – refers to the Jersey City Economic Development Corporation located at 30 Montgomery St., Suite 1400, Jersey City 07302.

“Jersey City Entities” – refers to the City and JCEDC jointly

“RFP” – refers to this Request for Proposals, including any amendments thereof or supplements thereto.

“Proposal” – refers to any response submitted pursuant to this RFP

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"Respondent" or "Respondents" – refers to the interested persons and/or firm(s) that submit Proposals.

"Selected Respondent"– refers to the person/firm selected by the JCEDC to receive the Contract.

"Contract" – refers to the award given pursuant to this RFP, and consisting of this RFP, the Proposal and all required forms, with all necessary and original signatures, and any supplements or amendments thereto.

"Joint Venture" refers to a business undertaking by two or more entities to share risk and responsibility for a specific project.

"Lead Entity" refers to the entity designated by Respondent(s) to act on behalf and for all member entities comprising the joint venture.

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1.9 Submission address

All Proposals should be sent to:

Florence Baron

Jersey City Economic Development Corporation

30 Montgomery St., Suite 1400

Jersey City, NJ 07302

fbaron@jcedc.org

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SECTION 2: INTRODUCTION AND GENERAL INFORMATION

2.1 Introduction and Purpose

On behalf of the City of Jersey City (the “City”), the JCEDC is soliciting Proposals from interested persons and/or firms for the provision of a Rebranding and Marketing services for Jersey City, as more particularly described herein. Through a RFP process described herein, persons and/or firms interested in assisting the JCEDC with the provision of such services must prepare and submit a Proposal in accordance with the procedure and schedule in this RFP.

Jersey City is a regional center for shopping, health, education, culture, supplies and services, and distribution. It is a vibrant multicultural City with a racially and ethnically diverse population. Jersey City has a population of over 250,000 residents in only 15 square miles. With a healthy population growth rate and an exponential increase in residential construction, Jersey City will surpass Newark and become the largest city in New Jersey by the end of 2016. Jersey City's proximity to New York City and numerous amenities, coupled with its rich history, diversity and culture, make it one of the most exciting places in the country for redevelopment opportunities.

The City also serves the largest Metropolitan Statistical Area. Business, real estate development, industry, service, tourism and retail sectors are emerging as key economic drivers. It is an important transportation hub for the region.

Founded in 1630 and incorporated in 1820, Jersey City once served as a shipping, manufacturing, and rail transportation hub. Home to Ellis Island, Jersey City was the gateway to the United States for millions of immigrants.

Today Jersey City is a vibrant and thriving city, where rail yards, factories, and warehouses have been transformed into parks, restaurants, shops, and modern skyscrapers. Jersey City enjoys 11 miles of Hudson River waterfront, easy access to New York City using the PATH train system, NY Waterway Ferries, or the Holland Tunnel, an expansive light rail system connecting Jersey City to the

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region, a thriving business community, and seven of the ten tallest buildings in the state. Education is an important aspect of life in Jersey City, with New Jersey City University (NJCU), Saint Peter's University, and Hudson County Community College each calling Jersey City home. Business Insider recently ranked Jersey City as the second most ethnically diverse city in the United States and The Atlantic ranked Jersey City as one of the top 10 most artistic cities in the United States. Jersey City Mayor Steven Fulop has declared one of his top priorities to be making Jersey City the best mid-sized city in America.

The overarching goal is to have a unifying message that will produce tangible increases in commercial and industrial activity, economic, real estate and community development, overnight lodging, tourism, in-migration and city pride. Note that while the focus is on creative development, the deliverables include establishing **an evidence-based rationale** for a brand position and marketing strategy. The JCEDC thus requires a thorough understanding of the makeup and structure of the market in which Jersey City operates, as well as a complete marketing plan which effectively communicates the brand. We have established a budget for this project ranging from a minimum of \$600,000 which could escalate up to \$1.2 million.

The broad objectives of this RFP include:

- Distinguish Jersey City from other cities and communities, and establish its role as a regional and national leader, "The Best Mid-Sized City in the U.S."
- Reinforce and direct focus towards the City's competitive advantages.
- Increase Jersey City's capacity to attract real estate development and new residents;
- Encourage other groups (e.g. hospitals, real estate developers, retail, small business and industry, colleges, community groups, and tourism organizations) to participate in cohesive communications and branding efforts.
- Further enhance a sense of community in Jersey City.

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- Promote and market Jersey City as a premier travel destination for both the leisure and business traveler, domestically and internationally.

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2.2 Procurement Process and Schedule

The selection is subject to the "New Jersey Local Unit Pay-to-Play" Law, N.J.S.A. 19:44A-20.4 et seq. The JCEDC has structured a procurement process that seeks to obtain the desired results described above, while establishing a competitive environment to assure that each person and/or firm is provided an equal opportunity to submit a Proposal in response to the RFP.

Proposals will be evaluated in accordance with the criteria set forth in Section 7 of this RFP, which will be applied in the same manner to each Proposal received. Proposals will be reviewed and evaluated by the Mayor, the JCEDC and/or their designee(s). The proposals will be reviewed to determine if the Respondent has met the professional, administrative, and subject areas described in this RFP.

The RFP process commences with the issuance of this RFP. The steps involved in the process and the anticipated completion dates are set forth in the Procurement Schedule below. The JCEDC reserves the right to, among other things, amend, modify or alter the Procurement Schedule upon notice to all potential Respondents.

Anticipated Procurement Schedule Activity	Date
1. Issuance of Request for Proposals	January 24, 2014
2. Receipt of Proposals	March 7, 2014
3. Completion of Evaluation of Proposals	March 17, 2014
4. Award of Contract	March - April, 2014

2.3 Cost of Proposal Preparation

Each Proposal and all information required to be submitted pursuant to the RFP shall be prepared at the sole cost and expense of the Respondent. There shall be no claims whatsoever against the JCEDC or Jersey City, its officers, officials

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or employees for reimbursement for the payment of costs or expenses incurred in preparing and submitting a Proposal or for participating in this procurement.

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2.4 Proposal Format

Proposals must cover all information requested in this RFP, including conformance with Sections 4 and 5. Proposals which in the judgment of the JCEDC fail to meet the requirements of the RFP or which are in any way conditional, incomplete, obscure, contain additions or deletions from requested information, or contain errors may be rejected.

2.5 Communications regarding this RFP

All communications concerning this RFP or the RFP process shall be directed to the JCEDC's contact person, in writing, via fax, or via e-mail. Responses to all questions will be forwarded as addenda to all prospective respondents who have provided contact information. It is the prospective Respondent's responsibility to provide accurate contact information.

2.6 Addenda or Amendments to RFP

During the period provided for the preparation of responses to the RFP, the JCEDC may issue addenda, amendments or answers to written inquiries. Those addenda will be noticed by the JCEDC and will constitute a part of the RFP. Proposers may submit any questions via email to the Contact Person. The deadline for questions is Friday, February 14, 2014. Questions and answers will be issued in an addendum distributed to all entities that obtained documents shortly thereafter. All responses to the RFP shall be prepared with full consideration of the addenda issued prior to the Proposal submission date.

2.7 Rights of JCEDC

The JCEDC reserves, holds and may exercise, at its sole discretion, the following rights and options with regard to this RFP and the procurement process in accordance with the provisions of applicable law:

- To determine that any Proposal received complies or fails to comply with the terms of this RFP.

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- To reject any and all responses and/or components thereof and to eliminate any and all Respondents responding to this RFP from further consideration for this procurement.
- To reject any Respondent that submits incomplete responses to this RFP, or a Proposal that is not responsive to the requirements of this RFP.
- To supplement, amend, or otherwise modify this RFP, without prior notice, or to otherwise request additional information.
- To waive any technical non-conformance with the terms of this RFP.
- To change or alter the schedule for any events called for in this RFP upon the issuance of notice to all prospective Respondents who have received a copy of this RFP.
- To conduct investigations of any or all of the Respondents, as the JCEDC deems necessary or convenient, to clarify the information provided as part of the Proposal and to request additional information to support the information included in any Proposal.
- To suspend or terminate the procurement process described in this RFP at any time (in its sole discretion.) If terminated, the JCEDC may determine to commence a new procurement process or exercise any other rights provided under applicable law without any obligation to the Respondents.
- The JCEDC shall be under no obligation to complete all or any portion of the procurement process described in this RFP.

2.8 Conditions Applicable to RFP

Upon submission of a Proposal in response to this RFP, the Respondent acknowledges and consents to the following conditions relative to the submission and review and consideration of its Proposal:

- All costs incurred by the Respondent in connection with responding to this RFP shall be borne solely by the Respondent.
- All Proposals will be made available to the public at the appropriate time, as determined by the JCEDC (in the exercise of its sole discretion) in accordance with law.

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- A bidder may designate specific information as not subject to disclosure pursuant to the exceptions to OPRA found at N.J.S.A. 47:1A-1.1, when the bidder has a good faith legal and or factual basis for such assertion. The JCEDC reserves the right to make the determination as to what is proprietary or confidential, and will advise the Respondent accordingly. The location in the proposal of any such designation should be clearly stated in a cover letter. The JCEDC will not honor any attempt by a Respondent to designate its entire proposal as proprietary, confidential and/or to claim copyright protection for its entire proposal. In the event of any challenge to the Respondent's assertion of confidentiality with which the JCEDC does not concur, the Respondent shall be solely responsible for defending its designation.
- The JCEDC may request Respondents to send representatives to the JCEDC for interviews.
- Confidentiality of records and information relating to this work shall be maintained at all times. All correspondence, documentation and information provided by the JCEDC to any Respondent in connection with, or arising out of this RFP or the acceptance of any proposal:
 - Remains the property of the JCEDC;
 - Shall be treated as confidential unless otherwise indicated;
 - Shall not be used for any purpose other than for replying to this RFP, and for fulfillment of any related subsequent agreement.
- All Proposals shall become the property of the JCEDC and will not be returned.
- Creative concepts, logos, taglines, brochures, pamphlets, graphic designs, etc. developed during implementation of the Contract shall be property or intellectual property of the JCEDC.
- Upon completion or termination of the Contract, the Successful Respondent shall transfer, assign and otherwise make available to the Jersey City Entities all property and materials belonging to the Jersey City Entities and paid for by the Jersey City Entities, in the best and most practical format, as agreed upon in advance by both the JCEDC and Successful Respondent.

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SECTION 3: SCOPE OF SERVICES

The Selected Respondent will serve as a non-exclusive, full-service branding, marketing, media and communications agency to promote the City. With gathered research, the Selected Respondent will finalize a brand for the City and perform all necessary services related to the successful implementation of a Marketing Plan.

3.1 Contract Term and Timeline

The contract term shall be a minimum of one year. The Selected Respondent will implement the following schedule after award of the contract:

Award of Contract	Work To Completed
1 st month	Section 3.2 Brand Options
2 nd – 3 rd Month	Section 3.3 Brand Testing and Brand Recommendation
Begins 3 rd Month until end of contract term	Section 3.4 Marketing
Begins 4 th Month until end of contract term	Section 3.5 Monitoring and Evaluation
No earlier than the 12 th Month	Section 3.5 Final Report

3.2 Brand Options

Respondents shall provide initial brand options for the City (minimum 1 – maximum 3 options) with the submission of a Proposal. Respondents will suggest to the JCEDC at least one visual concept for the City (maximum 3), with taglines, that illustrate the brand message and which could serve as a basis for later creative work. Respondents may incorporate, if desirable, any logos produced from the City’s Logo Competition (if available). Respondents shall submit brand options that incorporate any preliminary research and empirical evidence to support the following:

Strengths of Jersey City’s current brand equity and how this could be complimented in the rebranding effort

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Jersey City's unique selling propositions

New local, regional and global markets that Jersey City would realistically attract, based on its competitive advantages

Elements of competitive advantage, which should be incorporated into the brand, while still maintaining authenticity

Branding alignment with or leverage of the Mayor's Transition Report dated July 1, 2013, available at: http://www.cityofjerseycity.com/uploadedFiles/City_Government/Office_of_the_Mayor/Transition%20Report.pdf

The Selected Respondent will thoroughly research and review ideas for brand concepts, including any produced by the City and/or the public.

3.3 Brand Testing; Recommendation

The various brand concepts must be tested with groups which represent key target audiences for Jersey City, including current residents, local businesses and organizations, and external audiences, such as potential investors. From the results of the testing, the Selected Respondent will recommend the best option for the City, with the rationale behind it. **The JCEDC expects that the recommended brand option will be provided within two months of the execution of the contract.**

The Jersey City Entities will review the recommended brand option¹ and select a brand (the "**Chosen Brand**"). The process of developing the brand options and the Chosen Brand shall be incorporated into a Final Report (See Section 3.5).

3.4 Marketing

¹ The JCEDC and/or the City reserve the right to refuse the recommended brand option and choose amongst the other brand options available.

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The Selected Respondent must take Chosen Brand and develop a contemporary, cohesive Marketing Plan for Jersey City (“**Marketing Plan**”). The Selected Respondent will describe and focus on how the rebranding and marketing plan can specifically elevate Jersey City to the best mid-sized City in the U.S. This must include a fully developed brand position based on empirical findings, and a marketing plan to ensure that the Chosen Brand is creatively and effectively communicated. The Selected Respondent must also include recommendations for protecting and managing the brand, e.g., copyright and brand stewardship.

Social Media

Respondents must outline a social media strategy for the Chosen Brand. The Selected Respondent will design the City’s social media profiles and presence (Facebook, Twitter, YouTube, blogs, news sharing sites, etc.), which will be an integral part of the Marketing Plan. This should include custom artwork/graphic design, username optimization, keyword/tag optimization, cross-profile linking and consistent branding. Respondents should provide two to three social media campaign concepts for a Company/Government/Product/Service that allows the JCEDC to see the Respondent’s concept development and creative thinking abilities.

Advertising

Respondents must outline an advertising campaign. Successful Respondent will develop marketing materials which effectuate the City’s Chosen Brand. This could include placement of print materials, news, billboards, banners, radio, online, and television, as well as recommendations on other appropriate media outlets.

Marketing and advertising materials for special events, sponsorships activities, etc. must be developed. Special events include groundbreakings, ceremonies and ribbon-cuttings. Typically, these types of activities involve signage, programs, or other event commemoration materials.

Community Engagement

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The Selected Respondent must develop and implement a Marketing Plan which ensures that the community and its stakeholders are educated, involved and engaged in the rebranding process. Respondents must describe their process for engaging and marketing to the local community and various stakeholder groups (such as small businesses, historical organizations and City leadership). Discuss the tools or methods to be used.

Public Relations

Respondents must outline a public relations strategy which would be used in the Marketing Plan. Examples of Public Relations tactics include news releases, regional magazines, fact sheets, updates to website, business success stories, new initiative(s), new businesses coming to town, milestones and public-private partnerships.

Pro Bono Media Space

Respondents must indicate whether they would be able to provide the City with any in-kind or pro-bono advertising space including print, billboard, social media, and broadcast radio and television.

3.5 Monitoring and Final Evaluation; Final Report

Selected Respondent will be expected to regularly monitor and evaluate the success of the Chosen Brand and Marketing Plan, and regularly communicate with the Jersey City Entities. Respondents must describe processes used to evaluate projects, and how that knowledge and key findings are shared with your clients (including method of communication and frequency). Please indicate if your agency uses computerized models. If so, please specify the name of the model and if it is proprietary. Please describe how your computerized models add value and give you a competitive advantage. Respondents should also indicate whether they have any media tools and reporting processes in place that would track all media spending.

The Successful Respondent will prepare a final report that states the plans and processes used, analysis, conclusions and specific recommendations. Our

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expectation is that this is included in overall pricing. The report should be provided no earlier than the 12th month after award of the contract.

3.6 Supplements or Amendments

After Award of the Contract, any changes to the terms of Contract, including any terms contained in this Scope of Work, may be made if and when necessary by the consent of both parties and if required, with the approval of JCEDC Board of Trustees and/or Jersey City Council.

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SECTION 4: WRITTEN PROPOSAL FORMAT

Proposals must address all information requested in this RFP. Proposals which in the judgment of the JCEDC fail to meet the requirements of the RFP or which are in any way conditional, incomplete, obscure, contain additions or deletions from requested information, or contain errors may be rejected.

4.1 Mandatory content

- Each proposal submitted must contain the fifteen (15) sections described below:
- Title Page
- Table of Contents
- Executive Summary
- Scope
- Objectives
- Project Approach
- Project Organization
- Project Workplan (including project organization, critical success factors and risks)
- Key Dates & Deliverables
- JCEDC/City Responsibilities
- Staffing
- Assumptions
- Fees/Budget
- Appendices/Other

The information requested by the sectional format described above is further defined.

4.2 Title Page

The proposal should include a title page, which identifies the project; the Respondent's Firm, name of the Respondent's primary contact, address, telephone number, fax number and email address.

4.3 Table of Contents

The Respondent's proposal should include a Table of Contents, which lists the titles and page numbers for each major topic and sub-topic contained in the proposal.

4.4 Executive Summary

This section should include a summary of the key points and highlights of the Respondent's response and should discuss the pricing contained in the proposal.

4.5 Objectives

In this section of the proposal, the Respondent should state what it believes to be primary objectives for each element of the plan. Respondents may choose to offer suggestions to the JCEDC on how objectives for this type and size of a phased project should be measured throughout the life of the implementation, to ensure success in delivery of every business priority.

4.6 Scope

In this section of the proposal, the Respondent should state what it believes to be the scope or the intended strategy for Jersey City Entities. **Respondent must provide 1-3 initial branding options for the City, as stated in Section 3.2.**

If there are any gaps between what the Respondent believes should be the proper scope of the solution given all information known at the time of this RFP, the Respondent should clearly state these gaps in this section and clearly mark these concerns as such.

4.7 Project Approach

A general discussion of the approach the Respondent is proposing should be contained in this section. This should include detail of all assumptions being made to accomplish the desired approach. A discussion of the high level tasks and key milestones should be described in this section and tie directly or be

referenced directly to deliverables in the workplan. Additionally, Respondents should highlight any risks they deem to be significant enough in nature, which could result in any priority specification within the project that would not be delivered on time, and on budget.

4.8 Project Organization

The Respondent should detail in this section, the organizational structure it believes necessary to accomplish each phase of the project within the desired timeframe and budget, considering both the Respondent's and Jersey City Entities' resources. Support of, and utilization of Minority and Women Owned Business Enterprises, consistent with the Jersey City Entities' policies, should be described.

4.9 Project Work Plan

In addition to providing a high-level project work plan, this section should describe each of the proposed phases, activities and tasks that the Respondent and/or JCEDC should execute to achieve success. In addition to the tasks, it is assumed that the Respondent will identify the resources needed to complete the associated task, and that the resource identified will have been included in the project organizational structure. All assumptions that were made to complete the project plan should be documented in this section.

The work plan should present a picture of key activities, milestones, key dates, etc. necessary to deliver this project. The JCEDC recognizes that each Respondent brings its own methodology and work plan.

4.10 Key Dates & Deliverables

This section should present a summary of key dates, milestones and associated deliverables found in the work plan. A description of what the Jersey City Entities should expect to see and/or receive on the associated date should be described and/or presented as examples.

4.11 JCEDC/Jersey City Responsibilities

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In this section, the Respondent should clearly describe any assumptions relating to the responsibilities and/or commitments the Respondent is expecting of the Jersey City Entities throughout the life of this project.

4.12 Staffing

A discussion of the project team that will be utilized should be contained in this section. The JCEDC requests that as part of the discussion here, the Respondent state exactly the role the proposed Respondent team member will assume on each phase and detail the qualifications for the role that the team member possesses.

4.13 Assumptions

In this section, Respondents should state any assumptions being made relating to any part of the proposal or project strategy.

4.14 Fees and Budget

In this section, please describe the associated fees and budget the Respondent is proposing for the implementation. Respondents should be sure to include all expenses associated with delivery (including travel, supply, materials), in addition to professional fees.

Respondents should identify hourly participation and hourly fees by specific personnel. In addition, the time commitment (both percentage and number of hours) for each person, based on the priorities defined for in the Scope of Services, should be clearly indicated. Respondents should also identify whether they can provide any pro-bono or in-kind advertising space as indicated in the scope of work.

We have established a budget ranging from a minimum of \$600,000, which could escalate up to \$1.2 million. Respondents shall prepare a budget to demonstrate understanding of all cost factors. A complete detailed price breakdown shall be included in the proposal identifying all applicable costs, including per diem rates for all personnel, travel costs, public meeting costs etc., with a summary of total costs.

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It is important to note that pursuant to N.J.S.A. 40A:5-16, the JCEDC is prohibited paying for goods or services before they have been provided. Therefore, any proposals which specify payment upon contract signing will be deemed unresponsive and rejected.

4.15 Joint Venture

If a single entity proposer cannot demonstrate that it meets all of the referenced qualifications, then the single entity proposer may, with others, form a joint venture. Respondents must indicate whether they are proposing as a single entity, or as a joint venture. If a joint venture submits a proposal, all participants in the joint venture shall be bound jointly and severally and each participant shall execute the Proposal. **All Required Bid Documents must be signed by each participant.**

If the Respondent is a joint venture, it shall confirm in their Proposal that 1.) it has designated one party to act as a Lead Entity, duly vested with authority to legally bind the members of the joint venture jointly and severally, which shall be evidenced by a duly notarized Agreement among the legal entities, which shall be submitted along with the Proposal; and 2.) if they are awarded the contract, the contract shall be entered into, by and between the JCEDC and the designated Lead Entity, who shall be acting for and on behalf of all other member entities comprising the Joint Venture.

After the Proposal has been submitted, the Lead Entity identified to represent the Joint Venture shall not be altered without the prior written consent of the JCEDC. Please refer to Section 7.9 "Payments" regarding payments in the event the Respondent is a Joint Venture.

The description of the organization of the Joint Venture must clearly define the expected role of each entity in delivering the requirements of the RFP, both in the Proposal and in the Joint Venture agreement.

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If the entities making up the joint venture proposer have not executed a joint venture agreement, the joint venture's proposal shall contain a summary of key terms of the anticipated agreement, and the anticipated date of execution of a joint venture agreement.

Each party comprising the joint venture must also possess a valid Business Registration Certificate ("BRC") issued by the Department of Treasury, Division of Revenue prior to the award of a contract. Refer to Section 7.3 of this RFP. In addition, each party to the joint venture must complete and sign the forms described in Section 8 of this RFP, including but not limited to, separate Business Entity Disclosure Certification, Pay to Play Certification and Affirmative Action Employee Information Report.

4.16 Appendices/Other

This section should include at minimum: Respondent qualifications, references and resumes. If Respondents feel that other materials are necessary (such as promotional literature, white papers, etc) they should provide them in a separate document clearly labeled "Additional Materials". Note that these materials may or may not be reviewed by all evaluators and will not be part of the official evaluation. Finally, any out-of-scope services not covered in other sections should be included here.

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SECTION 5: PROPOSAL SUBMISSION REQUIREMENTS

To be responsive, Proposals must provide all requested information, and must be in strict conformance with the instructions set forth herein. Proposals and all related information must be bound, and signed and acknowledged by the Respondent.

5.1 Number of copies

Respondents must provide submit one signed original and 3 copies of their proposal of which 1 must be unbound (for photocopying purposes).

5.2 Proposal media

Proposals forwarded by facsimile or e-mail will not be accepted, however Respondents may alternately submit one signed original and 1 softcopy version (PDF only) on CD. Please note that the JCEDC will not be responsible for CDs or softcopy files which cannot be opened, and that this may be grounds for rejection.

5.3 Proposal format

To facilitate a timely and comprehensive evaluation of all submitted proposals, it is essential that all Respondents adhere to the required response format. The JCEDC requires a standard format for all proposals submitted to ensure that clear, concise and complete statements are available from each Respondent in response to requirements. The required format is detailed in **Section 4**.

The JCEDC is not under any obligation to search for clarification through additional or unformatted information submitted as a supplement to the formatted response. Where a proposal contains conflicting information, the JCEDC at its option may either request clarification or may consider the information unresponsive.

5.4 Proposal length

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The exact presentation and layout format of proposals is up to the discretion of the Respondent, however a maximum length of 30 pages is strongly suggested.

5.5 Submission deadline

Proposals must be received by the JCEDC no later than 4:00 p.m. prevailing time on March 7, 2014, and must be mailed or hand-delivered. The JCEDC assumes no responsibility for proposals received after the designated date and time and will return late proposals unopened.

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SECTION 6: EVALUATION

The JCEDC's objective in soliciting Proposals is to enable it to select a Respondent that will provide high quality and cost effective services to the citizens of Jersey City. The JCEDC will consider Proposals only from Respondents that, in the Jersey City Entities 's sole judgment, have demonstrated the capability, reputation and willingness to provide high quality services to the citizens of the City in the manner described in this RFP.

6.1 Evaluation Criteria/Methodology

Proposals will be evaluated by the by the Jersey City entities on the basis of which is the most advantageous, and this evaluation will consider the following:

- a) Required Format -The extent to which the proposal includes the required sections (Title page, Table of contents, etc).
- b) Brand Options - The initial set of brand options (1-3) will be reviewed for creativity, innovation and marketability.
- c) Appropriateness of Proposed Workplan -The extent to which the proposed methodology meets the Jersey City Entities' goals as described in Section 3 and 4 of this RFP. The degree to which specific activities and milestones are described will also be evaluated. Respondents should describe their methodology and explain how it will meet the Jersey City Entities' needs.
- d) Timeliness of proposed methodology -It is not the Jersey City Entities' desire to engage in an unnecessarily extended process. Respondents should be assured that the Jersey City Entities will give their respective projects top priority over all other existing efforts. As a result, proposals featuring aggressive time frames will be viewed more favorably. Time lines submitted should be well defined and feasible.
- e) Prior experience with similar cities -The JCEDC does not wish to overly educate the Respondent to the workings (both operational and statutory) of municipal government. As a result,

proposals which include documentation (including references) of successful branding and marketing in municipalities of similar size and type (population 250,000; major transportation hub, etc.) will be viewed more favorably.

- f) Personnel assigned -Through this project, Jersey City will be rebranding and reinforcing the its reputation, and is therefore entitled to expect world class credentials and experience from the Respondents which it employs for high profile efforts. Resumes of Respondent personnel will be scrutinized to ensure this requirement is met. Proposals which provide detailed accounts of team members' applicable experience and their anticipated roles in this project will be viewed more favorably.
- g) Breadth of expertise -Respondents should provide evidence of expertise in rebranding, Marketing and marketing utilizing the methods and/or mediums identified in this RFP.
- h) Cost -The winning proposal will not necessarily be that with the lowest cost, but that which provides the greatest value to the Jersey City Entities. Proposals should provide detailed breakdowns on the cost components, as set forth in **Section 4**. Proposals will be evaluated on the detailed breakdown provided and whether pricing is appropriate to the project scope. Whether the Respondent can provide any pro-bono or in-kind advertising space as set forth in **Section 3** will also be considered.
- i) Commitment to diversity -Support of, and utilization of Minority and Women Owned Business Enterprises (MBE/WBE), and/or Locally Owned Business Enterprises consistent with Jersey City Entities' policies, should be described.

6.2 Final Evaluation

The Jersey City Entities will select the most advantageous Proposal Statement based on the all of the evaluation factors set forth in this RFP, and make the award in the best interest of the Jersey City Entities. Each Proposal must satisfy the objectives and requirements detailed in this RFP. Successful Respondents

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shall be determined by an evaluation of the total content of the Proposal Statement submitted. The Jersey City Entities shall not be obligated to explain the results of the evaluation process to any Respondent.

6.3 Contract award

A contract will be awarded as an “extraordinary unspecifiable services (EUS) agreement”, as defined by the Local Public Contracts Law, N.J.S.A. 40A:11-5 (1) (a) (ii), pursuant to the “fair and open” provisions of the “New Jersey Local Unit Pay-to-Play” Law, N.J.S.A. 19:44A-20.4 et seq.

The JCEDC Board of Trustees will vote to accept the proposal of a Respondent within 60 days of the receipt of proposals, except that the proposals of any Respondent who consent thereto, may, at the request of the JCEDC, be held for consideration for such longer period as may be agreed.

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SECTION 7: GENERAL TERMS AND CONDITIONS

The following are general terms and conditions which may or may not be explained elsewhere in this RFP.

7.1 Original/Authorized signatures

Each proposal and all required forms must be signed in ink by a person authorized to do so.

7.2 Affirmative Action requirements

Respondents are required to comply with the provisions of N.J.S.A. 10:5-31 and N.J.A.C. 17:27 et seq. No firm may be issued a contract unless it complies with these affirmative action provisions. The Mandatory Equal Employment Opportunity/Affirmative Action Language for Goods, Professional Services and General Service Contracts, Exhibit A summarizes the full required regulatory text.

Goods and Services (including professional services) Selected Respondents/ Respondents shall submit to the public agency, after notification of award but prior to execution of a goods and services contract, one of the following three documents:

- a) A photo copy of a valid letter that the Respondent is operating under an existing Federally approved or sanctioned affirmative action programs (good for one year from the date of the letter); or
- b) A photocopy of a Certificate of Employee Information Report approval, issued in accordance with N.J.A.C. 17:27-4; or
- c) A photocopy of an Employee Information Report (Form AA302) provided by the Division and distributed to the public agency to be completed by the Respondent, in accordance with N.J.A.C. 17:27-4.

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The Respondent's attention is also called to **Section 8** of this document which contains the required information and forms.

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7.3 Business Registration Certificate

P.L. 2004, c. 57 (Chapter 57) amends and supplements the business registration provisions of N.J.S.A. 52:32-44 which impose certain requirements upon a business competing for or entering into a contract with a local contracting agency whose contracting activities are subject to the requirements of the Local Public Contracts Law (N.J.S.A. 40A:11-1 et seq.).

Respondents are required to comply with the requirements of P.L. 2004, c. 57 (Chapter 57) which include submitting a copy of their Business Registration Certificate (BRC), issued by the NJ Department of the Treasury. For more information on obtaining a BRC, see Section 7.

7.4 Clarification of RFP

Should any difference arise between the contracting parties as to the meaning or intent of these instructions or specifications, the JCEDC designated contact person's decision shall be final and conclusive.

7.5 Indemnification

The Respondent, if awarded the contract, agrees to protect, defend and save harmless the JCEDC and the City against damage for payment for the use of any patented material process, article or device that may enter into the manufacture, construction or form a part of the work covered by either order or contract, and further agrees to indemnify and save harmless the Jersey City Entities from suits or actions of every nature and description brought against it for, or on account of, any injuries or damages received or sustained by any party or parties by, or from, any of the acts of the contractor, its servants or agents.

7.6 Insurance requirements

The Selected Respondent shall maintain sufficient insurance to protect against all claims under Workmen's Compensation, General and Automobile Liability, and shall be subject to approval for adequacy of protection. Certificates of such

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insurance shall be provided to the Jersey City Entities when required. Insurance requirements are as follows:

- Comprehensive General Liability in the amount of \$2,000,000
- Workers Compensation in the statutory amount of \$100,000 and Employers' Liability in the amount of \$1,000,000
- Automobile Liability in the amount of \$1,000,000
- Professional Liability in the amount of \$1,000,000

Jersey City Entities must be named as additional insured on the Comprehensive General Liability certificate.

7.7 Termination

Failure to follow the specifications set forth herein, as may be amended through agreement of both parties, may constitute a breach of the contract. Should a dispute arise, and if, after a good faith effort at resolution, the dispute is not resolved, either party may cancel the contract by providing 30 days written notice. The JCEDC reserves the right to cancel the contract at its convenience by providing 30 days written notice to the Selected Respondent.

7.8 Jersey City "Pay to Play" Ordinance

On September 3, 2008, the City Council adopted Ordinance 08-128 which places stricter requirements on the issuance of "fair and open" contracts than does the State "Pay-to-Play" law. Specifically, it prohibits political contributions in excess of certain thresholds in the one year preceding the contract award and during the life of a contract awarded pursuant to a "fair and open" process and requires Respondents to complete a certification of compliance. A copy of the ordinance and the certification are included in this document.

7.9 Payments

The Selected Respondent will be entitled to monthly payments for services supplied in the previous month. Invoices are to be issued on or before the first of each month for approval by the JCEDC Board on the fourth Wednesday of the

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month invoiced. Failure of the Jersey City Entities to meet this schedule shall not entitle the Selected Respondent to interest charges, penalties or any other type of escalation of the invoiced amount.

Invoices shall itemize each service based on the categories established in the Proposal.

The Selected Respondent agrees that it will indemnify and save the Jersey City Entities harmless from all claims growing out of the lawful demands of the Selected Respondent's assignees, independent contractors, employees, servants, agents or furnishers of equipment and supplies, unless otherwise agreed to in writing by the JCEDC and the Selected Respondent.

If the Selected Respondent is a Joint Venture, the JCEDC shall pay the Lead Entity only, which in turn will be responsible to make payments to other members of the Joint Venture. The Selected Respondent shall, at the JCEDE's request, furnish satisfactory evidence that all obligations of the nature hereinabove designated have been paid, discharged, or waived. If the Selected Respondent fails to do so, then the JCEDC may, after having served sufficient written notice to the Lead Entity pursuant to Section 7.7, terminate the Contract.

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SECTION 8: REQUIRED ADMINISTRATIVE FORMS

Please place the checklist and the required forms which follow at the front of your proposal to facilitate the JCEDC’s review.

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PROJECT: -

RESPONDENT: _____

RESPONDENT’S CHECKLIST

Item	Respondent Initials	Administration Review
A. Proposal		
B. Non-Collusion Affidavit properly notarized		
C. Public Disclosure Statement		
E. Mandatory Affirmative Action Language		
F. Americans with Disabilities Act		
G. Affirmative Action Compliance Notice		
H. MWBE Questionnaire		
I. Employee Information Report (or Form AA302)		
J. Business Registration Certificate		
K. Letter of intent		
L. Jersey City Pay-to-Play Certification		
M. Original signature(s) on all required forms.		
N. Acknowledgment of Addenda (if applicable)		

NON COLLUSION AFFIDAVIT

STATE OF NEW JERSEY
CITY OF JERSEY CITY ss:

I certify that I am

of the firm of

the bidder making the proposal for the above named project, and that I executed the said proposal with full authority so to do; that said bidder has not, directly or indirectly entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free, competitive bidding in connection with the above named project; and that all statements contained in said proposal and in this affidavit are true and correct, and made with full knowledge that the Jersey City Economic Development Corporation and the City of Jersey City rely upon the truth of the statements contained in said proposal and in the statements contained in this affidavit in awarding the contract for the said project.

I further warrant that no person or selling agency has been employed to solicit or secure such contract upon an agreement or understanding for a commission, percentage, brokerage or contingent fee, except bona fide employees or bona fide established commercial or selling agencies maintained by (N.J.S.A.52: 34-25)

(Signature of respondent)

SUBSCRIBED AND SWORN TO
BEFORE ME THIS DAY _____ OF 20_____

(TYPE OR PRINT NAME OF AFFIANT UNDER SIGNATURE)

NOTARY PUBLIC OF
MY COMMISSION EXPIRES: 20 .

(NOTE: THIS FORM MUST BE COMPLETED, NOTARIZED AND RETURNED WITH THIS PROPOSAL).

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PUBLIC DISCLOSURE INFORMATION

Chapter 33 of the Public Laws of 1977 provides that no Corporation or Partnership shall be awarded any State, City, Municipal or Schools District contracts for the performance of any work or the furnishing of any materials or supplies, unless prior to the receipt of the bid or accompanying the bid of said corporation or partnership there is submitted a public disclosure information statement. The statement shall set forth the names and addresses of all stockholders in the corporation or partnership who own ten percent (10%) or more of its stock of any class, or of all individual partners in the partnership who own a ten percent (10%) or greater interest therein.

STOCKHOLDERS:

Name	Address	% owned

SIGNATURE : _____

T I T L E :

SUBSCRIBED AND SWORN TO
BEFORE ME THIS DAY _____ OF 20_____

(TYPE OR PRINT NAME OF AFFIANT UNDER SIGNATURE)

NOTARY PUBLIC OF
MY COMMISSION EXPIRES: 20 .

(NOTE: THIS FORM MUST BE COMPLETED, NOTARIZED AND RETURNED WITH THIS PROPOSAL).

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ADDENDUM ACKNOWLEDGEMENT FORM

The undersigned acknowledges receipt of the following addenda to the bidding document:

THE COMPLETED ACKNOWLEDGEMENT OF ADDENDA FORM SHOULD BE RETURNED WITH BID RESPONSE PACKAGE: NOT TO BE SENT SEPARATELY

NOTE: Failure to acknowledge receipt of all addenda will cause the bid to be considered non-responsive. Acknowledged receipt of each addendum must be clearly established and included with the bid pursuant to N.J.S.A. 40A:11-23.2 (e).

Addendum No. _____ Dated _____

Addendum No. _____ Dated _____

Addendum No. _____ Dated _____

Name of Bidder: _____

Street Address: _____

City, State, Zip _____

Authorized Signature: _____

Date: _____

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LETTER OF INTENT

(Note: To be typed on Respondent's Letterhead. No Modifications may be made to this letter.

[insert date]

Attn: Florence Baron

Jersey City Economic Development Corporation

30 Montgomery St., Suite 1400

Jersey City, NJ 07302

fbaron@jcedc.org

Dear Ms. Baron:

The undersigned as Respondent, has (have) submitted the attached Proposal in response to a Request for Proposals (RFP), issued by the Jersey City Economic Development Corporation (JCEDC), dated [insert date], in connection with the JCEDC's need for a Rebranding and Marketing Consultant.

Name of Respondent HEREBY STATES

1. The Proposal contains accurate, factual and complete information.
2. **Name of Respondent** agrees (agree) to participate in good faith in the procurement process as described in the RFP and to adhere to the JCEDC's procurement schedule.
3. **Name of Respondent** acknowledges (acknowledge) that all costs incurred by it (them) in connection with the preparation and submission of the Proposal prepared and submitted in response to the RFP, or any negotiation which results therefrom shall be borne exclusively by the Respondent.
4. **Name of Respondent** hereby declares (declare) that the only persons participating in this Proposal as Principals are named herein and that no person other than those herein mentioned has any participation in this Proposal or in any contract to be entered into with respect thereto. Additional persons may subsequently be included as participating Principals, but only if acceptable to the JCEDC.

5. **(Name of Respondent)** declares that this Proposal is made without connection with any other person, firm or parties who has submitted a Proposal, except as expressly set forth below and that it has been prepared and has been submitted in good faith and without collusion or fraud.

6. **Name of Respondent)** acknowledges and agrees that the JCEDC may modify, amend, suspend and/or terminate the procurement process (in its sole judgment). In any case, the JCEDC shall not have any liability to the Respondent for any costs incurred by the Respondent with respect to the procurement activities described in this RFP..

7. **Name of Respondent)** acknowledges that any contract executed with respect to the provision of [insert services] must comply with all applicable affirmative action and similar laws. Respondent hereby agrees to take such actions as are required in order to comply with such applicable laws.

(Signature of Chief Executive Officer or Principle)

(Typed Name and Title)

(Typed Name of Firm)*

Dated

*If joint venture, partnership or other formal organization is submitting a Proposal, each participant shall execute this Letter of Intent.