

RFP RESULTS

**CC2023-06
CONSULTING SERVICES FOR FULL-SERVICE MARKETING, ADVERTISING, DATA COLLECTION AND ANALYSIS SERVICES FOR THE MERCER COUNTY PARK COMMISSION**

RFP OPENING DATE: MARCH 21, 2023

PROPOSALS WILL BE REVIEWED BY A EVALUATION COMMITTEE AND REVIEWED BASE ON COST AND OTHER FACTORS				
NUMBER OF RESPONDENTS	4			
NAME OF RESPONDENT	CREATIVE MARKETING ALLIANCE (CMA)	CHERRONLA LLC DBA DIRECT DEVELOPMENT	DEALESSI ENTERPRISES INC. DBA FUERZA STRATEGY GROUP	POSITIVE SOLUTIONS, LLC
ADDRESS	191 CLARKSVILLE ROD	10 BRUNSWICK AVE , SUITE 2	2 KIEL AVE, SUIT 195	186 BURNET CRESCENT
CITY, STATE, ZIP	PRINCETON JUNCTION, NJ 08550	LAWRENCEVILLE, NJ 08648	KINNELON, NJ 07405	ROBBINVILLE, NJ 08691
CONTACT	CHRISTIAN AMATO	CHERRON ROUNTREE	JASON DEALESSI	ANDREA KELLIHER
TELEPHONE	609-297-2226	908-447-9784	862-228-5125	609-865-5494
FAX	N/A	N/A	N/A	N/A
E-MAIL	CAMATO@CMASOLUTIONS.COM	CHERRON.ROUNTREE@DIRECTDEVELOPMENTPR.COM	JASON@FUERZASTRATEGY.COM	ANDREA@POSITIVESOLUTIONSTEAM.COM
NJ SAVI DESIGNATION	N/A	MINORITY, WOMEN, AND SMALL BUSINESS ENTERPRISE	MINORITY, SMALL AND LBE OWNED ENTERPRISE	WOMEN AND SMALL BUSINESS OWNED ENTERPRISE
ADDENDUM NO.ONE	INCLUDED	INCLUDED	INCLUDED	INCLUDED
INSURANCE AND INDEMNIFICATION REQUIREMENTS	SIGNED AND DATED	SIGNED AND DATED	SIGNED AND DATED	SIGNED AND DATED
IRAN/RUSSIA CERTIFICATION	SIGNED AND DATED	SIGNED AND DATED	SIGNED AND DATED	SIGNED AND DATED
NEW JERSEY BUSINESS REGISTRATION	OK	OK	REQUIRED IF AWARDED	OK
STATEMENT OF OWNERSHIP	SIGNED AND DATED	SIGNED AND DATED	SIGNED AND DATED	SIGNED AND DATED
EXHIBIT A	INCLUDED	INCLUDED	REQUIRED IF AWARDED	INCLUDED
EMPLOYEE INFORMATION CERTIFICATE	56969 EXPIRES 1.15.2024	52312 EXPIRES 2.15.2028	REQUIRED IF AWARDED	REQUIRED IF AWARDED
REFERENCES	INCLUDED, EVALUATION TEAM TO REVIEW	INCLUDED, EVALUATION TEAM TO REVIEW	INCLUDED, EVALUATION TEAM TO REVIEW	INCLUDED, EVALUATION TEAM TO REVIEW
QUALFICATION STATEMENT/PERSONNEL	INCLUDED, EVALUATION TEAM TO REVIEW	INCLUDED, EVALUATION TEAM TO REVIEW	INCLUDED, EVALUATION TEAM TO REVIEW	INCLUDED, EVALUATION TEAM TO REVIEW
COST PROPOSAL	INCLUDED	INCLUDED	INCLUDED	INCLUDED
EXCEPTIONS	NONE	NONE	NONE	NONE
EXTEND BEYOND 60 DAYS	YES	YES	YES	YES
CONTINUITY OF SERVICES	YES	YES	YES	YES

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	CREATIVE MARKETING ALLIANCE
YEAR 1: APRIL 1,2023 -MARCH 31,2024	
MONTHLY ANALYSIS REPORTING	\$ 5,500.00
ANNUAL ANALYSIS REPORTING	\$ 1,250.00
ADMINISTRATIVE/SERVICE FEE	26.8%
MEDIA PROCUREMENT COST	\$ 9,000.00
MEDIA DESIGN COST	\$ 27,000.00
OPTION YEAR 2: APRIL 1,2024 -MARCH 31,2025	
MONTHLY ANALYSIS REPORTING	\$ 6,798.00
ANNUAL ANALYSIS REPORTING	\$ 1,287.50
ADMINISTRATIVE/SERVICE FEE	26.8%
MEDIA PROCUREMENT COST	\$ 9,270.00
MEDIA DESIGN COST	\$ 27,810.00
OPTION YEAR 3: APRIL 1,2025 -MARCH 31,2026	
MONTHLY ANALYSIS REPORTING	\$ 6,934.00
ANNUAL ANALYSIS REPORTING	\$ 1,313.25
ADMINISTRATIVE/SERVICE FEE	26.8%
MEDIA PROCUREMENT COST	\$ 9,455.00
MEDIA DESIGN COST	\$ 28,366.00
OPTION YEAR 4: APRIL 1,2026 -MARCH 31,2027	
MONTHLY ANALYSIS REPORTING	\$ 7,142.00
ANNUAL ANALYSIS REPORTING	\$ 1,352.00
ADMINISTRATIVE/SERVICE FEE	26.8%
MEDIA PROCUREMENT COST	\$ 9,788.00
MEDIA DESIGN COST	\$ 29,217.00

COST PROPOSAL

CHERRONLA LLC DBA DIRECT DEVELOPMENT	FUERZA STRATEGY GROUP	POSTIVE SOLUTIONS
\$ 5,000.00	\$ 2,000.00	\$ 150.00
\$ 12,000.00	\$ 5,000.00	\$ 1,800.00
10%	0%	10%
\$ 24,000.00	\$ 5,000.00	\$ 38,000.00
\$ 36,000.00	\$ 25,000.00	\$ 1,750.00
\$ 5,000.00	\$ 2,250.00	\$ 160.00
\$ 12,000.00	\$ 5,000.00	\$ 1,920.00
10%	0%	10%
\$ 24,000.00	\$ 5,000.00	\$ 40,000.00
\$ 36,000.00	\$ 25,000.00	\$ 2,000.00
\$ 5,125.00	\$ 2,500.00	\$ 160.00
\$ 12,500.00	\$ 5,500.00	\$ 1,920.00
10%	0%	10%
\$ 28,000.00	\$ 5,000.00	\$ 42,000.00
\$ 40,000.00	\$ 30,000.00	\$ 2,000.00
\$ 5,125.00	\$ 2,750.00	\$ 170.00
\$ 12,500.00	\$ 5,500.00	\$ 2,040.00
10%	0%	10%
\$ 28,000.00	\$ 5,000.00	\$ 45,000.00
\$ 40,000.00	\$ 30,000.00	\$ 2,000.00