

NEW JERSEY ECONOMIC DEVELOPMENT AUTHORITY

MARKETING CONSULTING SERVICES 2021-RFP-129

DATE: August 19, 2021

ADDENDUM #1

The following constitutes an Addendum, which can be a Clarification and/or Modification to the above referenced solicitation.

This Addendum is divided into the following parts:

PART 1: Answers to bidder questions; and/or

PART 2: Additions, deletions, clarifications, and modifications to the RFP.

PART 1: Answers to bidder questions;

No.	PART 1: Questions	PART 1: Answers
1.	<u>RFP, Section 1.1.</u> Will only one contractor be selected or will several be selected?	<p>Pursuant to the RFP, “The purpose of the Marketing Consulting Services RFP is to solicit Proposals from well-qualified marketing consulting firms to engage up to five (5) marketing consulting services on an as-needed basis pertaining to promoting NJEDA as more fully set forth in the Section 3.0, Scope of Work of this RFP.”</p> <p>As such, the NJEDA may engage up to five (5) marketing consulting firms based upon the evaluations of the submissions and related recommendation therein.</p>
2.	<u>RFP, Section 1.1</u> Can you detail further why you are looking for five firms?	<p>The RFP provides that the purpose of the Marketing Consulting Services RFP is “to solicit proposals from well-qualified marketing consulting firms to engage up to five (5) marketing consulting services on an as-needed basis.”</p> <p>Pursuant to same, at its sole discretion, the NJEDA may award up to a maximum of five (5) responsible bidders. However, but based upon the evaluation of the submissions, the NJEDA may award less than five, but may simply not award more than five.</p>

		The Authority is utilizing this approach in recognition of the fact that agencies may have specific strengths within each of the areas of the Scope of Work and utilizing this approach will allow the Authority to leverage specific skill sets where needed. Also, this approach is being taken in recognition of the fact that the Authority is anticipating a need to market a significant number of new products and initiatives in parallel, so separate firms may be needed to ensure necessary bandwidth to market all Authority programs and initiatives.
3.	<p><u>RFP, Section 1.1</u></p> <p>Is the goal to have 5 agencies with expertise in specific areas of the SOW? For example, agency that specializes in Media Planning or one whose specialty is Creative Development.</p>	Please see answer to questions 1 and 2.
4.	<p><u>RFP, Section 1.1</u></p> <p>Have you been challenged in finding one firm to deliver all your needs?</p>	No. This is a public procurement and has been issued in order to satisfy the needs and mission of the NJEDA.
5.	<p><u>RFP, Section 1.1</u></p> <p>Why is RFP-129 being issued now?</p>	This is a public procurement that has been prepared and issued in order to satisfy the needs and mission of the NJEDA.
6.	<p><u>RFP, Section 1.1</u></p> <p>Are you looking for different services or diverse backgrounds in agencies?</p>	Please review the terms and requirements of this RFP, including but not limited to Section 3.0 as to the Scope of Work, Section 4.0 as to the proposal submission requirements, and Section 6.0 as to the proposal evaluation.
7.	<u>RFP, Section 1.1.</u>	Please review Section 3.8 as to the Task Order Request process.

<p>Will the five firms be competing against each other for work throughout the contract?</p>	<p>Contractors will be utilized on an as-needed basis pursuant to the following engagement process. Proposers should note that awarded Contractors resulting from this RFP will be engaged through Task Order Requests (TOR) and during the term of the contract, the Authority will require tasks/services from the Contractor. The Authority may issue additional requirements to the Contractors detailing a specific project requirement in a Task Order Request (TOR) (please refer to Exhibits B1, B2, and B3). The Contractors will be required to respond to each TOR describing its strategy in completing the services required as follows:</p> <p>A. As to the marketing consulting services, including the “Creative Development”, “Media Planning/Buying”, Press Outreach/Stakeholder Engagement” and “Special Projects and Initiatives”, the Authority will conduct a mini-evaluation among the pool in order to select the vendor. The Director of Marketing will (i) issue a TOR detailing the goals of the specific task and any task specific requirements that must be addressed in the TOR response; (ii) vendors will provide responses directly addressing the specific requirements and how they will accomplish the goals; and (iii) the Director of Marketing shall review, evaluate and rank vendor’s responses based upon the strength of the underlying proposals in relation to the requested services and required expertise. Given this mini-evaluation process, there is no guarantee that a vendor will be awarded a TOR throughout the duration of this contract.</p> <p>[...]</p> <p>E. If no conflict exists, the Contractors must return a completed TOR Vendor Response Form, Exhibit B3, to the Authority’s Designated Contract Manager within five (5) business days. The TOR Vendor Response Form, Exhibit B3, shall include a cost estimate in accordance with the Contractor’s submitted Fee Schedule. After evaluation, the Authority may enter into negotiations in order of the rankings determined by the Director of Marketing. Multiple rounds of negotiations may be conducted with one Contractor or multiple Contractors if agreement with the highest ranking TOR response cannot be reached. Negotiations will be structured to safeguard information and ensure that all Proposers are treated fairly.</p> <p>F. After evaluation of Proposals and as applicable, negotiations and/or BAFOs, the Authority will award to</p>
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		the Contractor whose submission is the most advantageous to the Authority, price and other factors considered.
8.	Will the entire pool of Contractors (up to 5) be solicited to compete for each TOR or will there be a limited number or subset of Contractors from the pool asked to submit for each TOR?	Please see answer to question 7. Furthermore, the entire pool of contractors will be provided opportunities to compete for each TOR.
9.	Will each TOR be awarded to only one Contractor or could the Authority award a TOR to multiple contractors?	It is anticipated that the scope of work associated with most TORs will be structured in a way that a single agency will be awarded a TOR. Furthermore, pursuant to Section 3.8 and the TOR process, after evaluation of Proposals and as applicable, negotiations and/or BAFOs, the Authority will award to the Contractor whose submission is the most advantageous to the Authority, price and other factors considered.
10.	Will the Authority ever issue a TOR that solicits Contractors that are not part of the awarded pool of Contractors that have submitted to this RFP?	No. A TOR under this RFP will always proceed to those in the pool. The NJEDA will only issue TORs pursuant to this RFP to those awarded based upon the evaluation of same.
11.	It is our understanding that a TOR will be issued after the initial submission and ALL FIRMS will be asked to respond to it. Please confirm if correct.	Please see Section 3.8 as to the Task Order Process; and see answer to questions 7, 9 and 10.
12.	You identify specific programs to be marketed. Are these the only programs or are there additional campaigns that the contractor may be called upon?	The Scope of Work speaks to "Special Projects and Initiatives" in recognition of the fact that the Authority's products and services are constantly evolving and there will likely be new initiatives that were not contemplated at the time of issuance of the RFP.
13.	Is there an opportunity for a Contractor to identify unique assets or services that could be	No. This is a public procurement and prospective responsive bidders are to submit proposal submissions pursuant to the terms of the RFP and its requirements.

	designated for a sole source award?	
14.	<p><u>RFP, Section 1.1</u></p> <p>Section 1.1 states pitching to secure media do you also need writing of all press releases or is that done internally? Typically PR is done on an ongoing retainer to keep consistency in messaging and outreach. Do you see the PR component as ongoing or project oriented? In our research, it looks like NJEDA did 11 releases in the month of July alone and you've sent a few out in August already.</p>	<p>The Authority anticipates drafting all necessary press releases and communications materials that the Contractor would be responsible for pitching. The Authority expects that PR will be project/initiative specific.</p>
15.	<p><u>RFP, Section 1.3.6</u></p> <p>Can we submit the proposals via email?</p>	<p>Please review Section 1.3.6 that addresses submissions of proposals and may be submitted either electronic or hard copy. It is strongly preferred that submissions be electronic, but please review and comply with Section 1.3.6.1.</p> <p>“Proposers should submit a complete, ELECTRONIC Proposal, in “read only” PDF file format using Adobe Acrobat Reader software that must be viewable by Authority evaluators.</p> <p>The subject line of the RFP submission and any attachments are all to be clearly labeled.</p> <p>EACH electronically uploaded file (Proposal, Attachment Submittals, etc.) submission, should follow the following format:</p> <p>“(Proposer’s Company Name) - Bid Submission-2021-RFP-129 Marketing Consulting Services, and the (file/document title)”</p> <p>All RFP electronic Proposal documents must be uploaded to the Authority’s ShareFile system via: https://njeda.sharefile.com/rc4f8e2c1f2504d3aa2ab33b34c213e6d</p> <p>It is highly recommended that you initiate the upload of your bid Proposal/submission a minimum of four (4)</p>

		<p>hours prior to the Proposal Submission due date/time on the front cover to allow some time to identify and troubleshoot any issues that may arise when using the Sharefile application. Technical inquiries may be directed to EDAProcurementQA@njeda.com.</p> <p>NOTE: Any bids received after the date and time specified shall not be considered. All Proposal submissions, once opened, become the property of the Authority and cannot be returned to the Proposer.”</p> <p>As such, it is highly encouraged that you submit electronically but must use the aforementioned ShareFile system.</p>
<p>16.</p>	<p><u>RFP, Section 3.1</u></p> <p>CREATIVE DEVELOPMENT</p> <p>A. The NJEDA website offers eleven (11) translation options for key information. Are these eleven (11) languages the required translation formats for all developed communications?</p> <p>B. Does a list of annual assets exist as a way to gain a hypothetical snapshot of project cadence and volume? Example; Calendar 2020-21 asset list?</p> <p>C. Is there a historic snapshot of print and digital media advertising and resizing needs to gauge the potential cadence or volume of work? (2020-2021 media plan/insertion orders)</p> <p>D. Is there a historic snapshot of volume and types of photographic needs? (headshots vs. in-studio vs. location vs. event)</p> <p>E. Is there a prior year’s social media content calendar that can be made available to</p>	<p>A. The eleven (11) languages are most often associated with products or initiatives that are Federally-funded, in recognition of Federal guidelines to provide language access. Typically for State or NJEDA-funded products, the Authority will make best efforts to provide Spanish translation where possible and has interpreter services available to support the public with other languages where needed.</p> <p>B. The Authority does not have this type of information in the format requested. The Authority routinely issues press releases around new products or initiatives, which are archived and would be accessible from the NJEDA website, so interested proposers are welcome to review those materials to get a sense of what initiatives are currently ongoing, or what the Authority has announced or launched over the past year or two.</p> <p>C. The Authority has not utilized sustained, year-long media planning and buying for some time, as the Authority’s marketing strategy has shifted from an ongoing, general awareness based campaign, to a more product and initiative specific marketing with limited use of advertising. The Authority anticipates that media planning and insertion will continue to be smaller scope, shorter term, and more strategic and specific to individual products and initiatives, as opposed to a year long-term, general NJEDA awareness campaign.</p> <p>D. The Authority does not have this information.</p> <p>E. The NJEDA routinely posts content to its social media channels on Twitter, Facebook, Instagram, and</p>

	<p>gauge the potential cadence and volume of social media asset needs?</p> <p>F. The RFP speaks to the development of social assets but not the management of social properties. Will the selected agency manage the day-to-day population and management of the NJEDA social properties?</p>	<p>LinkedIn. Please see the sample content calendars attached as Exhibit A to this Addendum.</p> <p>F. The selected agency will not manage the day-to-day population and management of NJEDA social properties. This will continue to be managed by NJEDA Communications staff.</p>
<p>17.</p>	<p><u>RFP, Section 3.1</u></p> <p>MEDIA PLANNING AND BUYING</p> <p>There is mention to the Contractor provide a written plan that is designed to target domestic and international audiences. Has NJEDA identified domestic and/or international DMAs or locations of interest? Can that be shared to aid with the development of the agency response?</p>	<p>No such analysis or identification has taken place. In almost all cases, the NJEDA’s marketing efforts will be focused around domestic audiences, and in most cases limited to audiences within New Jersey only. However, there may be limited circumstances in which the NJEDA may want to market a specific product nationally or internationally, particularly as it relates to certain industries or sectors, in which case the Authority will highlight those details in any TOR specific to that product or initiative.</p>
<p>18.</p>	<p><u>RFP, Section 3.1</u></p> <p>PRESS OUTREACH / STAKEHOLDER ENGAGEMENT</p> <p>A. Will the NJEDA communications team work in collaboration with the selected firm on the distribution and coordination of media opportunities?</p> <p>B. Is there a snapshot of the number of stakeholders (executive team, senior staff and others) that the firm would manage media opportunities for?</p>	<p>A. Yes. The Communications team is expected to work very closely with/coordinate with any contractor selected to undertake any work associated with this RFP, but especially any work association with Press Outreach/Stakeholder Engagement.</p> <p>B. In most cases, media opportunities will most often be reserved for the Chief Executive Officer or the Executive Team, which would be approximately ten individuals, but most commonly five individuals or less.</p> <p>C. NJEDA does not have this information readily available.</p> <p>D. The Authority anticipates that for 2022 NJEDA-hosted events, most events will be virtual.</p>

	<p>C. On average, how many events does the NJEDA host?</p> <p>D. Is the anticipation that 2022 events will be mostly virtual? Hybrid? No in-person?</p>	
19.	<p><u>RFP, Section 3.1</u></p> <p>SPECIAL PROJECTS & INITIATIVES</p> <p>Teleconferences/Reporting. The RFP notes that proposers must consider the cost for these meetings and report request. Are historic available to provide the proposer the insight on potential numbers and hours to estimate for?</p>	<p>This is difficult to estimate as the number of teleconferences and reports will be based on the TORs awarded to any specific agency. An agency that has been awarded one or more TORs will need to be on more teleconferences and provide more reports (associated with those TORs) than an agency that may not have been awarded a TOR. Please be guided by the terms of the RFP and use your best judgment in preparing your proposal submissions.</p>
20.	<p><u>RFP, Section 3.1.1.1(i)</u></p> <p>This section sets forth “providing separate preliminary costs for printing and potential photography, including artwork charges.” Does NJEDA have a list of pre-approved printers or photographers with whom we shall work?</p>	<p>No. NJEDA does not have a list of pre-approved printers or photographers. However, there are printers available pursuant to State contract.</p>
21.	<p><u>RFP, Section 3.1.3</u></p> <p>Can this defined/categorized as a Public Relations Campaign/Service?</p>	<p>RFP, Section 3.1.3 Press Outreach/Stakeholder Engagement provides:</p> <p>(A) The Contractor shall strategically pitch and secure media placement of NJEDA press releases, product launch announcements, and other important communications. This may include the development of media lists (in collaboration with NJEDA Communications team) and coordination of press conferences, interviews, or other media opportunities for NJEDA Executive team and senior staff.</p> <p>(B) The Firm shall incorporate stakeholder engagement and coordinating with business and trade associations, public officials, or other stakeholder groups as appropriate, to help spread awareness and secure</p>

		<p>opportunities for NJEDA staff to educate and inform these stakeholders' membership or constituencies. This may include but is not limited to:</p> <p>(1) Helping to coordinate and schedule informational events surrounding new NJEDA programs.</p> <p>(2) Post-event follow-up and tracking</p> <p>Please refer to this provision and language.</p>
22.	<p><u>RFP, Section 3.1.4(A)(1)-(5)</u></p> <p>We understand that each of these segments is important to New Jersey's economic development and growth. Can you provide a prioritization of the five and/or an estimate of the percentage of the total work for each of these segments?</p>	<p>The NJEDA cannot provide an overall prioritization of these segments as each are critical to New Jersey's economic growth. It is also difficult to estimate the percentage of work associated with each as this may encompass new products or initiatives that have not yet been contemplated. Based on current activity, Small/Micro-Business support is anticipated to have the most overall work associated with it for marketing purposes, as it contains the largest volume of individual products compared to the other segments.</p>
23.	<p><u>Section 3.1.4(A)(5) – Other Industry Specific Support</u></p> <p>Does the Authority have, or will it be developing, a master plan to guide its involvement into a more comprehensive development authority, and, if so, is there any initial thinking or insight that can be provided?</p>	<p>While the Authority routinely undertakes strategic planning to help guide the long-term growth and success of the Authority, there is no specific plan or learnings that can be shared with potential bidders at this time.</p> <p>Furthermore, NJEDA's mission and mandate to drive economic development in New Jersey is guided by Governor Murphy's Plan entitled "The State of Innovation: Building a Stronger and Fairer Economy in New Jersey." To review the Governor's plan please access and view the report at https://www.njeda.com/economicplan/</p>
24.	<p><u>RFP, Section 3.6</u></p> <p>Can you please define your expectation of what a dedicated lead account manager is? Is this someone you want on a full time dedicated schedule to only NJEDA or do you mean a single point of contact that will be the lead on each specific project as issued by NJEDA. Or another expectation?</p>	<p>The NJEDA envisions that the lead account manager will be a single point of contact from the Contractor to the Authority, for which the Authority can communicate with for general purposes, including but not limited to sending TORs for potential response.</p> <p>If an agency is awarded a TOR, the agency can decide whether that same general point of contact should also serve as the project manager for that TOR, or whether that project should be managed by a different point of contact. That different point of contact is expected to have the appropriate qualifications and capabilities to</p>

		serve as a project manager against the TOR. The Authority will expect that for any TOR awarded, a project manager be assigned from the agency to be responsible for deliverables against the work assigned in the TOR and be the primary point of contact for the Authority for work done against that TOR.
25.	<p><u>RFP, Section 3.6</u></p> <p>Please provide YOUR definition and expectation of 'record time' based on 'X'</p>	During the COVID-19 pandemic, the Authority has conceptualized, launched and marketed emergency grant and loan programs for COVID-19 impacted businesses in a matter of a few weeks. While this is not typical/ideal, there may be limited circumstances where deliverables will need to be produced in an extremely condensed timeline. In those circumstances, NJEDA will clarify timelines in the scope of work associated with the TOR so agencies can consider that when deciding whether to respond to the TOR.
26.	<p><u>RFP, Section 4.2.2</u></p> <p>Management Overview & Technical Approach to Achieve the Scope of Work:</p> <p>A. Item II(B) speaks of rationale for any proposed solutions. Is spec strategy or creative a requested part of this RFP?</p> <p>B. Item II (C) requests a detailed work plan, outline of meeting schedule and key milestones to complete the scope of work. Will a 2022 project list with due dates that the proposer can use to develop a work plan to this granular a snapshot?</p>	<p>A. Generally speaking, for any solutions or approaches potential bidders are recommending as part of their proposal, justification/rationale should be provided to support that recommendation. As it relates to creative specifically, because there are going to be different initiatives and products that will fall under the broad scope of this RFP, and those products are potentially different from one another, the Authority is not requiring specific mockups of creative concepts, but would accept the proposers speaking more generally to what creative processes/ rationale the proposer would use in develop creative materials around specific products. Although the Authority is not requiring mockup of creative concepts, proposers can submit this information if they have it available and think it helps better illustrate creative capabilities.</p> <p>B. The Authority recognizes that there is a limit to how much specificity can be provided without an actual TOR. Potential bidders should focus on speaking generally to how the firm would approach project management or scheduling across each of the following areas under the Scope of Services, or has approached this with other clients in the past. What project management steps, processes, or tools does the firm use to ensure projects are appropriately scheduled and milestones are met.</p>
27.	<u>RFP, Section 4.2.2</u>	Please see response to question 26B.

	For Management Overview and Technical Approach to Achieve the Scope of Work - Section C, are detailed work plans with meeting schedules and timelines required with this proposal since responses are focused on experience and qualifications?	
28.	<p><u>RFP, Section 4.2.2</u></p> <p>A detailed work plan indicating how each task in the Scope of Services will be accomplished is requested. Will this be once specific TOR's are issued as project descriptions are not currently available?</p>	Please see response to question 26B.
29.	<p><u>RFP, Section 4.2.2</u></p> <p>A key team member is identified to spend twenty (20) percent or more of his/her time on this engagement. Will this be designated once specific TOR's are issued as project descriptions are not currently available?</p>	<p>RFP, Section 4.2.2 provides that "an organization chart that must include all key team members, their labor category, and titles for this engagement. For the purposes of this engagement, a "key team member" is identified as having a responsible role in the successful completion of the services requested pursuant to this RFP and who generally spends or is expected to spend twenty (20) percent or more of his/her time on this engagement."</p> <p>The language addresses the organization chart and the definition of a "key team member."</p>
30.	<p><u>RFP, Section 4.2.2</u></p> <p>For Resumes/Bios of Key Team Members, please confirm whether resumes/bios are required for individuals who will or may perform work again the resulting contract.</p>	<p>The Proposer must include information relating to its organization, personnel, and experience, including, but not limited to, references, together with contact names and telephone numbers, evidencing the Proposer's qualifications, and capabilities to perform the services required by this RFP.</p> <p>Please review Section 4.2.2 as to requirements. Pursuant to same, a resume/bio for each key team member must be included. Resumes/bios should emphasize the qualifications and experience of the individual relevant to the Scope of Work of the RFP.</p> <p>The resume and/or bio must outline the lead consultant's qualifications and experience, their experience providing the requisite services and the</p>

		<p>anticipated percentage of direct involvement the lead consultant will have in relation to the work in the resulting contract.</p> <p>In addition, the proposer should provide, for each individual who will or who it anticipates will perform work against the resulting contract, a detailed resume or biography, along with copies of all applicable licenses or professional certifications, that demonstrates his or her respective background, experience and capabilities providing the requisite services.</p> <p>At a minimum, any resumes/biographies should include:</p> <ul style="list-style-type: none"> • demonstrated experience specific to providing the types of services required in this RFP; • employment history; • educational history • degrees / professional certifications and/or licenses; <p>and</p> <ul style="list-style-type: none"> • any additional information that would allow EDA to assess the individual's abilities to perform the services required under this RFP.
	<p><u>RFP, Section 4.2.3</u></p> <p>Is Exhibit B3, the only document to be provided in Section C?</p>	<p>Please review Section 4.2.3. Pursuant to same,</p> <p>“SECTION C – FEE SCHEDULE (MANDATORY SUBMISSION WITH BID PROPOSAL)</p> <p>NOTE: FEE SCHEDULE IS TO BE UPLOADED SEPARATELY, AS SECTION C AND LABELED, AS SUCH.</p> <p>The Proposer must submit its pricing using the format set forth on the Fee Schedule accompanying this RFP. Proposers are NOT permitted to alter or change the provided Fee Schedule format/category designations, except to add additional lines in a category heading, if applicable. Any additional or supplemental versions of the Authority-supplied Fee Schedule will not be accepted and may result in the Proposer's Proposal deemed non-responsive.</p> <p>If the Proposer will supply an item on a price line free of charge, the Proposer must indicate “No Charge” on the Authority-supplied Fee Schedule accompanying this RFP Solicitation. The use of any other identifier may</p>

		<p>result in the Proposer’s Proposal being deemed non-responsive.</p> <p>All pricing shall remain firm for the initial two (2) year term of the Contract and any extensions.</p> <p>Note: Failure to submit hourly rate pricing or altering the format of the Fee Schedule will result in the proposal being considered nonresponsive. Merely attaching the Proposer’s billing schedule or price list is not acceptable. For each TOR, the Contractor will be asked to submit a not-to-exceed total price, based on the All-inclusive Hourly Rates specified on the Fee Schedule for the Position/Title listed and the total number of hours each Position/Title will require to complete the services. Billing will be based on actual hours expended on a given project, as provided on the TOR.</p> <p>Important: if the Proposer is uncertain of the fees to be indicated on the Fee Schedule or if it intends to assess fees in addition to those indicated therein, it should submit an inquiry during the Questions and Answers Period designated for this solicitation. Proposers shall not add additional positions/titles or fees to the Fee Schedule unless specifically added as the result of an Addendum issued for this solicitation.”</p> <p>Please review, specifically in regards to the FEE SCHEDULE rather than the attached TOR exhibits of B1, B2 and B3 that are governed by Section 3.8 and the Task Order process.</p>
<p>31.</p>	<p><u>RFP, Section 4.2.4.6</u></p> <p>Inquiry received asked: Whether companies from Outside USA can apply for this? (like, from India or Canada).</p>	<p>Pursuant to Section 4.2.4.6 of the RFP:</p> <p>“It is highly recommended that Source Disclosure Certification be submitted with the Bid Proposal. Pursuant to N.J.S.A. 52:34-13.2, all of the Authority’s contracts, prior to an award of Contract primarily for services, shall be performed within the United States. Pursuant to the statutory requirements, the intended Contractor of an Authority contract must disclose the location by country where services, including subcontracted services, will be performed. The Proposer must complete and submit the Source Disclosure Form accompanying this RFP. The Proposer’s inclusion of the completed Source</p>

		<p>Disclosure Form with the Proposal is requested and advised. If a Proposer does not submit the form with the Proposal, the Proposer must comply within seven (7) business days of a request by the Authority or the Authority may deem the Proposal non-responsive.</p> <p>If any of the services cannot be performed within the United States, the Proposer shall state with specificity the reasons why the services cannot be so performed. The Authority shall determine whether sufficient justification has been provided by the Proposer to form the basis of his or her certification that the services cannot be performed in the United States.</p> <p>The Source Disclosure Form is located on the Authority's website at https://www.njeda.com/bidding/."</p> <p>Furthermore, pursuant to Section 4.2.4.6.1,</p> <p>"A SHIFT TO PROVISION OF SERVICES OUTSIDE THE UNITED STATES DURING THE TERM OF THE CONTRACT SHALL BE DEEMED A BREACH OF CONTRACT. If, during the term of the contract, the Contractor or Subcontractor, who had on contract award declared that services would be performed in the United States, proceeds to shift the performance of any of the services outside the United States, the Contractor shall be deemed to be in breach of its contract. Such contract shall be subject to termination for cause, unless such shift in performance was previously approved by the Authority."</p> <p>Please be guided by the above terms and requirements.</p>
<p>32.</p>	<p><u>RFP, Section 4.2.4.6</u></p> <p>Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)</p>	<p>See answer to question 31.</p>
<p>33.</p>	<p><u>RFP, Section 4.2.4.8</u></p> <p>My firm is no longer certified as an MWBE (I let the certification lapse). Are you seeking proposals from marketing companies who are MWBE only?</p>	<p>No. Although the NJEDA highly encourages participation by SMWBE firms, the NJEDA is seeking proposals from all marketing companies and has not limited participation.</p>

34.	<p><u>RFP, Section 4.2.4.8</u></p> <p>The RFP mentions that there are no set asides for Small Business in the awarding of the contract. It also mentions that the selected contractor will have to ensure that multilingual marketing is included and that creative is produced for multicultural markets and that the marketing must focus its reach on getting in front of Minority-owned Small-Businesses and woman-owned and veteran-owned small businesses?</p> <p>Given this, will the NJEDA in awarding this contract give preferences to bidders who are women and Hispanic-owned small businesses?</p> <p>Shouldn't this RFP be set aside for small businesses and women and minority-owned small businesses? Why is it not? Can this be changed? Will priority be given to bidders who are women and minority-owned small businesses?</p>	<p>No. Although the NJEDA highly encourages participation by SMWBE firms, the NJEDA is seeking proposals from all marketing companies and has not limited participation.</p> <p>Respectfully, this RFP will not be modified to be a set aside for small businesses and women and minority-owned small businesses. Moreover, review of the proposal submissions will be done as set forth in this RFP and evaluated accordingly. Please review Section 6.7 as to the Evaluation Criteria.</p>
35.	<p>Please confirm that there are NO minority-, woman- or veteran-owned business requirements for this engagement. In other words, NJEDA is not requiring the engagement of MWDVBE firms for any portion of this engagement or any specified percentage of contractual fees.</p>	<p>See answer to questions 33 and 34.</p>
36.	<p>The RFP notes no set-asides for small businesses. Will WBE and MBE certification be seen as a proposer benefit?</p>	<p>See answer to questions 33 and 34.</p>

37.	<p><u>Subcontractor inquiry</u></p> <p>I am interested in a subcontractor role to the prime vendor. Is there a list of interested companies who are submitting for the bid, for whom I can contact?</p>	<p>No. There is no such list of interested companies. This procurement was advertised in two (2) newspapers, posted on the NJEDA website, sent via the NJ Business Portal and NJ Start was utilized. The NJEDA is seeking proposals via the public procurement process and there is no limitation.</p>
38.	<p><u>RFP, Section 6.7</u></p> <p>Will preference be given to NJ-based vendors?</p>	<p>Proposals will be reviewed and evaluated based upon the preestablished evaluation criteria set forth in the Request for Proposal. See Section 6.7 as to the evaluation criteria, specifically 6.7.1 and 6.7.2.</p>
39.	<p>Are bidders allowed to bid on 1 of 4 service areas, or are we only able to respond to all 4?</p>	<p>Proposals are to respond to all categories referenced in the RFP. Please review the terms of the RFP, specifically Section 4.2.2 that addresses the technical proposal, organizational qualifications, experience and miscellaneous information. Furthermore, please review Section 6.7 pertaining to the Evaluation Criteria, specifically:</p> <ul style="list-style-type: none"> • 6.7.1(A) Personnel; • 6.7.1(B) Experience of entity; • 6.7.1(C) Ability of the entity to complete the scope of work based upon its technical proposal; and • Section 6.7.2 Fee Schedule/pricing. <p>Please proceed accordingly.</p>
40.	<p>Is it possible to respond to three of four deliverable items below, leaving out say the Media Planning/Buying component?</p>	<p>See answer to question 39.</p>
41.	<p>Are we able to submit as the media planning/buying partner only? We do work with other agencies who could provide creative materials, PR/press outreach. etc. and could include them in our proposal as</p>	<p>See answer to question 39.</p>

	subcontractors if needed. Please advise.	
42.	Whether we need to come over there for meetings?	Please review the RFP, specifically the scope of work within Section 3 as to what is to be required. It is expected that there will be both in person and virtual meetings.
43.	What platform does the NJEDA use currently for our situational awareness as to whether it is one we use?	Respectfully, uncertain as to the inquiry and are unable to provide a response.
44.	Would you please share what platform the Authority's existing website is built (WordPress, etc.)?	WordPress.
45.	Do direct expenses for items like marketing materials/printing need to be considered as part of the overall budget or can they be budgeted as direct expenses?	<p>Pricing should reflect the Contractor's fully burdened hourly rate associated with the staff member(s) responsible for planning, executing and placing media, and any associated markups that are applied to the net media cost (if applicable). The NJEDA acknowledges that media purchases may have markup or commission associated with the purchases, however for the purposes of this RFP proposers should account for all mark up in the fully burdened hourly rate. The Authority, in its sole discretion, shall make all final determinations regarding the actual placement and appropriateness of all media placement.</p> <p>The Authority recognizes that there will be associated costs with the contract that are not labor/fees. Those costs will be factored into individual TORs, as it would be difficult for any proposer to estimate those costs without actual TOR to estimate costs against.</p>
46.	Will the consultant coordinate directly with NJEDA's media representative or other agency officials? Do you have further specifics on how the coordination process works?	See answer to question 18A.

47.	<p>I do not see a budget outlined for the services listed. [...] Can you tell us a range so we can deliver a plan that is within your budget? Or can you tell us what you have spent for marketing services in the past?</p>	<p>Please be guided by the terms and requirements of the RFP. Proposals will be received and evaluated pursuant to the terms of the RFP. Upon evaluation process, recommendation may be made to Board for review and approval.</p> <p>Currently there is no general marketing consultant providing services to the NJEDA in its entirety. However, there was a prior procurement 2015-RFQ/P-066, wherein a marketing consultant Princeton Partners was retained by the NJEDA. The procurement was for a one (1) year contract with three (3) one (1) year extensions and commenced June 5, 2015, and concluded June 4, 2019. The award was for \$400,000 a year amounting to \$1,600,000 over the four (4) years.</p> <p>However, please be aware that although the 2021-RFP 129 solicitation is similar to the prior procurement for marketing services, proposers should be cautioned that this Solicitation addresses the Authority's current requirements which are distinct from same.</p> <p>Specific budgets will be assigned to each individual TOR, as-needed depending on the project.</p>
48.	<p>Is there a budget set for this project?</p> <p>Is there a budget for this project? Or is the budget assigned to each individual, as-needed project?</p>	<p>See answer to question 47.</p>
49.	<p>What is the \$ value of the contract? How much does the NJEDA plan to spend annually with the contractor total or contractors on these marketing services? Has a set amount been budgeted ?</p>	<p>See answer to question 47.</p>
50.	<p>What is the overall budget for the scope of work outlined in the proposal?</p>	<p>See answer to question 47.</p>

51.	What is the overall budget for the PR portion of the RFP and is this a separate amount from the Marketing Consulting Services budget?	See answer to question 47.
52.	Where might historical spending be found for due diligence and planning purposes?	See answer to questions 47 and 53. In addition, prospective bidders are directed to use their best judgment.
53.	What were the annual costs spent under Marketing Consulting Services in 2016, 2017, 2018, 2019, and 2020?	The NJEDA's estimated annual marketing cost for 2020 was approximately \$482,050. Other historical spend data is not immediately available.
54.	What are the media time frame expectations? Specifically, campaign waves, key dates based on NJEDA plans, history, and operational developments?	This is difficult to estimate as the Authority traditionally planned media on an ongoing, annual basis through a general awareness based campaign, but is now anticipating that media should be planned in shorter term bursts around specific products or initiatives. These timeframes will be provided in more detail in TORs when actual projects are determined.
55.	Is there an incumbent for these services? If so, who were they, and what were the terms of the contract? If not, did you complete any portion of the RFP in-house, and what was the expense/cost?	No. See answer to questions 47 and 53. Presently the NJEDA has no marketing consultant for the Authority overall and there is no incumbent. Subsequent to the most recent incumbent Princeton Partner's contract expiring in 2019, various marketing firms have been procured and retained over the years for specific and individualized projects rather than overall marketing services.
56.	Is there an incumbent agency/agencies that you currently work with? If so, were they/them invited to participate in this RFP?	Please see answer to questions 47, 53 and 55.
57.	A. Is there an incumbent agency?	A. No. Furthermore, see answer to questions 47, 53 and 55.

	<p>B. Will incumbent agency be participating?</p> <p>C. Will an incumbent be at an advantage in any way?</p>	<p>B. This is a public procurement and open to all potential responsive bidders.</p> <p>C. There is no incumbent vendor.</p>
58.	<p>Did the current incumbent agency establish the current NJEDA “Brand Guidelines”?</p> <p>When were Brand Guidelines developed? Past year?</p> <p>Open to seeing new Brand Guidelines?</p>	<p>The NJEDA logo and brand guidelines were developed in 2018 by NJEDA staff. They were not developed with any support from an outside firm. The NJEDA is not considering new logo or brand guidelines at this time.</p> <p>Creative concepts should complement or build upon existing NJEDA brand guidelines. In some circumstances, products or initiatives may warrant a unique logo or brand guideline, but this would be very limited occurrences, and not expected to entirely deviate from the NJEDA brand.</p>
59.	<p>Does NJEDA have an approved budget for FY2022 and/or FY2023? If so, what are those budgets?</p>	<p>See answers to questions 47 and 53.</p>
60.	<p>Would you please share historical media spend for similar efforts by NJEDA?</p>	<p>See answers to questions 47, 53 and 55.</p>
61.	<p>Would you please share planned, estimated, projected, or possible media spend allocations?</p>	<p>See answers to questions 47, 53 and 55.</p>
62.	<p>Is this initiative separate from the partnerships announced in May 2020 with Medina = Citi, 360 Marketing & PR, and Tara Dowdell Group?</p> <p>A. If no, will the proposer be working in conjunction with these firms to ensure messaging alignment?</p>	<p>This is a public procurement in order to retain marketing services consultant for the Authority overall. Marketing services from various marketing firms have been procured over the past years for specific and individualized projects rather than overall marketing services and as set forth in this RFP.</p> <p>A. N/A.</p> <p>B. This is a public procurement and open to all potential responsive bidders.</p>

	B. If yes, will the incumbents be participating in this review?	
63.	Who was awarded the contract in recent years? Are they eligible to re-compete for the contract?	Most recent procurement 2015-RFQ/P-066 for Marketing Consulting Services for the NJEDA was in 2015 and awarded to Princeton Partners. They are eligible to re-compete for the contract as is anyone else who may provide responsive proposals.
64.	Who is the incumbent?	There is no incumbent. Please also see answer to questions 47, 53, 55 and 63.
65.	Is there an agency or agencies that is/are currently providing these Marketing Consulting Services to NJEDA? If so, please identify and advise whether these agencies are eligible to respond to this RFP.	Please see answers to questions 47, 53, 55 and 63.
66.	Does NJEDA have any existing allies and partners they are working with on co-branded/sponsored marketing campaigns? If NJEDA has existing ally/partner relationships is there any earnshare/unpaid media campaigns being utilized?	The NJEDA does not have allies or partners that are part of any significant current co-branded campaign or sponsorship.
67.	Is there a database of current NJ Authority customers and/or prospects? If a database exists do you have phone numbers and/or email addresses?	The Authority maintains information on its customers and prospects through its internal customer relationship management platform. Phone numbers and email addresses are part of the data NJEDA routinely captures from its customers and prospects, and is sometimes leveraged for marketing purposes.
68.	Are you comfortable using survey's or other ways to capture the current needs of NJ	The NJEDA would consider surveys of current NJ businesses to the extent that information would be

	businesses or do you have data that is current?	helpful in undertaking any specific project outlined under a specific TOR.
69.	What is your web/digital presence? current metrics on visits and other pertinent stats?	<p>In the last month (approximately), NJEDA website saw the following activity:</p> <ul style="list-style-type: none"> • Sessions: 107,927 • Pageviews: 193,412 • Avg Session Duration: 1m 11s <p>Other metrics or pertinent stats are not readily available to share at this time.</p>
70.	Have you ever integrated QR codes into advertising such as print and direct mail?	Yes. The Authority routinely creates and utilizes QR codes as a part of advertising and other promotional and marketing collateral.
71.	Do you have strong FAQ content that is vetted and approved or do we need to create this content?	The Authority generally develops FAQ materials as it relates to particular products and information the public needs to know to access that specific product.
72.	Are you open to using social determinants datasets to enhance communication and the needs of NJ businesses?	See answer to question 26A. Potential bidders should propose solutions or recommendations as part of a proposal with explanation, justification and rationale for any recommendations.
73.	Historically, what campaigns have worked the best and why?	This is difficult to answer specifically because various campaigns have had different goals. Generally speaking, the best campaigns are the ones that can simplify potentially complex product information and ensure that it gets to a specific and targeted audience that the product is meant to support, helping to drive awareness of NJEDAs products and ensure that the targeted audiences are positioned to successfully apply for and access the NJEDA's resources
74.	Multilingual- what languages and target groups?	<p>The Authority anticipates that most commonly, this will mean Spanish.</p> <p>For Federally-funded products, the Authority has made efforts to make information available in the following languages:</p>

		<ul style="list-style-type: none"> • Spanish • Arabic • Mandarin • Cantonese • Gujarti • Hindi • Italian • Korean • Polish • Portuguese • Tagalog <p>In these instances, the Authority has access to translation services to support translation of materials in these additional languages.</p>
75.	We are only capable of Arabic, Spanish and Portuguese, in-house, can you provide a list of additional languages you will require as part of services?	See answer to question 74.
76.	Is section 508 accessibility needed for digital assets?	The NJEDA website is ADA compliant.
77.	If radio/podcast media buying is part of the initiative, are radio/podcast production costs to be included as well?	The NJEDA understands that media planning and creative development are closely related, as creative will need to be produced to service the media commitments. In this specific example, the NJEDA would consider production costs to be creative development cost, as it's a creative element that will be running on the podcast/radio show. How this is coordinated by the NJEDA among one or more agencies is largely dependent on the TOR and how the scope of work is structured. For example, whether one firm is awarded the TOR for both creative and media for a particular product or initiative, or whether creative and media are being handled by separate firms.
78.	<p><u>RFP, Fee Schedule</u></p> <p>The Marketing Consulting Services Fee Schedule only</p>	Please be guided by the terms of the RFP, specifically Section 4.2.3 and the Fee Schedule. Furthermore, evaluations of the proposal submissions will be

	<p>requests hourly rates. Yet the RFP asks for estimated prices/amounts for the anticipated scope of work. There is great detail on the type of support NJEDA seeks however the specific volume of each project type is undefined. Are fees being considered on an hourly rate basis or is a total cost of services being requested?</p> <p>If a total cost, can a more granular snapshot of project volume and media budget be provided to aid the proposer with assessing agency/firm fees?</p>	<p>conducted pursuant to the Evaluation Criteria set forth in Section 6.7.</p>
<p>79.</p>	<p>In reference to the fee schedule: what categories do we put non-advertising research staff into?</p>	<p>Please be guided by the terms of the RFP, specifically Section 4.2.3 and the Fee Schedule. Please review and use your best judgment in regards to same.</p>
<p>80.</p>	<p>If Proposer does not intend to include a position/title listed in the Fee Schedule, may we leave said line item blank?</p>	<p>Please see answer to question 78.</p>
<p>81.</p>	<p>Is it necessary/helpful for the titles of the team indicated in the Organizational Chart and Resumes to mirror the Standardized Position/Title indicated in the Fee Schedule?</p>	<p>Please see answer to question 78. Furthermore, prospective bidders are instructed to use their best judgment in preparing their proposal submissions.</p>

<p>82.</p>	<p>Please confirm how pricing for media costs should be shown in the Fee Schedule and calculated for Task Order Requests. For example, if media costs are \$10,000, the standard Hourly Rate for Media Planner/Buyer-Advertising is \$100/hour, and the mark up is 5%, then the Hourly Rate for the Media Planner/Buyer-Advertising for the Fee Schedule and Vendor Response for Task Order Requests would be \$105/hour for 95.3 hours.</p>	<p>Please see answer to question 78.</p>
<p>83.</p>	<p><u>RFP, Section 6.7.1</u> For Experience of Entity, can contacts who serve as references for Key Team Members also serve as business references?</p>	<p>Yes.</p>
<p>84.</p>	<p>What is your marketing/communications team like? How many people are on the team that we would be working with?</p>	<p>The NJEDA Marketing team consists of three full-time staff members – a Marketing Director, and two supporting Marketing officers. The NJEDA Communications team consists of five full-time staff members – a Communications Director, a Press Secretary, and two Communications Officers, and an Internal Communications Officer.</p>





<p>85.</p>	<p>Is NJEDA currently running any media - trade print, digital, social, radio, etc.</p> <p>If so, what media tactic has performed the best in recent years, months?</p>	<p>The NJEDA is not currently running any media.</p>
<p>86.</p>	<p>Is the Director of Marketing a new role? If not, how long has incumbent been in DOM role?</p>	<p>The NJEDA Director of Marketing is not a new role and has been with the Authority as a full-time staff member for over ten (10) years.</p>
<p>87.</p>	<p>Does the Proposer's Checklist document get returned as part of the vendor response?</p>	<p>No. This checklist was created as a guide to assist in preparing a complete and responsive proposal. It is the proposer's responsibility to ensure that all requirements of the RFP have been met.</p>

<p>88.</p>	<p><u>Exhibit B1</u></p> <p>New Jersey Economic Development Authority Task Order Request – Vendor Response Form</p> <p>The document reference a “Task Order #”, the RFP doesn’t reference as specific #, or would this be N/A</p> <p>Document: NEW JERSEY ECONOMIC DEVELOPMENT AUTHORITY TASK ORDER REQUEST CONFLICT OF INTEREST CERTIFICATION STATEMENT</p> <p>The document references a “Property Name”, “ Property Address”, and “City/State/Zip Code”... what information should we place? The RFP request doesn’t reference that information? Would it be Not Application?</p>	<p>Please review Section 3.8 and the Task Order Request process.</p>
<p>89.</p>	<p><u>Exhibit B3</u></p> <p>Do all the line items need to be completed or just applicable ones?</p>	<p>Please review RFP Section 3.8 and the Task Order Process.</p>













PART 2: Additions, deletions, clarifications, and modifications to the RFP;





No.	PART 2: Additions, deletions, clarifications and modifications to the RFP.	PART 2: Answers
1	Updated Version of the following Compliance Form - <u>Ownership Disclosure Form</u>	The New Jersey Department of Treasury, Division of Purchase & Property has updated the Ownership Disclosure Form. Therefore, the NJEDA has updated this form on its website. The NJEDA prefers Bidders attach the newer form. However, both versions are accepted for this solicitation.

EXHIBIT A**SAMPLE CONTENT CALENDAR**


Social Media - Week of May 31, 2021			
Day/Topic	Post	Tag/Translation	Photo
Sunday			
Maternal and Infant Health RFI	#NurtureNJ's Strategic Plan proposes creating a Center for Maternal & Infant Health in Trenton dedicated to innovation & research, w/ emphasis on addressing racial disparities/ensuring equity in care & outcomes for moms & babies. Respond to our RFI to help us create this Center!	RT Thursday's Tweet	None needed
Monday			
Memorial Day	This Memorial Day, the NJEDA thanks and salutes the men and women of the US Armed Forces who made the ultimate sacrifice in defense of our county.	GovMurphy Veterans Chamber	Alberto's graphic
Certification waiver	Beginning Wednesday (6/1), @NJTreasury will waive the \$100 filing fee to become certified as a veteran-owned business in the State of NJ. They'll also waive the fee for small, minority or woman-owned businesses! https://state.nj.us/treasury/news/2021/05052021.shtml #smallbiz @NJSVCC	NJChamber NJGov NJBAC Labor TRANSLATION NEEDED	Treasury jpeg
Phase 4	Pre-register now for Phase 4 of the Small Business Emergency Assistance Grant Program!  Grants of up to \$20K are available!  Pre-registration open until 6/30.  NJ #nonprofits & micro & small biz w/ up to 50 FTEs could qualify.  Visit https://business.nj.gov/covid/small-business-emergency-assistance-grant-program details.	Various Orgs TRANSLATION NEEDED	Phase 4 JPEG
Tuesday			
Maternal & Infant Health RFI	IDEAS NEEDED: Help us establish a Center for Maternal & Infant Health in Trenton that'll be dedicated to innovation & research, w/ an emphasis on addressing racial disparities & ensuring equity in care & outcomes for moms & babies. RFI Deadline: 6/25 (LINK TO ADVISORY)	OSHE NJ Human Services Health	Nurture NJ
Monthly Metrics	Throughout #COVID19, we've focused on supporting NJ's #smallbiz community. Today's #MonthlyMetrics show our impact to date. We've also reopened pre-registration for businesses &	NJBAC Labor Treasury Gov Murphy	MonthlyMetrics jpeg


	nonprofits that missed applying for our latest grant funding round. ▶ https://bit.ly/NJEDA_Phase4 ◀		
ERG	 @NewJerseyEDA is accepting applications for the residential component of the Economic Redevelopment and Growth (ERG) Program, which was created to address project financing gaps in development projects. <input checked="" type="checkbox"/> For additional information, visit https://www.njeda.com/erg/ .	NAIOP Real Estate NJ Department of Community Affairs NJRA HMFA	
Pride Month	 @NewJerseyEDA is proud to join the #beautiful and #resilient #LGBTQ  community of New Jersey to #celebrate #PrideMonth2021!       #equality #diversity #inclusion	LGBT Chamber	PrideMonthJPEG
NJ Tech Turbine Challenge	Our Turbine Tech Training Challenge is ideal for NJ community colleges that want to play a role in NJ's rapidly growing offshore wind industry! Come learn more TOMORROW! (WEBINAR LINK) https://www.njeda.com/wind-turbine-training/	Flag for OSHE, BPU	Tech Turbine Challenge webinar jpeg
Treasury	NOW IN EFFECT: @NJTreasury has begun waiving the \$100 filing fee to become certified as a small, minority, woman, or veteran-owned business in the State of NJ. If you've always been thinking about certifying your business, now's the time!  https://state.nj.us/treasury/news/2021/05052021.shtml #smallbiz	Labor Gov Murphy downtownNJ Rising Tide Capital Digitalundivided TRANSLATION NEEDED	Treasury jpeg
Wednesday			
Future of Work	Want to supercharge your innovation that improves worker economic security & well-being? Apply to NJ's Future of Work Accelerator before 6/14! <input checked="" type="checkbox"/> Ideal for: Startups Entrepreneurs Nonprofits Public sector institutions & employees Unions Grassroots orgs https://accelerator.fow.nj.gov/	None	None needed
21 st Century	#ICYMI We've relaunched our 21st Century Redevelopment Program! Municipalities, counties & redevelopment agencies can now apply for grants up to \$50K to help redevelop, repurpose, or regreen	NAIOP League of Municipalities RealEstateNJ	Releases JPEG


	vacant & underutilized retail properties or office parks! https://www.njeda.com/21stcentury  		
SBIR/STTR	FACT: In 2020 alone, 125+ early-stage NJ companies received SBIR/STTR awards totaling nearly \$62M. Is your startup working on R&D that can benefit @DeptofDefense? Join us June 9 to get an overview of the DoD's SBIR/STTR programs & get tips for applying! https://www.njeda.com/event/introduction-to-the-department-of-defense-sbir-sttr-program/	BioNJ Startup Grind Startup Hoboken	SBIR graphic
Emerge	 THE EMERGE PROGRAM IS NOW OPEN! Visit https://www.njeda.com/emerge to learn about this new job-creating tax credit program. There you'll find:  Complete Program Rules  Eligibility Requirements  Award Sizes  And More Important Information!	Various chambers	TBD
Shecession	FRIDAY: @NJTreasury's Symposium on COVID, Women, & the Economy! Sign up now to:  Discuss data behind #COVID19's impact on women in NJ!  Look at solutions for what NJ can do to better support women in the workforce to build a #StrongerFairerNJ economy. https://eventbrite.com/e/treasurers-symposium-on-covid-women-the-economy-tickets-151231921749	@GovMurphy @FirstLadyNJ @LtGovOliver @nwc @IWPresearch @NJLaborDept @WGSSRutgersU	Shecession jpeg
Thursday			
NJ Accelerate	We're thrilled to welcome @venturewell as the newest participant in our NJ Accelerate Program! NJ Accelerate helps grow the #NJInnovation ecosystem by promoting greater participation by NJ entrepreneurs in qualified accelerator programs throughout the US. (LINK TO RELEASE)	None	Get photo from VentureWell
SoupKitchen 411	Huge congrats to #SustainandServeNJ participant @SoupKitchen411! It's #FeedNJ campaign just surpassed 100,000 meals served to food insecure residents throughout NJ! Keep up the tremendous work! (LINK TO RELEASE)	None	None needed
Phase 4	 Grants of up to \$20,000 are available now for your #smallbiz #microbiz or #nonprofit!  Pre-register for Phase 4 of the Small Business Emergency Assistance Grant Program by June 30th.  For program requirements and additional information, visit	Various Chambers TRANSLATION NEEDED	Pre-reg graphic

	https://business.nj.gov/covid/small-business-emergency-assistance-grant-program .		
Clean Tech R&D Voucher Program	Is your #startup looking to leverage equipment at one of NJ's globally recognized universities to help fuel your growth? CSIT's Clean Tech R&D Voucher Program can help offset the cost! Join our June 8 informational webinar to learn more! https://njcleantechcorefacilities.eventbrite.com #CSITInnovates	BioNJ TechUnited Startup community	Webinar jpeg
ICCC	We're excited to partner with @ICCCTweets to nominate #smallbiz to participate in their free educational program to help #smallbiz grow and build capacity and #resiliency for long-term growth! If you own a #smallbiz, apply now at apply.iccapitalconnections.org ! #iccc #bizgrowth	Rising Tide Capital NJCC UCEDC	Release JPEG
Friday			
NOL Program	Reminder to emerging NJ tech & life sciences businesses: You have until 6/30 to apply to sell your net operating losses & unused R&D tax credits for cash through our NOL Program. http://www.njeda.com/nol	TechLaunch TechUnited BioNJ digitalundivided NJ Tech Weekly American Entrepreneurship Today	Money.jpeg
Emerge	 Applications Now Open for Emerge Job Creation Tax Credit Program. It's designed to drive economic development in New Jersey by making tax credits available to projects that invest private capital into the state and create good-paying jobs!  More info at https://www.njeda.com/emerge .	NJ Treasury Labor Gov Murphy	TBD
Future of Work	 Do you have an idea, solution, venture or initiative that improves job quality and economic security for workers and their families?  Apply today at https://accelerator.fow.nj.gov/ to join the inaugural New Jersey Future of Work Accelerator to take your idea to the next level!	TechUnited Labor	Lightbulb jpeg


Week of July 5, 2021

Topic	Tweet	Tag	Photo
Saturday/Sunday			
State of Affairs	NJEDA SVP (& working mom) @taracolton to @SteveAdubato: The child care industry is at the core of our economic stability. Watch as she discusses the @GovMurphy administration's work to "raise the bar" on the quality of care for all NJ kids & sustain the sector long term.	RT Adubato	None
State of Affairs	This weekend on @SteveAdubato's State of Affairs: @taracolton delves into #NurtureNJ, a cross-agency, collaborative initiative to combat NJ's "abysmal" rate of maternal/infant mortality & the racial disparities that exist in care & outcomes for moms & babies. @FirstLadyNJ 🗨️ ▼	RT Adubato	None
4 th of July	<p>Happy Independence Day and thanks to all who have served 🇺🇸 our country! 🍌 Let's all celebrate the freedom we enjoy and the country 🇺🇸 we live in by having a spectacular July 4th weekend! 🌟</p> <p>US ¡Feliz Día de la Independencia y gracias a todos los que han servido a nuestro país! US 🇺🇸 🗨️</p> <p>🍌 Vamos a celebrar la libertad que disfrutamos y el país en el que vivimos tratando de tener un fin de semana y un 4 de Julio ESPECTACULAR! 🌟</p>	<p>Veterans Chamber</p> <p>Translation Needed</p>	
Monday			

<p>Shop Local</p>	<p>The NJEDA is closed today in celebration of Independence Day! But you can be sure we're shopping local and supporting our favorite #smallbusinesses. Where are YOU spending this federal and state holiday? #shoplocal #JerseyShoreSummer</p> <p>US ¡La NJEDA estará cerrada hoy en celebración del Día de la Independencia! US Pero tenga la seguridad que estaremos comprando 🛒 productos locales y apoyando a nuestras #pequeñasempresas favoritas. ¿Dónde pasará USTED este fin de semana? 🏠🌳🏡🏠🏡 #shoplocal #JerseyShoreSummer</p>	<p>NJBAC Down NJ NJSBDC</p> <p>Translation Needed</p>	
<p>Tuesday</p>			
<p>21st Century Redevelopment Program</p>	<p>FACT: Our 21st Century Redevelopment Program offers planning grants of up to \$50,000 📄 to help towns, counties & redevelopment agencies repurpose stranded assets for future generations. 📣Hurry: The application deadline is Thursday (July 8)! https://www.njeda.com/21stcentury/</p>	<p>NAIOP, League of Municipalities</p>	<p>Stranded Assets jpeg (Quote from Aisha)</p>
<p>OSW Safety Challenge Winner</p>	<p>🏆 Congrats to @atlanticcape, winner of NJ's Offshore Wind Safety Training Challenge! 📄✅ ACCC will Receive \$3M 📄 to Establish an Offshore Wind Safety Training Program & Facility to prepare NJ workers for jobs in the state's growing offshore wind industry. (LINK TO RELEASE)</p>	<p>Higher Ed</p>	<p>Offshore Wind jpeg</p>
<p>OSW Wind 101 webinar</p>	<p>Our last of three Offshore Wind 101 webinars happens tomorrow (7/7) at 5:00pm! We encourage minority-, women-, & veteran-owned construction businesses to come learn how they can participate in this growing industry. https://www.eventbrite.com/e/offshore-wind-101-construction-trades-tickets-158468095339</p>	<p>NYCEDC Business Network for Offshore Wind</p>	<p>Offshore Wind 101 webinar jpeg</p>

<p>Sustain and Serve NJ</p>	<p>#SustainandServeNJ 🍷 provides eligible orgs w/ grants of between \$100K & \$2M to support the purchase of meals from #COVID-impacted restaurants. The deadline to apply is July 18, but don't wait - the application must be completed in three parts! https://business.nj.gov/covid/eligibility-for-sustain-and-serve</p> <p>#SustainandServeNJ 🍷 ofrece subsidios de entre \$100K y \$2M a org. elegibles para ayudar con la compra de alimentos a restaurantes 🍷 afectados por #COVID. <input checked="" type="checkbox"/> Puede aplicar hasta el 18 de julio, pero no espere, ¡la solicitud debe completarse en 3 partes! https://business.nj.gov/covid/eligibility-for-sustain-and-serve</p>	<p>Human Services Gov Murphy Sister Agencies</p> <p>Translation needed</p>	<p>Applications for Sustain and Serve NJ are completed in three parts:</p> <ol style="list-style-type: none"> 1. Applicants submit an application that includes a list of proposed participating restaurants for meal purchases. 2. Listed restaurants receive a short restaurant submission form directly from the NJEDA. View a sample restaurant form. 3. Upon completion of the restaurant form, applicant receives a copy to review and confirm the validity of the submission. Upon applicant confirmation, the restaurant form is added to the applicant's full application submission.
<p>Wednesday</p>			
<p>Emerge</p>	<p>FACT: Our Emerge program encourages economic development in @GovMurphy's priority sectors and in targeted communities across New Jersey. Discover how this tax incentive program can help fuel your company's growth in the Garden State! https://www.njeda.com/emerge/</p> <p>🔊 Nuestro programa Emerge fomenta el desarrollo económico en los sectores prioritarios del @GovMurphy y en comunidades específicas de NJ. ¡Descubra cómo este programa de incentivos fiscales puede ayudar a impulsar el crecimiento de su empresa en NJ! https://www.njeda.com/emerge/</p>	<p>NJBAC Sister Agencies</p> <p>Translation needed</p>	
<p>Main Street Listening Sessions</p>	<p>We've released preliminary rules for the Main Street Recovery Finance Program & are seeking public feedback. Interested in providing input? Attend one of our listening sessions or submit feedback online. Info: (LINK TO RELEASE) Sessions: https://tinyurl.com/MainStreetListening</p> <p>🔊 Publicamos las reglas preliminares para el Programa de Financiamiento de</p>	<p>Downtown NJ NJ Chamber</p> <p>Translation needed</p>	<p>Graphic from Abby</p>

	<p>Recuperación de Main Street y estamos buscando comentarios del público. ¿Quiere dar su opinión? Asista a nuestras sesiones de oratoria o envíe comentarios en línea. INFO: (LINK) SESIONES: https://tinyurl.com/MainStreetListening</p>		
21st Century Redevelopment	<p>Tomorrow is the LAST day for towns, counties, or redevelopment agencies to apply to our 21st Century Redevelopment Program! It offers planning grants of up to \$50,000 📄 to help repurpose, redevelop, or re-green stranded assets. https://www.njeda.com/21stcentury/</p>	<p>NAIOP League of Municipalities Sister Agencies</p>	<p>21st Century Redevelopment Program purposes graphic</p>
Sustain and Serve	<p>Want to learn more about our #SustainandServeNJ program? It offers grants of up to \$2M to help orgs buy meals from COVID-impacted restaurants! 🧑🍳 Check out last week's information webinar: http://www.njeda.com 💻 Then apply online: https://business.nj.gov/covid/eligibility-for-sustain-and-serve Deadline to apply: 7/18</p>	<p>Sister agencies</p>	<p>Meal jpeg</p>
Thursday			
Clean Tech R&D Voucher Program	<p>CSIT's Clean Tech R&D Voucher program is a tremendous resource for the #startup community! The program will help: 📄 offset the cost of using equipment at participating universities. 💛 connect you w/ the right equipment at the right university. Apply today: https://www.njeda.com/csit/</p>	<p>RD Council BioNJ TechUnited Rutgers Research NJIT Montclair</p>	<p>Voucher program jpeg</p>
Main Street Listening Sessions	<p>#ICYMI We've released preliminary rules for the Main Street Recovery Finance Program & are seeking public feedback. Want to provide input? Attend one of our listening sessions or submit feedback online. Info: http://www.njeda.com</p>	<p>Sister agencies Governor Murphy Various Chambers</p>	<p>Graphic from Abby</p>

	<p>Sessions: https://tinyurl.com/MainStreetListening</p>		
Turbine Tech Challenge	<p>Hey NJ community colleges: Apply by July 23 to our NJ Wind Turbine Tech Training Challenge! It's a competitive grant program awarding up to \$1M to establish a training program to prepare New Jerseyans for careers as offshore wind turbine technicians. https://www.njeda.com/wind-turbine-training/</p>	Higher Ed BPU	Offshore Wind graphic
Friday	<p>🍦 JULY IS NATIONAL ICE CREAM MONTH 🍦 @njfamilymag recently listed what it considers the "Best Ice Cream in New Jersey." What local ice cream shop would you add? And more importantly, where are YOU getting your ice cream this weekend? https://www.njfamily.com/jerseys-best-ice-cream/ #dinelocal</p>	ChooseNJ	
Incubator	<p>Lab space is available at our NJ Bioscience Center - Incubator! New Jersey's largest biotech incubator is strategically located between @Princeton & @RutgersU and offers a variety of support for life sciences #startups. 👉 https://www.njeda.com/incubator</p>	BioNJ RD Council Rutgers Research Princetonideas	