

**LAKWOOD INDUSTRIAL COMMISSION
REQUEST FOR PROPOSAL
FOR VARIOUS PROFESSIONAL POSITIONS UNDER THE
N.J. LOCAL UNIT
PAY-TO-PLAY LAW (N.J.S.A. 19:44A-20.5 et seq.)**

**LAKWOOD INDUSTRIAL COMMISSION
PUBLIC NOTICE**

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

Sealed proposals must be submitted and received by the Lakewood Industrial Commission's Executive Director by Friday, January 20, 2012 on or before 5:00 PM in the office of the Industrial Commission. Proposals may be submitted in person at the office of the Lakewood Industrial Commission, 231 Third Street, Lakewood Municipal Building, Room 12, or mailed to the attention of Steven Reinman, Executive Director, Lakewood Industrial Commission, 231 Third Street, Lakewood, NJ 08701. All proposals must be contained in a sealed envelope with the name and address of the party submitting the proposal and marked as "**sealed proposal**" and identifying the position sought.

Any person having questions or a need to obtain additional information should contact Anita Doyle, Executive Assistant, at (732) 364-2500 x 5395 at 231 Third Street, Lakewood, Ocean County, New Jersey or by e-mail query addressed to anitadoyle@lakewoodnj.gov.

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 may be utilized as the basis for the award of services:

- 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 position listed below.
- E. Compensation proposed.
- F. All contracted vendors must be in Tax Compliance with regulations of the NJ State Department of the Treasury and shall provide proof of registration as a State of New Jersey business (Business Registration Certificate).

In addition, the Lakewood Industrial Commission reserves the right to consider 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 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.

Applicants shall comply with the requirements of L. 1975, c. 127, as amended (N.J.S.A. 10:5-31 et seq.) and N. J. A. C. 17:27-1.1 et seq.

The following are specifications for each position sought:

1. COMMISSION PLANNER

- The Development Commission Planner shall be a licensed planner in the State of New Jersey with its principal business address in the State. The individual or firm must have diverse portfolio of accomplished projects including but not limited to development concept designs, architecture, real estate, Municipal Land Use and landscape architecture. The individual or firm must be available to the Commissioners and the Executive Director to answer general and technical questions related to Commission project(s). Please include a schedule of applicable fees for services being offered.

2. COMMISSION PUBLIC RELATIONS/MARKETING CONSULTANT

- The Consultant shall be an individual or firm 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 shall have the ability to manage and produce materials including web services associated with Commission projects and be available to meet with the Commissioners and Executive Director for the purposes of planning and initiating project ideas and concepts. The Industrial Commission apportionment of Lakewood Township's Public Relations / Marketing project includes Administration services of the entire Municipal project. Please provide a schedule of applicable fees for services being offered.
- Component(s) of a contract with the Lakewood Industrial Commission are:
 1. Overall Administration of entire Township Public Relations and Marketing program.

3. PROFESSIONAL REAL ESTATE 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.

