

**TOWN OF WEST NEW YORK
TOWN CLERK'S OFFICE
428 - 60th Street
West New York, NJ 07093
(201) 295-5090**

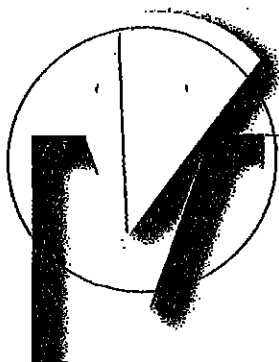
RFP PROPOSAL INFORMATION

Proposal Receipt Date: December 18, 2017
Proposal Time: 3:00 P.M.
Location for proposal: Town Clerk's Office
Proposal for: Public Relation Services
Personnel at Opening: Town Clerk Carmela Riccio, Adelunny Plaza, Sarita Alvarado
Remarks: Time to receive RFPs was closed at 3:05 P.M.
Reserved decision pending review by review committee.

RESPONDER #1 (Name) Vision Media Marketing Inc.
(Address) The Media Center
854 Eighth Street
Secaucus, NJ 07094

RESPONDER #2 (Name) Fonseca Consulting Group
(Address) 188 Jefferson Street
Newark, NJ 07105

RESPONDER #3 (Name) The Ingenio
(Address) 440-60th Street, Suite 105
West New York, NJ 07093



Vision Media Marketing Inc.

The Media Center
854 Eighth Street
Secaucus, NJ 07094

Tel: 201.864.0800
Fax: 201.392.9460

www.vmmi.net

To: Town of West New York
From: Vision Media Marketing, Inc.
Re: Request for Proposals
Date: December 12, 2017

This is our firm's submission in response to the Town of West New York's Request for Proposals for Public Relations services. Based on the Selection Criteria expressed in the RFP and our firm's strong experience and reputation in providing exceptional Public Relations Consulting services to governmental clients in New Jersey, we feel that our firm is an ideal choice to partner with the Town of West New York.

Company Profile and Experience

Vision Media is a privately owned corporation founded in 1985 by Jean Swibinski and Paul Swibinski and it has been under their management and operated under that name since that time. Jean Swibinski serves as the firm's Principal and Chief Financial Officer and Paul Swibinski is a Principal and President. Phillip Swibinski is the firm's Vice President.

With over 30 years of experience in marketing and public relations, Vision Media has worked with dozens of government entities, helping them successfully deliver messages to their constituents and effectively manage relationships with local media. We have been retained by municipalities, county governments, boards of education and autonomous agencies, as well as private companies for the provision of Public Relations Consulting services. We also produce a full range of print and electronic materials, including television and radio commercials, internet media, brochures, newsletters and newspaper/magazine advertising.

Vision Media also has a demonstrated ability to successfully communicate in Spanish – our firm has produced hundreds of bilingual print, video and digital pieces of media. This is an essential component to successfully interacting with residents in a diverse community like West New York and one that our firm possesses an unparalleled track record in.

Vision Media has complied with all applicable affirmative action hiring requirements and no employees of the firm are or are related to any elected officials or employees in the Town of West New York. Vision Media has not been found liable for any professional

malpractice or bankruptcy and possesses all applicable state and federal business licenses. We are located nearby in Secaucus, NJ, and our personnel would be available for all applicable meetings and events.

More Information about our firm can be found on our website, ymml.net.

Detail and Supporting Documentation

Vision Media personnel assigned to the account include the firm's Principal, its Vice President, an account executive, graphic designers, media consultants and administrative support staff. The individuals assigned primary responsibility for servicing the account will be Vision Media Vice President Phillip Swibinski and Account Executive J.P. Escobar.

Vision Media does not anticipate utilizing any subcontractors in the provision of the retainer services of this contract. The firm has over 20 years of experience providing consulting services for governmental agencies on the State, County and Local levels and always ensures effective communications with clients. Vision Media has handled similar projects for dozens of governmental agencies in New Jersey, including in Hudson County, producing strong results and helping our clients break through today's cluttered media landscape and deliver strong messages to their intended audiences.

General Abilities/Method of Providing Services

Vision Media's work for governmental clients is varied and encompasses many different activities and actions. We meet often with key personnel such as Mayors, Commissioners, Administrators and Department Heads to identify opportunities for positive media coverage. Crisis Communications is a particular strength of our firm that we have demonstrated in helping our clients through many challenging situations. We work closely with municipal officials to properly handle potentially damaging news items to protect the client's reputation. In addition, we produce paid media in the form of printed newsletters, advertisements, fliers, social media postings and much more. This is a small sampling of the communications work we have completed for governmental clients over the past several years.

Our firm has decades of experience in providing all of the above services as well as a wide range of communications consulting actions. We are familiar with all relevant federal and state statutes and have a unique understanding of the various municipalities, agencies and other groupings within New Jersey, giving us particularly useful insights that are valuable in local government public relations.

References

Chris Planese
Township Administrator
Township of North Bergen
4233 Kennedy Boulevard
North Bergen, NJ 07047
cplanese@northbergen.org
(201) 392-2027

Norman Guerra
Executive Director
Hudson County Improvement Authority
574 Summit Avenue
Jersey City, NJ 07306
norman@hcia.org
(201) 795-4555

Bryan Russell
Assistant Borough Administrator, Purchasing Agent
Borough of Roselle
210 Chestnut Street
Roselle, NJ 07203
brussell@boroughofroselle.com
(908) 245-5600

Ted Ehrenburg
City Manager
City of Hackensack
65 Central Avenue
Hackensack, NJ 07601
citymanager@hackensack.org
(201) 646-3900

Cost Proposal

For the provision of public relations services, which includes all of the items listed in the Introduction section of the RFP, Vision Media would charge a monthly retainer of \$3,500. In addition, we would bill separately for any Special Projects that fall outside of these specified retainer services. These Special Projects would include services such as graphic design, printing, video production, advertising and others that are not specified in the RFP but may be advantageous to the town. Special Projects would only be

undertaken at the direction of the Mayor or Town Administrator and we would provide a good faith cost estimate prior to beginning any project. No additional costs outside of the retainer would be incurred without written approval from town personnel.

Conclusion

Vision Media would make an ideal partner to the Town of West New York and would provide the local government with a comprehensive communications plan with a goal of proactively reaching residents and delivering strong messages to them about the renaissance currently happening in their home town. Based in nearby Secaucus, we are a Northern New Jersey firm with deep roots in Hudson County and surrounding areas and possess strong relationships with local media as well as elected and appointed officials on the local, county, state and federal level. As a mid-size firm with a staff of six full-time employees and various consultants and partners, we are able to react to any communications challenge and ensure a consistently excellent level of service.

Please feel free to reach out if you would like to discuss this proposal further. Thank you for your consideration.



Philip Swibinski
Vice President
Vision Media Marketing Inc.



**STATE OF NEW JERSEY
BUSINESS REGISTRATION
CERTIFICATE**

Taxpayer Name: VISION MEDIA MARKETING INC

Trade Name:

Address: 854 8TH STREET
SECAUCUS, NJ. 07094

Certificate Number: 0075339

Date of Issuance: January 10, 2005

For Office Use Only:

20050110115545456



Nationwide
is on your side

Harleysville Insurance Company
355 Maple Avenue
Harleysville, PA 19438-2297

StarAdvantage®
Businessowners Program

Insured: Vision Media Marketing Inc and
Agent: OTTERSTEDT INSURANCE AGENCY, INC.

Policy Number: BOP00000059756G
Policy Period: 08/02/2017 to 08/02/2018
RENEWAL CERTIFICATE

BUSINESSOWNERS POLICY DECLARATIONS

Named Insured and Mailing Address:

Vision Media Marketing Inc and
854 Elghth Street Corp
854 8th St
Secaucus, NJ 07094-3344

Agent Name and Mailing Address:

OTTERSTEDT INSURANCE AGENCY, INC.
540 SYLVAN AVE
ENGLEWOOD CLIFFS, NJ 07632

Agency Code: 296848

Phone Number: (201)227-1800

Policy Period: 08/02/2017 to 08/02/2018

at 12:01 AM Standard Time at your mailing address

Business Description: Advertising and Related Services

Form of Business: CORPORATION

IN RETURN FOR THE PAYMENT OF THE PREMIUM, AND SUBJECT TO ALL TERMS OF THIS POLICY, WE AGREE WITH YOU TO PROVIDE THE INSURANCE AS STATED IN THIS POLICY. IF YOU REQUEST CANCELLATION OF THIS POLICY, THE COMPANY WILL RETAIN A MINIMUM PREMIUM OF \$ 675

PREMISES INFORMATION - ADDRESSES

SEE SCHEDULE GU-7005

SECTION I - PROPERTY COVERAGE, LIMITS OF INSURANCE, DEDUCTIBLES

SEE BUSINESSOWNERS SUPPLEMENTAL DECLARATIONS BOP-7034

Employee Dishonesty - Applicable
Money And Securities - Applicable

SECTION II - LIABILITY

	Limit of Insurance
Liability and Medical Expenses	\$ 1,000,000
Medical Expenses	\$ 10,000
Aggregate Limits	\$
Products - Completed Operations	\$ 2,000,000
Other Than Products - Completed Operations	\$ 2,000,000

SEE BUSINESSOWNERS SUPPLEMENTAL DECLARATIONS BOP-7034.

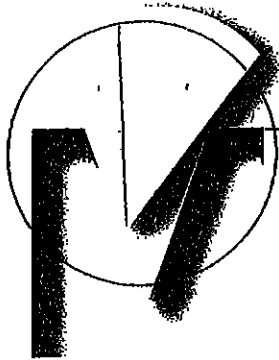
THIS POLICY CONTAINS AGGREGATE LIMITS, REFER TO SECTION D - LIABILITY AND MEDICAL EXPENSES LIMITS OF INSURANCE FOR DETAILS REGARDING THESE LIMITS AND HOW THEY APPLY.

TOTAL PREMIUM \$ 2,873.00

FORMS AND ENDORSEMENTS MADE A PART OF THIS POLICY:

SEE SCHEDULES GU-7004 and GU-7009





Vision Media Marketing Inc.

The Media Center
854 Eighth Street
Secaucus, NJ 07094

Tel: 201.884.0600
Fax: 201.392.9460

www.vmmi.net

Letter of Qualification

December 12, 2017

Town Clerk Carmela Riccio
Municipal Building
428-60th Street (Room #2)
West New York, New Jersey 07093

Dear Mrs. Riccio:

The undersigned have reviewed our Qualification Statement-Proposal submitted in response to the Request for Proposals (RFP) issued by the Town of West New York ("Town"), dated December 6, 2017 in connection with the Town's need for Services – Public Relations.

We affirm that the contents of our Qualification Statement-Proposal (which Qualification Statement-Proposal is incorporated herein by reference) is accurate, factual and complete to the best of our knowledge and belief and that the Qualification Statement-Proposal is submitted in good faith upon express understanding that any false statement may result in the disqualification of Vision Media Marketing Inc.

Paul Swibinski
Chief Executive Officer

Vision Media Marketing Inc.

Dated: 12-13-17

Jean Swibinski
Chief Financial Officer

Vision Media Marketing Inc.

Dated: 12-13-17

**APPENDIX B
LETTER OF INTENT**

STATE OF NEW JERSEY
TOWN OF WEST NEW YORK ss:

I Philip Swibinst: certify that I am the Vic President of the firm of Vision Media Marketing Inc., the Respondent submitting qualifications in response to a Request for same from the Town in regards to Services - Public Relations). I further certify that:

1. I executed said Proposal with full authority so to do;
2. All statements contained in the Submission and in this affidavit are accurate, factual and complete, and made with full knowledge that the Town of West New York is relying upon the truth of the statements contained in the Submission and the statements contained in this affidavit in evaluating Respondent's Qualifications;
- 3 Respondent has not, directly or indirectly, entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free, competitive bidding in connection with the above named project through participation with any other person, firm or party;
4. Respondent agrees to participate in good faith in the procurement process as described in the RFP and to adhere to the Town's procurement schedule;
5. Respondent acknowledges that all costs incurred by it in connection with the preparation and submission of the Qualification Statement-Proposal and any proposal prepared and submitted in response to the RFP, or any negotiation which results therefrom, shall be borne exclusively by the Respondent. In no event shall the Town have any liability to Respondent for any costs incurred by the Respondent for the Qualification Statement-Proposal;
6. Respondent acknowledges and agrees that the Town may modify, amend, suspend and/or terminate the procurement process in its sole judgment; and
7. Respondent is aware that any contract executed with respect to the services referred to in the RFP must comply with the applicable affirmative action and similar laws, and agrees to take such actions as may be required to comply with such applicable laws in the event that a contract is formed.

(Signature of Respondent)

SUBSCRIBED AND SWORN TO

BEFORE ME THIS 13th DAY OF ^{JK}20th December, 2017

JK
NOTE: THIS FORM MUST BE COMPLETED, NOTARIZED AND RETURNED WITH THIS PROPOSAL

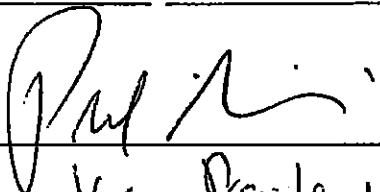


B. PUBLIC DISCLOSURE INFORMATION

Chapter 33 of the Public Laws of 1977 provides that no corporation or partnership (general, limited or joint venture) shall be awarded any State, Town, Municipal or Schools District contracts for the performance of any work or the furnishing of any materials or supplies, unless prior to the receipt of the bid or accompanying the bid of said corporation or partnership there is submitted a public disclosure information statement. The statement shall set forth the names and addresses of all stockholders in the corporation or partnership who own ten percent (10%) or more of its stock of any class, or of all individual partners in the partnership who own a ten percent (10%) or greater interest therein.

STOCKHOLDERS:

Name	Address	% owned
1. Paul Swibinski	331 Sampson Pl, Secaucus NJ	50
2. Jean Swibinski	331 Sampson Pl, Secaucus NJ	50
3. _____	_____	_____
4. _____	_____	_____

SIGNATURE: 
 TITLE: Vice President Philip A. Swibinski

SUBSCRIBED AND SWORN TO
 BEFORE ME THIS DAY ^{JK} 13th Day OF ^{JK} 20th December, 2017
 (TYPE OR PRINT NAME OF AFFIANT UNDER SIGNATURE)

NOTARY PUBLIC OF New Jersey
 MY COMMISSION EXPIRES: ~~20~~ ^{JK} 07/13/2021



**NOTE: THIS FORM MUST BE COMPLETED, NOTARIZED
 AND RETURNED WITH THIS PROPOSAL**

JAY KIM Notary Public, State of New Jersey My Commission Expires July 13, 2021

A. NON COLLUSION AFFIDAVIT

STATE OF NEW JERSEY
TOWN OF WEST NEW YORK ss:

I certify that I am Vice President of the firm of Vision Media Marketing Inc. the Respondent submitting the Qualification Statement in response to the within Request for Qualifications, and that I executed said Qualification Statement with full authority so to do; that said Respondent has not, directly or indirectly entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free competition in connection with the within Request for Qualifications; and that all statements contained in the Respondent's qualification Statement and in this affidavit are true and correct, and made with full knowledge that the Town of West New York will rely/relies upon the truth of the statements contained in said Qualification Statement and in the statements contained in this affidavit in awarding the contract(s) for the services sought in the within Request for Qualifications.

I further warrant that no person or selling agency has been employed to solicit or secure a contract for the services sought in the within Request for Qualification upon an agreement or understanding for a commission, percentage, brokerage or contingent fee, except bona fide employees of the Respondent or as may be permitted by law.

(Signature of respondent) SUBSCRIBED AND SWORN TO

BEFORE ME THIS ^{JK} DAY 13th ^{JK} OF 20 December, 2017 Philip A. Swibinski

(TYPE OR PRINT NAME OF AFFIANT UNDER SIGNATURE)

NOTARY PUBLIC OF New Jersey

MY COMMISSION EXPIRES: ~~20~~ 07/13/2021
^{JK}

**NOTE: THIS FORM MUST BE COMPLETED, NOTARIZED
AND RETURNED WITH THIS PROPOSAL**



C. MANDATORY EQUAL EMPLOYMENT OPPORTUNITY LANGUAGE

**N.J.S.A. 10:5-31 et seq. (P.L. 1975, C. 127)
N.J.A.C. 17:27**

If your firm is awarded a contract your company/firm will be required to comply with the requirements of N.J.S.A. 10:5-31 et seq. and N.J.A.C. 17:27. The following language, subject to any amendments by law or regulation, will be incorporated into any contract issued for the services advertised:

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, gender identity or expression, disability, nationality or sex. Except with respect to affectional or sexual orientation and gender identity or expression, 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, gender identity or expression, disability, nationality or sex. Such action shall include, but not be 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, gender identity or expression, disability, nationality 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, gender identity or expression, disability, nationality 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 personnel 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, gender identity or expression, disability, nationality 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 Employee

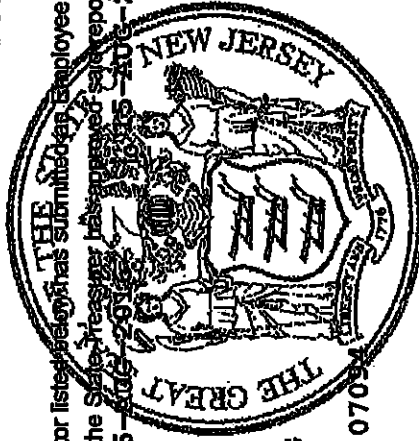
Information Report Form AA302

The contractor and its subcontractors shall furnish such reports or other documents to the Div. of Contract Compliance & EEO as may be requested by the office 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 Div. of Contract Compliance & EEO for conducting a compliance investigation pursuant to Subchapter 10 of the Administrative Code at N.J.A.C. 17:27.

Certification 19576

**CERTIFICATE OF EMPLOYEE INFORMATION REPORT
RENEWAL**

This is to certify that the contractor listed below has submitted an Employee Information Report pursuant to N.J.A.C. 17:27-1.1 et. seq. and the State Treasurer has approved the report. This approval will remain in effect for the period of **15 - 01-2023 to 15-01-2023**



**VISION MEDIA MARKETING
854 8TH STREET
SECAUCUS NJ 07094**

Ford M. Scudder

**FORD M. SCUDDER
Acting State Treasurer**

**D. AMERICANS WITH DISABILITIES ACT OF 1990
Equal Opportunity for Individuals with Disability**

The contractor and the Town of West New York, (hereafter "owner") do hereby agree that the provisions of Title 11 of the Americans With Disabilities Act of 1990 (the "Act") (42 U.S.C. 5121 01 et seq.), which prohibits discrimination on the basis of disability by public entities in all services, programs, and activities provided or made available by public entities, and the rules and regulations promulgated pursuant there unto, are made a part of this contract.

In providing any aid, benefit, or service on behalf of the owner pursuant to this contract, the contractor agrees that the performance shall be in strict compliance with the Act.

In the event that the contractor, its agents, servants, employees, or subcontractors violate or are alleged to have violated the Act during the performance of this contract, the contractor shall defend the owner in any action or administrative proceeding commenced pursuant to this Act.

The contractor shall indemnify, protect, and save harmless the owner, its agents, servants, and employees from and against any and all suits, claims, losses, demands, or damages, of whatever kind or nature arising out of or claimed to arise out of the alleged violation.

The contractor shall, at its own expense, appear, defend, and pay any and all charges for legal services and any and all costs and other expenses arising from such action or administrative proceeding or incurred in connection therewith. In any and all complaints brought pursuant to the owner's grievance procedure, the contractor agrees to abide by any decision of the owner which is rendered pursuant to said grievance procedure. If any action or administrative proceeding results in an award of damages against the owner, or if the owner incurs any expense to cure a violation of the ADA which has been brought pursuant to its grievance procedure, the contractor shall satisfy and discharge the same at its own expense.

The owner shall, as soon as practicable after a claim has been made against it, give written notice thereof to the contractor along with full and complete particulars of the claim. If any action or administrative proceeding is brought against the owner or any of its agents, servants, and employees, the owner shall expeditiously forward or have forwarded to the contractor every demand, complaint, notice, summons, pleading, or other process received by the owner or its representatives.

It is expressly agreed and understood that any approval by the owner of the services provided by the contractor pursuant to this contract will not relieve the contractor of the obligation to comply with the Act and to defend, indemnify, protect, and save harmless the owner pursuant to this paragraph.

E. DISCLOSURE OF INVESTMENT ACTIVITIES IN IRAN

PART 1: CERTIFICATION

BIDDERS MUST COMPLETE PART 1 BY CHECKING EITHER BOX.

FAILURE TO CHECK EITHER BOX 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'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 non-responsive. If the Director finds a person or entity to be in violation of law, s/he 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 EITHER BOX:

I certify, pursuant to Public Law 2012, c. 25, that neither the person/entity listed above nor any of the entity'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

OR

I am unable to certify as above because I or the bidding entity 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 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.

PROVIDE INFORMATION RELATIVE TO THE ABOVE QUESTIONS. PLEASE PROVIDE THOROUGH ANSWERS TO EACH QUESTION. IF YOU NEED TO MAKE ADDITIONAL ENTRIES, USE ADDITIONAL PAGES

Name: _____

Relationship to Bidder/Vendor: _____

Description of Activities:

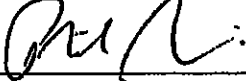
Duration of Engagement: _____ Anticipated Cessation Date _____

Bidder/Vendor _____

Contact Name: _____ Contact Phone Number: _____

[continued on next page]

Certification: I, being duly sworn upon my oath, hereby represent and state that the foregoing information and any attachments thereto to the best of my knowledge are true and complete. I attest that I am authorized to execute this certification on behalf of the below-referenced person or entity. I acknowledge that the Town of West New York 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 contracts with the Town to notify the Town 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 agreements(s) with the Town of West New York and that the Town at its option may declare any contract(s) resulting from this certification void and unenforceable.

Full Name (Print): Philip Swbinski Signature: 
Title: Vice President Date: 12/12/17
Bidder/Vendor: Vision Media Advertising Inc.

AMERICANS WITH DISABILITIES ACT OF 1990
Equal Opportunity for Individuals with Disability (continued)

It is further agreed and understood that the owner assumes no obligation to indemnify or save harmless the contractor, its agents, servants, employees and subcontractors for any claim which may arise out of their performance of this Agreement.

Furthermore, the contractor expressly understands and agrees that the provisions of this indemnification clause shall in no way limit the contractor's obligations assumed in this Agreement, nor shall they be construed to relieve the contractor from any liability, nor preclude the owner from taking any other actions available to it under any other provisions of the Agreement or otherwise at law.

Representative's Name/Title
(Print): Philip Swickowski

Representative's
Signature: 

Name of
Company: Vision Media Marketing Inc.

Tel. No.: 201-864-0600

Date: 12/12/17

E. AFFIRMATIVE ACTION COMPLIANCE NOTICE

N.J.S.A. 10:5-31 and N.J.A.C. 17:27

**GOODS AND SERVICES CONTRACTS
(INCLUDING PROFESSIONAL SERVICES)**

This form is a summary of the successful bidder's requirement to comply with the requirements of N.J.S.A. 10:5-31 and N.J.A.C. 17:27.

The successful bidder shall submit to the public agency, after notification of award but prior to execution of this contract, one of the following three documents as forms of evidence:

(a) A photocopy of a valid letter that the contractor is operating under an existing Federally approved or sanctioned affirmative action program (good for one year from the date of the letter);

OR

(b) A photocopy of a Certificate of Employee Information Report approval, issued in accordance with N.J.A.C. 17:27-4;

OR

(c) A photocopy of an Employee Information Report (Form AA302) provided by the Division and distributed to the public agency to be completed by the contractor in accordance with N.J.A.C. 17:27-4.

The successful vendor may obtain the Affirmative Action Employee Information Report (AA302) from the contracting unit during normal business hours. The successful vendor(s) must submit the copies of the AA302 Report to the Division of Contract Compliance and Equal Employment Opportunity in Public Contracts (Division). The Public Agency copy is submitted to the public agency, and the vendor copy is retained by the vendor.

The undersigned vendor certifies that he/she is aware of the commitment to comply with the requirements of N.J.S.A. 10:5-31 and N.J.A.C. 17:27 and agrees to furnish the required forms of evidence.

The undersigned vendor further understands that his/her bid shall be rejected as non-responsive if said contractor fails to comply with the requirements of N.J.S.A. 10:5-31 and N.J.A.C. 17:27.

COMPANY: Vision Media Marketing Inc.

SIGNATURE: [Signature] DATE: 12/12/17

PRINT NAME: Phillip Swibinski TITLE: Vice President

F. MINORITY/WOMAN BUSINESS ENTERPRISE (MWBE)
Questionnaire for Bidders

The town of West New York, in accordance with the stated policy of non-discrimination and equal employment opportunity in the Municipal Code, recognizes a goal of awarding 20% of the dollar amount of total city procurement to minority and woman owned business enterprises. To assist us in monitoring our achievement of this goal, please indicate below whether your company is or is not a minority owned and/or woman owned business, and return this form with your bid proposal.

Business Name: Vision Motion Marketing Inc.

Address: 854 8th Street, Secaucus NJ 07094

Telephone No.: 201 - 864 - 0600

Contact Name: Philip Swibinski

Please check applicable category :

Minority Owned Minority & Woman Owned
 Woman Owned Neither

Definition of Minority Business Enterprise

Minority Business Enterprise means a business which is a sole proprietorship, partnership or corporation at least 51% of which is owned and controlled by persons who are African American, Hispanic, Asian American, American Indian or Alaskan native, defined as follows:

African American: a person having origins in any of the black racial groups of Africa

Hispanic: a person of Mexican, Puerto Rican, Central or South American or other non-European Spanish culture or origin regardless of race.

Asian: a person having origins in any of the original peoples of the Far East, South East Asia, Indian subcontinent, Hawaii or the Pacific Islands.

American Indian or Alaskan Native: a person having origins in any of the original peoples of North America and who maintains cultural identification through tribal affiliation or community recognition.

Woman Business Enterprise: a business which is a sole proprietorship, partnership or corporation at least 51% of which is owned and controlled by a woman or women.

STATE OF NEW JERSEY
Division of Contract Compliance & Equal Employment Opportunity

EMPLOYEE INFORMATION REPORT

For instructions on completing the form, go to: http://www.state.nj.us/treasury/contract_compliance/pdf/aa302ina.pdf

SECTION A - COMPANY IDENTIFICATION

1. FID. NO. OR SOCIAL SECURITY		2. TYPE OF BUSINESS <input type="checkbox"/> 1. MFG <input type="checkbox"/> 2. SERVICE <input type="checkbox"/> 3. WHOLESALE <input type="checkbox"/> 4. RETAIL <input type="checkbox"/> 5. OTHER			3. TOTAL NO. EMPLOYEES IN THE ENTIRE COMPANY	
4. COMPANY NAME						
5. STREET		CITY	COUNTY	STATE	ZIP CODE	
6. NAME OF PARENT OR AFFILIATED COMPANY (IF NONE, SO INDICATE)				CITY	STATE	ZIP CODE

7. CHECK ONE IF THE COMPANY: SINGLE-ESTABLISHMENT EMPLOYER MULTI-ESTABLISHMENT EMPLOYER

8. IF MULTI-ESTABLISHMENT EMPLOYER, STATE THE NUMBER OF ESTABLISHMENTS IN NJ

9. TOTAL NUMBER OF EMPLOYEES AT ESTABLISHMENT WHICH HAS BEEN AWARDED THE CONTRACT

10. PUBLIC AGENCY AWARDING CONTRACT

CITY COUNTY STATE ZIP CODE

Original Use Only	DATE RECEIVED	INAGUATE	ASSIGNED CERTIFICATION NUMBER

SECTION B - EMPLOYMENT DATA

11. Report all permanent, temporary and part-time employees ON YOUR OWN PAYROLL. Report the appropriate figures on all lines and in all columns. Where there are no employees in a particular category, enter a zero. Include ALL employees, not just those in minority/non-minority categories, in columns 1, 2, & 3. **DO NOT SUBMIT AN EEO-1 REPORT.**

JOB CATEGORIES	ALL EMPLOYEES			PERMANENT/MINORITY/NON-MINORITY EMPLOYEE BREAKDOWN										
	COL. 1	COL. 2	COL. 3	MALE				FEMALE						
	TOTAL (Cols. 2 & 3)	MALE	FEMALE	BLACK	HISPANIC	AMER. INDIAN	ASIAN	NON MIN.	BLACK	HISPANIC	AMER. INDIAN	ASIAN	NON MIN.	
Officials/Managers														
Professionals														
Technicians														
Sales Workers														
Office & Clerical														
Craftworkers (Skilled)														
Operatives (Semi-skilled)														
Labors (Unskilled)														
Service Workers														
TOTAL														
Total employment from previous report of any company in Part-Time Employees														

The data below shall NOT be included in the figures for the appropriate categories above.

12. HOW WAS INFORMATION AS TO RACE OR ETHNIC GROUP IN SECTION B OBTAINED? <input type="checkbox"/> 1. Visual Survey <input type="checkbox"/> 2. Employment Record <input type="checkbox"/> 3. Other (Specify)		14. IS THIS THE FIRST Employee Information Report Submitted?	15. IF NO, DATE LAST REPORT SUBMITTED
13. DATES OF PAYROLL PERIOD USED From To		1. YES <input type="checkbox"/> 2. NO <input type="checkbox"/>	NO. DAY YEAR

SECTION C - SIGNATURE AND IDENTIFICATION

16. NAME OF PERSON COMPLETING FORM (Print or Type)		SIGNATURE	TITLE	DATE AND DAY YEAR
17. ADDRESS NO. & STREET		CITY	COUNTY	STATE ZIP CODE PHONE (AREA CODE, NO., EXTENSION)

**INSTRUCTIONS FOR COMPLETING THE
EMPLOYEE INFORMATION REPORT (FORM AA302)**

IMPORTANT:

READ THE FOLLOWING INSTRUCTIONS CAREFULLY BEFORE COMPLETING THE FORM. PRINT OR TYPE ALL INFORMATION. FAILURE TO PROPERLY COMPLETE THE ENTIRE FORM MAY DELAY ISSUANCE OF YOUR CERTIFICATE. IF YOU HAVE A CURRENT CERTIFICATE OF EMPLOYEE INFORMATION REPORT, DO NOT COMPLETE THIS FORM. SEND COPY OF CURRENT CERTIFICATE TO THE PUBLIC AGENCY. DO NOT COMPLETE THIS FORM FOR CONSTRUCTION CONTRACT AWARDS.

ITEM 1 - Enter the Federal Identification Number assigned by the Internal Revenue Service, or if a Federal Employer Identification Number has been applied for, or if your business is such that you have not or will not receive a Federal Employer Identification Number, enter the Social Security Number of the owner or of one partner, in the case of a partnership.

ITEM 2 - Check the box appropriate to your TYPE OF BUSINESS. If you are engaged in more than one type of business check the predominate one. If you are a manufacturer deriving more than 50% of your receipts from your own retail outlets, check "Retail".

ITEM 3 - Enter the total "number" of employees in the entire company, including part-time employees. This number shall include all facilities in the entire firm or corporation.

ITEM 4 - Enter the name by which the company is identified. If there is more than one company name, enter the predominate one.

ITEM 5 - Enter the physical location of the company. Include City, County, State and Zip Code.

ITEM 6 - Enter the name of any parent or affiliated company including the City, County, State and Zip Code. If there is none, so indicate by entering "None" or N/A.

ITEM 7 - Check the box appropriate to your type of company establishment. "Single-establishment Employer" shall include an employer whose business is conducted at only one physical location. "Multi-establishment Employer" shall include an employer whose business is conducted at more than one location.

ITEM 8 - If "Multi-establishment" was entered in Item 6, enter the number of establishments within the State of New Jersey.

ITEM 9 - Enter the total number of employees at the establishment being awarded the contract.

ITEM 10 - Enter the name of the Public Agency awarding the contract. Include City, County, State and Zip Code.

ITEM 11 - Enter the appropriate figures on all lines and in all columns. THIS SHALL ONLY INCLUDE EMPLOYMENT DATA FROM THE FACILITY THAT IS BEING AWARDED THE CONTRACT. DO NOT list the same employee in more than one job category. DO NOT attach an EEO-1 Report.

Racial/Ethnic Groups will be defined:
Black: Not of Hispanic origin. Persons having origin in any of the Black racial groups of Africa.
Hispanic: Persons of Mexican, Puerto Rican, Cuban, or Central or South American or other Spanish culture or origin, regardless of race.
American Indian or Alaskan Native: Persons having origins in any of the original peoples of North America, and who maintain cultural identification through tribal affiliation or community recognition.
Asian or Pacific Islander: Persons having origin in any of the original peoples of the Far East, Southeast Asia, the Indian Sub-continent or the Pacific Islands. This area includes for example, China, Japan, Korea, the Philippine Islands and Samoa.
Non-Minority: Any Persons not identified in any of the aforementioned Racial/Ethnic Groups.

ITEM 12 - Check the appropriate box. If the race or ethnic group information was not obtained by 1 or 2, specify by what other means this was done in 3.

ITEM 13 - Enter the dates of the payroll period used to prepare the employment data presented in Item 12.

ITEM 14 - If this is the first time an Employee Information Report has been submitted for this company, check block "Yes".

ITEM 15 - If the answer to Item 14 is "No", enter the date when the last Employee Information Report was submitted by this company.

ITEM 16 - Print or type the name of the person completing the form. Include the signature, title and date.

ITEM 17 - Enter the physical location where the form is being completed. Include City, State, Zip Code and Phone Number.

TYPE OR PRINT IN SHARP BALL POINT PEN

THE VENDOR IS TO COMPLETE THE EMPLOYEE INFORMATION REPORT FORM (AA302) AND RETAIN COPY FOR THE VENDOR'S OWN FILES. THE VENDOR IS TO SUBMIT A COPY TO THE PUBLIC AGENCY AWARDED THE CONTRACT AND FORWARD A COPY TO:

NJ Department of the Treasury
Division of Contract Compliance & Equal Employment Opportunity
P.O. Box 208
Trenton, New Jersey 08625-0208 Telephone No. (609) 292-5476

H. MANDATORY BUSINESS REGISTRATION LANGUAGE
Non Construction Contracts

All contractors and subcontractors must provide a Business Registration Certificate when seeking to do business with the State of New Jersey, and other public agencies in this state. Failure to submit proof of registration requires mandatory rejection of a bid as a non-waivable defect. Proof of registration must be received before the contract is issued for non-bid contracts: such as contracts exempt from public bidding that are over the bid threshold, professional services, and extraordinary unspecifiable services, and purchase orders that are under the bid threshold. For non-bid contracts only, if proof has been filed through a previous contract, the contracting agency may waive resubmission.

"New Jersey Business Registration Requirements"

N.J.S.A. 52:32-44(1)(b) No contract shall be entered into by any contracting agency unless the contractor provides a copy of its business registration in accordance with the following schedule:

- (1) In response to a request for bids or a request for proposals, at the time a bid or proposal is submitted; or
- (2) For all other transactions, before the issuance of a purchase order or other contracting document. In its sole discretion, the contracting unit may waive this requirement if a business registration has been previously provided to the contracting agency.

N.J.S.A. 52:32-44(1)(c) A subcontractor shall provide a copy of its business registration to any contractor who shall forward it to the contracting agency. No contract with a subcontractor shall be entered into by any contractor under any contract with a contracting agency unless the subcontractor first provides proof of valid business registration. The contracting agency shall file all business registrations received by the contracting agency with other procurement documents related to the contract.

For the term of the contract, the contractor and each of its affiliates and a subcontractor and each of its affiliates [N.J.S.A. 52:32-44(g)(3)] shall collect and remit to the Director, New Jersey Division of Taxation, the use tax due pursuant to the Sales and Use Tax Act on all sales of tangible personal property delivered into this State, regardless of whether the tangible personal property is intended for a contract with a contracting agency.

N.J.S.A. 54:49-4.1 A business organization that fails to provide a copy of a business registration as required pursuant to section of P.L.2001, c.134 (C.52:32-44 et al.) or subsection e. or f. of section 92 of P.L.1977, c.110 (C.5:12-92), or that provides false business registration information under the requirements of either of those sections, shall be liable for a penalty of \$25 for each day of violation, not to exceed \$50,000 for each business registration copy not properly provided under a contract with a contracting agency."

**TOWN OF WEST NEW YORK
TOWN CLERK'S OFFICE
428 - 60th Street
West New York, NJ 07093
(201) 295-5090**

RFP PROPOSAL INFORMATION

Proposal Receipt Date: December 18, 2017
Proposal Time: 3:00 P.M.
Location for proposal: Town Clerk's Office
Proposal for: Public Relation Services
Personnel at Opening: Town Clerk Carmela Riccie, Adelinn Plaza, Sarita Alvarado
Remarks: Time to receive RFPs was closed at 3:05 P.M.
Reserved decision pending review by review committee.

RESPONDER #1 (Name) Vision Media Marketing Inc.
(Address) The Media Center
854 Eighth Street
Secaucus, NJ 07094

RESPONDER #2 (Name) Fonseca Consulting Group
(Address) 188 Jefferson Street
Newark, NJ 07105

RESPONDER #3 (Name) The Ingenio
(Address) 440-60th Street, Suite 105
West New York, NJ 07093

 **COPY**

 **FONSECA**
Consulting Group
www.FonsecaConsultingGroup.com

REQUEST FOR QUALIFICATIONS FOR PUBLIC RELATIONS SERVICES

Presented to:



Carmela Riccio, Town Clerk
Town of West New York
428 60th Street
West New York, New Jersey 07093

December 18, 2017

THIS DOCUMENT IS THE SOLE PROPERTY OF FONSECA CONSULTING GROUP, LLC. THE INFORMATION CONTAINED
HEREIN IS DEEMED CONFIDENTIAL AND PROPRIETARY. THIS PROPOSAL IS NOT TO BE REPRODUCED OR REDISTRIBUTED
IN ANY MANNER WITHOUT THE PRIOR WRITTEN CONSENT OF FONSECA CONSULTING GROUP, LLC

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Partial List of Clients and References
- **SECTION VI—**
Management Team
- **SECTION VII—**
Fee Proposal

SECTION VIII—
Attachments – Required Submission Documents

APPENDIX B
LETTER OF INTENT

STATE OF NEW JERSEY
TOWN OF WEST NEW YORK ss:

I PABLO J. FONSECA certify that I am the PRINCIPAL
of the firm of FONSECA CONSULTING GROUP, the Respondent
submitting Qualifications in response to a Request for same from the Town in regards to
Public Information Services. I further certify that:

- 1 I executed said Proposal with full authority so to do; and
- 2 All statements contained in the Submission and in this affidavit are accurate, factual and complete, and made with full knowledge that the Town of West New York is relying upon the truth of the statements contained in the Submission and the statements contained in this affidavit in evaluating Respondent's Qualifications; and
- 3 Respondent has not, directly or indirectly, entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free, competitive bidding in connection with the above named project through participation with any other person, firm or party; and
- 4 Respondent agrees to participate in good faith in the procurement process as described in the RFQ and to adhere to the Town's procurement schedule;
- 5 Respondent acknowledges that all costs incurred by it in connection with the preparation and submission of the Qualification Statement and any proposal prepared and submitted in response to the RFQ, or any negotiation which results therefrom, shall be borne exclusively by the Respondent. In no event shall the Town have any liability to Respondent for any costs incurred by the Respondent for the Qualification Statement.
- 6 Respondent acknowledges and agrees that the Town may modify, amend, suspend and/or terminate the procurement process in its sole judgment.
- 7 Respondent is aware that any contract executed with respect to the services referred to in the RFQ must comply with the applicable affirmative action and similar laws, and agrees to take such actions as may be required to comply with such applicable laws in the event that a contract is formed.

(Signature of Respondent) 

SUBSCRIBED AND SWORN TO BEFORE ME THIS 17TH DAY OF DECEMBER, 2017


MARITZA TORRES-FALU

MARITZA I TORRES-FALU
ID # 2013312
NOTARY PUBLIC
STATE OF NEW JERSEY
My Commission Expires Dec. 10, 2018

NOTE: THIS FORM MUST BE COMPLETED, NOTARIZED AND RETURNED WITH
THIS PROPOSAL.



APPENDIX A
LETTER OF QUALIFICATION

Town Clerk Carmela Riccio
Municipal Building
428-60th Street (Room #2)
West New York, New Jersey 07093

Dear Mrs. Riccio:

The undersigned have reviewed our Qualification Statement-Proposal submitted in response to the Request for Proposals (RFP) Issued by the Town of West New York ("Town"), dated December 17, 2017 in connection with the Town's need for Public Relations Services.

We affirm that the contents of our Qualification Statement-Proposal for Public Relations Services for the Town of West New York for the period of January 1, 2018 through December 31, 2018 are accurate, factual and complete to the best of our knowledge and belief and that the Qualification Statement-Proposal is submitted in good faith upon express understanding that any false statement may result in the disqualification of Fonseca Consulting Group, LLC.

PABLO J. FONSECA
CHIEF EXECUTIVE OFFICER

CHIEF FINANCIAL OFFICER

DATED: December 17, 2017

DATED: 12/17/17

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INTRODUCTION

INTRODUCTION

This is in response to the Town Clerk for Professional Services Request for Proposal solicitation as Issued by the Town of West New York for Public Relation Services for the period of January 1, 2018 through December 31, 2018 with a response due date of Monday, December 18, 2017.

Fonseca Consulting Group is a Newark, New Jersey based public relations firm that specializes in public relations strategy. Fonseca Consulting Group focuses on areas of crisis management, image creation, and management of public events. We provide our clients with a broad range of marketing consulting services. These services include strategic planning as well as tactical implementation. All of these activities ensure the proper management of sensitive public issues and concerns that may affect the well-being of the citizens.

Fonseca Consulting Group provides services for non-profit organizations, governmental, private and public sector clients. Our services also include a complete, custom advertising campaign, and the commitment to communicate the ideas in a strategic manner. Examples include radio and television ads, billboards, building advertisements, brochures, direct mailing, business cards, etc. The customized projects include all audio-visual and printed media in a cost-effective manner.

The Fonseca Consulting Group, LLC has provided responses and attachments for each of the items noted in the required contents of proposal section of the solicitation document. Our responses are covered in eight (8) sections of this Professional Services Response. Please note that our response meets all of the requirements set forth by the Town of West New York. We would welcome the opportunity to provide the Town of West New York Public Relations needs.

Fonseca Consulting Group is partnering with Belmar Productions Incorporated, a marketing and advertising firm servicing national and local clients for over 15 years to enhance our public relations services. Belmar Productions also do business as A La Reja Productions and they are home based in North Bergen. Belmar Production currently represents clients on television and radio, providing them with the most cost efficient on air rates available.

Our firm is committed to working diligently in order to achieve maximum savings for the client, while maintaining proper and quality services. We are not interested in simply producing a service for our clients. We believe in creating a long-term relationship with them so that the delivery of their message becomes a seamless, thought-provoking experience that engenders action.

Again, we are pleased to respond to the Professional Services Request for Solicitation as prepared by the Town of West New York for the selection of Public Relations Services.

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

Fonseca Consulting Group is a professional consulting organization based in Newark, New Jersey and founded by Pablo J. Fonseca. Mr. Fonseca has over thirty-nine years of experience in community public service. His mission is to strengthen the capacity of organizations to make a positive impact on the communities they serve through technical assistance, specialized workshops, resources, and organizational development and project management.

Mr. Fonseca has considerable experience in the public, private, and not-for-profit sectors. Having held various positions that have allowed him to reorganize organizations from top down, his emphasis has been finance, community development and organizational development.

In August 2002, he founded a consulting practice, Fonseca Consulting Group, a professional service firm that brings together experienced professionals with diverse public and private sector that will offer unique expertise in helping organizations achieve unprecedented levels of success by setting themselves apart from the competition. They also brought together a highly respected group of marketing, development, and graphic art specialists who combine a broad-range of experience with specialized knowledge in community and economic development in urban areas, reflecting over forty-five years of accumulated experience.

The Fonseca Consulting Group specializes in public relations concentrating in the areas of crisis management, image creation, management of publicity events and fundraising events. Our services also focus on key areas such as: public relations, government and legislative affairs, environmental and land use, development and permit use, business and governmental management, commercial real estate, marketing and campaign strategy.

These services included strategic planning as well as tactical implementation. These activities ensure the proper management of sensitive public issues and concerns that may affect the well-being of the citizens.

As a result of Fonseca Consulting Group's excellence in delivery services, we have developed relationships with a number of major companies and municipalities. Building and maintaining honest, long lasting, consistent and profitable relationships in our market enable our organization to play a vital role in addressing our clients' needs. As experienced consultants, we work diligently for our clients and recognize the tremendous values of generating sincere long-lasting relationships - not quick profits. Each client, large and small, has full access to all of our expertise and capabilities as well as Fonseca Consulting Group's professional philosophy of clients' needs first.

Fonseca Consulting Group, LLC has an outstanding track record of proven experience that is basic to our success. The key to meeting the unique needs of each and every client is creativity and innovation. Enabling the clients to minimize risk in a cost-effective manner is our goal.

Fonseca Consulting Group, LLC adheres to a rigid code of moral and ethical standards in its dealing with all clients. It is this unqualified standard of business practice that encourages our clients to continue to have confidence in our ability to be a creative company and enables Fonseca Consulting Group, LLC to distinguish itself as the best in the industry.

Fonseca Consulting Group has a highly qualified, professionally trained and committed staff of marketing, development, and graphic art specialist associated with this respected consulting agency that has enabled our organization to master their unique roles, while minimizing our clients' costs. Their knowledge and expertise is complemented by their common desire to do the very best for their clients.

Business Philosophy and Approach

The Fonseca Consulting Group, LLC prides itself on using an approach that is free of preconceptions and business allegiances. Fonseca Consulting Group, LLC is results-driven consulting firm. Our philosophy is to meet and surpass our client's expectations.

The key to meeting the unique needs of each and every client is creativity and innovation. Enabling the clients to minimize risk in a cost-effective manner is our goal. The complete range of services we provide allows us to evaluate a variety of marketing communications tools, choosing those that are best suited to the client's requirements. We then combine those tools in such a way so as to create meaningful, effective marketing for optimal results.

Advantages of Working with the Latin Eagles Strategy Group

We believe our firm has many unique advantages in providing non-profit groups and municipalities with unique areas of expertise. These superior services include strategic planning as well as tactical implementation. All of these activities ensure the proper management of sensitive political issues and concerns that may affect the well-being of the citizens. By providing clients with innovative approaches and cost effective services Fonseca Consulting Group, LLC continues to successfully the growth of our business and provide our customers with the highest levels of service.

These include the following:

- Analysis of goals and target market
- Development and preparation of strategic marketing plans and programs.
- Creation of streamlined and custom advertising campaigns based on needs
- Design of overall advertising/public relations strategies.
- Total design work of all audio-visual/printed advertising tools.
- Experienced professionals & independent consultants
- Execution of marketing implementation plans and programs.
- Implementation (usually through subcontractors).
- Follow-up analysis.

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**DESCRIPTION OF OVERALL
EXPERIENCE AND SCOPE OF SERVICES**

DESCRIPTION OF OVERALL EXPERIENCE

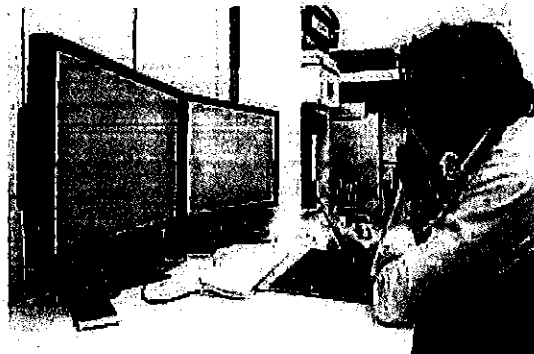
The Fonseca Consulting Group is a minority owned full service professional consulting organization based in Newark, New Jersey. With over thirty-nine years of accumulated experience, our



company provides bilingual public relations consulting services to both private and public sector entities in the area of crisis management, image creation and management of public events. Our services also focus on key areas such as: public relations, government and legislative affairs, environmental, and land use, development and permitting use, business, and governmental management, commercial real estate, marketing, and campaign strategy.

We currently serve clients of all sizes, funding arrangements and sectors. Services provided to these firms include, but are not limited to:

➤ **Crisis Management.** This is a reactionary/proactive service that helps the customer manage a crisis or situation that if left unattended could create significant amounts of bad press and tarnish the public image of companies or municipalities. We make shaping the perception of our target-audience a short and long term goal and provide a unique approach and strategy to each client.



- **Image Creation.** This service designs and implements a certain public image which is beneficial to the company and their long-term success.
- **Management of Publicity Events.** These services develop and manage client sponsored publicity events which are designed to strengthen the clients' perceived commitment.
- **Advertising.** Development and preparation of strategic marketing plans and programs. Creation of streamlined and custom advertising campaigns based on needs. The advertisements will generally be placed within the appropriate industry trade journal. The advertisements will be used to communicate the message that the client needs to portray. This provides our clients with both a proactive and reactive public relations services.

- **General Communications.** Fonseca Consulting Group provides a comprehensive communication services from press releases, to promotional materials, to corporate imaging.
- **Multimedia Advertising:** Local, regional or national companies can advertise using multimedia on-screen advertisements. Advertisements consist of full motion video "commercials," picture files, or twelve advertising buttons.



Our primary goal is to improve or maintain the same level of offerings in concert with keeping costs manageable to our clients. Communicating information to your constituents is key in today's political world. This includes updating constituents on local government actions which could impact taxpayers' lives.

Our team consists of experienced professionals with diverse public and private sector that are ready to service our customers daily ensuring that all needs are dealt with effectively and efficiently. As each non-profit or municipality organization is unique, Fonseca Consulting Group provides innovative solutions based on client demographics, objectives, and organizational structure. Of equal importance, we also provide the administrative and technical support necessary for service viability.

It is essential to identify quality services that will supply comprehensive administrative, organizational and cost-effective results. Our focus is clearly to serve the Town of West New York in a most professional and competent manner through the delivery of value-added services.

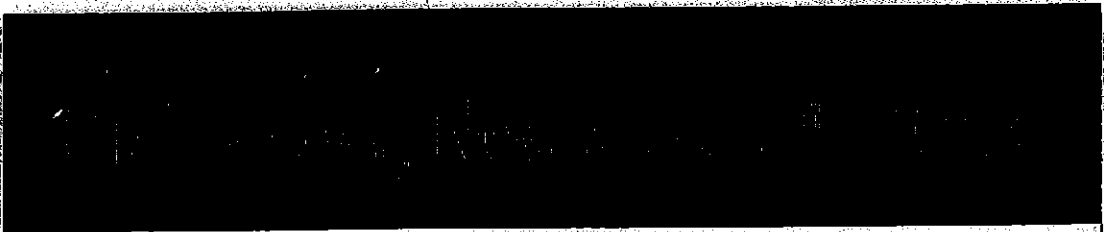
Cost Consideration

Our firm works to ensure the cost-effectiveness and success of your program, annually reviewing appropriate alternatives and decisions.

We can be compensated on billing-based for services provided or on a fee basis, depending on the client's wishes. There are no upfront costs and there is no minimum payment implied or requested.

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SAMPLE OF COMMUNICATION LAYOUTS

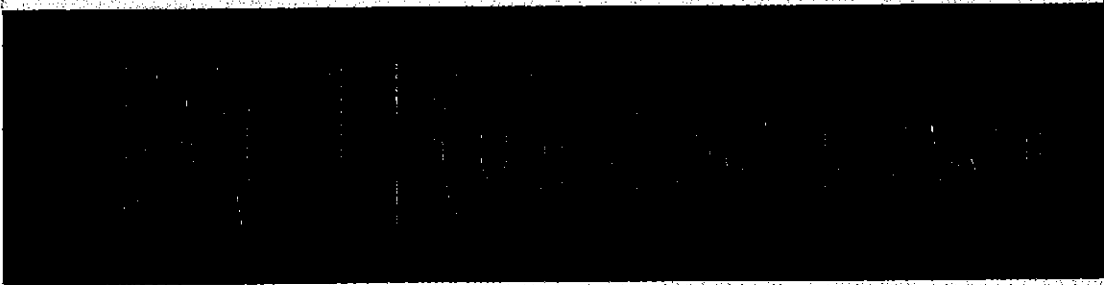
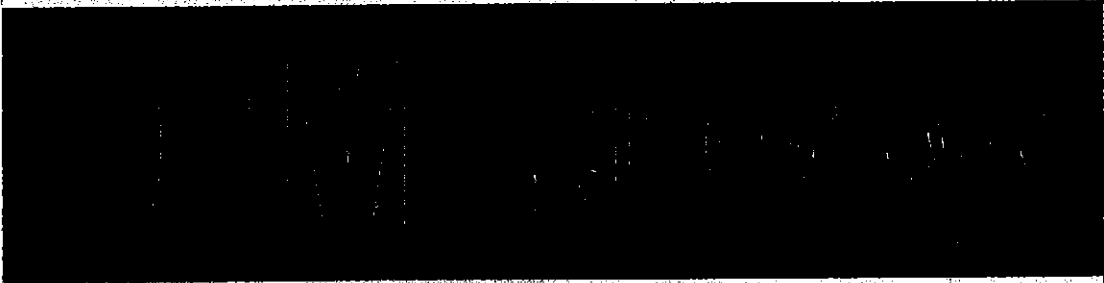


BELIEVE IN BELLEVILLE

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ROMANO FOR MAYOR
331 Washington Street
Hoboken, NJ 07030

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STANDARD
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MAILERS

FOR MAYOR

FOR HOBOKEN CITY COUNCIL

ANTHONY
ROMANO

11-H

CHARLES "BUDDY"
MATTHEWS

9-I

DAVID
MELLO

10-I

LAINI A.
HAMMOND

11-I

www.romanofor mayor.com

 Anthony L. Romano For Mayor

 Anthony@romanofor mayor.com

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is running
a strong
grassroots
campaign
with
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LEADERSHIP THROUGH INTEGRITY

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Anthony L. Romano For Mayor

Anthony@romanofor mayor.com

introducing
Team



**Council At Large
Candidates**

MANAGEMENT TEAM

INFORMATION OF RESPONDENT

FIRM SUBMITTING QUALIFICATION STATEMENT

The name of the firm submitting the Qualification Statement and key contact information is as follows:

Corporate Offices:

FONSECA CONSULTING GROUP	
188 Jefferson Street Newark, NJ 07105 <i>(Mailing address)</i>	598 Clifton Avenue Newark, NJ 07104
(973) 732-5111 Telephone	(973) 453-8025 Facsimile
www.fonsecaconsultinggroup.com	

Key Contact Persons:

Pablo J. Fonseca, President
Email: pfonseca@fonsecaconsultinggroup.com

DESCRIPTION OF BUSINESS ORGANIZATION

The names and business addresses of all Principals of the firm of Fonseca Consulting Group, is as follows:

Principal of the firm of Fonseca Consulting Group, LLC

Pablo J. Fonseca, President (100% Ownership)

Corporate Offices:

FONSECA CONSULTING GROUP, LLC	
188 Jefferson Street Newark, NJ 07105 <i>(Mailing address)</i>	92 Pulaski Street Newark, NJ 07105
(973) 732-5111 Telephone	(973) 453-8025 Facsimile
www.fonsecaconsultinggroup.com	

Fonseca Consulting Group, LLC is a solely-owned limited liability corporation owned 100% by Pablo J. Fonseca, and is not a subsidiary of any other company;

The number of years Fonseca Consulting Group has been in business under the current management is ten (10) years;

Fonseca Consulting Group, LLC is in compliance with all applicable Affirmative Action requirements (see evidence of compliance included in the Attachments Section);

There has never been any judgment against Fonseca Consulting Group, LLC;

Fonseca Consulting Group, LLC has not, nor is in any bankruptcy or re-organization proceedings within the last ten years;

Fonseca Consulting Group, LLC has not been reprimanded, censured or suspended for ethics violations by any licensing board;

Fonseca Consulting Group, LLC has had no involvement in adverse cases and/or lawsuits against the TOWN OF WEST NEW YORK in the last five years;

Fonseca Consulting Group, LLC provides full and free access to those records maintained with respect to the Insured, as well as other books, records, and information reasonably related to the scope of services provided by the Fonseca Consulting Group, LLC to the Insured, all to the extent permitted by State and Federal law;

No one at the Fonseca Consulting Group, LLC and/or any of their immediately family members is currently or has ever been an employee of the TOWN OF WEST NEW YORK;

Copies of our state licenses are included in the Attachments Section;

Our Business Registration Certificate is included in the Attachments Section.

Our management philosophy is based on responsibility and mutual respect. Our team includes Pablo A. Fonseca President and Founder, which handle all public relations, Maritza Torres-Falu, which handle all data analysis and printing responsibilities Laurells Alquiza will handle all administrative tasks, and Ino Gomez and Leslie M. Gomez will handle all designing, copy and editing materials of video productions.

Pablo J. Fonseca

Pablo Fonseca, an experienced business leader and communications manager, currently lends his talents to both private and public entities through Fonseca Consulting Group, LLC. For several years, Fonseca has remained committed to providing his clients with services designed to improve and position themselves more favorably in the eyes of government agencies and the community at large.

At Fonseca Consulting Group, Pablo Fonseca draws on his political background as the New Jersey Political Director for President Barack Obama in Fall 2008, the Booker Team for Newark's Campaign Manager 2010, and the Chief of Staff for Newark's Office of Mayor Cory Booker to extend services such as message creation and grassroots planning.

Clients in the public sector benefit from Pablo Fonseca's knowledge of government relations and his ability to interface with local and state officials. Moreover, he and his colleagues perform needs analysis and consult on business direction and organizational policies.

Pablo Fonseca has received several professional honors over the course of his career, including designation as a Leadership Newark Fellow. He holds a Bachelor of Science from St. John's University in New York.

Experience

Principal

Fonseca Consulting Group

October 2008 – Present 5 years, 10 months.

Principal

Newark Strategy Group

January 2008 – Present 6 years, 8 months Newark, NJ

Political Director

Obama for America

Nonprofit; 1001-5000 employees; Political Organization Industry

August 2008 – November 2008 (4 months) New Jersey

NJ Political Director for President Barack Obama's 2008 Presidential Campaign

Chief of Staff-Mayor Cory Booker

City of Newark, NJ

Government Agency 3,000 employees; Government Administration Industry

July 2006 – September 2008 (2 years 3 months) Newark NJ

Chief of Staff

Languages

- Spanish

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PARTIAL LIST OF CLIENTS AND REFERENCE

PARTIAL LIST OF CLIENTS AND REFERENCES

- Town of West New York
- Newark Now
- Day Break Express
- Booker Team for Newark
- Cunningham for Senate
- Chiaravalloti for Assembly
- Romano for Freeholder
- Walker for Freeholder
- Lopez for School Board
- Cozzarelli for Council

1. Name of the person: _____

2. Address: _____

3. City: _____

4. State: _____

5. Zip: _____

6. Telephone: _____

7. Date of birth: _____

8. Sex: _____

9. Race: _____

10. Religion: _____

11. Education: _____

12. Occupation: _____

13. Marital status: _____

14. Number of children: _____

15. Name of children: _____

16. Name of spouse: _____

17. Name of parents: _____

18. Name of grandparents: _____

19. Name of siblings: _____

20. Name of other relatives: _____

21. Name of friends: _____

22. Name of neighbors: _____

23. Name of other contacts: _____

24. Name of other contacts: _____

25. Name of other contacts: _____

FEE PROPOSAL

CONSULTANT FEE

CONSULTANT FEE
for
TOWN OF WEST NEW YORK

<u>Description</u>	<u>Annual Consultant Fee*</u>
Professional Public Information Consultant Fee... (Description of Services, As outlined In attached RFP)	Fonseca Consulting Group can be compensated on a monthly consulting services NOT TO EXCEED \$5000 a month. There are no upfront costs and there is no minimum payment implied or requested. Printing, mailing, video productions and media insertions cost will be additional fees depending on printing and mailing universe or media rates.

* Fonseca Consulting Group is looking forward to becoming a long term partner to the **TOWN OF WEST NEW YORK**; we are flexible in our approach related to compensation and we're willing to further negotiate if necessary to accommodate the needs of the **TOWN OF WEST NEW YORK**; and to their taxpayers.

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ATTACHMENTS

**STATE OF NEW JERSEY
DEPARTMENT OF THE TREASURY
LONG FORM STANDING WITH CHARTERED DOCUMENTS**

FONSECA CONSULTING GROUP LLC
[REDACTED]

I, the Treasurer of the State of New Jersey, do hereby certify that the above-named New Jersey Domestic Limited Liability Company was registered by this office on August 30, 2002.

As of the date of this certificate, said business continues as an active business in good standing in the State of New Jersey, and its Annual Reports are current.

I further certify that the registered agent and registered office are:

*Pablo Fonseca
188 Jefferson Street
Newark, NJ 07105*

I further certify that as of the date of this certificate, the following amendments and changes are on file in this office:

<i>Revoked For Failure To Pay Annual Reports</i>	<i>03/16/2010</i>
<i>Change Of Agent And Office</i>	<i>02/01/2011</i>
<i>Reinstatement With Agent Change</i>	<i>02/01/2011</i>



IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed my Official Seal at Trenton, this 2nd day of March, 2011

A handwritten signature in black ink, appearing to read "Andrew P. Slamon-Erlstaff".

*Andrew P Slamon-Erlstaff
State Treasurer*

Certification# 119680506

**Verify this certificate at
https://www1.state.nj.us/TYTR_StandingCert/JSP/Verify_Cert.jsp**

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087974
Department of the Treasury
Internal Revenue Service
Cincinnati OH 45999-0038

2222
07105 IRS USE ONLY

17953-420-04531-2 A0065159 261
45287653-4 SB U

For assistance, call:
1-800-829-0115

Notice Number: CP261
Date: February 20, 2012

Taxpayer Identification Number:
[REDACTED]
Tax Form:
Tax Period:

042636.168032.0178.004 1 AB 0.374 532
[Barcode]

FONSECA CONSULTING GROUP LLC
PABLO J FONSECA SOLE MBR
188 JEFFERSON ST
NEWARK NJ 07105-1622

42636

Notice of Acceptance as an S Corporation

We have accepted your election to be treated as an S corporation beginning January 1, 2011. Your accounting period will end in December.

We would also like to take this opportunity to inform you of your tax obligations related to the payment of compensation to shareholder-employees of S corporations.

When a shareholder-employee of an S corporation provides services to the S corporation, reasonable compensation generally needs to be paid. This compensation is subject to employment taxes.

Tax practitioners and subchapter S shareholders need to be aware that Revenue Ruling 74-44 states that the Internal Revenue Service (IRS) will re-characterize small business corporation dividends paid to shareholders as salary when such dividends are paid to the shareholders in lieu of reasonable compensation for services.

The IRS may also re-characterize distributions other than dividend distributions as salary. This position has been supported in several recent court decisions.

If you have any questions about this notice or the action we have taken, please call us at the telephone number listed above. If you prefer, you may write to us at the address shown at the top of this notice. If you write to us, please provide your telephone number and the most convenient time for us to call so we can resolve your inquiry. Please return the bottom part of this notice to help us identify your case.

For tax forms, instructions and information visit www.irs.gov. (Access to this site will not provide you with your specific taxpayer account information.)



STATE OF NEW JERSEY BUSINESS REGISTRATION CERTIFICATE

Taxpayer Name: FONSECA CONSULTING GROUP LLC, a n.e.c. LLC
Trade Name:
Address: 188 JEFFERSON STREET
NEWARK, NJ 07104
Certificate Number: 1656421
Effective Date: August 03, 2011
Date of Issuance: December 04, 2011

For Office Use Only:
20111204092117446



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
12/18/2017

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER AUTOMATIC DATA PROCESSING INS AGCY 76250873 71 HANOVER ROAD FLORHAM PARK NJ07932	CONTACT NAME:	
	PHONE (A/C, No, Ext): (866) 467-8730	FAX (A/C, No): (888) 443-6112
	E-MAIL ADDRESS:	
INSURER(S) AFFORDING COVERAGE		NAIC#
	INSURER A: The Hartford Casualty Insurance Company	29424
INSURED FONSECA CONSULTING GROUP LLC 188 JEFFERSON ST NEWARK NJ 07105-1622	INSURER B:	
	INSURER C:	
	INSURER D:	
	INSURER E:	
	INSURER F:	
	INSURER G:	

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSTR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
	COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC OTHER:						EACH OCCURRENCE \$ DAMAGE TO RENTED PREMISES (Ea occurrence) \$ MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ PRODUCTS - COMP/OP AGG \$ \$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A	76 WBG AA7FW1	09/13/2017	09/13/2018	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER \$ E.L. EACH ACCIDENT \$ 100,000 E.L. DISEASE - EA EMPLOYEE \$ 100,000 E.L. DISEASE - POLICY LIMIT \$ 500,000 \$ \$ \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

Those usual to the Insured's Operations.

CERTIFICATE HOLDER

TOWN OF WEST NEW YORK
428 60TH ST
WEST NEW YORK NJ 07093-2222

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

Suzanne S. Costantino

B. PUBLIC DISCLOSURE INFORMATION

Chapter 33 of the Public Laws of 1977 provides that no corporation or partnership (general, limited or joint venture) shall be awarded any State, Town, Municipal or Schools District contracts for the performance of any work or the furnishing of any materials or supplies, unless prior to the receipt of the bid or accompanying the bid of said corporation or partnership there is submitted a public disclosure information statement. The statement shall set forth the names and addresses of all stockholders in the corporation or partnership who own ten percent (10%) or more of its stock of any class, or of all individual partners in the partnership who own a ten percent (10%) or greater interest therein.

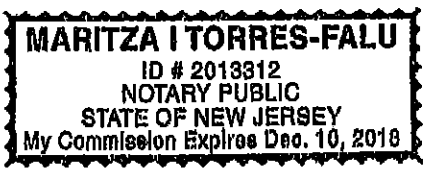
STOCKHOLDERS:

Name	Address	% owned
1. <u>Pablo Fonseca</u>	<u>37 Beechwood St, East Hanover, NJ</u>	<u>100%</u>
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____

SIGNATURE: 
TITLE: President

SUBSCRIBED AND SWORN TO
BEFORE ME THIS DAY 17 OF December 2017
(TYPE OR PRINT NAME OF AFFIANT UNDER SIGNATURE)

NOTARY PUBLIC OF
MY COMMISSION EXPIRES: 20

**NOTE: THIS FORM MUST BE COMPLETED, NOTARIZED
AND RETURNED WITH THIS PROPOSAL**

A. NON COLLUSION AFFIDAVIT

STATE OF NEW JERSEY

TOWN OF WEST NEW YORK ss:

I PABLO J. FONSECA certify that I am the PRESIDENT of the firm FONSECA CONSULTING GROUP the Respondent submitting the Qualification Statement in response to the within Request for Qualifications, and that I executed said Qualification Statement with full authority so to do; that said Respondent has not, directly or indirectly entered into any agreement, participated in any collusion, or otherwise take any action in restraint of free competition in connection with the within Request for Qualifications; and that all statements contained in the Respondent's Qualification Statement and in this affidavit are true and correct, and made with full knowledge that the Town of West New York will rely/relies upon the truth of the statements contained in said Qualification Statement and in the statements contained in this affidavit in awarding the contract(s) for the services sought in the within Request for Qualifications.

I further warrant that no person or selling agency has been employed or retained to solicit or secure such contract for the services sought in the within Request for Qualification upon an agreement or understanding for a commission, percentage, brokerage or contingent fee, except bona fide employees of the Respondent or as may be permitted by law.



PABLO J. FONSECA

SUSCRIBED AND SWORN TO
BEFORE ME THIS 17TH DAY
OF DECEMBER, 2017


MARITZA TORRES-FALU

C. MANDATORY EQUAL EMPLOYMENT OPPORTUNITY LANGUAGE

**N.J.S.A. 10:5-31 et seq. (P.L. 1975, C. 127)
N.J.A.C. 17:27**

If your firm is awarded a contract your company/firm will be required to comply with the requirements of N.J.S.A. 10:5-31 et seq. and N.J.A.C. 17:27. The following language, subject to any amendments by law or regulation, will be incorporated into any contract issued for the services advertised:

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, gender identity or expression, disability, nationality or sex. Except with respect to affectional or sexual orientation and gender identity or expression, 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, gender identity or expression, disability, nationality or sex. Such action shall include, but not be 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, gender identity or expression, disability, nationality 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, gender identity or expression, disability, nationality 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 personnel 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, gender identity or expression, disability, nationality 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 Employee

Information Report Form AA302

The contractor and its subcontractors shall furnish such reports or other documents to the Div. of Contract Compliance & EEO as may be requested by the office 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 Div. of Contract Compliance & EEO for conducting a compliance investigation pursuant to Subchapter 10 of the Administrative Code at N.J.A.C. 17:27.

**D. AMERICANS WITH DISABILITIES ACT OF 1990
Equal Opportunity for Individuals with Disability**

The contractor and the Town of West New York, (hereafter "owner") do hereby agree that the provisions of Title 11 of the Americans With Disabilities Act of 1990 (the "Act") (42 U.S.C. 5121 01 et seq.), which prohibits discrimination on the basis of disability by public entities in all services, programs, and activities provided or made available by public entities, and the rules and regulations promulgated pursuant there unto, are made a part of this contract.

In providing any aid, benefit, or service on behalf of the owner pursuant to this contract, the contractor agrees that the performance shall be in strict compliance with the Act.

In the event that the contractor, its agents, servants, employees, or subcontractors violate or are alleged to have violated the Act during the performance of this contract, the contractor shall defend the owner in any action or administrative proceeding commenced pursuant to this Act.

The contractor shall indemnify, protect, and save harmless the owner, its agents, servants, and employees from and against any and all suits, claims, losses, demands, or damages, of whatever kind or nature arising out of or claimed to arise out of the alleged violation.

The contractor shall, at its own expense, appear, defend, and pay any and all charges for legal services and any and all costs and other expenses arising from such action or administrative proceeding or incurred in connection therewith. In any and all complaints brought pursuant to the owner's grievance procedure, the contractor agrees to abide by any decision of the owner which is rendered pursuant to said grievance procedure. If any action or administrative proceeding results in an award of damages against the owner, or if the owner incurs any expense to cure a violation of the ADA which has been brought pursuant to its grievance procedure, the contractor shall satisfy and discharge the same at its own expense.

The owner shall, as soon as practicable after a claim has been made against it, give written notice thereof to the contractor along with full and complete particulars of the claim, If any action or administrative proceeding is brought against the owner or any of its agents, servants, and employees, the owner shall expeditiously forward or have forwarded to the contractor every demand, complaint, notice, summons, pleading, or other process received by the owner or its representatives.

It is expressly agreed and understood that any approval by the owner of the services provided by the contractor pursuant to this contract will not relieve the contractor of the obligation to comply with the Act and to defend, indemnify, protect, and save harmless the owner pursuant to this paragraph.

E. DISCLOSURE OF INVESTMENT ACTIVITIES IN IRAN

PART 1: CERTIFICATION

BIDDERS MUST COMPLETE PART 1 BY CHECKING EITHER BOX.

FAILURE TO CHECK EITHER BOX 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'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 non-responsive. If the Director finds a person or entity to be in violation of law, s/he 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 EITHER BOX:



I certify, pursuant to Public Law 2012, c. 25, that neither the person/entity listed above nor any of the entity'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

OR



I am unable to certify as above because I or the bidding entity 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 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.

PROVIDE INFORMATION RELATIVE TO THE ABOVE QUESTIONS. PLEASE PROVIDE THOROUGH ANSWERS TO EACH QUESTION. IF YOU NEED TO MAKE ADDITIONAL ENTRIES, USE ADDITIONAL PAGES

Name: _____

Relationship to Bidder/Vendor: _____


Description of Activities: _____

Duration of Engagement: _____ Anticipated Cessation Date _____

Bidder/Vendor Fonseca Consulting Group
Contact Name: Pablo Fonseca Contact Phone Number: 973-418-7381

[continued on next page]

Certification: I, being duly sworn upon my oath, hereby represent and state that the foregoing information and any attachments thereto to the best of my knowledge are true and complete. I attest that I am authorized to execute this certification on behalf of the below-referenced person or entity. I acknowledge that the Town of West New York 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 contracts with the Town to notify the Town 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 agreements(s) with the Town of West New York and that the Town at its option may declare any contract(s) resulting from this certification void and unenforceable.

Full Name (Print): Pablo J. Fonseca Signature: 
Title: President Date: 12-17-17
Bidder/Vendor: Fonseca Consulting Group.

AMERICANS WITH DISABILITIES ACT OF 1990
Equal Opportunity for Individuals with Disability (continued)

It is further agreed and understood that the owner assumes no obligation to indemnify or save harmless the contractor, its agents, servants, employees and subcontractors for any claim which may arise out of their performance of this Agreement.

Furthermore, the contractor expressly understands and agrees that the provisions of this indemnification clause shall in no way limit the contractor's obligations assumed in this Agreement, nor shall they be construed to relieve the contractor from any liability, nor preclude the owner from taking any other actions available to it under any other provisions of the Agreement or otherwise at law.

Representative's Name/Title
(Print): Pablo J. Fonseca

Representative's
Signature: 

Name of
Company: Fonseca Consulting Group

Tel. No.: 978-418-7881

Date: 12-17-17

E. AFFIRMATIVE ACTION COMPLIANCE NOTICE

N.J.S.A. 10:5-31 and N.J.A.C. 17:27

**GOODS AND SERVICES CONTRACTS
(INCLUDING PROFESSIONAL SERVICES)**

This form is a summary of the successful bidder's requirement to comply with the requirements of N.J.S.A. 10:5-31 and N.J.A.C. 17:27.

The successful bidder shall submit to the public agency, after notification of award but prior to execution of this contract, one of the following three documents as forms of evidence:

(a) A photocopy of a valid letter that the contractor is operating under an existing Federally approved or sanctioned affirmative action program (good for one year from the date of the letter);

OR

(b) A photocopy of a Certificate of Employee Information Report approval, issued in accordance with N.J.A.C. 17:27-4;

OR

(c) A photocopy of an Employee Information Report (Form AA302) provided by the Division and distributed to the public agency to be completed by the contractor in accordance with N.J.A.C. 17:27-4.

The successful vendor may obtain the Affirmative Action Employee Information Report (AA302) from the contracting unit during normal business hours. The successful vendor(s) must submit the copies of the AA302 Report to the Division of Contract Compliance and Equal Employment Opportunity in Public Contracts (Division). The Public Agency copy is submitted to the public agency, and the vendor copy is retained by the vendor.

The undersigned vendor certifies that he/she is aware of the commitment to comply with the requirements of N.J.S.A. 10:5-31 and N.J.A.C. 17:27 and agrees to furnish the required forms of evidence.

The undersigned vendor further understands that his/her bid shall be rejected as non-responsive if said contractor fails to comply with the requirements of N.J.S.A. 10:5-31 and N.J.A.C. 17:27.

COMPANY:

Fonseca Consulting Group

SIGNATURE:

[Signature] DATE: 12/17/17

PRINT NAME:

Pablo J. Fonseca TITLE: President

F. MINORITY/WOMAN BUSINESS ENTERPRISE (M/WBE)
Questionnaire for Bidders

The town of West New York, in accordance with the stated policy of non-discrimination and equal employment opportunity in the Municipal Code, recognizes a goal of awarding 20% of the dollar amount of total city procurement to minority and woman owned business enterprises. To assist us in monitoring our achievement of this goal, please indicate below whether your company is or is not a minority owned and/or woman owned business, and return this form with your bid proposal.

Business Name: Fonseca Consulting Group
Address: 92 Pulaski Street Newark NJ 07105
Telephone No.: 973-418-7381
Contact Name: Pablo J. Fonseca

Please check applicable category :

Minority Owned Minority & Woman Owned
 Woman Owned Neither

Definition of Minority Business Enterprise

Minority Business Enterprise means a business which is a sole proprietorship, partnership or corporation at least 51% of which is owned and controlled by persons who are African American, Hispanic, Asian American, American Indian or Alaskan native, defined as follows:

African American: a person having origins in any of the black racial groups of Africa

Hispanic: a person of Mexican, Puerto Rican, Central or South American or other non-European Spanish culture or origin regardless of race.

Asian: a person having origins in any of the original peoples of the Far East, South East Asia, Indian subcontinent, Hawaii or the Pacific Islands.

American Indian or Alaskan Native: a person having origins in any of the original peoples of North America and who maintains cultural identification through tribal affiliation or community recognition.

Woman Business Enterprise: a business which is a sole proprietorship, partnership or corporation at least 51% of which is owned and controlled by a woman or women.

STATE OF NEW JERSEY
Division of Contract Compliance & Equal Employment Opportunity
EMPLOYEE INFORMATION REPORT

For instructions on completing the form, go to: http://www.state.nj.us/treasury/contract_compliance/pdf/aa302ins.pdf

SECTION A - COMPANY IDENTIFICATION

1. FID. NO. OR SOCIAL SECURITY: [REDACTED]

2. TYPE OF BUSINESS: 1. INFO 2. SERVICE 3. WHOLESALE 4. RETAIL 5. OTHER

3. TOTAL NO. EMPLOYERS IN THE ENTIRE COMPANY: **5**

4. COMPANY NAME: **Fonseca Consulting Group**

5. STREET: **92 Pulaski St.** CITY: **Nowak** COUNTY: **Essex** STATE: **NJ** ZIP CODE: **07105**

6. NAME OF PARENT OR AFFILIATED COMPANY (IF NONE, SO INDICATE): _____ CITY: _____ STATE: _____ ZIP CODE: _____

7. CHECK ONE IN THE COMPANY: SINGLE ESTABLISHMENT EMPLOYER MULTI-ESTABLISHMENT EMPLOYER

8. IF MULTI-ESTABLISHMENT EMPLOYER, STATE THE NUMBER OF ESTABLISHMENTS IN NJ: _____

9. TOTAL NUMBER OF EMPLOYERS AT ESTABLISHMENT WHICH HAS BEEN AWARDED THE CONTRACT IN PUBLIC AGENCY AWARDED CONTRACT: _____ CITY: _____ COUNTY: _____ STATE: _____ ZIP CODE: _____

Division Only	DATE RECEIVED	NAVG DATE	AIR HIGH CERTIFICATION NUMBER

SECTION B - EMPLOYMENT DATA

11. Report all permanent, temporary and part-time employees ON YOUR OWN PAYROLL. Enter the appropriate figures on all lines and in all columns. Where there are no employees in a particular category, enter a zero. Include ALL employees, not just those in white/non-minority categories, in columns 1, 2, & 3. **DO NOT DUPLICATE AN INFO REPORT.**

JOB CATEGORIES	ALL EMPLOYERS			PERMANENT MINORITY/NON-MINORITY EMPLOYEE SUBCATEGORIES									
	COL. 1 TOTAL (Col. 1 AS)	COL. 2 MALE	COL. 3 FEMALE	BLACK	HISPANIC	ASIAN	INDIAN	NON-MIN.	BLACK	HISPANIC	ASIAN	INDIAN	NON-MIN.
Officials/Managers		1											
Professionals		1	2	3									
Technicians													
Sales Workers													
Office & Clerical			1	1									
Craftsmen (Unskd)													
Operatives (Semi-Skld)													
Librarians (Non-Skld)													
Service Workers													
TOTAL													
Total employment from previous report (None)													
Temporary & Part-Time Employees													

The data below shall NOT be included in the figures for the appropriate categories above.

2	3	5
---	---	---

12. HOW WAS INFORMATION AS TO RACE OR ETHNIC GROUP IN SECTION B OBTAINED?
 1. Visual Survey 2. Employment Record 3. Other (Specify): _____

13. DATES OF PAYROLL PERIOD USED
 From: _____ To: _____

14. IS THIS THE FIRST Employee Information Report Submitted? 1. YES 2. NO

15. IF NO, DATE LAST REPORT SUBMITTED
 MO. DAY YEAR

SECTION C - SIGNATURE AND IDENTIFICATION

16. NAME OF PERSON COMPLETING FORM (Print or Type): **Pablo J. Fonseca** SIGNATURE: *Pablo J. Fonseca* TITLE: **President** DATE: **12/17/17**

17. ADDRESS NO. & STREET: **92 Pulaski St** CITY: **Nowak** COUNTY: **NJ** STATE: **NJ** ZIP CODE: **07105** PHONE (AREA CODE, NO. EXTENSION): **973-732-5111**

INSTRUCTIONS FOR COMPLETING THE EMPLOYEE INFORMATION REPORT (FORM AA302)

IMPORTANT:

READ THE FOLLOWING INSTRUCTIONS CAREFULLY BEFORE COMPLETING THE FORM. PRINT OR TYPE ALL INFORMATION. FAILURE TO PROPERLY COMPLETE THE ENTIRE FORM MAY DELAY ISSUANCE OF YOUR CERTIFICATE. IF YOU HAVE A CURRENT CERTIFICATE OF EMPLOYEE INFORMATION REPORT, DO NOT COMPLETE THIS FORM. SEND COPY OF CURRENT CERTIFICATE TO THE PUBLIC AGENCY. DO NOT COMPLETE THIS FORM FOR CONSTRUCTION CONTRACT AWARDS.

ITEM 1 - Enter the Federal Identification Number assigned by the Internal Revenue Service, or if a Federal Employer Identification Number has been applied for, or if your business is such that you have not or will not receive a Federal Employer Identification Number, enter the Social Security Number of the owner or of one partner, in the case of a partnership.

ITEM 2 - Check the box appropriate to your TYPE OF BUSINESS. If you are engaged in more than one type of business check the predominate one. If you are a manufacturer deriving more than 50% of your receipts from your own retail outlets, check "Retail".

ITEM 3 - Enter the total "number" of employees in the entire company, including part-time employees. This number shall include all facilities in the entire firm or corporation.

ITEM 4 - Enter the name by which the company is identified. If there is more than one company name, enter the predominate one.

ITEM 5 - Enter the physical location of the company. Include City, County, State and Zip Code.

ITEM 6 - Enter the name of any parent or affiliated company including the City, County, State and Zip Code. If there is none, so indicate by entering "None" or N/A.

ITEM 7 - Check the box appropriate to your type of company establishment. "Single-establishment Employer" shall include an employer whose business is conducted at only one physical location. "Multi-establishment Employer" shall include an employer whose business is conducted at more than one location.

ITEM 8 - If "Multi-establishment" was entered in Item 7, enter the number of establishments within the State of New Jersey.

ITEM 9 - Enter the total number of employees at the establishment being awarded the contract.

ITEM 10 - Enter the name of the Public Agency awarding the contract. Include City, County, State and Zip Code.

ITEM 11 - Enter the appropriate figures on all lines and in all columns. THIS SHALL ONLY INCLUDE EMPLOYMENT DATA FROM THE FACILITY THAT IS BEING AWARDED THE CONTRACT. DO NOT list the same employee in more than one job category. DO NOT attach an EEO-1 Report.

Race/Ethnic Groups will be defined:
Black: Not of Hispanic origin. Persons having origin in any of the Black racial groups of Africa.
Hispanic: Persons of Mexican, Puerto Rican, Cuban, or Central or South American or other Spanish culture or origin, regardless of race.

American Indian or Alaskan Native: Persons having origins in any of the original peoples of North America, and who maintain cultural identification through tribal affiliation or community recognition.

Asian or Pacific Islander: Persons having origin in any of the original peoples of the Far East, Southeast Asia, the Indian Sub-continent or the Pacific Islands. This area includes for example, China, Japan, Korea, the Philippine Islands and Samoa.

Non-Minority: Any Persons not identified in any of the aforementioned Race/Ethnic Groups.

ITEM 12 - Check the appropriate box. If the race or ethnic group information was not obtained by 1 or 2, specify by what other means this was done in 3.

ITEM 13 - Enter the dates of the payroll period used to prepare the employment data presented in Item 12.

ITEM 14 - If this is the first time an Employee Information Report has been submitted for this company, check block "Yes".

ITEM 15 - If the answer to Item 14 is "No", enter the date when the last Employee Information Report was submitted by this company.

ITEM 16 - Print or type the name of the person completing the form. Include the signature, title and date.

ITEM 17 - Enter the physical location where the form is being completed. Include City, State, Zip Code and Phone Number.

TYPE OR PRINT IN SHARP BALL POINT PEN

THE VENDOR IS TO COMPLETE THE EMPLOYEE INFORMATION REPORT FORM (AA302) AND RETAIN COPY FOR THE VENDOR'S OWN FILES. THE VENDOR IS TO SUBMIT A COPY TO THE PUBLIC AGENCY AWARDED THE CONTRACT AND FORWARD A COPY TO:

NJ Department of the Treasury
Division of Contract Compliance & Equal Employment Opportunity
P.O. Box 209
Trenton, New Jersey 08628-0209 Telephone No. (609) 292-5476

H. MANDATORY BUSINESS REGISTRATION LANGUAGE

Non Construction Contracts

All contractors and subcontractors must provide a Business Registration Certificate when seeking to do business with the State of New Jersey, and other public agencies in this state. Failure to submit proof of registration requires mandatory rejection of a bid as a non-waivable defect. Proof of registration must be received before the contract is issued for non-bid contracts: such as contracts exempt from public bidding that are over the bid threshold, professional services, and extraordinary unsealable services, and purchase orders that are under the bid threshold. For non-bid contracts only, if proof has been filed through a previous contract, the contracting agency may waive resubmission.

"New Jersey Business Registration Requirements"

N.J.S.A. 52:32-44(1)(b) No contract shall be entered into by any contracting agency unless the contractor provides a copy of its business registration in accordance with the following schedule:

- (1) In response to a request for bids or a request for proposals, at the time a bid or proposal is submitted; or
- (2) For all other transactions, before the issuance of a purchase order or other contracting document. In its sole discretion, the contracting unit may waive this requirement if a business registration has been previously provided to the contracting agency.

N.J.S.A. 52:32-44(1)(c) A subcontractor shall provide a copy of its business registration to any contractor who shall forward it to the contracting agency. No contract with a subcontractor shall be entered into by any contractor under any contract with a contracting agency unless the subcontractor first provides proof of valid business registration. The contracting agency shall file all business registrations received by the contracting agency with other procurement documents related to the contract.

For the term of the contract, the contractor and each of its affiliates and a subcontractor and each of its affiliates [N.J.S.A. 52:32-44(g)(3)] shall collect and remit to the Director, New Jersey Division of Taxation, the use tax due pursuant to the Sales and Use Tax Act on all sales of tangible personal property delivered into this State, regardless of whether the tangible personal property is intended for a contract with a contracting agency.

N.J.S.A. 54:49-4.1 A business organization that fails to provide a copy of a business registration as required pursuant to section of P.L.2001, c. 134 (C.52:32-44 et al.) or subsection e. or f. of section 92 of P.L.1977, c.110 (C.5:12-92), or that provides false business registration information under the requirements of either of those sections, shall be liable for a penalty of \$25 for each day of violation, not to exceed \$50,000 for each business registration copy not properly provided under a contract with a contracting agency."

**TOWN OF WEST NEW YORK
TOWN CLERK'S OFFICE
428 - 60th Street
West New York, NJ 07093
(201) 295-5090**

RFP PROPOSAL INFORMATION

Proposal Receipt Date: December 18, 2017
Proposal Time: 3:00 P.M.
Location for proposal: Town Clerk's Office
Proposal for: Public Relation Services
Personnel at Opening: Town Clerk Carmela Riccio, Adelinn Plaza, Sarita Alvarado
Remarks: Time to receive RFPs was closed at 3:05 P.M.
Reserved decision pending review by review committee.

RESPONDER #1 (Name) Vision Media Marketing Inc.
(Address) The Media Center
854 Eighth Street
Secaucus, NJ 07094

RESPONDER #2 (Name) Fonseca Consulting Group
(Address) 188 Jefferson Street
Newark, NJ 07105

RESPONDER #3 (Name) The Ingenio
(Address) 440-60th Street, Suite 105
West New York, NJ 07093

Town Clerk Carmela Riccio
Municipal Building
428-60th Street (Room #2)
West New York, New Jersey 07093

Dear Mrs. Riccio:

The undersigned have reviewed our Qualification Statement-Proposal submitted in response to the Request for Proposals (RFP) issued by the Town of West New York ("Town"), dated December 6, 2017 in connection with the Town's need for Services - Public Relations.



We affirm that the contents of our Qualification Statement-Proposal (which Qualification Statement-Proposal is incorporated herein by reference) are accurate, factual and complete to the best of our knowledge and belief and that the Qualification Statement-Proposal is submitted in good faith upon express understanding that any false statement may result in the disqualification of The Ingenio Marketing LLC.



Chief Executive Officer

Chief Financial Officer

Dated: Dec 15, 2017 Dated: _____


ADALBERTO MONTANEZ
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires 4/1/2021


**APPENDIX B
LETTER OF INTENT**

STATE OF NEW JERSEY
TOWN OF WEST NEW YORK ss:

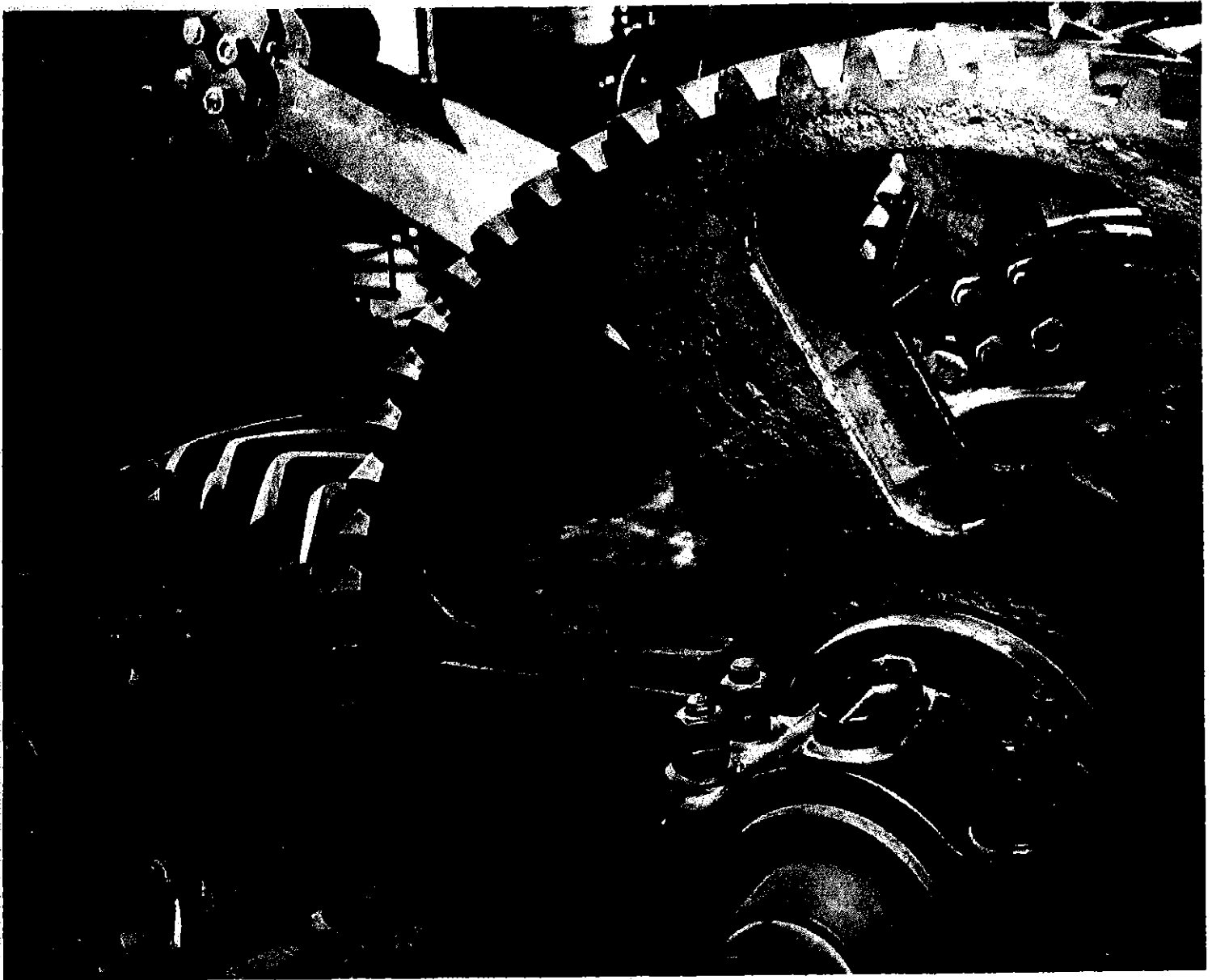
I **Jose Ruben Mendoza** certify that I am the **President, and sole proprietor** of the firm of **The Ingenio Marketing LLC**, the Respondent submitting qualifications in response to a Request for same from the Town in regards to Services – Public Relations. I further certify that:

1. I executed said Proposal with full authority so to do;
2. All statements contained in the Submission and in this affidavit are accurate, factual and complete, and made with full knowledge that the Town of West New York is relying upon the truth of the statements contained in the Submission and the statements contained in this affidavit in evaluating Respondent's Qualifications;
- 3 Respondent has not, directly or indirectly, entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free, competitive bidding in connection with the above named project through participation with any other person, firm or party;
4. Respondent agrees to participate in good faith in the procurement process as described in the RFP and to adhere to the Town's procurement schedule;
5. Respondent acknowledges that all costs incurred by it in connection with the preparation and submission of the Qualification Statement-Proposal and any proposal prepared and submitted in response to the RFP, or any negotiation which results therefrom, shall be borne exclusively by the Respondent. In no event shall the Town have any liability to Respondent for any costs incurred by the Respondent for the Qualification Statement-Proposal;
6. Respondent acknowledges and agrees that the Town may modify, amend, suspend and/or terminate the procurement process in its sole judgment; and
7. Respondent is aware that any contract executed with respect to the services referred to in the RFP must comply with the applicable affirmative action and similar laws, and agrees to take such actions as may be required to comply with such applicable laws in the event that a contract is formed.

(Signature of Respondent)

SUBSCRIBED AND SWORN TO
BEFORE ME THIS 15th Dec DAY OF 20 17

NOTE: THIS FORM MUST BE COMPLETED, NOTARIZED AND RETURNED WITH THIS PROPOSAL



The INGENIO 
MULTICULTURAL MARKETING & ADVERTISING

**Town of West New York
Response to RFP: Services - Public Relations
Prepared by The Ingenio Marketing LLC
December 14, 2017**

440 60th Street, Suite 105, West New York, NJ 07093 | T 855-INGENIO | www.theIngenio.com

Town Clerk Carmela Riccio
Municipal Building
428-60th Street (Room #2)
West New York, New Jersey 07093

Dear Mrs. Riccio:

Thank you for the opportunity to participate in The Town of West New York request for proposal for Public Relations. We are excited by the prospect of working together to properly represent the culture of West New York while leveraging our relationship with the local media and community organizations.

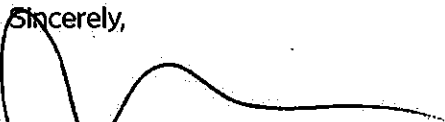
With many years of experience working with CPG corporations, Healthcare institutions, Community organizations, local businesses and a huge array of clients, we're confident The Ingenio is well-positioned to be a successful partner.

As one of the leading marketing agencies in North Jersey, The Ingenio and its staff have represented clients large and small, public and private. Our work has given us a keen understanding of the importance of having a clear presence in the community while keeping our client's brand perception clean and current. It's also clear to us that this assignment faces many challenges that could profoundly impact the town's communication with its residents, being West New York one of the most multicultural towns in New Jersey. We would be honored to partner with The Town of West New York to put in place a comprehensive PR plan which will include Press Releases, Press Conferences, Media Relations, Grass Roots Events, Community Programs as well as a proactive communications strategy to raise awareness of the advantages of our town while keeping the community informed on a daily basis.

We believe our comprehensive reach as a multi-discipline multicultural agency offers unrivalled capabilities for this project. In addition, we would leverage our local network to bring the very best thinking and resources to this important effort. We see this as just the beginning of an effort that would positively enhance West New York's image and appeal.

Thank you for considering The Ingenio.

Sincerely,



Ruben Mendoza
President The Ingenio Marketing LLC



The Town of West New York Requests Proposals From Firms/Individuals Interested In Providing Public Relations Services for the Period January 1, 2018 through December 31, 2018

Introduction | Scope of Work

Pursuant to the Fair and Open Process described under N.J.S.A. 19:44A-1, et seq., The Town of West New York ("Town") seeks Request for Proposals ("RFP") from Firms/Individuals that wish to provide Public Relations Services to the Town, and as directed by the appropriate official(s) of the Town for a period of one year beginning on January 1, 2018 and ending December 31, 2018.

The successful firm/individual must have significant experience providing public relations services to New Jersey municipalities. If awarded a contract, you/your firm shall be required to comply with the requirements of N.J.S.A. 10:5-31 et. seq. and N.J.A.C. 17:27 et seq. The successful firm/individual will provide the Town with services relating to, but not necessarily limited to:

1. The firm/individual will work closely with town staff to leverage optimum press coverage. The firm/individual will, among other things:
 - a. Be available for consultation with Town representatives on an as needed basis as required.
 - b. Prepare and place all press releases.
 - c. Respond to press inquiries.
 - d. Attend all press conferences as required by the Town.
 - e. Prepare and place all advertisements for Town events as required.
 - f. Assist with television media.
 - g. Prepare and provide all cost estimates for all proposed special projects.
2. Attend Board of Commissioner and other Town meetings upon request; and
3. Handle any other matters requiring the expertise of a public relations professional as directed by the Town.

Each candidate shall submit proof of business registration with the New Jersey Division of Taxation (P.L. 2004, C.57) within the time permitted by law and must comply with the Affirmative Action requirements contained at N.J.A.C. 17:27 et seq. 1. Name of firm or individual;

Professional Information and Qualifications

Copies of this standardized submission requirements and selection criteria are on file and available from the Office of the Town Clerk. Each interested firm shall fill out and submit the attached forms as well as the following information:



1. Name of Firm;

The Ingenio Marketing LLC

2. Address of principal place of business and all firm offices and corresponding telephone and fax numbers. Please note specifically which individual(s) will be assigned to work with the Town;

Main Office:

440 60th Street, Suite 105, West New York, NJ 07093

Tel. 855-INGENIO (855-464-3646) | 201-662-0729

Fax. 844-767-4189

Email Address: client_services@theingenio.com | rmendoza@theingenio.com

Mailing Address where the firm was originally registered)

6035 Boulevard East, Apt. B1, West New York, NJ 08093

3. Description of individual(s) education, experience, qualifications, number of years with the firm and a description of the types of projects typically handled by the firm for its municipal clients;

JOSE RUBEN MENDOZA, PRESIDENT, CEO/CREATIVE DIRECTOR

Ruben is an award-winning Creative Director with expertise in both the creative and business sides of marketing. Over the years, he has established a vast background in advertising, marketing and branding. In the process he has contributed to the success of internationally known brands like Heineken, Claritin, Dr. Schools, Shoprite, Pathmark, Nestle and more. Prior to founding The Ingenio Marketing, he worked for two of the largest Hispanic Advertising agencies in NYC: The Vidal Partnership and Reynardus & Moya Advertising serving clients like Pfizer, Schering Plough, ITT Tech, General Motors, MasterCard and others.

EDUCATION:

1990 - Master Degree in Fine Arts. Superior Institute of the Arts. Havana, Cuba

1986 - Bachelor Degree in Fine Arts. "San Alejandro" Academy of Art. Havana, Cuba

REYNALDO J. GONZALEZ, DIRECTOR OF PUBLIC RELATIONS AND MEDIA

Reynaldo is a seasoned manager with a proven track record in public relations, sales, marketing and operations and a thorough understanding of the U.S. Hispanic market and the successful use of the media to penetrate this ever-expanding niche market. A consummate people-person who has a knack for building lasting relationships. A fair-minded leader who is able to build and motivate an effective team that achieves sales

goals. Before joining The Ingenio, Reynaldo worked as Communication and Sales Manager for El Especialito, Univision, Radio Unica, The Tribune Company and Caribe Vision.

EDUCATION

Redding University

B.A. in Business Marketing; with special emphasis on Communications courses.

Other Professional Training:

- Dale Carnegie Public Speaking courses
- Brian Tracey Sales Seminars and Management Seminars
- Tony Robbins Sales Seminars
- Arbitron Rating Seminars
- Taller del Exito seminar by Dr. Camilo Cruz

LINDA HERNANDEZ - ART DIRECTOR

Linda has a vast experience as an art director in Colombia, working for seven years for one of the most prestigious Colombian newspapers. She holds a master degree in Communications Design.

TADZIO KOELB- ENGLISH COPYWRITER

Tadzio Koelb is a communications professional and author. Client experience include MSF/Doctors Without Borders, ALIMA, Columbia University Medical Center, Bennington College, the Abu Dhabi Education Council, FERN, Heinrich Böll Stiftung, HIVOS, and Milieu, Ltd. He also provides quality editing and translating services for museums, research institutions, private scholars, and mass-market publishers.

Tadzio's writing has appeared in the New York Times, the Times Literary Supplement, the Guardian, the New Statesman, and a number of other publications on both sides of the Atlantic. His short critical biography of Lawrence Durrell appeared in British Writers Retrospective Vol. III, and Morasses, his translation of André Gide's novel Paludes, was published in 2015. His novel, TRENTON MAKES, is forthcoming from Doubleday in the US, Atlantic in the UK, and Buchet-Chastel in France.

EDUCATION:

**University of East Anglia
Winchester School of Art
The New School**



KENIA ARGUINAO - SPANISH COPYWRITER

Kenia is a very talented creative writer with experience in marketing and advertising. She works for clients such as Holy Name Medical Center, Dello Russo Laser Vision and Wakefern Food Corporation.

EDUCATION:

Master Degree in Fine Arts. Superior Institute of the Arts. Havana, Cuba

CLAUDIA BLANCO - IN-HOUSE PHOTOGRAPHER

Claudia is a talented photographer with experience in advertising and marketing focused photography. Her personal photographic essay B_Line Project showcases diversity on Hudson county.

EDUCATION:

Associate degree in Photography. Cuban School of Photography.

4. Experience related to representation of public entities;

Although The Ingenio as an entity have not experience working directly with a public sector client, its president Ruben Mendoza was a team leader working the account for the State of New York Department of Health while employed at Reynardus & Moya Advertising.

Ruben has been in charge of all community programs for clients like: Pfizer, Schering Plough, The Hispanic Federation, Holy Name Medical Center and Wakefern Food Corporation (Shoprite)

As we implement our client's community programs we have been closely working with government agencies and community organizations. Our experience also includes similar scope of work for institutions under strict compliance, as well as federal and state regulations such as Holy Name Medical Center.

5. At least four (4) references, three (3) of which must have knowledge of your representation of a public entity;

Jorge E. Reynardus
(at his agency, Ruben Mendoza worked the account for the State of New York Department of Health)
2369 Harbour Oaks Drive
Longboat Key, FL 34228
(941)-952-3990
Jreynardus@gmail.com

Johnny Torres
Executive Director
Save Latin America, Inc
138- 39th Avenue
Union City, NJ 07087
[REDACTED]

Gilberto Garcia Esq
Garcia and Kricko Law Firm
25 East Spring Valley Avenue
Maywood, NJ 07607
[REDACTED]

Jeanette Burgos
Multicultural Business Specialist
HBC Division
355 Davidsons Mill Road
Jamesburg, NJ 08831
[REDACTED]

Edward A. Torres, MPA
Executive Director Hispanic Outreach Program "Familia y Salud"
Administrative Director, Pathology & Laboratory Medicine
Holy Name Medical Center | Teaneck, NJ | Tel: 201-833-3019 | Fax: 201-833-3059
e-torres@holyname.org
www.holyname.org

6. Examples of your record of success serving public entities;

Pfizer "Sana la Rana" Community Outreach Program -

New York State Department of Health - Hispanic Outreach Campaign

ShopRite Hispanic Marketing Program

Holy Name Medical Center Hispanic Outreach Program "Familia y Salud"

7. The firm's ability to provide the services in a timely fashion (including staffing, familiarity and location of key staff);

Our main office and our key staff is located less than 100 ft. from the West New York Town Hall. Our hand-on approach to customer service provide all our clients with full access to our managers and team leaders in the team, eliminating unnecessary layers of bureaucracy. Most of our team lives either in West New York or nearby cities in Hudson and Bergen county, guaranteeing not only familiarity with our town culture but with the diversity of it.



8. Cost details, including the hourly rates of each of the individuals who will perform the services, as well as the expenses for which the Town will be responsible (if any). The Town reserves the right to impose a yearly cap on these services;

ALL INCLUSIVE SERVICES FLAT FEE
(Includes all in-house services listed below):

\$3,900.00 per month

Includes all Public Relations services described in the scope of work (1): , Public relations, media relations, media negotiation, media planning, media buying, creative direction, creative development, graphic design, copywriting, copy editing, proofreading, translation to Spanish, copy adaptation, event marketing, community relations, account services, account administration, estimating and billing.

Added value: Professional photography, photo retouching and photo editing.

Proposed Professional hourly rate for any service not described above: \$65 per hour.

Additional services we provide not included in monthly fee: video services, video editing, video duplication, video animation, turn key event execution, web development, website maintenance, online marketing, social media marketing, printing (digital, conventional or large format for banners or vehicle wraps), and translation to any language other than Spanish.

Cost of media is not included in the fee. Any discount obtained as a result of a media negotiation will be transferred to the client.

9. Statement of corporate ownership (c.52:25-24.2) (see attached Public Disclosure Information form);

SEE ATTACHMENTS

10. Proof of Business Registration Certificate. Must be submitted prior to the award of contract but be in effect as of the date and time proposals are due; and

SEE ATTACHMENTS

11. Disclosure of Investment Activities in Iran form (copy attached).

SEE ATTACHMENTS

NEW JERSEY DEPARTMENT OF THE TREASURY
DIVISION OF REVENUE AND ENTERPRISE SERVICES

CERTIFICATE OF FORMATION

THE INGENIO MARKETING LLC

The above-named DOMESTIC LIMITED LIABILITY COMPANY was duly filed in accordance with New Jersey state law on 02/11/2015 and was assigned identification number 0400723631. Following are the articles that constitute its original certificate.

1. Name:

THE INGENIO MARKETING LLC

2. Registered Agent:

JOSE RUBEN MENDOZA

3. Registered Office:

6515 PARK AVENUE
APT 1
WEST NEW YORK, NJ 07093

4. Business Purpose:

ADVERTISING

5. Members/Managers:

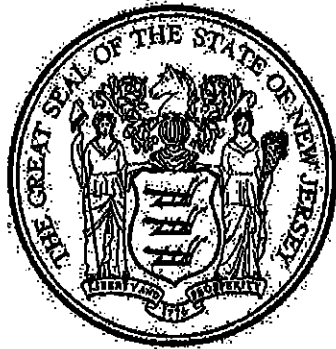
JOSE RUBEN MENDOZA
6515 PARK AVENUE APT 1
WEST NEW YORK, NJ 07093

6. Main Business Address:

6515 PARK AVENUE
APT 1
WEST NEW YORK, NJ 07093

Signatures:

JOSE RUBEN MENDOZA
AUTHORIZED REPRESENTATIVE



Certification# 135188376

Verify this certificate at

https://www1.state.nj.us/TYTR_StandingCert/JSP/Verify_Cert.jsp

IN TESTIMONY WHEREOF, I have
hereunto set my hand and affixed my
Official Seal at Trenton, this
11th day of February, 2015

A stylized signature in black ink, appearing to read "Andrew P. Sidamon-Eristoff".

Andrew P Sidamon-Eristoff
State Treasurer

Date of this notice: 02-11-2015

Employer Identification Number:
[REDACTED]

Form: 99-4

Number of this notice: CP 575 A

INGENIO MARKETING LLC
THE INGENIO
% JOSE RUBEN MENDOZA SOLE MBR
6515 PARK AVE APT 1
WEST NEW YORK, NJ 07093

For assistance you may call us at:
1-800-829-4933

IF YOU WRITE, ATTACH THE
STUB AT THE END OF THIS NOTICE.

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 47-3095534. This EIN will identify you, your business accounts, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records.

When filing tax documents, payments, and related correspondence, it is very important that you use your EIN and complete name and address exactly as shown above. Any variation may cause a delay in processing, result in incorrect information in your account, or even cause you to be assigned more than one EIN. If the information is not correct as shown above, please make the correction using the attached tear off stub and return it to us.

Based on the information received from you or your representative, you must file the following form(s) by the date(s) shown.

Form 941	07/31/2015
Form 940	01/31/2016

If you have questions about the form(s) or the due date(s) shown, you can call us at the phone number or write to us at the address shown at the top of this notice. If you need help in determining your annual accounting period (tax year), see Publication 538, *Accounting Periods and Methods*.

We assigned you a tax classification based on information obtained from you or your representative. It is not a legal determination of your tax classification, and is not binding on the IRS. If you want a legal determination of your tax classification, you may request a private letter ruling from the IRS under the guidelines in Revenue Procedure 2004-1, 2004-1 I.R.B. 1 (or superseding Revenue Procedure for the year at issue). Note: Certain tax classification elections can be requested by filing Form 8832, *Entity Classification Election*. See Form 8832 and its instructions for additional information.

If you are required to deposit for employment taxes (Forms 941, 943, 940, 944, 945, CT-1, or 1042), excise taxes (Form 720), or income taxes (Form 1120), you will receive a Welcome Package shortly, which includes instructions for making your deposits electronically through the Electronic Federal Tax Payment System (EFTPS). A Personal Identification Number (PIN) for EFTPS will also be sent to you under separate cover. Please activate the PIN once you receive it, even if you have requested the services of a tax professional or representative. For more information about EFTPS, refer to Publication 966, *Electronic Choices to Pay All Your Federal Taxes*. If you need to make a deposit immediately, you will need to make arrangements with your Financial Institution to complete a wire transfer.

The IRS is committed to helping all taxpayers comply with their tax filing obligations. If you need help completing your returns or meeting your tax obligations, Authorized e-file Providers, such as Reporting Agents (payroll service providers) are available to assist you. Visit the IRS Web site at www.irs.gov for a list of companies that offer IRS e-file for business products and services. The list provides addresses, telephone numbers, and links to their Web sites.

To obtain tax forms and publications, including those referenced in this notice, visit our Web site at www.irs.gov. If you do not have access to the Internet, call 1-800-829-3676 (TTY/TDD 1-800-829-4059) or visit your local IRS office.

IMPORTANT REMINDERS:

- * Keep a copy of this notice in your permanent records. This notice is issued only one time and the IRS will not be able to generate a duplicate copy for you. You may give a copy of this document to anyone asking for proof of your EIN.
- * Use this EIN and your name exactly as they appear at the top of this notice on all your federal tax forms.
- * Refer to this EIN on your tax-related correspondence and documents.

If you have questions about your EIN, you can call us at the phone number or write to us at the address shown at the top of this notice. If you write, please tear off the stub at the bottom of this notice and send it along with your letter. If you do not need to write us, do not complete and return the stub.

Your name control associated with this EIN is INGE. You will need to provide this information, along with your EIN, if you file your returns electronically.

Thank you for your cooperation.

Keep this part for your records.

CP 575 A (Rev. 7-2007)

Return this part with any correspondence so we may identify your account. Please correct any errors in your name or address.

CP 575 A

999999999

Your Telephone Number Best Time to Call
() -

DATE OF THIS NOTICE: 02-11-2015

EMPLOYER IDENTIFICATION NUMBER: 47-3095534

FORM: SS-4

NOBOD

INTERNAL REVENUE SERVICE
CINCINNATI OH 45999-0023
|||

INGENIO MARKETING LLC
THE INGENIO
% JOSE RUBEN MENDOZA SOLE MBR
6515 PARK AVE APT 1
WEST NEW YORK, NJ 07093

Form No. 0000000000
Version 02/04/15

STATE OF NEW JERSEY
DIVISION OF REVENUE

Copyright © 2015
All Rights Reserved

FILE REQUIRED

REGISTRATION OF ALTERNATE NAME

C-1506

Complete the following applicable information, and sign in the space provided. Please note that once filed, this information provided in the filed form is considered public. Refer to the instructions on page 26 for filing fees and filing-by-filing requirements. Remember to remit the appropriate fee amount. Use attachments if more space is required for any field.

ANA
FEB 12 2015
STATE TREASURER
040072363

Check Appropriate Statute:

- Title 17A:2-2.1 (a) New Jersey Business Corporation Act
- Title 17A:2-2.1 (b) New Jersey Business Corporation Act
- Title 17A:2-2.3 (b) New Jersey Nonprofit Corporation Act
- Title 17A:2-3 Limited Partnership

Pursuant to the provisions of the appropriate statute checked above, of the New Jersey Statutes, the undersigned corporation/business entity hereby applies for the registration of an Alternate Name in New Jersey for a period of five (5) years, and for that purpose submits the following application:

1. Name of Corporation/Business: THE INGENIO MARKETING, LLC
2. NJ 10-digit ID number: [REDACTED]
3. Set forth state of Original Incorporation/Formation: NEW JERSEY
4. Date of Incorporation/Formation: February 11, 2015
5. Date of Authorization (Rebirth): _____
6. Alternate Name to be used: THE INGENIO
7. State for purpose or activity to be conducted using the Alternate Name: ADVERTISING AND MARKETING
8. The Business intends to use the Alternate Name in this State.
9. The Business has not previously used the Alternate Name in this State in violation of this Statute; or, if it has, the month and year in which it commenced such use is: _____

Signature requirements:

For Corporations
For Limited Partnerships
For all Other Business Types

Chairman of the Board, President, Vice-President
General Partner
Authorized Representative

[Signature]
SIGNATURE:

MANAGING MEMBER
TITLE:

JOSE RUBEN MENDOZA
NAME (please type):

02-12-2015
DATE:

THE PURPOSE OF THIS FORM IS TO SIMPLIFY THE FILING REQUIREMENTS. IT DOES NOT REPLACE THE NEED FOR COMPETENT LEGAL ADVICE.

E. AFFIRMATIVE ACTION COMPLIANCE NOTICE

N.J.S.A. 10:5-31 and N.J.A.C. 17:27

**GOODS AND SERVICES CONTRACTS
(INCLUDING PROFESSIONAL SERVICES)**

This form is a summary of the successful bidder's requirement to comply with the requirements of N.J.S.A. 10:5-31 and N.J.A.C. 17:27.

The successful bidder shall submit to the public agency, after notification of award but prior to execution of this contract, one of the following three documents as forms of evidence:

(a) A photocopy of a valid letter that the contractor is operating under an existing, Federally approved or sanctioned affirmative action program (good for one year from the date of the letter);

OR

(b) A photocopy of a Certificate of Employee Information Report approval, issued in accordance with N.J.A.C. 17:27-4;

OR

(c) A photocopy of an Employee Information Report (Form AA302) provided by the Division and distributed to the public agency to be completed by the contractor in accordance with N.J.A.C. 17:27-4.

The successful vendor may obtain the Affirmative Action Employee Information Report (AA302) from the contracting unit during normal business hours. The successful vendor(s) must submit the copies of the AA302 Report to the Division of Contract Compliance and Equal Employment Opportunity in Public Contracts (Division). The Public Agency copy is submitted to the public agency, and the vendor copy is retained by the vendor.

The undersigned vendor certifies that he/she is aware of the commitment to comply with the requirements of N.J.S.A. 10:5-31 and N.J.A.C. 17:27 and agrees to furnish the required forms of evidence.

The undersigned vendor further understands that his/her bid shall be rejected as non-responsive if said contractor fails to comply with the requirements of N.J.S.A. 10:5-31 and N.J.A.C. 17:27.

COMPANY: **The Ingenio Marketing LLC**

SIGNATURE: _____ DATE: **December 14, 2017**

PRINT NAME: **Jose Ruben Mendoza** TITLE: **President/Proprietor**

STATE OF NEW JERSEY
Division of Contract Compliance & Equal Employment Opportunity

EMPLOYEE INFORMATION REPORT

For instructions on completing the form, go to: <http://www.state.nj.us/morale/contract/compliance/pdf/aa302ins.pdf>

SECTION A - COMPANY IDENTIFICATION

1. FIRM NO. OR SOCIAL SECURITY: [REDACTED] 2. TYPE OF BUSINESS: 1. MANUFACTURING 2. SERVICE 3. WHOLESALE 4. RETAIL 5. OTHER
3. TOTAL NO. EMPLOYEES IN YOUR ENTIRE COMPANY: 8

4. COMPANY NAME: The Ingenio Marketing LLC

5. ADDRESS: 440 60th Street, St. 105 West New York Hudson NJ ZIP CODE 07093

6. NAME OF PARENT OR AFFILIATED COMPANY (IF NONE, SO INDICATE): NONE CITY STATE ZIP CODE

7. CHECK ONE IS THE COMPANY: SINGLE ESTABLISHMENT EMPLOYER MULTI-ESTABLISHMENT EMPLOYER

8. IF MULTI-ESTABLISHMENT EMPLOYER, STATE THE NUMBER OF ESTABLISHMENTS IN WHICH TOTAL NUMBER OF EMPLOYEES AT ESTABLISHMENT WHICH HAS BEEN AWARDED THE CONTRACT

9. PUBLIC AGENCY AWARDED CONTRACT: CITY COUNTY STATE ZIP CODE

10. DATE RECEIVED: [REDACTED] 11. DATE: [REDACTED] 12. ASSIGNMENT CERTIFICATION NUMBER: [REDACTED]

SECTION B - EMPLOYMENT DATA

13. Report all permanent, temporary and part-time employees ON YOUR OWN PAYROLL. This includes all those on all lines and in all categories. Report those who are employed in a particular category, even if none. Include ALL employees, not just those in minority categories. In column 1, 2, & 3. DO NOT SUBMIT AIDS, REPORTS.

Job Categories	ALL EMPLOYEES			PERMANENT/TEMPORARY/NON-TEMPORARY EMPLOYEES BREAKDOWN											
	COL. 1 TOTAL (COL. 1 & 2)	COL. 2 MALE	COL. 3 FEMALE	RACE/ETHNICITY MALE					RACE/ETHNICITY FEMALE						
				BLACK	HISPANIC	INDIAN	ASIAN	NON-AM.	BLACK	HISPANIC	INDIAN	ASIAN	NON-AM.		
Officials/Managers	3	2	1		2						1				
Professionals	3	1	2							1		2			
Technicians															
Skilled Workers															
Office & Clerical	2		2								2				
Apprentices (incl. Prob.)															
Operative (incl. Prob.)															
Laborers (incl. Prob.)															
Service Workers															
TOTAL	8	3	5		2					1	5				
Total Employment From previous Report (if any)															
Temporary & Part-time Employees	The data below shall NOT be included in the figures for the appropriate categories above.														
	4	1	3	1							2				1

14. HOW WAS INFORMATION AS TO RACE OR ETHNIC GROUP OBTAINED? 1. Visual Survey 2. Employer's Record 3. Other (Specify):
15. IS THIS THE FIRST Employee Information Report Submitted? YES NO
16. DATE OF PAYROLL PERIOD USED From: 1-1-17 To: 11-30-17
17. IS THIS THE FIRST Report Submitted? YES NO

SECTION C - SIGNATURE AND IDENTIFICATION
18. NAME of person completing form (Print or Type): Jose Ruben Mendoza
SIGNATURE: [Signature] TITLE: President
DATE: 12/14/2017

19. ADDRESS NO. & STREET: 440 60th Street, St. 105 West New York Hudson NJ 7093 201 662 0729
CITY: West New York COUNTY: Hudson STATE: NJ ZIP CODE: 07093 PHONE (AREA CODE, NO. EXTENSION): 201 662 0729

F. MINORITY/WOMAN BUSINESS ENTERPRISE (MWBE)

Questionnaire for Bidders

The town of West New York, in accordance with the stated policy of non-discrimination and equal employment opportunity in the Municipal Code, recognizes a goal of awarding 20% of the dollar amount of total city procurement to minority and woman owned business enterprises. To assist us in monitoring our achievement of this goal, please indicate below whether your company is or is not a minority owned and/or woman owned business, and return this form with your bid proposal.

Business Name: **The Ingenio Marketing LLC**

Address: **440 60th Street, Suite 105, West New York, NJ 07993**

Telephone No.: **201-662-0729**

Contact Name: **Jose Ruben Mendoza**

Please check applicable category:

Minority Owned Minority & Woman Owned
 Woman Owned Neither

Definition of Minority Business Enterprise

Minority Business Enterprise means a business which is a sole proprietorship, partnership or corporation at least 51% of which is owned and controlled by persons who are African American, Hispanic, Asian American, American Indian or Alaskan native, defined as follows:

African American: a person having origins in any of the black racial groups of Africa

Hispanic: a person of Mexican, Puerto Rican, Central or South American or other non-European Spanish culture or origin regardless of race.

Asian: a person having origins in any of the original peoples of the Far East, South East Asia, Indian subcontinent, Hawaii or the Pacific Islands.

American Indian or Alaskan Native: a person having origins in any of the original peoples of North America and who maintains cultural identification through tribal affiliation or community recognition.

Woman Business Enterprise: a business which is a sole proprietorship, partnership or corporation at least 51% of which is owned and controlled by a woman or women.

**AMERICANS WITH DISABILITIES ACT OF 1990
Equal Opportunity for Individuals with Disability (continued)**

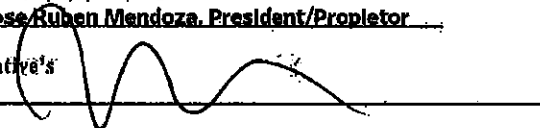
It is further agreed and understood that the owner assumes no obligation to indemnify or save harmless the contractor, its agents, servants, employees and subcontractors for any claim which may arise out of their performance of this Agreement.

Furthermore, the contractor expressly understands and agrees that the provisions of this indemnification clause shall in no way limit the contractor's obligations assumed in this Agreement, nor shall they be construed to relieve the contractor from any liability, nor preclude the owner from taking any other actions available to it under any other provisions of the Agreement or otherwise at law.

Representative's Name/Title:

(Print): Jose Ruben Mendoza, President/Proprietor

**Representative's
Signature:**



Name of

Company: The Ingenio Marketing LLC.

Tel. No.: 201-662-0729

Date: December 14, 2017

E. DISCLOSURE OF INVESTMENT ACTIVITIES IN IRAN

PART 1: CERTIFICATION

BIDDERS MUST COMPLETE PART 1 BY CHECKING EITHER BOX.

FAILURE TO CHECK EITHER BOX 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'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 non-responsive. If the Director finds a person or entity to be in violation of law, s/he 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 EITHER BOX:

I certify, pursuant to Public Law 2012, c. 25, that neither the person/entity listed above nor any of the entity'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

OR

I am unable to certify as above because I or the bidding entity 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 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.

PROVIDE INFORMATION RELATIVE TO THE ABOVE QUESTIONS. PLEASE PROVIDE THOROUGH ANSWERS TO EACH QUESTION. IF YOU NEED TO MAKE ADDITIONAL ENTRIES, USE ADDITIONAL PAGES

Name: _____

Relationship to Bidder/Vendor: _____

Description of Activities: _____

Duration of Engagement: _____ Anticipated Cessntion Date _____

Bidder/Vendor _____

Contact Name: _____ Contact Phone Number: _____

[continued on next page]

Certification: I, being duly sworn upon my oath, hereby represent and state that the foregoing information and any attachments thereto to the best of my knowledge are true and complete. I attest that I am authorized to execute this certification on behalf of the below-referenced person or entity. I acknowledge that the Town of West New York 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 contracts with the Town to notify the Town 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 agreements(s) with the Town of West New York and that the Town at its option may declare any contract(s) resulting from this certification void and unenforceable.

Full Name (Print): **Jose Ruben Mendoza**

Signature: _____

Title: **President, Sole Proprietor**

Date: _____

December 14, 2017

Bidder/Vendor: **The Ingenio Marketing LLC**



Christine M. Huapaya
12-18-17

A. NON COLLUSION AFFIDAVIT

STATE OF NEW JERSEY
TOWN OF WEST NEW YORK ss:

I certify that I am the **President, and sole proprietor** of the firm of **The Ingenio Marketing LLC** the Respondent submitting the Qualification Statement in response to the within Request for Qualifications, and that I executed said Qualification Statement with full authority so to do; that said Respondent has not, directly or indirectly entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free competition in connection with the within Request for Qualifications; and that all statements contained in the Respondent's qualification Statement and in this affidavit are true and correct, and made with full knowledge that the Town of West New York will rely/relies upon the truth of the statements contained in said Qualification Statement and in the statements contained in this affidavit in awarding the contract(s) for the services sought in the within Request for Qualifications.

I further warrant that no person or selling agency has been employed to solicit or secure a contract for the services sought in the within Request for Qualification upon an agreement or understanding for a commission, percentage, brokerage or contingent fee, except bona fide employees of the Respondent or as may be permitted by law.


(Signature of respondent) SUBSCRIBED AND SWORN TO

BEFORE ME THIS DAY 15 - December OF 2017

(TYPE OR PRINT NAME OF AFFIANT UNDER SIGNATURE)

NOTARY PUBLIC OF

MY COMMISSION EXPIRES: 20


ADALBERTO MONTANEZ
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires 4/1/2021

**NOTE: THIS FORM MUST BE COMPLETED, NOTARIZED
AND RETURNED WITH THIS PROPOSAL**

B. PUBLIC DISCLOSURE INFORMATION

Chapter 33 of the Public Laws of 1977 provides that no corporation or partnership (general, limited or joint venture) shall be awarded any State, Town, Municipal or Schools District contracts for the performance of any work or the furnishing of any materials or supplies, unless prior to the receipt of the bid or accompanying the bid of said corporation or partnership there is submitted a public disclosure information statement. The statement shall set forth the names and addresses of all stockholders in the corporation or partnership who own ten percent (10%) or more of its stock of any class, or of all individual partners in the partnership who own a ten percent (10%) or greater interest therein.

STOCKHOLDERS:

Name	Address	% owned
1. <u>Jose Ruben Mendoza</u>	<u>6035 Boulevard East, Apt. B1 West New York, NJ 07093</u>	<u>100%</u>
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____

SIGNATURE : 
TITLE: President

SUBSCRIBED AND SWORN TO
BEFORE ME THIS DAY 15 Dec. OF 2017
(TYPE OR PRINT NAME OF AFFIANT UNDER SIGNATURE)

NOTARY PUBLIC OF
MY COMMISSION EXPIRES: 20


ADALBERTO MONTANEZ
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires 4/1/2021

**NOTE: THIS FORM MUST BE COMPLETED, NOTARIZED
AND RETURNED WITH THIS PROPOSAL**