

**MOUNT HOLLY TOWNSHIP  
BURLINGTON COUNTY**

**PUBLIC NOTICE**

**NOTICE OF REQUEST FOR QUALIFICATIONS/  
REQUEST FOR PROPOSALS FOR PUBLIC RELATIONS CONSULTANT**

PLEASE BE ADVISED that the Township of Mount Holly will accept proposals for Public Relations Consultant on Thursday, May 7, 2026 at 10:00 a.m. in the Township of Mount Holly Municipal Building located at 23 Washington Street, Mount Holly, NJ 08060.

To obtain a copy of the RFP packet, contact Township Clerk, Sherry Marnell at 23 Washington Street, Mount Holly, New Jersey 08060, via email at [smarnell@twp.mountholly.nj.us](mailto:smarnell@twp.mountholly.nj.us) or visit our website at [www.twp.mountholly.nj.us](http://www.twp.mountholly.nj.us). All proposals submitted to the Township must be submitted pursuant to the said RFP packet.

Contractors are required to comply with the requirements of P.L. 1975, c. 127 (N.J.A.C. 17:27) and N.J.S.A. 10:5-31.

Contractors are required to comply with the requirements of P.L. 1999, c. 238, where applicable.

All RFP Addenda will be issued on the website. Therefore, all interested respondents should check the website from now through the RFP opening. It is the sole responsibility of the respondent to be knowledgeable of all addenda related to the procurement. Respondents shall comply with the said requirements within the RFP.

Please submit one (1) original, one (1) unbound copy and one (1) electronic copy on a CD or USB drive in a sealed envelope marked "Submission of RFP for Public Relations Consultant" clearly marked on the outside.

Sherry Marnell  
Township Clerk  
Mount Holly Township

**Township of Mount Holly**  
**23 Washington Street**  
**Mount Holly, New Jersey 08060**

The Township of Mount Holly desires to hire a consultant to provide public relations services. Duties to include but not limited to working with administration to moderate website and social media posts, produce press releases, attend special events, produce Township newsletter, etc. Contract term will be for one (1) year from the contract date.

**REQUIREMENTS TO QUALIFY:**

Must have at least five (5) years' experience in the profession, including exposure to issues likely to be of assistance in serving as a Public Relations Consultant; must have the ability to attend meetings of the Township when necessary; must have sufficient support to provide all services required by the Township. Must list past and public entities represented as Public Relations Consultant. Must provide other factors if demonstrated to be in the best interest of the Township.

Requests for these forms should be made to the Township Clerk, Sherry Marnell, 23 Washington Street, Mount Holly, New Jersey 08060, at (609) 845-1101.

**THIS PROPOSAL IS BEING SOLICITED THROUGH A FAIR AND OPEN PROCESS IN  
ACCORDANCE WITH N.J.S.A. 19:44-20.5 et seq.**

**REQUESTS FOR QUALIFICATIONS/PROPOSALS**

**Purpose and Scope of Work:**

The following process is designed to find qualified service providers in a fair and open manner for the provision of professional or other service contracts based on qualifications, merit and cost effectiveness. The general requirements set forth below must be met in order for any proposer to be considered to provide such services, exempt from public bidding pursuant to N.J.S.A. 40A: 11-5 and within the scope of N.J.S.A. 19:44A-20.5 et seq., to the Township.

Response to the Request for Proposals (RFP) shall be used to determine which proposers meet or exceed the minimum qualifications for the position and offer the municipality quality professional or other exempt services best meeting the needs of the Township.

Response to the Request for Proposal (RFP) shall be used to determine whether the costs or fees proposed to provide the services are fair and reasonable, both in terms of the Township's budgetary interest, the general market rate for the requested services, and the level of experience, breadth of services, and expertise of the proposer.

## Submissions:

Submission shall address how the proposer meets the qualifications for the desired position and shall outline fees proposed, fee schedule (including attendance at regular monthly or special meetings, if necessary), or other basis for compensation sought. Please, where applicable, indicate hourly rates, monthly or other retainers, per project fees, or such other manner of compensation proposer deems appropriate to the services to be provided.

1. Submissions must be sent by mail or delivery service to the Acting Township Clerk, Sherry Marnell; Please submit (1) original, one (1) unbound copy and one (1) electronic copy on a CD or USB drive in a sealed envelope marked "Submission of Qualifications/Proposal for {Name of Position}" clearly marked on the outside. Submissions may **NOT** be sent by fax, or transmitted over the telephone.
2. **Submissions must be received no later than May 7, 2026 at 10:00 a.m.** Late submissions will not be accepted or considered. The Township assumes no responsibility for submissions misdirected in delivery or delayed in transmission.
3. The Township reserves the right to conduct an interview or interviews with the proposer to discuss the scope of the project as outlined in its proposal.
4. If awarded a contract, your company/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) Affirmative Action, (N.J.A.C. 52:25-24.2) Statement of Ownership, and (N.J.S.A. 52:32-44) New Jersey Business Registration and Disclosure of Investments with Iran (Public Law 2012, c. 25).
5. Proof of insurance for professional liability/malpractice coverage with limits as to liability acceptable to the Township will be required prior to the award of any contract.
6. All awards are subject to availability of funds. Acceptance of a contract will be by Resolution acted on by the Township Council at a Township Council meeting.
7. The Township will not guarantee any minimum level of activity or business.

By submitting a proposal, the proposer agrees and understands that the Township reserves the right and may exercise at its sole discretion the following rights and options with respect to this RFQ/RFP:

- To accept or reject any or all proposals;
- To amend this RFQ/RFP;
- To issue additional solicitations for proposals;
- To waive any irregularities in proposals should it be in the best interest of the Township;
- To enter into an agreement for only portions (or not enter into an agreement for any) of the services contemplated by the proposals;

- To select the proposal that best satisfies the interests of the Township and not necessarily on the basis of price or any other single factor.

**Evaluation:**

The following criteria, not necessarily listed in the order of importance, will be used to review the responses/proposals. Points shall be awarded based on the information contained in each response/proposal for each category as listed below on a scale of 1-10 with 10 meeting all required criteria and 1 not meeting the required criteria. The highest total score shall be the basis for the award of the contract.

<b>EVALUATION CRITERIA</b>	<b>SCORE/ POINTS</b>
<b>TECHNICAL CRITERIA:</b>	
Vendor's response/proposal demonstrates a clear understanding of the scope of work and related objectives	
Vendor's response/proposal is complete and responsive to the technical RFP requirements	
Vendor evidences successful past performance of other like projects	
<b>MANGEMENT CRITERIA:</b>	
History and experience in performing similar work	
Availability of personnel, facilities, equipment, etc.	
Qualification and experience of support personnel	
Comprehensive work plan and schedule	
Significant experience in application, processing, report auditing and exercising federal, state and local grant matters	
Proof of licensure	
<b>COST CRITERIA:</b>	
Cost of goods/services provided	
Quality and quantity of vendor's services to previous clientele	
Vendor's financial ability to meet obligations	
<b>POINT TOTALS</b>	

**PROPOSAL FOR PUBLIC RELATIONS CONSULTANT**

RESPONDENT'S NAME: \_\_\_\_\_

RESPONDENT'S ADDRESS: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

TELEPHONE NO. \_\_\_\_\_ FAX NO. \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

FEDERAL TAX ID NO. \_\_\_\_\_

Please explain how you or your firm meets the minimum requirements.  
(Attach additional sheets, if necessary.)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*[Please outline your fees proposed, fee schedule, etc. Please, where applicable, indicate hourly rates, monthly or other retainers, per project fees, or such other manner of compensation you deem appropriate to the services to be provided.]*

**MOUNT HOLLY TOWNSHIP  
BURLINGTON COUNTY**

**MANDATORY EQUAL EMPLOYMENT OPPORTUNITY LANGUAGE**

**N.J.S.A. 10:5-31 et seq. (Pl. 1975, C. 127)**

**N.J.A.C. 17:27**

**GOODS, PROFESSIONAL SERVICE AND GENERAL SERVICE CONTRACTS**

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 terms 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 American 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 use of any recruitment agency which engages in direct or indirect discriminatory practices.

The contract 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:

1. Letter of Federal Affirmative Action
2. Certificate of Employee Information Report
3. Employee Information Report Form AA302

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

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Signature

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Date

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

The contractor and the Township of Mount Holly, (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. §12101 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.

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): \_\_\_\_\_

Representative's

Signature: \_\_\_\_\_

Name of

Company:

\_\_\_\_\_

Telephone No.:

\_\_\_\_\_

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

**TOWNSHIP OF MOUNT HOLLY**  
**INSURANCE REQUIREMENTS AND ACKNOWLEDGEMENT**  
**FORM**

Certificate(s) of Insurance shall be filed with the Township Clerk's Office upon award of contract by the Township Council.

The minimum amount of insurance to be carried by the selected Professional Service Entity shall be as follows:

**Professional Liability Insurance**

Limits shall be a minimum of \$1,000,000.00 for each claim and \$1,000,000.00 aggregate each policy period.

\*Vendor / Firm shall not commence operations until Township has been furnished original certificate(s) of Insurance and certified original copies of endorsements or policies of insurance in the amounts and/or minimum coverage(s) required in this proposal.

Acknowledgement of Insurance Requirement:

\_\_\_\_\_  
(Signature) (Date)

\_\_\_\_\_  
(Printed Name and Title)

**STATEMENT OF OWNERSHIP DISCLOSURE**

N.J.S.A. 52:25-24.2 (P.L. 1977, c.33, as amended by P.L. 2016, c.43)

**This statement shall be completed, certified to, and included with all bid and proposal submissions. Failure to submit the required information is cause for automatic rejection of the bid or proposal.**

**Name of Organization:** \_\_\_\_\_

**Organization Address:** \_\_\_\_\_

**Part I Check the box that represents the type of business organization:**

- Sole Proprietorship (skip Parts II and III, execute certification in Part IV)
- Non-Profit Corporation (skip Parts II and III, execute certification in Part IV)
- For-Profit Corporation (any type)       Limited Liability Company (LLC)
- Partnership       Limited Partnership       Limited Liability Partnership (LLP)
- Other (be specific): \_\_\_\_\_

**Part II**

The list below contains the names and addresses of all stockholders in the corporation who own 10 percent or more of its stock, of any class, or of all individual partners in the partnership who own a 10 percent or greater interest therein, or of all members in the limited liability company who own a 10 percent or greater interest therein, as the case may be. **(COMPLETE THE LIST BELOW IN THIS SECTION)**

**OR**

No one stockholder in the corporation owns 10 percent or more of its stock, of any class, or no individual partner in the partnership owns a 10 percent or greater interest therein, or no member in the limited liability company owns a 10 percent or greater interest therein, as the case may be. **(SKIP TO PART IV)**

(Please attach additional sheets if more space is needed):

Name of Individual or Business Entity	Home Address (for Individuals) or Business Address

**Part III DISCLOSURE OF 10% OR GREATER OWNERSHIP IN THE STOCKHOLDERS,**

**PARTNERS OR LLC MEMBERS LISTED IN PART II**

**If a bidder has a direct or indirect parent entity which is publicly traded, and any person holds a 10 percent or greater beneficial interest in the publicly traded parent entity as of the last annual federal Security and Exchange Commission (SEC) or foreign equivalent filing, ownership disclosure can be met by providing links to the website(s) containing the last annual filing(s) with the federal Securities and Exchange Commission (or foreign equivalent) that contain the name and address of each person holding a 10% or greater beneficial interest in the publicly traded parent entity, along with the relevant page numbers of the filing(s) that contain the information on each such person. Attach additional sheets if more space is needed.**

Website (URL) containing the last annual SEC (or foreign equivalent) filing	Page #'s

**Please list the names and addresses of each stockholder, partner or member owning a 10 percent or greater interest in any corresponding corporation, partnership and/or limited liability company (LLC) listed in Part II other than for any publicly traded parent entities referenced above. The disclosure shall be continued until names and addresses of every noncorporate stockholder, and individual partner, and member exceeding the 10 percent ownership criteria established pursuant to N.J.S.A. 52:25-24.2 has been listed. Attach additional sheets if more space is needed.**

Stockholder/Partner/Member and Corresponding Entity Listed in Part II	Home Address (for Individuals) or Business Address

**Part IVCertification**

I, being duly sworn upon my oath, hereby represent that the foregoing information and any attachments thereto to the best of my knowledge are true and complete. I acknowledge: that I am authorized to execute this certification on behalf of the bidder/proposer; that the ***Township of Mount Holly*** is relying on the information contained herein and that I am under a continuing obligation from the date of this certification through the completion of any contracts with ***Mount Holly Township*** to notify the ***Township of Mount Holly*** in writing of any changes to the information contained herein; 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 am subject to criminal prosecution under the law and that it will constitute a material breach of my agreement(s) with the, permitting the ***Township of Mount Holly*** to declare any contract(s) resulting from this certification void and unenforceable.

Full Name (Print):		Title:	
Signature:		Date:	

**MOUNT HOLLY TOWNSHIP**

**NON-COLLUSION AFFIDAVIT**

State of New Jersey  
County of \_\_\_\_\_

ss:

I, \_\_\_\_\_ residing in \_\_\_\_\_  
(name of affiant) (name of municipality)

in the County of \_\_\_\_\_ and State of \_\_\_\_\_ of full  
age, being duly sworn according to law on my oath depose and say that:

I am \_\_\_\_\_ of the firm of \_\_\_\_\_  
(title or position) (name of firm)

\_\_\_\_\_ the Professional Service Entity making the submission  
for

the service entitled \_\_\_\_\_, and that I executed the said proposal with  
(Name of Professional Service)

full authority to do so that said; that said Professional Service Entity has not, directly or indirectly  
entered into any agreements, participated in any collusion, or otherwise taken any action in restraint of  
fair and open competition in connection with the above named service; and that all statements  
contained in said submission and in this affidavit are true and correct, and made with full knowledge  
that the Township of Mount Holly relies upon the truth of the statements contained in said submission  
and in the statements contained in this affidavit in awarding the contract for said Service.

I further warrant that no person or selling agency has been employed or retained to solicit or secure  
such contract upon an agreement or understanding for a commission, percentage, brokerage, or  
contingent fee, except bona fide employees or bona fide established commercial or selling agencies  
maintained by:

\_\_\_\_\_  
Name of Professional Service Entity

Subscribed and sworn to before me this day

This \_\_\_\_\_ day \_\_\_\_\_ of \_\_\_\_\_, 20\_\_\_\_\_

\_\_\_\_\_

Notary public, State of \_\_\_\_\_

\_\_\_\_\_  
(Signature of Professional)

My Commission expires \_\_\_\_\_  
(Type or Print name of affiant and Title under signature)

(Seal)