RESOLUTION NO. 2018-_____

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 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 $78,000.00 per annum for services specified in Scope of Services outlined in the Request for Proposals/Qualifications and in an amount of not more than $10,000.00 for additional services for a contract period beginning February 1, 2018 through January 31, 2019; 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 $88,000.00 for marketing, advertising, promotional & public relations/constituent consulting services for a contract period beginning February 1, 2018 through January 31, 2019.

Adopted:

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President of Council

ATTEST:

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City Clerk

PROPOSAL COST AND DETAILED FEE STRUCTURE

Based on the Scope of Services outlined in this Request For Qualifications, Lee Tofanelli and Associates, Inc. would propose a monthly retainer of $6,500.00, 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**

For services the City of Vineland may request beyond the scope of those listed in the 2018 Request For Proposal, or if the city would prefer an hourly charge basis, Lee Tofanelli and Associates, Inc. charges the following hourly rates:

- **Art Direction and Graphic Design - $70.00 per hour**
- **Audio, Video, or Film Production - $80.00 per hour or project cost basis**
- **Website Design/Maintenance - $60.00 per hour or project cost basis**
- **Media Services - 15% Agency Commission on all media placements**

Art direction and design work (even for retained clients) is handled on a project basis. For these projects, we estimate the number of hours we anticipate and live within the budget. If the client has approved a specific amount, it will not be more without their prior authorization. Material changes in the scope determine when we will need to revise the budget.

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