

**City of Somers Point**  
1 West New Jersey Avenue  
Somers Point, NJ 08244

Notice of Solicitation for Requests for Proposals  
**Marketing Services for CY 2025**

Notice is hereby given that pursuant to the provisions of N.J.S.A. 19:44A-20.5 et seq. (New Jersey Pay to Play Law), the City of Somers Point, County of Atlantic and State of New Jersey is seeking Requests for Proposals for **Marketing Services** to be provided to the City of Somers Point Economic Development Advisory Commission for the calendar year, 2025. Contract could be extended for an additional (12) Twelve Month Period by Resolution by the City Council of the City of Somers Point.

Requests for Proposals (RFP's) are on file in the Office of the City Clerk, Somers Point City Hall, 1 West New Jersey Avenue, Somers Point, New Jersey 08244.

All RFP's must be received by the City Administrator no later than April 25<sup>th</sup> 2025 by 10:00AM at which time they will be publicly opened, announced and recorded in the City Administrator's Office. The RFP's will then be forwarded to the Somers Point Economic Development Advisory Commission for review and recommendation to the City Council. Please note that the City of Somers Point and the Economic Advisory Commission reserve the right to reject any and all proposals in their entirety and may take no action in awarding a contract for this RFP.

All questions concerning this notice must be addressed to Jason Frost, City Administrator, via email at [jfrost@spgov.org](mailto:jfrost@spgov.org)

**The RFP must be in a sealed envelope, clearly marked on the outside as  
"Proposal for 2025 Marketing Services."**

The RFP must be delivered no later than no later than April 25<sup>th</sup> 2025 by 10:00AM to:

**Jason Frost, City Administrator**  
**City of Somers Point**  
**1 W. New Jersey Avenue**  
**Somers Point, NJ 08244**

The Somers Point Economic Advisory Commission will evaluate proposals submitted for Marketing Services based on the basis of the most advantageous, price and other factors considered. The evaluation will consider:

1. Experience and reputation in the field.
2. Knowledge of the City of Somers Point and the subject matter to be addressed under the contract.
3. Availability to accommodate any required meetings of the agency.
4. Compensation proposals.
5. Other factors if demonstrated to be in the best interest of the City of Somers Point.

As part of the review process, the Somers Point Economic Advisory Commission may ask selected candidates to provide a formal presentation to the board for consideration.

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## **Request for Proposal Marketing Services**

The Candidate is invited to submit a project proposal for use by the Somers Point Economic Advisory Commission (EDAC). The EDAC is seeking proposals for a Marketing firm or professional to supply Marketing and Services to achieve the following goals:

- Increase visitation and raise awareness about events and initiatives in the City of Somers Point.
- Stimulate interest in the Somers Point business community; with a goal toward to stabilizing the business environment of existing businesses in the City as well as attracting new businesses to the community
- Deliver key messages to the public through specific and varied campaigns using multiple mediums and platforms.
- Tasks would include developing new content (posts, videos, etc.) for Facebook, monitoring the city calendar/personnel for new and upcoming events and managing our emailed newsletter.

Submissions should be broken down as shown below.

### **Introduction:**

Somers Point is a bayfront community located in southeastern Atlantic County, New Jersey, with a rich maritime history, vibrant night life, restaurants, shopping, and regional medical facilities to name a few of things the community has to offer from a business perspective.

A brief introduction of the Candidate, to include the following:

1. Candidate's basic qualifications for the position.
2. Identification of the person who will be primarily responsible for the required services and provide a description of the experience of the primary person with projects and issues similar to those that will be undertaken by the City of Somers Point.
3. Identification of persons who will serve as backup to the primary person.
4. Identification the business address of key staff that will be responsible for providing services under the contract.
5. Description of staffing.
6. Description of previous experience, especially in the State of New Jersey. Candidates should provide at least two examples of public relations and/or marketing campaigns successfully completed for other municipal, county, state or quasi-government agencies within the last three years. These examples should include contact names of individuals at the governing agency.
7. Description of specific familiarity with the services required by the City of Somers Point. Proposals should demonstrate the candidate's knowledge of the City of Somers Point.
8. A list of references including the names, addresses and telephone numbers of persons who can verify experience and record of success.

\*\*\* The successful bidder will have presented a proposal in hard copy form, electronic version and may be requested to present live to the EDAC Board and other members of the community.

Scope of work:

In so much as the successful proposal will exhibit a detailed plan to accomplish said Marketing of Somers Point.

Components of the proposal shall exhibit a plan to utilize all avenues of media to attract City residents, tourists, residents from surrounding communities and the local region to Somers Point. In addition to attracting those specified above to Somers Point to support our existing businesses, an additional component of the plan is the requirement to assess current/future needs and attract developers and new businesses to the community to meet those needs.

Somers Point “The Shore Starts Here,” is a vibrant town with many venues and activities for all to enjoy. A critical aspect of the proposal is coordinating all the offerings that Somers Point has and developing a cohesive Marketing Plan.

**Compensation Proposal:**

Provide a compensation proposal for Marketing Services for the Calendar Year 2025, Proposal which will include:

- Professional Retainer (If Applicable)

1. Press release distribution, pitching and story placement may be provided (please describe these services)
2. Developing and hosting one media familiarization tour showcasing the City.
3. Developing and hosting one media event per quarter (define platform and projected audience)
4. Developing quarterly brand promotions such as contests, giveaways, etc.

- Branding Initiatives (If Applicable)

Develop a plan to introduce, promote and celebrate the Somers Point brand.

Email Marketing Campaign

1. Develop a distribution database
2. Create an email library template
3. Create and distribute one email each month promoting upcoming City events.

Inquiries shall be directed to:

**Jason Frost, City Administrator / Email – [Jfrost@spgov.org](mailto:Jfrost@spgov.org)  
City of Somers Point  
1 W. New Jersey Avenue  
Somers Point, NJ 08244**

