

RESOLUTION NO. 2018-321

A RESOLUTION AUTHORIZING THE ISSUANCE OF AN AMENDATORY SUPPLEMENTAL CHANGE ORDER NO. 1 TO A PROFESSIONAL SERVICES CONTRACT NO. C18-0024, ISSUED TO LEE TOFANELLI AND ASSOCIATES, INC., VINELAND, NJ, IN THE AMOUNT OF \$70,900.00.

WHEREAS, the City Council of the City of Vineland, on January 30, 2018, adopted Resolution No. 2018-42, entitled "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"; and

WHEREAS, there exists a need to amend and supplement the Professional Services contract awarded to Lee Tofanelli and Associates, Inc., Vineland, NJ, for Marketing, Advertising, Promotional & Public/Constituent Consulting Services, as authorized by Resolution No. 2018-42; by change order to Contract No. C18-0024, for additional projects and services as requested which include ongoing maintenance of the new city website, social media advertising, the addition of new social media advertising, the addition of new social media platforms, and the development and design of new website content; this also includes City of Vineland Television Production and Placement; and

WHEREAS, the City Comptroller has certified that funds for the amendment requested herein are available; now, therefore,

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

1. THAT Resolution No. 2018-42, entitled "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"; be and the same is hereby amended and supplemented to increase maximum amount of the contract by \$70,900.00.

2. THAT the Purchasing Agent be and the same is hereby authorized to issue an amendatory supplemental change order #1 to Contract No. C18-0024, in the amount of \$70,900.00.

Adopted:

President of Council

ATTEST:

City Clerk



August 7, 2018

REPORT

TO: THE MAYOR AND COUNCIL

RE: Amendatory Supplemental Change Order No. 1
Contract No. C18-0024
Marketing, Advertising, Promotional & Public/Constituent Consulting Services
Lee Tofanelli and Associates, Inc., Vineland, NJ

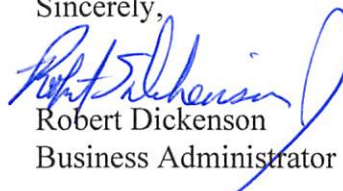
Dear Mayor and Member of Council:

We are requesting an amendatory supplemental change order to Contract No. C18-0024, issued to Lee Tofanelli and Associates, Inc., Vineland, NJ for Marketing, Advertising, Promotional & Public/Constituent Consulting Services, in an amount not to exceed \$78,000.00 per annum for services specified and in an amount of not more than \$10,000.00 for additional services. This contract was authorized by Resolution No. 2018-42, adopted by City Council on January 30, 2018.

The change order requested in the amount of \$70,900.00 will provide for additional projects and services as requested which include ongoing maintenance of the new city website, social media advertising, the addition of new social media advertising, the addition of new social media platforms, and the development and design of new website content. This also includes City of Vineland Television Production and Placement. This change order will increase the original contract amount from \$88,000.00 to \$158,900.00.

The amendatory supplemental change order for which authorization is herein requested may be authorized in accordance with N.J.A.C. 5:34-4.1 et seq.

Sincerely,


Robert Dickenson
Business Administrator

RD/wr

REQUEST FOR CHANGE ORDER

FOR:

Marketing, Advertising, Promotional & Public Relations/Constituent Consulting Serv.

PROJECT NAME

TO: BUSINESS ADMINISTRATION

DEPARTMENT: _____ FROM: _____

This is a request for change order # 1 to Contract # C18-0024 for:

Project Name MARKETING, ADVERTISING, PROMOTIONAL & PUBLIC RELATIONS/CONSTITUENT CONSULTING SERVICES

Name/Address of

Contractor: Lee Tofanelli & Associates, Vineland, NJ


The change order is necessary because: (use additional pages if necessary to explain your reason and you must attach *documentation to support the necessity of this change order.

*(Documentation from contractor, engineer, etc.)

SEE ATTACHED

Original Contract Amount:	\$ <u>88,000.00</u>
Amount of this change order:	\$ <u>70,900.00</u>
Previous Change Orders:	\$ <u>-0-</u>
Total Revised Amount:	\$ <u>158,900.00</u>

APPROVED BY: Robert E. Dickenson, Jr.
Print/type


Signature

NOTE:
CHANGE ORDERS CANNOT EXCEED 20% OF THE ORIGINAL CONTRACT AMOUNT

Please provide the account number that the change order will be charged to:

Account # _____

CC: Purchasing Division

CITY OF VINELAND

REQUEST FOR CHANGE ORDER #1

FOR PROFESSIONAL SERVICES CONTRACT #C18-0024 WITH LEE TOFANELLI & ASSOCIATES, VINELAND, NJ FOR MARKETING, ADVERTISING, PROMOTIONAL & PUBLIC RELATIONS/CONSTITUENT CONSULTING SERVICES

Change Order is requested for additional projects and services as requested which include ongoing maintenance of the new city website, social media advertising, the addition of new social media advertising, the addition of new social media platforms, and the development and design of new website content. Also includes City of Vineland Television Production and Placement.



Lee Tofanelli and Associates, Inc.

May 1, 2018

Mayor Anthony Fanucci
640 Wood Street
Vineland, NJ 08360

RE: City of Vineland Additional Projects

Dear Mayor Fanucci:

As a follow-up to our recent meeting, please find below the costs associated with the additional projects and services you requested to include ongoing maintenance of the new city websites, social media advertising, the addition of new social media platforms, and the development and design of new website content. The project costs are based on the parameters outlined in the written proposal incorporated as part of our current contract. Website and social media services are based on a June 1, 2018 start date:

- Ongoing maintenance of the City of Vineland website and five (5) ancillary department websites including Economic Development, Municipal Utilities, Health, Police, and Fire. \$ 6,000.00
- Develop new content as requested for the various department websites. \$ 5,000.00
- Additional social media management for LinkedIn and Instagram. \$ 1,400.00
- Social Media Advertising Budget. \$ 2,500.00

CITY OF VINELAND TELEVISION PRODUCTION AND PLACEMENT

- Production of 2-3 :30 second commercials for cable and social media placement. \$ 6,000.00
- Advertising Placement Budget. \$50,000.00

As requested, we reviewed the Comcast Cable rates for the following counties to serve as a guideline for the placement budget. As an example, the individual costs represent the current amount to run 21 spots per week on the major news networks including FOX News, CNN, MSNBC, CNBC, and Headline News, as well as The Weather Channel. Actual placement schedules and costs will be reviewed with your office prior to execution:

Mayor Anthony Fanucci
May 1, 2018
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- Southwest Jersey (Cumberland/Salem County) - \$1,197.00
- Atlantic County - \$1,727.00
- Mercer County - \$1,260.00
- Burlington County - \$2,709.00
- Camden County East (Cherry Hill Area) - \$1,449.00
- Camden County West - \$1,344.00
- Gloucester County - \$1,365.00
- Cape May County - \$1,197.00

Maintenance costs and advertising placements as described above will be billed monthly as expended.

Please let me know if you have any questions or require additional information. We are prepared to begin work immediately upon your confirmation.

Sincerely,



MICHAEL TOFANELLI
Vice President