

## PUBLIC NOTICE

### **LAKWOOD INDUSTRIAL COMMISSION REQUEST FOR QUALIFYING PROPOSALS FOR PROVISION OF VARIOUS PROFESSIONAL SERVICES UNDER THE N.J. LOCAL UNIT PAY-TO-PLAY LAW**

**PLEASE TAKE NOTICE** that the Lakewood Industrial Commission hereby solicits proposals for the below listed professional services.

Sealed proposals must be received by the Industrial Commission's Executive Director by Monday, **January 11, 2016 at or before 5:00 P.M.**, to be publicly opened at or about 11:00 A.M. on Tuesday, January 12, 2016 at the office of the Industrial Commission. Proposals may be submitted in person at the Offices of the Lakewood Industrial Commission, 231 Third Street, Lakewood Municipal Building, Second Floor, Room 12, or mailed/courier-delivered to the attention of the Executive Director, Lakewood Industrial Commission, 231 Third Street, Lakewood, NJ 08701. All proposals must be contained in a sealed envelope marked with the name and address of the party submitting the proposal and identified with the marking of "**sealed proposal**" and identifying the service to be provided. Provision of one (1) bound set and one (1) non-bound set is being requested.

Any person having questions, or requesting to obtain further information, should contact Anita Doyle, office of the Lakewood Industrial Commission:

- Phone: 848-222-6334; voice mails left for that line are forwarded to email, which are regularly monitored;
- email: [anitadoyle@lakewoodnj.gov](mailto:anitadoyle@lakewoodnj.gov);
- mail: 231 Third Street, Lakewood, New Jersey 08701

Proposals for the below-listed services are being solicited through a fair and open process in accordance with N.J.S.A. 19:44A-20.5 et seq. The following criteria are being utilized as the basis for the selection of **professional and unspecifiable and unusual services** that may be purchased. Please provide documentation to support your company's proposal of qualifications in its respective field(s) to include:

- A. Experience and reputation in the field;
- B. Knowledge of the Township of Lakewood and the subject matter to be addressed under the contract;
- C. Availability to accommodate any required meetings of the Commission;
- D. Such other factors demonstrated to be in the best interest of the Commission and the Township of Lakewood, as contained in the detailed specifications for each service listed below.

In addition, the Lakewood Industrial Commission reserves the right to consider the following other factors:

- A. Past performance;
- B. Whether the vendor's proposal demonstrated a clear understanding of the scope of work and related objectives;
- C. Whether the vendor's proposal is complete and responsive to the public notice and specifications;
- D. Whether the vendor's past performance of the same or similar services has been documented;
- E. History and experience of the vendor in performing the work, including whether the vendor is able to document a record of reliability;
- F. Whether the vendor has a record of honesty and moral integrity;
- G. Availability of the vendor's personnel, facilities and other resources, including their proximity to Lakewood;
- H. The qualifications and experience of the vendor's staff;
- I. Whether the vendor provides a full explanation of its billing for goods and services, including a breakdown of specific tasks;
- J. The vendor's financial stability and strength;
- K. Fee Schedule / Method of Billing.

The following are specifications for each professional or extraordinary/unspecifiable service that may be contracted by the Lakewood Industrial Commission during the calendar year 2015. Be advised that most contracts issued by the Lakewood Industrial Commission are issued on an individual project basis. All respondents must be registered as an active business with the State of New Jersey in good standing in order to provide services to the Lakewood Industrial Commission.

#### **COMMISSION/TOWNSHIP PUBLIC RELATIONS/MARKETING CONSULTANT**

The Public Relations/Marketing Consultant shall be an individual or firm registered as a business in good standing with the State of NJ with extensive background and experience in the field of Public Relations, Marketing, Promotional and multi-media concepts and design. In addition, the individual or firm must have the ability to manage and produce materials including intranet web services associated with Lakewood Industrial Commission and Lakewood Township projects and be available to meet with the Commissioners, Executive Director, Municipal Manager and Lakewood Township Committee for the purposes of planning and initiating project ideas and concepts.

#### **PROFESSIONAL APPRAISAL SERVICES**

An individual or firm qualified and registered to provide professional appraisal services under provisions of New Jersey Law to assist the Lakewood Industrial Commission in establishing and supporting fair market value of real estate for the purposes of marketing, development, procuring and sale. Please provide a schedule of applicable fees for services being offered if available.

By Steven Reinman, Executive Director  
Lakewood Industrial Commission  
December 8, 2015