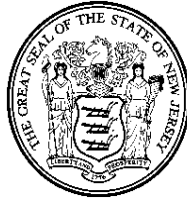


# CASINO REINVESTMENT DEVELOPMENT AUTHORITY



## REQUEST FOR PROPOSALS

<b>For:</b>	<b>WEBSITE DESIGN, DEVELOPMENT AND MANAGEMENT PROPOSAL</b>

Event	Date	Time
Respondent's Questions Due Date	APRIL 12, 2019	12:00 P.M.
Proposal Submission Due Date	APRIL 26, 2019	11:00 A.M.

Dates are subject to change. All changes will be reflected in Addenda to the RFP posted on the CRDA webpage.

RFP Issued By

Casino Reinvestment Development Authority  
15 S Pennsylvania Avenue  
Atlantic City, New Jersey 08401  
Phone 609-347-0500

Date Issued:

## **Request for Proposals**

**PUBLIC NOTICE IS HEREBY GIVEN** that sealed proposals will be received by the **Casino Reinvestment Development Authority (CRDA)** for

### **WEBSITE DESIGN, DEVELOPMENT AND MANAGEMENT PROPOSAL**

RFP forms, contracts and specifications can be obtained from the offices of the Casino Reinvestment Development Authority located at 15 S. Pennsylvania Avenue, Atlantic City, New Jersey or be found at the CRDA website at [www.njcrda.com](http://www.njcrda.com).

Sealed proposals must be mailed, presented or delivered to the Casino Reinvestment Development Authority, 15 S. Pennsylvania Avenue, Atlantic City, New Jersey 08401, Attn. Delores Dolbow Purchasing Agent. The Casino Reinvestment Development Authority accepts no responsibility for the timeliness of any mail, delivery or courier service.

Sealed proposals shall be submitted in the manner prescribed in the Request for Proposals. The sealed envelopes must be labeled **“Request for Proposals – WEBSITE DESIGN, DEVELOPMENT AND MANAGEMENT”** and contain the proposal opening date and respondent’s name and address.

Proposals will be received, and opened in public at the Casino Reinvestment Development Authority, 15 S. Pennsylvania Avenue, Atlantic City, New Jersey on **APRIL 26, 2019 at 11:00 a.m. eastern prevailing time.**

Respondents are required to comply with the requirements of N.J.A.C. 17:27 (Affirmative Action), Americans with Disabilities Act of 1990 (42 U.S.C. 12101, et.seq.), N.J.S.A. 52:32-44 (Business Registration) and N.J.S.A. 10:5-1 (Law Against Discrimination).

Dated:

## **1.0 INFORMATION FOR BIDDERS**

### **1.1 Background**

The Casino Reinvestment Development Authority ("CRDA") is an independent authority which was created in 1984 by Chapter 218 of the laws of the State of New Jersey (N.J.S.A. 5:12-153, et seq.). The CRDA is responsible for investing a portion of the casino gaming industry's revenues into urban revitalization projects in Atlantic City and other programs in the State of New Jersey.

The mission of the CRDA is to provide capital investment funds for economic and community development projects that respond to the changing economic and social needs of Atlantic City and the State of New Jersey. The CRDA seeks to encourage business development and permanent job creation, promote opportunities for business expansion, and commit to facilitating a vibrant economic investment and employment environment for Atlantic City.

### **1.2 Purpose and Intent**

The CRDA is releasing this Request for Proposal ("RFP") to solicit proposals to engage one or more consulting firms (the "Consultant") on an as-needed basis to provide Overview The Casino Reinvestment Development Authority (CRDA) is requesting qualified agencies to submit a proposal for marketing and website services to meet the following business objectives:

- Increase visitation and drive economic impact
- Build brand awareness
- Increase hotel, resort, and other lodging occupancies
- Increase the positive image of Atlantic City

***Specifically, CRDA is requesting proposals to redesign, market, host and backup the primary leisure site, ([atlanticcitynj.com](http://atlanticcitynj.com)) the Restaurant Week microsite and the Agency ([njcrda.com](http://njcrda.com)) website:***

Services shall include, but are not limited to, inspection, reporting, abatement oversight, and post-abatement compliance inspections in Atlantic City, New Jersey, as more fully set forth in the Section 2, Scope of Services, of this RFP.

The CRDA intends to award one or more contracts to respondent(s) whose proposal(s) is most advantageous to the CRDA, price and other factors considered. The CRDA reserves the right to reject any and all proposals when it is determined by the CRDA to be in its best interest. The CRDA further reserves the right to waive minor irregularities in proposals submitted in response to this RFP.

### **1.3 Proposal Submission**

In order to be considered, a sealed proposal must be delivered to the following:

DELORES DOLBOW  
PURCHASING AGENT

CASINO REINVESTMENT DEVELOPMENT AUTHORITY  
15 S. PENNSYLVANIA AVENUE  
ATLANTIC CITY, NEW JERSEY 08401

by the date and time located on the cover page. Respondents are cautioned to allow adequate delivery time to ensure timely receipt of proposals. The CRDA shall not be responsible for any delivery service's failure to deliver in a timely manner. **THE EXTERIOR OF ALL PROPOSAL PACKAGES ARE TO BE LABELED "CRDA - PROPOSAL FOR WEBSITE DESIGN, DEVELOPMENT AND MANAGEMENT", AND CONTAIN THE PROPOSAL OPENING DATE AND RESPONDENT'S NAME AND ADDRESS.**

**Proposals submitted by facsimile or electronically will not be considered.**

#### **1.4 Number of Proposal Copies**

The respondent must submit **two (2) complete ORIGINAL sealed proposals**, clearly marked as the "ORIGINAL" proposal. The respondent should submit **three (3) full, complete, and exact copies** of the original proposal.

A respondent failing to provide the requested number of copies will be charged the cost incurred by the CRDA in producing the requested number of copies. It is suggested that the respondent make and retain a copy of its proposal.

#### **1.5 Questions and Answers**

The CRDA will accept questions and inquiries pertaining to this RFP from all potential respondents electronically. Questions shall be directed to the staff member identified in Section 1.3, at the following email address:

[CRDAQUESTIONS@NJCRDA.COM](mailto:CRDAQUESTIONS@NJCRDA.COM)

The cut-off date for electronic questions will be as indicated on the cover page.

The subject line of all emailed questions should say **WEBSITE DESIGN, DEVELOPMENT AND MANAGEMENT Proposal Inquiry**".

**Any requested exceptions to the Professional Services Agreement, appended as Submittal 2, shall be raised by the respondent as a question during the Question and Answers period through the same procedure set forth in this provision of the RFP. Any amendment to the Professional Services Agreement shall be determined by the CRDA, in its sole and absolute discretion, with such determination to be set forth in the Question and Answer addendum issued, if any, after the Question and Answer deadline. The CRDA reserves the right to reject any and all proposed amendments to the Professional Services Agreement.**

Respondents are **NOT** to contact the CRDA directly, in person or by telephone, concerning this RFP. All questions and answers will be posted on the CRDA website.

## **1.6 Addenda: Revisions to this Request for Proposals**

In the event that it becomes necessary to clarify or revise this RFP, such clarification or revision will be by addendum. Any addendum to this RFP will become part of this RFP and part of any contract award as a result of this RFP. ALL RFP ADDENDA WILL BE POSTED ON THE CRDA'S WEB SITE.

It is the sole responsibility of the respondent to be knowledgeable of all addenda related to this RFP. There are no designated dates for release of addenda. Therefore interested respondents should check the CRDA website on a daily basis from the time of RFP issuance through proposal opening.

## **1.7 Respondent Responsibility**

The respondent assumes the sole responsibility for the complete effort required in submitting a proposal in response to this RFP. No special consideration will be given after proposals are opened because of a respondent's failure to be knowledgeable as to all of the requirements of this RFP. The CRDA assumes no responsibility and bears no liability for cost incurred by a respondent in the preparation and submittal of a proposal in response to this RFP.

## **1.8 Proposal Opening**

On the date and time proposals are due under the RFP all proposals received will be opened publicly. The content of the proposals shall remain confidential during the evaluation process. All proposals submitted will be made available for public inspection in accordance with the New Jersey Open Public Records Act, N.J.S.A. 47:1A-1 et seq. ("OPRA") after award of contract by the CRDA. The CRDA reserves the right to reject any and all proposals, not award a contract or re-solicit proposals for this contract if deemed necessary by the CRDA.

## **1.9 Price Alterations**

Prices must be typed or written in blue ink. Any price change (including "white-outs") must be initialed. Failure to initial price changes may preclude a contract award from being made to the respondent.

## **1.10 Proposal Errors**

A respondent may withdraw its proposal prior to proposal opening, by a request in writing to staff member identified in Section 1.3 of this RFP. A respondent may submit a revised proposal as long as the revised proposal, clearly marked as such, is received as specified in Section 1.3 of this RFP.

If, after proposal opening but before contract award, a respondent discovers an error in its proposal, the respondent may make a written request to the staff member identified in Section 1.3 of this RFP for authorization to withdraw its proposal from consideration for award. Evidence of the respondent's good faith in making this request shall be used in making the

determination. Some of the factors that may be considered are that the mistake is so significant that to enforce the contract resulting from the proposal would be unconscionable; that the mistake relates to a material feature of the contract; that the mistake occurred notwithstanding the respondent's exercise of reasonable care; and that the CRDA will not be significantly prejudiced by granting the withdrawal of the proposal.

All proposal withdrawal requests must include the RFP title and the final proposal opening date and sent to the following address:

Casino Reinvestment Development Authority  
15 S. Pennsylvania Avenue  
Atlantic City, New Jersey 08401  
Attn: Staff member identified in Section 1.3  
**PROPOSAL WITHDRAWAL REQUEST**

If during a proposal evaluation process, the CRDA finds what it believes may be an obvious pricing error made by a potential contract awardee, the CRDA shall issue written notice to the respondent. The respondent will have five (5) days after receipt of the written notice to confirm its pricing. If the respondent fails to respond, its proposal shall be considered withdrawn, and no further consideration shall be given to it.

If it is discovered that there is an arithmetic disparity between the unit price and the total extended price, the unit price shall prevail. If there is any other ambiguity in the pricing other than a disparity between the unit price and extended price and the respondent's intention is not readily discernible from other parts of the proposal, the CRDA may seek clarification from the respondent to ascertain the true intent of the proposal.

### **1.11 Joint Ventures**

If a joint venture is submitting a proposal, the agreement between the parties relating to such joint venture should be submitted with the joint venture's proposal. Authorized signatories from each party comprising the joint venture must sign the proposal. A separate Ownership Disclosure Form, Disclosure of Investigations and Actions Involving Bidder, Affirmative Action Employee Information Report, Disclosure of Political Contributions (c.51/EO 117) and Business Registration or Interim Registration must be supplied for each party to a joint venture.

### **1.12 Contents of Proposal - Open Public Records Act**

Upon award of contract, all information submitted by respondents in response to this solicitation is considered public information, except as may be exempted from public disclosure by the OPRA, and the common law.

A respondent may designate specific information as not subject to disclosure when the respondent has a good faith legal/factual basis for such assertion. The CRDA reserves the right to make the determination and will advise the respondent accordingly. The location in the proposal of any such designation should be clearly stated in a cover letter. THE CRDA WILL NOT HONOR ANY ATTEMPT BY A RESPONDENT EITHER TO DESIGNATE ITS

ENTIRE PROPOSAL AS PROPRIETARY, CONFIDENTIAL AND/OR TO CLAIM COPYRIGHT PROTECTION FOR ITS ENTIRE PROPOSAL.

**1.13 Minimum Requirements.** All respondents must submit documentation within their proposal to demonstrate that respondent meets all of the following minimum requirements:

The selected agency must be an Omni-channel marketing expert. Past experience will display the ability to provide a seamless user experience across multiple channels in e-commerce and tourism that are relevant to the AC CRDA audiences(s): Changing the way the customer walks through the sales funnel, connecting them more to the area through multiple channels, starting conversations that connect the customer to the area. The AC CRDA customer should be able to interact with the brand at any time, be delivered to relevant content, provided suggested content or trip ideas, and to be able to quickly take a profitable action. To fully embrace the path-to-purchase concepts and apply them to tourism, the agency should demonstrate experience and successes in big box retail consumer marketing, restaurant marketing, and event management.

Experience integrating crucial existing partners (Including Mudshare), understanding insights and analytics, ability to manage and communicate between multiple agencies in a documented portal, and the ability to build detailed performance dashboards is mandatory.

Digital advertising, websites, mobile, search, messaging, social media and email are in the top 50% of the most critical channels to achieving a successful omnichannel campaign. Please propose a strategy for AC CRDA using these channels that will help it achieve its goals. User-generated content will be an important component of future campaigns. Please show Atlantic City your creative, successful UGC campaigns in our industry and in our limited spending criteria.

Strategies and campaigns should be based on the following:

1. Marketing Automation

Marketing Automation is a requirement, not a luxury, with the need for consistent and pertinent customer nurturing in both B2B and B2C environments. Building a strategy and the tools that will allow AC CRDA to attract the right customers with optimized content, turning traffic into leads.

2. Leveraging Big Data

Leveraging big data insights by identifying influencers, personalization, and content that convert to leads and sales is crucial. The chosen agencies must be qualified to analyze previous marketing insights, website analytics, audience performance and build a strategy based on

what matters to our audience. Demonstrate that your agency used a tourism trend to take a client to an award-winning campaign.

3. Paid Advertising

Paid advertising experience is a requirement, including diversification across digital channels, detailed reporting, and dashboard. On staff media staff is preferred over subcontracted agencies. With a tight budget for marketing and media, demonstrate that your agency has blended earned SEO and Paid Media- i.e you don't just pay for placement in Google's first page.

4. Visual Media

The awarded agency will have the skills to help AC CRDA build visuals, including images and video, that can be displayed across multiple platforms and in media. The agency should have an on staff (not subcontracted) SEO specialist that can work with the AC CRDA to optimize the visuals for search.

5. Conversion Optimization & Conversion

We want to start the conversation and yet continue to focus on the conversion. The agency should have the knowledge of adding chatbots, successfully recommended content, and booking engine integration- all focused on our consumer markets and meeting markets. All digital media should include A/B testing, allowing message testing to measure effectiveness.



## **2.0 SCOPE OF SERVICES**

The successful respondent shall provide the following services:

The Casino Reinvestment Development Authority (CRDA) is requesting qualified agencies to submit a proposal for marketing and website services to meet the following business objectives:

- Increase visitation and drive economic impact
- Build brand awareness
- Increase hotel, resort, and other lodging occupancies
- Increase the positive image of Atlantic City

### ***Marketing***

Proposals should focus on building engagement through campaigns, email marketing, giveaways, and special offers. With a focus on revitalization of the “Do AC” brand, making it relevant again through messaging, updated branding and creative assets. The rebrand will focus on a cohesive message between the CRDA, Do AC and AC Restaurant Week digital and printing marketing suite.

#### **1.4 Project Objectives**

- Content calendaring, planning and curation for all digital platforms
- Monthly Search Engine Optimization, including reporting, on-page and technical
- Website performance monitoring and recommendations
- Email Marketing Strategy and Development
- Future Proofing for growth in the upcoming contract years
- Coordination with third party vendors as needed

### ***Website***

With the continued growth of the Atlantic City Area and the push being made to market the area, it is necessary to have an effective tourism website that tells our positive story and defines our amazing local partners. Our new site will successfully communicate area information for events, lodging and special announcements to our audience, provide relevant stories to help our audience envision and plan their trip to Atlantic City and perform well in search, including voice.

#### **2.1 Project Objectives:**

- To build, market, host and backup a compelling, persuasive website among our competitive set of destination marketing organization in the U.S.

- Build a dynamic and responsive website, that is optimized for desktop, tablet, and mobile
- Must include interactive elements that engage the user
- Deliver appropriate “Do AC” messaging and services to a diverse set of target markets and constituents, both domestic and international; consumers travel intermediaries, consumer and trade media and CRDA marketing partners.
- Organic search optimization includes using best practices for development for technical SEO, ADA Compliance and Voice search optimization
- Content Strategy and development; content creation, review and optimization of the Atlantic City tourism site and the Atlantic City Restaurant Week micro-site
- Create landing pages to be used in marketing efforts, the staff must have the ability to develop these landing pages using a custom developed template
- Must include a pressroom and photo gallery that allows for additional users to sign in to download photos
- Integrates valuable third-party social applications such as TripAdvisor, Yelp, and others, as appropriate.
- Area business listings mapping and Near Me filters
- Notification and recommendations of new internet and web technologies
- Continued strategic planning and future planning
- Extranet capabilities to meet the needs of the CRDA Marketing Partners
- Integration of third-party partners, such as CRM integration and booking engine
- Tracking and reporting; provide advanced website metrics tracking and detailed reporting for both the tourism and restaurant week sites. Must include a dynamic dashboard that will allow the CRDA to easily monitor performance daily.
- Develop a coordinated look and feel for the leisure site, restaurant site and the corporate microsite.
- Utilize the same CMS for all sites, however the Agency can utilize different instances of the same CMS.

## 2.2 Website Specifications and Requirements

- Admin must include user roles with multiple access levels
- The website must meet all Level 1 ADA compliance guidelines.
- A testing and quality assurance plan must be laid out in the planning stages to ensure that all issues have been identified and resolved prior to the launch of the website.

## 2.3 Web Performance Specifications

- Measurement Criteria:
  - Time to First Byte: A or B grade on WebPageTest.org
  - Speed Index: ≤ 2000ms

- The code should be optimized to ensure the speed index of each page is as low as possible.

**2.4 Firm Requirements:** The CRDA staff is mighty yet small. Therefore the agency selected for this contract must have specific skills to meet the needs of our unique region and supplement the skills we don't employ in-house.

- Atlantic City Target Audiences:
  - The firm should have proven success handling tourism “restaurant week” or similar event website marketing and handling both the tourism agency objectives, the retail fulfillment, and a history working directly with restaurants.
  - We prefer experience with gaming destinations, beach marketing, LGBT marketing, and a proven wedding and bachelorette outreach track record.
  - Since Atlantic City is a prime shopping destination without an airport, we would like to see the agency’s legacy success in “drive to” destinations including spas and shopping messaging for similar markets.
  - With a small staff, we will need to focus on automation. Please include information about lead retrieval and auto-landing page generation with including e-commerce.
- Because consumers are traveling with their families during meetings, we prefer experience with Event Marketing, Attendee Marketing, and Meeting planning. Firms should show that they increased the value of the city itself for meeting planners. Our goal is to take Atlantic City from a one or two day night stay to a longer stay and increase attraction visitation.
- Atlantic City CRDA does not require a membership software application, membership billing, or membership software licensing package. Please provide experience integrating with SimpleView.
- CRDA does not want bids for standard banner advertising on site. However, we are interested in revenue building opportunities as long as they do not focus on members-only co-op plans or print.
- Bidders need not to include re-branding.
- The firm should demonstrate substantial site speed performance experience.
- The firm should have legacy knowledge of integrating multiple chat, analytic, AI, and tagging systems.
- Firms should show AI data integration examples that provide personalization.
- The foregoing list of responsibilities is not exclusive; the CRDA and the successful respondent(s) may agree in writing to amend or augment the responsibilities set forth above.

### **3.0 PROPOSAL PREPARATION AND SUBMISSION**

#### **3.1 General**

The respondent is advised to thoroughly read and follow all instructions contained in this RFP in preparing and submitting its proposal.

#### **3.2 Proposal Content**

The proposal should be submitted in one volume and that volume divided into five (5) sections with tabs (separators), and the content of the material located behind each tab, as follows:

- Section A – Cover Letter (Summarize the key points of the proposal)
- Section B - Technical Proposal
- Section C – Organizational Qualifications and Experience
- Section D - Fee Schedule
- Section E – Required Submittals and Compliance Information

##### A. Cover Letter

All respondents should submit a cover letter summarizing its proposal. Please highlight the key points of the proposal. The cover letter should also include references to section(s) of the proposal that the respondent would like to propose confidentiality or copyright designation. (Please See Section 1.12).

##### B. Technical Proposal

1. A detailed description of how the Scope of Services defined in Section 2 of this RFP will be addressed by the respondent.
2. Documentation demonstrating that the respondent meets the minimum requirements set forth in Section 1.13 above.
3. Describe the types of services provided by the respondent.

##### C. Organizational Qualifications and Experience

###### 1. Respondent Profile and Experience

(A) State the date the respondent firm was established. Give a brief description of the firm including organization structure.

(B) Identify the number of employees of the respondent. The proposal shall include a listing of the total number of employees, and an organization chart.

(C) A list identifying by name the employees to be assigned to perform on the CRDA contract, accompanied by the employees' qualifications, experience, licenses, certifications and assigned responsibilities. Identify the person who would have primary responsibility for providing services to the CRDA.

(D) Identify any state agencies, departments or authorities serviced by the respondent during the last three (3) years. For each project, provide the name of the state agency, department or authority, a narrative description of the project, the dates of the engagement and the name and contact information of the state employee responsible for overseeing the work of the respondent on that project.

(E) Describe your organization's presence in New Jersey. Note the location of each office and the number of employees resident in each office.

(F) Provide the name, address, telephone number, e-mail address, and facsimile number for the contact person for the respondent.

(G) Provide three (3) references with the name, address, email, facsimile number and telephone number of the contact person.

## 2. Other Qualification Information

(A) Identify all adverse determinations against the respondent or any of its employees or persons acting on its behalf, with respect to actions, proceedings, claims or complaints of any kind under any local, state or federal laws or regulations.

(B) Identify any material arrangements, relationships, associations, employment or other contacts that may cause a conflict of interest or the appearance of a conflict of interest if the respondent provides services to the CRDA or any State of New Jersey departments, offices, or divisions or other independent authorities.

## D. Fee Schedule

Refer to Section 5.10 of this RFP.

## E. Required Submittals and Compliance Information

Refer to Section 5.0 of this RFP.

## **4.0 PROPOSAL EVALUATION**

### **4.1 Proposal Evaluation Committee**

Proposals will be evaluated and ranked by an Evaluation Committee composed of at least three (3) representatives of the CRDA. The Evaluation Committee may choose to make use of the expertise of outside consultants in an advisory role.

## **4.2 Oral Presentation and/or Clarification of Proposal**

After the submission of proposals, unless requested by the CRDA as noted below, vendor contact with the CRDA is not permitted.

A respondent may be required to give an oral presentation to the Evaluation Committee concerning its proposal. The Evaluation Committee may also require a respondent to submit written responses to questions regarding its proposal. The purpose of such communication with a respondent, either through an oral presentation or by letter, is to provide an opportunity for the respondent to clarify or elaborate on its proposal. No comments regarding other proposals are permitted. Respondents may not attend presentations made by their competitors.

It is within the Evaluation Committee's discretion whether to require a respondent to give an oral presentation or require a respondent to submit written responses to questions regarding its proposal. Action by the Evaluation Committee in this regard should not be construed as an acceptance or rejection of a proposal.

## **4.3 Evaluation Criteria**

All proposals will be reviewed to determine responsiveness. The CRDA may reject non-responsive proposals without evaluation, but may waive minor non-compliance. The following evaluation criteria categories, separate or combined in some manner, and not necessarily listed in order of significance, will be used to evaluate and rank proposals received in response to this RFP:

- Experience of the firm in providing the services described in Section 2 hereof
- Past experience of the CRDA and/or other authorities/agencies with the organization and/or representatives;
- Competitiveness of the Fee Schedule
- Exceptions taken to the Professional Services Agreement

## **4.4 Proposal Discrepancies**

In evaluating proposals, discrepancies between words and figures will be resolved in favor of words. Discrepancies between unit prices and totals of unit prices will be resolved in favor of unit prices. Discrepancies in the multiplication of units of work and unit prices will be resolved in favor of the unit prices. Discrepancies between the indicated total of multiplied unit prices and units of work and the actual total will be resolved in favor of the actual total. Discrepancies between the indicated sum of any column of figures and the correct sum thereof will be resolved in favor of the correct sum of the column of figures.

The CRDA expressly reserves the right (a) to waive minor irregularities in proposals submitted in response to this RFP; and (b) to reject all proposals and not award any contract in connection with this RFP.

#### 4.5 Negotiation and Best and Final Offer (BAFO)

Following the opening of proposals, the CRDA reserves the right, pursuant to N.J.S.A. 52:34-12(f), to negotiate one or more of the following contractual issues: the technical services offered, the terms and conditions and/or the price of a proposed contract award with any respondent, and/or solicit a Best and Final Offer (BAFO) from one or more bidders.

All contacts, records of initial evaluations, any correspondence with respondents related to any request for negotiation or BAFO, any revised technical and/or price proposals, the Evaluation Committee Report and the Award Recommendation, will remain confidential until the contract is awarded.

#### 5.0 **REQUIRED SUBMITTALS AND COMPLIANCE INFORMATION**

A. The forms listed below must be completed and submitted with the proposal, unless expressly stated otherwise in this RFP:

1. Signatory Page, Submittal 1
2. Professional Services Agreement, Submittal 2
3. Disclosure of Investigations/Actions against Respondent, Submittal 3
4. Notice of Intent to Subcontract, Submittal 4
5. Subcontractor Utilization Form, Submittal 5
6. Services Source Disclosure Form, Submittal 6
7. Affirmative Action (Respondent must submit an NJ Affirmative Action Certificate, a Federal Affirmative Action Plan Approval Letter or AA302), Submittal 7
8. Political Contributions Disclosure Form & Instructions, Submittal 8 **[POSTED WITH THIS SOLICITATION AT WWW.NJCRDA.COM]**
9. Non-Collusion Affidavit, Submittal 9
10. Fee Schedule, Submittal 10
11. Disclosure of Investment Activities in Iran, Submittal 11

B. **Business Registration:** As a condition of entering into a contract, pursuant to an amendment to N.J.S.A. 52:32-44, State and local entities (including the CRDA) are prohibited from entering into a contract with an entity unless the bidder and each subcontractor named in the bid has a valid Business Registration Certificate on file with the Division of Revenue.

The contractor and any subcontractor providing goods or performing services under the contract, and each of their affiliates, shall, during the term of the contract, collect and remit to the Director of the Division of Taxation in the Department of Treasury the use tax due pursuant to the “Sales and Use Tax Act, P.L. 1966, c. 30 (N.J.S.A. 54:32B-1 et seq) on all their sales of tangible personal property delivered into the State.

The respondent must be properly registered to do business with the State of New Jersey as of the contract award date, and should submit a copy of the respondent's NJ Business Registration Certificate with its proposal. If not already registered with the New Jersey Division of Revenue, registration can be completed on line at the Division of Revenue website: <http://www.state.nj.us/treasury/revenue/index.html>.

**C. Compliance with Executive Order 151, dated August 28, 2009**

Small Business Enterprise Requirement: It is the policy of the CRDA and as required by Executive Order 151 ("EO 151") that small businesses (each a "small business enterprise" or "SBE"), as determined and defined by the State of New Jersey, Division of Minority and Women Business Development ("Division") and the New Jersey Department of the Treasury ("Treasury") in N.J.A.C. 17:14 et seq. or other application regulation, should have the opportunity to participate in CRDA contracts.

To the extent the Contractor engages subcontractors or sub-consultants to perform services for the CRDA pursuant to this Contract, the Firm must demonstrate to the CRDA's satisfaction that a good faith effort was made to utilize subcontractors and sub-consultants who are registered with the Division as SBEs. Be advised that the CRDA shall be evaluated quarterly by the Division, based on its attainment of the Participation Goals set forth in the State of New Jersey Construction Services Disparity Study (October, 2005) and the State of New Jersey Disparity Study of Procurement in Professional Services, Other Services, and Goods and Commodities (June, 2005).

Evidence of a "good faith effort" includes, but is not limited to:

1. The Firm shall request listings of SBEs from the Division (609) 292-2146 and attempt to contact same.
2. The Firm shall keep specific records of its efforts, including records of all requests made to the Division, the names of SBEs contacted, and the means and results of such contacts, including without limitation receipts from certified mail and telephone records.
3. The Firm shall actively solicit and shall provide the CRDA with proof of solicitations of SBEs for the provision of services, including advertisements in general circulation media, professional service publications and small business, minority-owned business or women-owned business focus media.
4. The Firm shall provide evidence of efforts made to identify categories of services capable of being performed by SBEs.
5. The Firm shall provide all potential subcontractors and sub-consultants that the Firm has contacted pursuant to 2 or 3 above with detailed information regarding the scope of work of the subject contract.



6. The Firm shall provide evidence of efforts made to use the goods and/or services of available community organizations, consultant groups, and local, State, and federal agencies that provide assistance in the recruitment and placement of SBEs.

Furthermore, the Firm shall submit proof of its subcontractors' and/or sub-consultants' SBE registrations, and shall complete such other forms as may be required by the CRDA for State reporting as to participation.

Pursuant to Executive Order 151 the participants' goals for this Contract are African-Americans 2.47%, Asian-Americans 1.47%, Hispanics 1.1%, Native Americans .07% and Caucasian Females 3.74%.

**D. Notice to all Contracts Set-Off for State Tax Notice**

Pursuant to L. 1995, c. 159, effective January 1, 1996, and notwithstanding any provision of the law to the contrary, whenever any taxpayer, partnership or S corporation under contract to provide goods or services or construction projects to the State of New Jersey or its agencies or instrumentalities, including the legislative and judicial branches of State government, is entitled to payment for those goods or services at the same time a taxpayer, partner or shareholder of that entity is indebted for any State tax, the Director or the Division of Taxation shall seek to set off that taxpayer's or shareholder's share of the payment due the taxpayer, partnership, or S corporation. The amount set off shall not allow for the deduction of any expenses or other deductions which might be attributable to the taxpayer, partner or shareholder subject to set-off under this act.

The Director of the Division of Taxation shall give notice of the set-off to the taxpayer and provide an opportunity for a hearing within thirty (30) days of such notice under the procedures for protests established under R.S. 54:49-18. No requests for conference, protest, or subsequent appeal to the Tax Court from any protest under this section shall stay the collection of the indebtedness. Interest that may be payable by the State, pursuant to P.L. 1987, c. 184 (c. 52-32-32 et seq.), to the taxpayer shall be stayed.

**5.1 Signatory page**

The respondent shall complete and submit the signatory page appended hereto as **Submittal 1**, which shall be signed by an authorized representative of the respondent, evidencing the respondent's concurrence with all of the terms and conditions of this RFP. If the respondent is a limited partnership, the signatory page must be signed by a general partner. If the respondent is a joint venture, the signatory page must be signed by a principal of each party to the joint venture. Failure to comply may result in rejection of the proposal.

**5.2 Professional Services Agreement**

Respondents shall review and execute **Submittal 2**. The CRDA reserves all rights to reject any and all proposals based upon exceptions taken to the proposed form of contract. Execution of **Submittal 2** is not to be construed as entering into a contract with the CRDA but rather as a submission of an offer to contract with the CRDA. Any requested exceptions to the Professional Services Agreement must be raised by the respondent as a question during the Question and Answers period through the same procedure set forth in Section 1.5 of this RFP. **Failure to execute Submittal 2 will result in the proposal being rejected as non-responsive.**

### **5.3 Disclosure of Investigations/Actions Involving Respondent**

The respondent shall provide a detailed description of any investigation, litigation, including administrative complaints or other administrative proceedings, involving the firm, any principal in the firm, or person to be assigned to the CRDA contract, involving any public sector clients during the past **five (5)** years including the nature and status of the investigation, and, for any litigation, the caption of the action, a brief description of the action, the date of inception, current status, and, if applicable, disposition. The respondent shall use the Disclosure of Investigations and Actions Involving Respondent form appended hereto as **Submittal 3**.

### **5.4 Notice of Intent to Subcontract**

The respondent shall complete the attached Notice of Intent to Subcontract Form (**Submittal 4**) to advise the CRDA as to whether or not a subcontractor will be utilized to provide any goods or services under the contract.

### **5.5 Subcontractor Utilization Form**

If the respondent intends to utilize a subcontractor, the Subcontractor Utilization Form, appended hereto as **Submittal 5**, must be completed and submitted with the proposal.

### **5.6 Services Source Disclosure Form**

Effective August 3, 2005, all contracts primarily for services awarded by the CRDA shall be performed within the United States, except when the CRDA certifies in writing a finding that a required service cannot be provided by a contractor or subcontractor within the United States and the certification is approved by the State Treasurer. The intended awardee of a contract primarily for services with the State of New Jersey must disclose the location by country where the services under the contract, including subcontracted services, will be performed. If any of the services cannot be performed within the United States, the respondent shall state with specificity the reasons why the services cannot be performed in the United States. Pursuant to N.J.S.A. 52:34-13.2, the respondent is required to submit with its proposal a completed source disclosure form. The Services Source Disclosure Form is appended hereto as **Submittal 6**.

### **5.7 Affirmative Action**

Respondent shall submit to the CRDA, upon award of contract, one of the following:

- Appropriate evidence that the contractor is operating under an existing federally approved or sanctioned affirmative action program.
- A certificate of employee information report approval, issued in accordance with N.J.A.C. 17:27-4
- An employee information report (Form AA302) (**See Submittal 7**)

### **5.8 Political Contributions Disclosure**

The respondent is required to complete the attached Political Contributions Disclosure form. The requirement is a precondition to entering into a contract with the CRDA. The Political Contributions Disclosure form is appended hereto as **Submittal 8**.

Furthermore, the successful respondent is required to file an annual disclosure statement on political contributions with the New Jersey Election Law Enforcement Commission (ELEC), pursuant to P.L. 2005, c. 271, section 3 if the successful respondent receives contracts in excess of \$50,000 from a public entity in a calendar year. It is the successful respondent's responsibility to determine if filing is necessary. Failure to so file can result in imposition of financial penalties by ELEC. Additional information about this requirement is available from ELEC at 888-313-3532 or at [www.elec.state.nj.us](http://www.elec.state.nj.us).

### **5.9 Non-collusion Affidavit**

The respondent shall execute and submit the non-collusion affidavit (**Submittal 9**).

### **5.10 Fee Schedule**

The respondent must submit its pricing using the format set forth in the CRDA supplied Fee Schedule appended hereto as **Submittal 10** to this RFP. If respondent fails to complete the fee schedule the proposal may be deemed nonresponsive. Merely attaching a firm's billing schedule is unacceptable. Any additions to the Fee Schedule must be submitted as a Rider to **Submittal 10**. **Failure to fully complete the Fee Schedule may result in the proposal being deemed non-responsive.**

### **5.11 Disclosure of Investment Activities in Iran**

Pursuant to N.J.S.A. 52:32-58, the respondent must complete the Disclosure of Investment Activities in Iran attached hereto as **Submittal 11** to certify that neither the respondent, nor one of its parents, subsidiaries, and/or affiliates (as defined in N.J.S.A. 52:32-56(e)(3)), is listed on the Department of the Treasury's List of Persons or Entities Engaging in Prohibited Investment Activities in Iran and that neither the respondent, nor one of its parents, subsidiaries and/or affiliates, is involved in any of the investment activities set forth in N.J.S.A. 52:32-56(f). If the

respondent is unable to so certify, the respondent shall provide a detailed and precise description of such activities as directed on **Submittal 11**. **A respondent's failure to submit the completed and signed form with its proposal will result in the rejection of the proposal as non-responsive and preclude the award of a contract to said respondent.**

## **6.0 Contract Award**

The final contract shall consist of this RFP, any addenda issued to this RFP, the respondent's response, and the Professional Services Agreement, Submittal 2, with any amendments agreed upon by the parties. The CRDA reserves all rights to reject any and all responses based upon exceptions taken to the Professional Services Agreement. Execution of Submittal 2 is not to be construed as entering into a contract with the CRDA but rather as a submission of an offer to contract with the CRDA.

The CRDA reserves the right to determine the length of the contract, one (1) year, two (2) years, or one year with the option to extend for a second year, based on the competitiveness of the fees submitted for years 1 and 2 on Submittal 10.

**Submittal 1**

**CASINO REINVESTMENT DEVELOPMENT AUTHORITY  
SIGNATORY PAGE**

**REQUEST FOR PROPOSAL:** WEBSITE DESIGN, DEVELOPMENT AND MANAGEMENT

**FOR INFORMATION:** CRDA  
15 S. Pennsylvania Avenue  
Atlantic City, New Jersey 08401  
609-347-0500

---

**Name, Address, Phone, Facsimile number, Email and Contact person for respondent:**

---

---

---

---

**SIGNATURE OF THE RESPONDENT'S AUTHORIZED REPRESENTATIVE ATTESTS THAT THE RESPONDENT HAS READ, UNDERSTANDS AND AGREES TO ALL OF THE TERMS AND CONDITIONS SET FORTH IN THE SOLICITATION, INCLUDING ADDENDA. BY SIGNING BELOW, RESPONDENT AGREES TO HOLD ITS PROPOSAL FIRM: (1) THROUGH THE NOTICE OF CONTRACT AWARD AND DURING ANY CHALLENGE TO THE AWARD (PROVIDED THE FOREGOING PERIODS ARE NOT LONGER THAN 180 DAYS FROM THE PROPOSAL OPENING), AND (2) IF AWARDED A CONTRACT, FOR THE DURATION OF THE PROJECT THROUGH SUBSTANTIAL COMPLETION. FAILURE OF THE RESPONDENT TO HOLD PRICES FIRM OR TO MEET OTHER TERMS AND CONDITIONS AS DEFINED IN THE SOLICITATION MAY RESULT IN THE RESPONDENT BEING SUSPENDED OR DEBARRED FROM CONTRACTING WITH CRDA.**

**Name and Title of Person  
Authorized to sign proposal:**

---

**Signature**

---

**Date**

**Submittal 2**  
**Professional Services Agreement**

INSERT FULL LEGAL NAME AND ADDRESS OF CONTRACTOR:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**(referred to hereinafter as the “Consultant”)**

THIS PROFESSIONAL SERVICES AGREEMENT (the “Agreement”) is made as of this \_\_\_\_ day of \_\_\_\_\_, 2019, by and between the CASINO REINVESTMENT DEVELOPMENT AUTHORITY (the “CRDA”), a public body corporate and politic constituting an instrumentality of the State of New Jersey, and the Consultant identified above.

**Background**

A. In accordance with the CRDA’s request for proposals released in \_\_\_\_\_ of 2019 (the “RFP”) and the Consultant’s response thereto dated \_\_\_\_\_ (the “Response”), and in accordance with CRDA Resolution 19-\_\_\_\_\_ adopted \_\_\_\_\_, the CRDA has selected the Consultant to provide services to the CRDA as described in the RFP (the “Services”).

B. The Consultant desires to accept the engagement to provide Services, all as more particularly set forth in this Agreement.

**NOW, THEREFORE**, in consideration of the foregoing and the mutual covenants and agreements contained herein, the CRDA and the Consultant, intending to be legally bound, hereby agree as follows:

1. Copies of the RFP and the Response are annexed hereto as Exhibits A and B, respectively. By this reference, the RFP and the Response are incorporated in and made a part of this Agreement as if set forth herein in full. In case of a conflict or inconsistency between the provisions of the RFP and the Response, on the one hand, and this Agreement, on the other hand, the provisions of this Agreement shall govern to the extent of such conflict or inconsistency.

2. The Consultant, in consideration of the execution and delivery of this Agreement, agrees to render the Services, as more fully described in Section 2.0 of the RFP.

3. Compensation.

(a) The CRDA will make payment to the Consultant for services rendered at the rates, and under the terms and conditions, if any, set forth in Submittal 10 of the RFP, entitled, “Fee Schedule”.

(b) The Consultant shall provide invoices with substantiating documentation, as reasonably requested by CRDA. All invoices must describe the Services performed,

referencing the task or part thereof outlined in the Consultant's proposal. If the Consultant's proposal or part thereof is based on an hourly fee, then the invoice shall show the hours spent, itemized by date and task. Any invoice that includes an expenditure line item must be accompanied by such documentation to substantiate the amount and necessity of such expenditure. All invoices must reflect the fees and rates as set forth in the RFP.

(c) The CRDA shall not be obligated or liable under this Agreement to any party, other than the Consultant, for the payment of any monies or the provision of any services. The Consultant shall be obligated to indemnify, defend and hold the CRDA harmless pursuant to Section 14 hereof in the event of any such claim.

(d) The CRDA shall remit payment to the Consultant within forty-five (45) days of the receipt of the Consultant's invoice, provided such invoice accurately and completely represents the work and amounts owing therein and is otherwise presented in accordance with this Agreement, unless the CRDA disputes the invoice.

(e) If the contract term spans more than one fiscal year, the CRDA's obligation to make payment beyond the current fiscal year is contingent upon the governing body appropriation and availability of funds.

4. The Consultant shall be responsible to comply with and abide by all applicable laws, statutes, regulations, ordinances and other similar requirements pertaining to its performance and obligations under this Agreement. Without limiting the foregoing, the Consultant shall not discriminate in employment and shall abide by all anti-discrimination laws including those contained within N.J.S.A. 10:2-1 through N.J.S.A. 10:2-4, N.J.S.A. 10:5-1 et seq. and N.J.S.A. 10:5-31 through 10:5-38, and all rules and regulations issued thereunder as more fully set forth in Submittal 7 of the RFP.

5. The Consultant represents and warrants, on behalf of itself and its employees, consultants, sub-consultants, contractors and subcontractors that:

(a) the Consultant and any employees, agents or contractors of Consultant rendering services hereunder, have, where applicable, all valid licenses required for the performance of services under this Agreement and will keep such licenses in effect for the duration of this Agreement. Consultant shall provide evidence of such licenses to CRDA upon request, and will notify CRDA within two (2) business days of any suspension or revocation of any such license.

(b) the Services and the Consultant's performance thereof shall comply with any and all applicable laws, ordinances, rules and regulations of any and all governmental agencies, including the CRDA, having jurisdiction to impose such requirements; and

(c) it and they have the legal authority to enter into this Agreement and to perform the Services.

(d) (i) execution of this Agreement and performance of the Services will not

violate any obligation to or rights of others including but not limited to, intellectual property rights such as patent, trademark, trade secret and copyright, under agreement or otherwise, and (ii) it knows of no written or oral agreement or of any other impediment which would inhibit or prohibit the relationship with the CRDA provided for herein.

(e) There is no action, suit or proceeding at law or in equity or by an governmental instrumentality or other agency now pending or, to the knowledge of the Consultant, threatened against or affecting the Consultant that, if adversely determined, would materially impair its right to carry on business substantially as now conducted and as contemplated under this Agreement, or to perform its obligations under this Agreement, or would materially adversely affect its financial condition, except those previously disclosed to the CRDA.

6. CRDA and Consultant agree that CRDA may execute contracts with other firms or persons for the same services described herein.

7. The CRDA represents and warrants that it has the authority to enter into, and will reasonably cooperate with the Consultant in accordance with the terms and conditions of, this Agreement.

8. The Consultant shall maintain a thorough and complete record of its performance of the Services hereunder, including, without limitation, hours worked under this Agreement and the reasonable business expenses incurred in connection with the Services (the "Records"). Consultant shall maintain and make available for inspection the Records during the term of the Agreement and for three (3) years from and after the Termination Date. The CRDA or its designee shall have the right, upon reasonable notice, during normal business hours to audit, inspect and copy the Records. For purposes of this Section 8, "Consultant" shall include the Consultant and its sub-consultants, contractors and subcontractors.

9. The initial term of this Agreement shall commence \_\_\_\_\_ and shall expire \_\_\_\_\_ year(s) from said date, or earlier terminated as provided herein (the "Termination Date"), provided however, that the Agreement shall remain in full force and effect for any Services requested by CRDA prior to and performed by the firm after the Termination Date ("Post Termination Services"). CRDA may terminate the Agreement for any reason or no reason upon at least ten (10) days' prior written notice to the Consultant. Consultant shall be paid for work performed and accepted by the CRDA until the close of business on the Termination Date, or, in the case of Post Termination Services, the date of CRDA's acceptance of such services.

10. (a) The Consultant represents that it has no existing financial interest and will not acquire any such interest, direct or indirect, which could conflict in any manner or degree with the performance of the Services under this Agreement and that no person having any such interest shall be subcontracted in connection with this Agreement, or employed by the Consultant. The Consultant will also take all necessary steps to avoid the appearance of a conflict of interest and shall have a duty to disclose to the CRDA prior to entering into, and during the term of, this Agreement any and all circumstances existing at such time which pose a potential conflict of interest.



(b) The Consultant warrants that it has not directly or indirectly offered or given, and will not directly or indirectly offer or give, to any employee, agent, or representative of the CRDA any cash or non-cash gratuity or payment with view toward securing any business from the CRDA or influencing such person with respect to the conditions, or performance of any agreements with or orders from the CRDA, including without limitation this Agreement. Any breach of this warranty shall be a material breach of each and every agreement between the CRDA and the Consultant.

(c) Reserved.

(d) Should a conflict of interest issue arise, the Consultant agrees to fully cooperate in any inquiry and to provide the CRDA or its designee with all documents or other information reasonably necessary to enable the CRDA or its designee to determine whether or not a conflict of interest existed or exists. Failure to comply with the provisions of this section shall constitute grounds for immediate termination of this Agreement, in addition to whatever other remedies the CRDA may have.

11. The Consultant shall procure, and require its contractors and consultants to procure, prior to the commencement of services, and maintain, at its own expense, until final acceptance by the CRDA of all services required under this Agreement, insurance for liability for damages imposed by law and assumed under this Agreement, of the kinds and in the amounts hereinafter provided, with insurance companies authorized to do business in the State of New Jersey. The insurance carriers shall have a Best's rating of "A" or better and a Best's financial size of "VII" or larger. All of the policies of insurance required to be purchased and maintained and the certificates, declaration pages, or other evidence thereof shall contain a provision or endorsement that the coverage afforded is not to be cancelled, materially changed or non-renewed without at least 45 days prior written notice to the CRDA by certified mail. The Casino Reinvestment Development Authority shall be named as an "Additional Insured" on those policies required under subsections (a) and (b).

(a) Commercial General Liability Insurance. The minimum limit of liability shall be \$1,000,000 per occurrence (combined single limit for bodily injury and property damage) / \$2,000,000 aggregate, including products/completed operations and contractual liability insurance, which insurance shall include coverage for the liability assumed under section 2.0 of this RFP in an amount not less than \$1,000,000. The coverage to be provided under this policy shall be at least as broad as that provided by the standard, basic, un-amended and unendorsed comprehensive general liability coverage forms currently in use in the State of New Jersey, which shall not be circumscribed by any endorsement limiting the breadth of coverage.

(b) Comprehensive Automobile Liability Insurance. The policy shall cover owned, non-owned, hired, leased and rented vehicles with minimum limits of liability in the amount of \$1,000,000 per accident as a combined single limit for bodily injury and property damage. The coverage provided shall include automobile contractual liability covering liability assumed under this Agreement.

(c) Workers Compensation and Employer's Liability Insurance. Worker's Compensation and Employer's Liability insurance shall be provided in accordance with the requirements of the laws of the State of New Jersey.

(d) Professional Liability (Errors & Omissions). Written on a "claims made" basis, with not less than \$1,000,000 for the organization and not less than \$1,000,000 for any licensed professional retained by the organization against any and all liabilities arising out of or in connection with the negligent acts, errors or omissions of the organization, its licensed professionals, subconsultants, contractors or subcontractors.

The Consultant shall furnish to the Authority, within ten (10) days of the effective date of this Agreement, Certificates of Insurance, together with declaration pages, in a form satisfactory to the CRDA, evidencing that it has complied with this Section 11. The required Certificates of Insurance shall be filed with the CRDA and same will be made part of this Agreement. No work shall commence until the insurance requirements and certificates are provided to CRDA. Upon request, the Consultant shall furnish the CRDA with a certified copy of each policy itself, including the provisions establishing premiums.

12. Consultant shall not cause to be published or disseminated any advertising materials, either printed or electronically transmitted, which identify CRDA with respect this Agreement or any Parties' duties or benefits hereunder without prior written consent of the CRDA, which may be withheld in its sole discretions

13. By signing this Agreement, the Consultant certifies that the Consultant and any of its principals (a) are not presently debarred, suspended, proposed for debarment, or declared ineligible for the award of Agreements by any public agency, and (b) have not, within a five-year period preceding this Agreement, been convicted of or had a civil judgment rendered against them for: commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a Federal, state or local government agreement or subcontract; violation of Federal or state antitrust statutes relating to the submission of offers; or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, tax evasion, or receiving stolen property; and are not presently indicted for, or otherwise criminally or civilly charged by a government entity with, commission of any of these offenses.

14. The Consultant will indemnify, defend and hold the CRDA, and its officers, employees and members (collectively, the "Indemnitee") harmless from and against any and all allegations, causes of action and claims (whether threatened or pending), costs, expenses and fees (including attorneys' fees), awards, damages, judgments, liabilities (in law or in equity) and losses (collectively, the "Losses") arising out of or relating to the Consultant 's act, failure to act, or omission in its performance of the Services hereunder. The obligation to defend shall arise regardless of any claim or assertion that Indemnitee caused or contributed to the Losses.

15. Consultant agrees that it will not, without prior written consent of the CRDA, disclose any confidential business or financial information of the CRDA. Consultant hereby

acknowledges that they have adopted policies for the protection of confidential information within their respective possession or control.

16. Provisions of this Agreement may be waived by the CRDA only by a written statement expressing that it is intended as a waiver of specified provisions of the Agreement. The CRDA's approval, acceptance use or payment for any part of the Consultant's services shall not in any way alter the Consultant's obligations, nor waive any of the CRDA's rights, under this Agreement.

17. If any change occurs in the legal entity of the Consultant's organization, the Consultant shall immediately report such change to the CRDA.

18. While engaged in performance of this Agreement, the Consultant is an independent contractor and is not an officer, agent, or employee of the CRDA. The Consultant is not entitled to benefits of any kind to which CRDA employees are entitled, including, but not limited to, unemployment compensation, workers' compensation, health insurance and retirement benefits. The Consultant assumes full responsibility for the acts and/or omissions of the Consultant's employees or agents as they relate to performance of this Agreement. The Consultant assumes full responsibility for workers' compensation insurance and payment of all federal, state and local taxes or contributions, including, but not limited to, unemployment insurance, social security, Medicare and income taxes with respect to the Consultant and the Consultant's employees.

**19. Rights in Work Product**

(a) CRDA shall own all right, title, and interest in and to any Work Product (as hereinafter defined) produced by Consultant or its contractors, consultants, subcontractors and subconsultants under this Agreement, and Consultant agrees that such Work Product shall be deemed a "work made for hire". Consultant shall execute and deliver such instruments as requested by CRDA to effect CRDA's rights in Work Product. To the extent that CRDA's rights as outlined herein-above are limited in any manner at law or otherwise, Consultant hereby assigns to the CRDA all right, title, and interest, including but not limited to, copyright and all copyright rights, in all Work Product created by Consultant in its performance under this Agreement and/or delivered to the CRDA hereunder and shall execute any documents necessary to effectuate such assignment, and further grants to the CRDA an irrevocable, fully-paid up, royalty-free license to use any Work Product provided to the CRDA. Consultant warrants that it has the lawful right to grant the forgoing license to the CRDA.

(b) In the event Consultant uses any individual who is not a full-time employee of Consultant or entity to perform any work required of it pursuant to this Agreement, Consultant shall require said individual or entity to sign an agreement containing identical wording as the foregoing Section 19(a) with the exception that word "Consultant" is to be replaced with the individual's or entity's name.

(c) The term "Work Product" shall mean all written and other tangible expressions, including, but not limited to, documents, reports, surveys, renderings, exhibits, models, prints,

and photographs. All Work Product furnished by the Consultant hereunder shall be and shall remain the property of the CRDA.

(d) In the event of termination by either party for any reason, as provided under this Agreement, the CRDA will have the right to receive, and the Consultant shall promptly provide to the CRDA, all documents, reports, surveys, renderings, exhibits, models, prints, photographs, and other materials prepared by the Consultant for the Services under this Agreement, notwithstanding any dispute regarding the amount to be paid under this Agreement. The foregoing provisions shall survive the term and termination of this Agreement.

(e) Consultant warrants that it has the lawful right to release Work Product of other clients to the CRDA. In the event that there is any claim by any third-party for wrongful release of Work Product, the Consultant shall defend and save the CRDA, its members, officers, agents and employees harmless from liability of any nature or kind for or on account of the use of the Work Product in the performance of this Agreement.

20. Neither the performance of this Agreement, nor any part hereof, may be assigned by the Consultant without the prior written consent of the CRDA. The Consultant shall not subcontract any services hereunder without the prior written approval of the CRDA. All subcontracted services, once approved, shall be billed by the Consultant to the CRDA at direct cost with no additional fees or markup.

21. All notices under this Agreement must be in writing and shall be delivered to the Party to which the notice is being served by: (a) certified or registered mail, return receipt requested, or (b) overnight courier service addressed to the Parties at their respective address set forth above.

22. The validity, interpretation and performance of this Agreement shall be determined according to the laws of the State of New Jersey. Whenever possible, each provision of this Agreement shall be interpreted in such a manner as to be effective and valid. However, if any provision of this Agreement shall be held to be prohibited by or invalid under any applicable law, such provision shall be ineffective only to the extent of such prohibition or invalidity, without invalidating the remaining provisions of this Agreement.

23. Subsequent to the award of this Agreement, the Consultant merges with or is acquired by another firm, the successor entity shall submit the following documents to the CRDA: (a) corporate resolutions of the successor entity ratifying acceptance of the terms and conditions of this Agreements; (b) updated Ownership Disclosure Form for the successor entity; and (c) Political Contributions Disclosure form for the successor entity. The documents must be submitted to the CRDA within thirty (30) days of the completion of the merger or acquisition. Failure to do so may result in termination of this Agreement in accordance with the terms herewith.

24. This Agreement, together with the RFP and the Response, constitutes the entire agreement between the parties hereto, and supersedes any prior or contemporaneous written or

oral understanding or agreement, and may be amended only by written amendment executed by both parties and approved as required by New Jersey law and CRDA policy. The Consultant shall set forth any and all exceptions to the terms and conditions hereof during the Question and Answer period allowed for by the RFP, which exceptions if accepted, in writing, by the CRDA, will serve to amend the Agreement in accordance herewith. This Agreement shall become effective and legally binding upon the signing of the Agreement by all parties hereto.

**IN WITNESS WHEREOF**, the parties hereto have caused this Agreement to be executed by their duly authorized signatories as of the day and year first above written.

**Witness:** **CASINO REINVESTMENT DEVELOPMENT  
AUTHORITY**

By: \_\_\_\_\_ By: \_\_\_\_\_

Name: \_\_\_\_\_ Name: Matthew J. Doherty

Title: \_\_\_\_\_ Title: Executive Director

Approved as to form by the CRDA Law Department: \_\_\_\_\_

**[Consultant: Complete and sign below]**

**Witness:** \_\_\_\_\_  
**(Name of Consultant)**

By: \_\_\_\_\_ By: \_\_\_\_\_

Name: \_\_\_\_\_ Name: \_\_\_\_\_

Title: \_\_\_\_\_ Title: \_\_\_\_\_

Exhibit "A"  
(CRDA's RFP)

Exhibit "B"  
(Consultant's Response)

**Submittal 3**

**DISCLOSURE OF INVESTIGATIONS AND ACTIONS INVOLVING RESPONDENT**

The respondent shall provide a detailed description of any investigation, litigation, including administrative complaints or other administrative proceedings, involving any public sector client during the past five (5) years including the nature and status of the investigation, and, for any litigation, the caption of the action, a brief description of the action, the date of inception, current status, and, if applicable, disposition.

**Investigation(s)**

Indicate "NONE" if no investigations were undertaken. Attach additional pages if necessary.

<b>Person or Entity</b>	<b>Date of Inception</b>	<b>Brief Description</b>	<b>Disposition/Status (if applicable)</b>	<b>Respondent Contact Name and Telephone for additional information</b>

**Litigation/Administrative Complaints**

Indicate "NONE" if no Litigation/Administrative Complaints. Attach additional pages if necessary.

<b>Person or Entity</b>	<b>Date of Inception</b>	<b>Caption of the Action</b>	<b>Brief Description of the Action</b>	<b>Current Status or Disposition (if applicable)</b>	<b>Respondent Contact Name and Telephone for additional information</b>



**Submittal 4**  
**CASINO REINVESTMENT DEVELOPMENT AUTHORITY (CRDA)**

**NOTICE OF INTENT TO SUBCONTRACT FORM**

THIS FORM MUST BE COMPLETED AND INCLUDED AS PART OF EACH RESPONDENT'S PROPOSAL. FAILURE TO SUBMIT THIS FORM MAY BE CAUSE FOR REJECTION OF THE PROPOSAL AS NON-RESPONSIVE.

RFP TITLE: \_\_\_\_\_

PROPOSAL OPENING DATE: \_\_\_\_\_

RESPONDENT'S NAME AND ADDRESS:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

INSTRUCTIONS: PLEASE CHECK ONE OF THE STATEMENTS BELOW

\_\_\_\_\_ If awarded this contract, I will engage subcontractors to provide certain goods and/or services.

**ALL RESPONDENTS THAT INTEND TO ENGAGE SUBCONTRACTORS SHALL ALSO SUBMIT A SUBCONTRACTOR UTILIZATION PLAN FORM WITH THEIR PROPOSAL.**

\_\_\_\_\_ If awarded this contract, I do not intend to engage subcontractors to provide any goods and/or services.

**ALL RESPONDENT'S THAT DO NOT INTEND TO ENGAGE SUBCONTRACTORS CERTIFY AS FOLLOWS:** I hereby certify that if the award is granted to my firm and if I determine at any time during the course of the contract to engage subcontractors to provide certain goods and/or services, I will submit the Subcontractor Utilization Plan to the CRDA for approval, in advance of any such engagement.

\_\_\_\_\_  
Authorized Signatory for Respondent

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

**Submittal 5**  
**CASINO REINVESTMENT DEVELOPMENT AUTHORITY (CRDA)**  
**SUBCONTRACTOR UTILIZATION FORM**

**INSTRUCTIONS**

Any respondent intending to subcontract any parts of a contract with the CRDA must complete a **Notice of Intent to Subcontract** and a **Subcontractor Utilization Plan**.

Respondents are instructed to list **all** proposed subcontractors on the Plan. Any respondent intending to subcontract that does not complete a Notice of Intent to Subcontract and a Subcontractor Utilization Plan may be subject to rejection of its proposal as non-responsive.

IF RESPONDENT INTENDS TO UTILIZE SUBCONTRACTORS, FAILURE TO COMPLETE AND SUBMIT THIS FORM WITH PROPOSAL MAY RESULT IN REJECTION OF THE PROPOSAL AS NON-RESPONSIVE.

RFP TITLE: \_\_\_\_\_

PROPOSAL OPENING DATE: \_\_\_\_\_

RESPONDENT NAME & ADDRESS:  
 \_\_\_\_\_  
 \_\_\_\_\_

RESPONDENT CONTACT PERSON & PHONE:  
 \_\_\_\_\_

**Instructions: List all businesses to be used as subcontractors. Attach copies for extended lists.**

Subcontractor's Name, Address, Telephone and Vendor ID Number	Type(s) of Goods or Services to be Provided	Estimated Value of Subcontract(s)

I hereby certify that this Subcontractor Utilization Plan is being submitted in good faith. I certify that each subcontractor has been notified that it has been listed on this Plan and that each subcontractor has consented, in writing, to its name being submitted for this contract. Additionally, I certify that I shall notify each subcontractor listed on this Plan, in writing, if the award is granted to my firm, and shall make all documentation available to the CRDA upon request.

I further certify that all information contained in this Plan is true and correct and I acknowledge that the CRDA will rely on the truth of the information in awarding the contract.

\_\_\_\_\_  
 Authorized signatory for Respondent

\_\_\_\_\_  
 Title

\_\_\_\_\_  
 Date

**Submittal 6**  
**N.J.S.A. 52:34-13.2 CERTIFICATION**  
**SOURCE DISCLOSURE CERTIFICATION FORM**

Contractor: \_\_\_\_\_

Contract: \_\_\_\_\_

I hereby certify and say:

I have personal knowledge of the facts set forth herein and am authorized to make this Certification on behalf of the Contractor.

The Contractor submits this Certification in response to the solicitation for the referenced contract issued by the Casino Reinvestment Development Authority (the "CRDA"), in accordance with the requirements of N.J.S.A. 52:34-13.2.

Instructions:

**List every location where services will be performed by the Contractor and all Subcontractors.** If any of the services cannot be performed within the United States, the Contractor shall state, with specificity the reasons why the services cannot be so performed. Attach additional pages if necessary.

Vendor	Description of Services	Performance Location or Reasons why Subcontractor services cannot be performed in USA

Any changes to the information set forth in this Certification during the term of any contract awarded under the referenced solicitation or extension thereof will be immediately reported by the Contractor to the CRDA.

The CRDA shall determine whether sufficient justification has been provided by the Contractor to form the basis of his certification that the services cannot be performed in the United States and whether to seek the approval of the Treasurer.

I understand that if, after award of a contract to the Contractor, it is determined that the Contractor has shifted services declared above to be provided within the United States to sources outside the United States, prior to written determination of the CRDA that extraordinary circumstances require the shift of services or that the failure to shift the services would result in economic hardship to the CRDA, the Contractor shall be deemed in breach of contract, which contract will be subject to termination for cause.

I further understand that this Certification is submitted on behalf of the Contractor in order to induce the CRDA to accept a proposal, with knowledge that the CRDA is relying upon the truth of the statements contained herein.

I certify that, to the best of my knowledge and belief, the foregoing statements by me are true. I am aware that if any of the statements are willfully false, I am subject to punishment.

Contractor: \_\_\_\_\_

[Name of Organization or Entity]

By: \_\_\_\_\_

Title: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

**Submittal 7**  
**GOODS, PROFESSIONAL SERVICES AND GENERAL SERVICE CONTRACTS**

**MANDATORY EQUAL EMPLOYMENT OPPORTUNITY LANGUAGE**  
**N.J.S.A. 10:5-31 et seq., N.J.A.C. 17:27**

During the performance of this contract, the contractor agrees as follows:

The contractor or subcontractor, where applicable, will not discriminate against any employee or applicant for employment because of age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation or sex. Except with respect to affectional or sexual orientation, the contractor will take affirmative action to ensure that such applicants are recruited and employed, and that employees are treated during employment, without regard to their age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation or sex. Such action shall include, but not limited to the following: employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided by the Public Agency Compliance Officer setting forth provisions of this nondiscrimination clause.

The contractor or subcontractor, where applicable will, in all solicitations or advertisements for employees placed by or on behalf of the contractor, state that all qualified applicants will receive consideration for employment without regard to age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation or sex.

The contractor or subcontractor, where applicable, will send to each labor union or representative or workers with which it has a collective bargaining agreement or other contract or understanding, a notice, to be provided by the agency contracting officer advising the labor union or workers' representative of the contractor's commitments under this act and shall post copies of the notice in conspicuous places available to employees and applicants for employment.

The contractor or subcontractor where applicable, agrees to comply with any regulations promulgated by the Treasurer pursuant to **N.J.S.A. 10:5-31 et seq.** as amended and supplemented from time to time and the Americans with Disabilities Act.

The contractor or subcontractor agrees to make good faith efforts to employ minority and women workers consistent with the applicable county employment goals established in accordance with **N.J.A.C. 17:27-5.2**, or a binding determination of the applicable county employment goals determined by the Division, pursuant to **N.J.A.C. 17:27-5.2**.

The contractor or subcontractor agrees to inform in writing its appropriate recruitment agencies including, but not limited to, employment agencies, placement bureaus, colleges, universities, labor unions, that it does not discriminate on the basis of age, creed, color, national origin, ancestry, marital status, affectional or sexual orientation or sex, and that it will discontinue the use of any recruitment agency which engages in direct or indirect discriminatory practices.

The contractor or subcontractor agrees to revise any of its testing procedures, if necessary, to assure that all personal testing conforms with the principles of job-related testing, as established by the statutes and court decisions of the State of New Jersey and as established by applicable Federal law and applicable Federal court decisions.

In conforming with the applicable employment goals, the contractor or subcontractor agrees to review all procedures relating to transfer, upgrading, downgrading and layoff to ensure that all such actions are taken without regard to age, creed, color, national origin, ancestry, marital status, affectional or sexual orientation or sex, consistent with the statutes and court decisions of the State of New Jersey, and applicable Federal law and applicable Federal court decisions.

The contractor shall submit to the public agency, after notification of award but prior to execution of a goods and services contract, one of the following three documents: Letter of Federal Affirmative Action Plan Approval; Certificate of Employee Information Report; or Employee Information Report Form AA302.

The contractor and its subcontractor shall furnish such reports or other documents to the Division of Contract Compliance & EEO as may be requested by the Division from time to time in order to carry out the purposes of these regulations, and public agencies shall furnish such information as may be requested by the Division of Contract Compliance & EEO for conducting a compliance investigation pursuant to **Subchapter 10 of the Administrative Code at N.J.A.C.17:27.**

**PLEASE CHECK THE APPROPRIATE BOX:**

\_\_\_\_\_ **I HAVE A CURRENT NJ AFFIRMATIVE ACTION  
CERTIFICATE (PLEASE ATTACH A COPY TO YOUR PROPOSAL)**

\_\_\_\_\_ **I HAVE A VALID FEDERAL AFFIRMATIVE ACTION PLAN  
APPROVAL LETTER (PLEASE ATTACH A COPY TO YOUR  
PROPOSAL)**

\_\_\_\_\_ **I HAVE COMPLETED THE ENCLOSED FORM AA302  
AFFIRMATIVE ACTION EMPLOYEE INFORMATION REPORT**

**Submittal 8**

**POLITICAL CONTRIBUTIONS DISCLOSURE FORM  
POSTED WITH THIS SOLICITATION AT [WWW.NJCRDA.COM](http://WWW.NJCRDA.COM)**



**SUBMITTAL 10**

**FEE SCHEDULE**

Having carefully read and examined the Request for Proposals, the undersigned respondent hereby agrees to furnish all of the services specified in Section 2 at the following rates:

Website Design (Leisure and Agency)	Lump Sum	\$ _____
Website Updates & Maintenance	12 month@	\$ _____ per month
Website Marketing	12 months@	\$ _____ per month
Website Hosting & Backup	12 months@	\$ _____ per month

Additional terms and conditions of compensation:

1. All fees proposed shall be inclusive of all supervision, overhead and other administrative expenses. Compensation for general consulting services, meetings and court appearances shall be invoiced separately on a monthly basis at the hourly rates proposed by the consultant on the Fee Schedule. Such invoices shall specifically itemize and describe the services rendered and time spent by each employee for whom compensation is sought.
2. For each assignment, the Consultant may be asked to submit a "not-to-exceed" total price proposal (excluding the cost of copies of drawings and other documents as requested by the CRDA, which items will be reimbursed at cost without markup). Each such proposal shall also identify any subcontractors and/or sub-consultants anticipated to be used, and shall specify the rates at which their services are proposed to be reimbursed. Each such proposal shall also identify and specify a time-and-material price for any other cost or service which is not otherwise addressed in this RFP. Billing will be based on hours actually expended.
3. The CRDA will not accept invoices for mileage, travel time and expenses, meals, lodging, accommodations, postage or other expenses or overhead unless agreed to in writing prior to the firm incurring such expenses. The CRDA will reimburse for overnight delivery services if CRDA requests delivery by said means.
4. To the extent that sub-consultants and/or sub-contractors are engaged by the Consultant, the CRDA shall not pay for any markup in the price for such services provided to the Consultant under its agreement with the CRDA.

---

NAME OF RESPONDENT



Dated: \_\_\_\_\_ BY: \_\_\_\_\_  
TITLE: \_\_\_\_\_

# Submittal 11

## CASINO REINVESTMENT DEVELOPMENT AUTHORITY DISCLOSURE OF INVESTMENT ACTIVITIES IN IRAN

### PART 1: CERTIFICATION

BIDDERS MUST COMPLETE PART 1 BY CHECKING EITHER BOX.

FAILURE TO CHECK ONE OF THE STATEMENTS WILL RENDER THE PROPOSAL NON-RESPONSIVE.

Pursuant to Public Law 2012, c. 25, any person or entity that submits a bid or proposal or otherwise proposes to enter into or renew a contract must complete the certification below to attest, under penalty of perjury, that neither the person or entity, nor any of its parents, subsidiaries, or affiliates, is identified on the Department of Treasury's Chapter 25 list as a person or entity engaging in investment activities in Iran. The Chapter 25 list is found on the Division OF Purchase and Property's website at <http://www.state.nj.us/treasury/purchase/pdf/Chapter25List.pdf>. Bidders must review this list prior to completing the below certification. Failure to complete the certification will render a bidder's proposal/bid non-responsive. If the CRDA finds a person or entity to be in violation of law, CRDA shall take action as may be appropriate and provided by law, rule or contract, including but not limited to, imposing sanctions, seeking compliance, recovering damages, declaring the party in default and seeking debarment or suspension of the party.

#### PLEASE CHECK THE APPROPRIATE STATEMENT:

I certify, pursuant to Public Law 2012, c. 25, that neither the bidder listed above nor any of the bidder's parents, subsidiaries, or affiliates is listed on the N.J. Department of the Treasury's list of entities determined to be engaged in prohibited activities in Iran pursuant to P.L. 2012, c. 25 ("Chapter 25 List"). I further certify that I am the person listed above, or I am an officer or representative of the entity listed above and am authorized to make this certification on its behalf. I will skip Part 2 and sign and complete the Certification below.

**OR**

I am unable to certify as above because the bidder and/or one or more of its parents, subsidiaries, or affiliates is listed on the Department's Chapter 25 list. I will provide a detailed, accurate and precise description of the activities in Part 2 below and sign and complete the Certification below. Failure to provide such will result in the proposal/bid being rendered as non-responsive and appropriate penalties, fines and/or sanctions will be assessed as provided by law.

### PART 2: PLEASE PROVIDE FURTHER INFORMATION RELATED TO INVESTMENT ACTIVITIES IN IRAN

You must provide a detailed, accurate and precise description of the activities of the bidding person/entity, or one of its parents, subsidiaries or affiliates, engaging in the investment activities in Iran outlined above by completing the boxes below.

Name: _____	Relationship to bidder: _____
Description of Activities: _____ _____	
Duration of Engagement: _____	Anticipated Cessation Date: _____
Bidder Contact Name: _____	Contact Phone Number: _____

Certification: I, being duly sworn upon my oath, hereby represent and state that the foregoing information and any Submittals thereto to the best of my knowledge are true and complete. I am authorized to execute this certification on behalf of the above-referenced person or entity. I acknowledge that the Casino Reinvestment Development Authority (CRDA) is relying on the information contained herein and thereby acknowledge that I am under a continuing obligation from the date of this certification through the completion of any contracts with the CRDA to notify the CRDA in writing of any changes to the answers of information contained herein. I acknowledge that I am aware that it is a criminal offense to make a false statement or misrepresentation in this certification, and if I do so, I recognize that I am subject to criminal prosecution under the law and that it will also constitute a material breach of my agreement(s) with the CRDA and that the CRDA at its option may declare any contract(s) resulting from this certification void and unenforceable.

Full Name (Print):

Signature:

Title:

Date: